

REQUEST FOR PROPOSALS

2020 International Builders' Show

January 21-23 · Las Vegas, NV

RFP Close Date: April 22, 2019

PLEASE READ THIS DOCUMENT IN ITS ENTIRETY PRIOR TO SUBMITTING YOUR PROPOSAL.

New & Noteworthy for 2020:

- Individual/Company Proposal Limits:
 - An individual may appear on no more than four (4) session proposals, either as a speaker or moderator.
 - A company is limited to a maximum of six (6) session proposals on which their employees appear as session speakers or moderators.
- Proposal scoring has been changed and simplified to include only 5 criteria.
- Please give special attention to our *Leading Topics of Interest*. Proposals that most closely align with these topics have the strongest chance of being selected.
- The full roster of speakers who are to appear on a session must be provided at the time of proposal submission. Each speaker's profile information must be completed and each speaker must verify his/her participation.



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RFP Summary

i Thank you for your interest in presenting an education session at the 2020 NAHB International Builders' Show®. IBS is the housing industry's largest annual light construction show in the world, serving an audience of more than 67,000 in 2019.

Below you will find detailed steps for submitting your proposal. Speaking opportunities at IBS are highly competitive—please review thoroughly the information provided for developing and submitting your proposal to ensure the best chance of being selected.

Submitting Your Proposal for Consideration:

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Step 1: Review the RFP Rules

Proposals

- NAHB members and non-members who are affiliated with the residential building industry are eligible to submit education session proposals.
- Proposals must be submitted electronically through NAHB's online program management system, CadmiumCD.
- **NEW:** Individual/Company Proposal Limits:
 - An individual may appear on no more than four (4) session proposals, either as a speaker or moderator.
 - A company is limited to a maximum of six (6) session proposals on which their employees appear as session speakers or moderators.
- **Incomplete proposals will be disqualified and removed from consideration** – speaker names/information must be provided and verified, full learning outcomes are expected, complete sentences in the session description are required, etc.
- **The full roster of all speakers who are to appear on a session must be provided at the time of proposal submission.** This includes speaker names and requested speaker information. Additionally, each will be asked to verify through our online system his/her willingness to participate. If speaker changes (including additions and/or cancellations) are requested after submission, the proposal/session will be subject to disqualification and/or cancellation.
- Proposals/sessions should be brand and vendor neutral. Submissions promoting specific product brands, services or technologies will not be considered.

Selection & Presentation

- Individual/Company Presentation Limits:
 - An individual may appear on no more than two (2) IBS sessions, either as a speaker or moderator.
 - A company is limited to a maximum of three (3) appearances by their employees as IBS session speakers or moderators.
 - The annual Super Sales Rally is included as part of this rule; Tech Bytes sessions are excluded.
- A maximum of three (3) speakers (not including a moderator) may appear on a 60-minute session; exceptions will be given for the lightning round format and may be considered for other formats on a case-by-case basis.
- A maximum of two (2) speakers (including a moderator) from the same supplier/vendor company may appear on a 60-minute session. If two appear, a third speaker from outside that company must be added.
- All speakers must complete and sign an NAHB License & Release and a Speaker Agreement.
- NAHB reserves the right to combine similar proposals, request format modifications, change titles and descriptions or add speakers as necessary. You will be notified if there are any changes requested and given the opportunity to modify your proposal.
- Sessions can be scheduled at any time during IBS, and speakers must be available on any day of the show.
- Speakers receive a complimentary full registration to the NAHB International Builders' Show® and complimentary access to IBS Education On Demand. **NAHB does not reimburse travel expenses or provide fees/honoraria** for session speakers.
- During show days (January 21-23), selected speakers may not organize and/or participate in any events or programs considered educational in nature that are not within the official scope of Design & Construction Week (IBS, KBIS and/or Supporting Organization events).

