**IBS Speaker Marketing Toolkit**

We're excited to have you as a speaker at the Builders’ Show! You have a unique opportunity to help amplify the reach and impact of the event and attendance in your session. To help you make the most of your experience and effectively engage your audience, we've put together this marketing toolkit. It includes key information, suggested content and messaging to maximize your reach before and during IBS and your session.

## Event Details

**Official Event Name:** 2024 NAHB International Builders' Show® (IBS)

**Event Dates:** February 27 – 29, 2024

**Event Venue:** Las Vegas Convention Center (LVCC) Las Vegas, NV

**Event Hashtags:** #IBS2024 (main hashtag), #OnlyAtIBS #IBS2024Speaker

## Ways to Promote Your Session & IBS

* **Add the IBS**[**logo**](https://www.dropbox.com/scl/fo/0dthrnbtz005xci9gyrw0/h?rlkey=36bqkdzyt88asesqpo6ijmxhq&dl=0) to your homepage and your emails.
* **Add a signature** at the bottom of your emails:  
  **Come hear me speak at IBS 2024  
  February 27 - 29, 2024 | Las Vegas, NV  
  BuildersShow.com**
* **Display/Banner Ad**: If you have a company e-newsletter, add a [display or banner ad](https://www.dropbox.com/scl/fo/0dthrnbtz005xci9gyrw0/h?rlkey=36bqkdzyt88asesqpo6ijmxhq&dl=0) to your newsletter. Please link the ad to BuildersShow.com
* **Forward an IBS Email**: Share an IBS 2024 email with residential construction industry professionals that would benefit from the content.
* Social Media Posts

## Social Media

### Graphics & Messaging

We compiled sample messaging, assets and content ideas you can use as a guide to create your social media posts before, during and after the show.

* You can download social media graphics to use for Facebook, Instagram, Twitter and LinkedIn. You’re also welcome to use your own photos, videos and pictures with the sample messaging we provide or leverage our content ideas to inspire your posts.

**When you’re ready to create a post:**

1. Upload your choice of image, video or graphic to any social media channel.
2. Copy/paste or customize a caption from our suggestions.
3. Fill in any blanks, if applicable.
4. Tag IBS Social Channels and add the hashtags #IBS2024 and #OnlyAtIBS.
5. Post away!

### IBS Social Media Channels

These are the social channels for the Builders’ Show. Please follow us and tag us in your posts!

* [Facebook](https://www.facebook.com/BuildersShow) @The International Builders’ Show (IBS)
* [Instagram](https://www.instagram.com/intlbuildersshow/) @intlbuildersshow
* [LinkedIn](https://www.linkedin.com/showcase/international-builder's-show/) @NAHBInternationalBuildersShow
* [twitter](https://twitter.com/IntlBldrsShow) @IntlBldrsShow

Use our official hashtags #IBS2024 #OnlyAtIBS when posting your content about the show to increase engagement on your content.

### Ready-to-Use Social Media Graphics

Amplify your IBS presence on social media with our graphics to help you easily and effectively spread the word about the show and about your session.

[Download Graphics](https://www.dropbox.com/scl/fo/0dthrnbtz005xci9gyrw0/h?rlkey=36bqkdzyt88asesqpo6ijmxhq&dl=0)

**Visual Content Ideas**

* Share visually appealing infographics or stats related to the industry and/or your session topic.
* Capture high-quality photos and videos of exciting booths, products and displays at the show.
* Take selfies or group photos with fellow speakers at the show.
* Create short video clips or reels showcasing your favorite moments, tips or highlights of the show or your session.

### Messaging

#### Pre-Event Promotion

* I’m heading to speak at #IBS2024 @The International Builders’ Show in Vegas, Feb 27 – 29. #OnlyAtIBS! Follow my journey with my updates throughout the show. #OnlyAtIBS #IBS2024Speaker
* ✈️ I’m coming for you #IBS2024! I’m so excited to speak at the 🏠 @intlbuildersshow, Feb 27 – 29. Come check out 👓my session [Insert title, date, time, location in West Hall]. View the full IBS Education lineup at BuildersShow. 👷‍♀️#OnlyAtIBS #IBS2024Speaker
* So thankful & grateful to be heading to #IBS2024 to speak! What’s IBS2024? @NAHB International Builders’ Show is the biggest & best residential construction show because All Homes Start Here #OnlyAtIBS. #IBS2024Speaker
* You can find me at #IBS2024 speaking to residential construction professionals, seeing the latest in product innovation & connecting with industry professionals #OnlyAtIBS. #IBS2024Speaker
* I’m excited to be speaking at #IBS2024 @The International Builders’ Show, Feb 27 -29. I’m sharing lots of useful takeaways on [insert], [insert] and [insert]. Register for the Builders’ Show & I’ll see you there BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* ✈️ I’m coming for you #IBS2024! I’m so excited to be 🎤 speaking at the @intlbuildersshow, Feb 27 - 29. I’m sharing tips and advice about [insert the takeaways/benefits of the talk]. Register so I can see there 🔗 BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* You can find me on the #IBS2024 stage talking [insert the takeaways/benefits of the talk]. Register so we can see each other there BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* Join me for my session, **[Title]** on **[Day]** at **[Time]**at @The International Builders’ Show, the premier event for the residential construction industry #IBS2024. This three-day event has top-notch education, experiences and networking opportunities. Register to attend! BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* I’ll be speaking at #IBS2024, the premier event for residential construction professionals, from Feb 27 -29, in Las Vegas! Check out the agenda and join me > BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* I’ll be sharing my insights during [enter session title] at #IBS2024, Feb 27 -29, in Las Vegas. I can't wait to see everyone there! Check out my session [insert link to session page] or contact me for more details! #OnlyAtIBS #IBS2024Speaker
* Join me at #IBS2024 in Las Vegas, where you’ll experience gold-standard education, expertise & insights to support your professional development and a commitment to quality & integrity in the residential construction industry. Explore the schedule at BuildersShow.com. #OnlyAtIBS #IBS2024Speaker
* I’m excited to speak at #IBS2024, Feb 27 - 29, in Las Vegas! Will you join me? Get connected to the people and resources you need to be successful in the residential construction industry. No other event offers more opportunities for networking, knowledge and fun > BuildersShow.com. #OnlyAtIBS #IBS2024Speaker

#### At the Show

* I’m here at #IBS2024 sharing [insert info about your session topic/top takeaways] and connecting with residential construction industry professionals #OnlyAtIBS! Follow along this week for a behind-the-scenes look at the show from a speaker’s perspective. #IBS2024Speaker
* Excited to be here speaking at #IBS2024 with [company or exhibitor or speaker or attendee]! #IBS2024Speaker
* #IBS2024 is the premier event of the year for the residential construction industry. Find all your industry needs #OnlyAtIBS! Look at some of my favorite new products so far and don’t forget to some hear me speak at [insert session name, date, time, location.] #IBS2024Speaker

#### Post-Show

* Check out my favorite moments #OnlyAtIBS from a successful #IBS2024! <share clips or pics from your session or other parts of the show> BuildersShow.com
* Check out my #IBS2024 Education Session #OnlyAtIBS. #IBS2024Speaker <share a clip of your session>
* I had a great time speaking at #IBS2024, scoping out the latest residential construction products, connecting with industry pros and discovering new trends! #OnlyAtIBS. #IBS2024Speaker <link to recorded session, if it was recorded, so attendees can watch it on demand.>