Step 2: Understand the Proposal Scoring Process

i All proposals will go through a formal review and scoring process. Those that score the highest based on the criteria outlined below will have the best chance of being selected. Total scores will be based on a 50-point scale, with a rating of 1-10 (10 being highest) given for each criteria.

Proposal Scoring Criteria

<p>1. Value of Content</p> <ul style="list-style-type: none"> • Is the content relevant and timely for the current state of the industry? • Are the solutions and ideas offered new and innovative? • Is the topic explored in-depth? • Will attendees leave with ideas and tools they can take-home and apply immediately? 	<p>10 point max</p>
<p>2. Audience Appropriateness</p> <ul style="list-style-type: none"> • Is the topic in-line with attendees' wants and needs as outlined in our <i>Leading Topics of Interest</i>? • Is this topic and content fitting for the occupation, experience level and demographic of IBS Education attendees? • Is the proposal written with a particular audience in mind rather than "applicable to all"? 	<p>10 point max</p>
<p>3. Presentation Format/Engagement</p> <ul style="list-style-type: none"> • Is the topic fitting for a 60-minute presentation and one that can hold an audience's attention for that length of time? • Will the presentation employ a particularly engaging or unique format, activity, technology or speaker? 	<p>10 point max</p>
<p>4. Speaker Qualifications</p> <ul style="list-style-type: none"> • Is the speaker(s) considered an industry expert/leader for this particular topic? • Is he/she uniquely qualified from others and/or known for an innovative approach? • Does he/she have strong reviews from past IBS presentations and/or excellent references from other speaking engagements? 	<p>10 point max</p>
<p>5. Differentiation/Merit</p> <ul style="list-style-type: none"> • Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic? • Upon reading the proposal, does it move a reviewer to feel that this is a must-have session at IBS? • Will the session meet the high standards and expectations attendees have for IBS education? 	<p>10 point max</p>
<p>TOTAL SCORE</p>	<p>50 point max</p>

Step 3: Consider the Leading Topics of Interest

i Each year, we conduct a survey of IBS attendees to inquire about the topics they would most like to see addressed through education. The results of this survey are included below.

It is critical that you use this information to your advantage. You are discouraged from submitting generic proposals on topics you enjoy most or assume the audience wants to hear about; instead use this data to develop proposals that meet exactly the needs and make-up of the IBS audience.

Leading Topics of Interest:

Education sessions offered at IBS are organized into “tracks”, or areas of similar subject matter. There are six tracks representing core functions of home building as well as three representing specialty segments of the industry.

When surveyed about what topics they would like to see addressed at IBS, attendees offered the following responses. The first list includes the 20 most requested topics overall. Lists sorted by track can be found beginning on page 5. Please note, **topics in each list are in order of attendee preference** – the higher up in the list, the more in-demand the topic.

Top 20 Leading Topics of Interest – All Tracks

Topic

1. Leadership and coaching best practices
2. Improving profits and margins
3. Managing business growth
4. Branding and brand strategy
5. Managing client expectations and communication best practices
6. Estimating and job costing for custom builders and remodelers
7. Home trends and buyer preferences forecast
8. Financial management including budgets and cash flows
9. Best practices of leading builders
10. Smart home technology innovations
11. Marketing and selling to different generations and niche markets
12. Mark-up, margin and pricing for custom builders and remodelers
13. Project management best practices
14. Design-build strategies and methods for custom homes
15. Personalizing the customer experience
16. Preconstruction agreements
17. Selections process and change orders
18. Using technology such as tablets and software for management
19. Customer service and satisfaction
20. Social media marketing strategy

Track

- Business Management
- Business Management
- Business Management
- Sales & Marketing
- Custom Building & Remodeling
- Custom Building & Remodeling
- Industry Trends & Emerging Issues
- Business Management
- Business Management
- Industry Trends & Emerging Issues
- Sales & Marketing
- Custom Building & Remodeling
- Project Management
- Custom Building & Remodeling
- Custom Building & Remodeling
- Custom Building & Remodeling
- Custom Building & Remodeling
- Business Management
- Sales & Marketing
- Sales & Marketing

Core Function Tracks:

Design & Community Planning

These sessions provide a wide array of content focusing on cutting-edge design trends both outside and inside the home. This track also explores the latest in land and community planning and development.

Leading Topics of Interest:

- | | |
|--|--|
| 1. Floor plan trends | 10. Attainable housing design |
| 2. Community design trends | 11. Bathroom design trends |
| 3. Designing for different generations and niche markets | 12. Infill |
| 4. Universal design and aging-in-place | 13. Interior finishes |
| 5. Land development process | 14. Right-sizing homes |
| 6. Kitchen design trends | 15. Design software including 3D and virtual reality |
| 7. Budget friendly high end design | 16. Smart growth |
| 8. Integrating smart home technologies | 17. Trends in high performance design |
| 9. Land use and zoning strategies | 18. Value engineering and lean design |

Building Techniques & Strategies

Included in this track are sessions that address the build process itself. Everything from new products to systems-built construction is explored, along with the theory, science, materials and fixes for building better, smarter, high performing houses.

Leading Topics of Interest:

- | | |
|---|--|
| 1. Moisture management and durability | 9. High efficiency lighting and lighting control systems |
| 2. New high performance products | 10. HVAC system design, installation and right-sizing |
| 3. Smart home technologies and products | 11. Insulation selection and installation |
| 4. Correcting and avoiding common home performance errors | 12. Building for resiliency |
| 5. Framing challenges and best practices | 13. Indoor air quality |
| 6. Healthier homes | 14. Zero net energy homes |
| 7. Air sealing and venting best practices | |
| 8. Systems-built and off-site construction solutions | |

Business Management

Sessions in this track not only help industry professionals manage their businesses more effectively and profitably, but also provide insights and examples of how they may expand and diversify.

Leading Topics of Interest:

- | | |
|---|--|
| 1. Leadership and coaching best practices | 7. Negotiating with clients, suppliers and trade contractors |
| 2. Improving profits and margins | 8. Tracking critical metrics |
| 3. Managing business growth | 9. Contract best practices |
| 4. Financial management including budgets and cash flows | 10. Succession planning, exit strategy, estate planning |
| 5. Best practices of leading builders | 11. Making high performance building profitable |
| 6. Using technology such as tablets and software for management | |

Project Management

Sessions in this track will help builders improve their profitability, efficiency and productivity during each phase of a project, including pre-construction, construction and post-construction.

Leading Topics of Interest:

- | | |
|---|--|
| 1. Project management best practices | 7. Mark-up, margin and pricing |
| 2. Estimating and job costing | 8. Best practices for integrating off-site building components |
| 3. Improving worker and construction productivity | 9. Significant building code changes |
| 4. Hiring and training skilled employees | 10. OSHA regulations and standards |
| 5. Trade contractor relationships | 11. Subcontractor agreements |
| 6. Improving field efficiency using technology | 12. Superintendent and lead carpenter training |

Sales, Marketing & Customer Focus

This track covers tools and techniques to help industry professionals more effectively sell to and serve their clients, including sales and marketing trends, sales management, advertising, market research, merchandising and technology.

Leading Topics of Interest:

- | | |
|---|---|
| 1. Branding and brand strategy | 11. Marketing metrics and analytics |
| 2. Marketing and selling to different generations and niche markets | 12. iPad and tablet technologies for sales and marketing |
| 3. Customer service and satisfaction | 13. Fully-digital new home purchases |
| 4. Social media marketing strategy | 14. REALTOR partnerships |
| 5. Content marketing and messaging | 15. Sales tactics such as overcoming objections, negotiations and closing |
| 6. Facebook and Twitter best practices | 16. Effective model homes and digital sales centers |
| 7. Website and online footprint best practices | 17. Sales and marketing strategies for high performance homes |
| 8. Building a comprehensive marketing program | 18. Virtual reality, augmented reality and 3D technology |
| 9. Sales management and salesperson training | 19. Search engine optimization |
| 10. Legal risks of marketing and social media | |

Industry Trends & Emerging Issues

This track addresses critical industry issues and trends builders must be aware of in order to stay competitive and position themselves for the future. High-profile, emerging issues will also be explored.

Leading Topics of Interest:

- | | |
|---|-----------------------------------|
| 1. Home trends and buyer preferences forecast | 6. Housing affordability |
| 2. Smart home technology innovations | 7. Availability and cost of labor |
| 3. Innovative building techniques, products and solutions | 8. Combating labor shortage |
| 4. Housing industry economic forecast | 9. Developing affordable housing |
| 5. Disruption and innovation in housing | 10. Building material prices |
| | 11. Off-site construction |

Specialty Market Segment Tracks:

55+ Housing

This track addresses the fast-growing demand for housing in the 55+ market including the latest economic forecasts, preferences for location, lifestyle, products and technology, home site, community type and purchasing.

Leading Topics of Interest:

- | | |
|--|--|
| 1. 55+ community and amenities design | 6. 55+ universal design and aging-in-place |
| 2. 55+ sales and marketing strategies | 7. 55+ market forecasts |
| 3. 55+ interior design trends | 8. 55+ technology and smart homes |
| 4. 55+ consumer insights and motivations | 9. Multigenerational communities |
| 5. 55+ lifestyle trends and programming | |

Custom Building & Remodeling

This track focuses on the questions, issues, strategies and trends unique to the custom home building and remodeling segments of the industry. Sessions will provide builders the tools and insights needed to foresee and meet changes in market demand, carve out their own niche and estimate and build more profitable projects.

Leading Topics of Interest:

- | | |
|---|--|
| 1. Managing client expectations and communication best practices | 5. Personalizing the customer experience |
| 2. Estimating and job costing for custom builders and remodelers | 6. Preconstruction agreements |
| 3. Mark-up, margin and pricing for custom builders and remodelers | 7. Selections process and change orders |
| 4. Design-build strategies and methods for custom homes | 8. Integrating smart home tech in remodels |
| | 9. Universal design and aging-in-place for custom homes and remodels |

Multifamily Housing

Sessions in this track will explore today's multifamily issues, challenges and forecasts, discuss the potential in various housing types, examine what today's renter and condo buyers want in a home, and demonstrate how communities can best position themselves to potential residents.

Leading Topics of Interest:

- | | |
|--|---|
| 1. Townhomes and innovative attached housing | 8. Modular and panelized multifamily design |
| 2. Community amenities | 9. Multifamily code changes and material trends |
| 3. Multifamily community design trends | 10. New sources of financing for affordable housing |
| 4. Mixed-income multifamily housing | 11. The future of suburban multifamily development |
| 5. Opportunity zones and multifamily development – best practices and tips | 12. Understanding current renters and renter demographics |
| 6. Smart apartment home technology | |
| 7. Mixing multifamily with retail or single family | |

Step 4: Understand the IBS Audience

i The International Builders' Show® audience is extremely diverse. Attempting to develop a proposal that might be appropriate for “all” is highly discouraged—write with a specific audience in mind.

IBS Audiences:

- 55+ Housing Builders & Developers
- Commercial Builders
- Custom Builders
- Designers, Architects, Engineers and Planners
- General Contractors
- Land Developers
- Manufacturers/Suppliers
- Mortgage/Financial Service Professionals
- Multifamily Builders & Developers
- Production Builders
- Remodelers
- Retail/Wholesale Distributors
- Sales and Marketing Professionals
- Spec/Tract Builders
- Subcontractors and Specialty Trade Contractors
- Systems Built Home Manufacturers & Builders

IBS Attendee Demographics

Primary Business Type

Single Family Builder	20%
Custom Builder	17%
Wholesale Dealer/Distributor	11%
Retail Dealer/Distributor	11%
Remodeler	6%
Subcontractor/Specialty Trade Contractor	6%
Architect, Engineer, Planner, Designer	5%
Multifamily	5%
Sales, Marketing, Advertising	3%
Land Development	1%
55+ Housing	1%
Other	14%

Years of Industry Experience

Over 20 years	54%
16 to 20 years	15%
1 to 5 years	12%
11 to 15 years	11%
6 to 10 years	7%
Less than 1 year	1%

Number of Units Started (2018)

Zero	28%
1 to 10	27%
100 or more	21%
11 to 25	12%
26 to 99	12%

Title

Owner, Principal or Partner	23%
President/CEO	20%
Sales & Marketing	15%
VP/General Manager	11%
Director/Manager	7%
Construction Management	6%
Architect, Designer, Engineer	5%
Other	13%

Annual Sales Volume

\$1 Million to \$5 Million	26%
\$15 Million and Over	22%
No construction activity	15%
\$5 Million to \$10 Million	11%
Under \$500,000	11%
\$10 Million to \$15 Million	8%
\$500,000 to \$1 Million	7%

Step 5: Develop Your Proposal

- i** For assistance in preparing your proposal, please refer to our IBS Education [Guide to Crafting Your Proposal](#). It is available for download at buildersshow.com/speak.

The guide includes a list of questions you will be required to complete when submitting your proposal online. Please read the instructions carefully for each question and give special attention to our *Expert Tips* as they will provide best practices and suggestions that can increase your proposal's chances of being selected. It is highly recommended that you draft your responses in a Word document prior to logging into our online system. Remember, incomplete proposals will be disqualified.

Step 6: Submit Your Proposal Online

- i** Finally, you will need to submit your proposal for consideration. The submission and review process is managed through an online program management system, CadmiumCD.

Accessing & Using the Online Submission System

Please visit buildersshow.com/speak and select *Submit Your Proposal* to access the online system. In CadmiumCD, either log in if an existing user or click *Join Now* to create a new profile. Once logged in, select *Click here to begin a new Session Proposal* to add your proposal. After providing basic information about your proposal, a "Task List" will be created for you, outlining various additional details you will need provide and questions to be answered. Once all required tasks have been completed – this includes adding all speakers and verifying their participation – select *Preview & Submit* when finished. You will receive an email confirming your submission. You will have until April 22, 2019, to access your proposal. To return or make changes, simply use the login information and access key provided when creating your profile.

PLEASE NOTE: Speaker Verification – All speakers must log in to our online system and verify their participation prior to the proposal being submitted. The "Verify Speaker Participation" task will be used to email and invite them to do so. Please consider that it may take speakers a day or two to login and complete this verification, so you will not want to wait until the final days prior to our deadline to attempt to submit your proposal.

After You Submit

i Below is the timeline for review and selection of proposals. You will be notified of your proposal's status in early July 2019.

Proposal Selection Timeline

April 1, 2019	Proposal process opens for the 2020 NAHB International Builders' Show®
April 22, 2019	Proposal process closes for the 2020 NAHB International Builders' Show® <u>This deadline cannot be extended.</u>
April-May 2019	Proposals go through multiple rounds of review/scoring by NAHB stakeholder groups, staff and IBS Convention Education Subcommittee
June 2019	The IBS Convention Education Subcommittee selects the final education session schedule for the 2020 NAHB International Builders' Show®
July 2019	Speakers and submitters are informed of their proposal status via e-mail
January 21-23, 2020	2020 NAHB International Builders' Show®, Las Vegas, NV

Questions?

i For more information or answers to your questions, please email NAHB's Director of IBS Education, Kirby Simmering, at ksimmering@nahb.org.

For more information about the NAHB International Builders' Show®, please visit BuildersShow.com.