

# REQUEST FOR PROPOSALS

## 2021 International Builders' Show February 9-11 · Orlando, FL

### **RFP Close Date: April 24, 2020**

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

#### **New & Noteworthy for 2021:**

- Proposals will be accepted for 60-minute Building Knowledge sessions as well as Master Workshops and Tech Bytes.
- 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 presenters who are to appear on a session must be provided at the time of proposal submission. Each presenter's profile information must be completed and each presenter must verify his/her participation.

## RFP SUMMARY

**i** Thank you for your interest in presenting an education session at the 2021 NAHB International Builders' Show®. IBS is the housing industry's largest annual light construction show in the world, serving an audience of more than 65,000 in 2020.

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.
- 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** – full learning outcomes are expected, complete session descriptions are required, etc.
- **The full roster of presenters who are to appear on a session must be provided at the time of proposal submission.** This includes all requested presenter information. Additionally, each will be asked to verify his/her willingness to participate. **If presenter 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 (Tech Bytes excluded).
  - A company is limited to a maximum of three (3) appearances by their employees as IBS session speakers or moderators (Tech Bytes 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) presenters (including a moderator) from the same company may appear on a 60-minute session. If two appear, a third from outside that company must be added.
- All presenters must 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 presenters as necessary. You will be notified if there are any changes requested and given the opportunity to modify your proposal.
- Sessions can be scheduled and presenters must be available on any day of the Show.
- Presenters 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 presenters.
- During Show days (February 9-11), selected presenters 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><b>1. Value of Content</b></p> <ul style="list-style-type: none"> <li>• Is the content relevant and timely for the current state of the industry?</li> <li>• Are the solutions and ideas offered new and innovative?</li> <li>• Is the topic explored in-depth?</li> <li>• Will attendees leave with ideas and tools they can take-home and apply immediately?</li> </ul>	<p><b>10 point max</b></p>
<p><b>2. Audience Appropriateness</b></p> <ul style="list-style-type: none"> <li>• Is the topic in-line with attendees' wants and needs as outlined in our <i>Leading Topics of Interest</i>?</li> <li>• Is this topic and content fitting for the occupation, experience level and demographic of IBS Education attendees?</li> <li>• Is the proposal written with a particular audience in mind rather than "applicable to all"?</li> </ul>	<p><b>10 point max</b></p>
<p><b>3. Presentation Format/Engagement</b></p> <ul style="list-style-type: none"> <li>• Is the topic fitting for a 60-minute presentation and one that can hold an audience's attention for that length of time?</li> <li>• Will the presentation employ a particularly engaging or unique format, activity, technology or speaker?</li> </ul>	<p><b>10 point max</b></p>
<p><b>4. Speaker Qualifications</b></p> <ul style="list-style-type: none"> <li>• Is the speaker(s) considered an industry expert/leader for this particular topic?</li> <li>• Is he/she uniquely qualified from others and/or known for an innovative approach?</li> <li>• Does he/she have strong reviews from past IBS presentations and/or excellent references from other speaking engagements?</li> </ul>	<p><b>10 point max</b></p>
<p><b>5. Differentiation/Merit</b></p> <ul style="list-style-type: none"> <li>• Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic?</li> <li>• Upon reading the proposal, does it move a reviewer to feel that this is a must-have session at IBS?</li> <li>• Will the session meet the high standards and expectations attendees have for IBS education?</li> </ul>	<p><b>10 point max</b></p>
<p><b>TOTAL SCORE</b></p>	<p><b>50 point max</b></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 seven tracks representing core functions of home building as well as two 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. new building products and technologies
2. floor plan trends
3. efficient/attainable design; right-sizing
4. kitchens
5. customer experience best practices (before and after the sale)
6. bathrooms
7. design trends
8. improving profits and margins
9. improving productivity
10. estimating and job costing
11. exterior color and material trends
12. cost effective high performance building techniques
13. indoor/outdoor connections
14. interior color and material trends
15. team communication best practices
16. innovative building techniques
17. lessons from leading builders
18. healthier homes
19. brand marketing
20. leadership and coaching

#### Track

- Building Techniques & Strategies
- Architecture & Design
- Architecture & Design
- Architecture & Design
- Sales & Marketing
- Architecture & Design
- Architecture & Design
- Business Management
- Business Management
- Project Management
- Architecture & Design
- Building Techniques & Strategies
- Architecture & Design
- Architecture & Design
- Business Management
- Building Techniques & Strategies
- Business Management
- Building Techniques & Strategies
- Sales & Marketing
- Business Management

## CORE FUNCTION TRACKS:

### Architecture & Design

These sessions provide a wide array of content focusing on cutting-edge design trends both outside and inside the home.

#### Leading Topics of Interest:

- |  |                                       |
|--|---------------------------------------|
| 1. floor plan trends                         | 8. interior color and material trends |
| 2. efficient/attainable design; right-sizing | 9. interior finishes                  |
| 3. kitchens                                  | 10. value engineering and lean design |
| 4. bathrooms                                 | 11. universal design                  |
| 5. design trends                             | 12. outdoor living                    |
| 6. exterior color and material trends        | 13. aging-in-place                    |
| 7. indoor/outdoor connections                | 14. storage and organization          |

### Building Techniques & Strategies

Included in this track are sessions that address the build process itself. Everything from new products to building systems is explored, along with the techniques and technologies for building smarter, high performing houses.

#### Leading Topics of Interest:

- |   |   |
|---|---|
| 1. new building products and technologies                                 | 8. home tech products and technologies – efficiency and energy management |
| 2. cost effective high perf. building techniques                          | 9. home tech design/integration   |
| 3. innovative building techniques   | 10. energy standards – IECC, Energy Star, etc.                            |
| 4. healthier homes  | 11. avoiding/correcting errors and callbacks                              |
| 5. proper application and optimizing performance of new building products | 12. air sealing and venting   |
| 6. significant building code changes                                      | 13. framing/advanced framing  |
| 7. moisture management and durability                                     | 14. net zero energy homes   |

### 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. improving profits and margins       | 9. financial planning best practices |
| 2. improving productivity              | 10. contract best practices          |
| 3. team communication best practices   | 11. differentiating your company     |
| 4. lessons from leading builders       | 12. culture                          |
| 5. leadership and coaching             | 13. cash flow                        |
| 6. budgeting                           | 14. labor shortage                   |
| 7. apps and mobile tech for management | 15. recruiting/hiring strategies     |
| 8. standard operating procedures       |                                      |

### Land Development & Community Design

This track explores the latest in land acquisition and development and community planning/design, with topics ranging from financing and zoning to amenities.

#### Leading Topics of Interest:

- |                                 |  |
|---------------------------------|--|
| 1. community design trends      | 5. developing 55+ housing products - age-restricted vs. age-targeted, attached, etc. |
| 2. land planning process        | 6. land and lot availability   |
| 3. sustainable community design | 7. green site and lot development  |
| 4. amenities                    |  |

## 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. estimating and job costing                             | 9. selections, change orders and allowances        |
| 2. project management best practices                      | 10. pre-construction agreements                    |
| 3. customer experience best practices                     | 11. negotiating with suppliers and contractors     |
| 4. mark-up, margin and pricing                            | 12. improving worker and construction productivity |
| 5. high performance project team management/relationships | 13. hiring and training skilled employees          |
| 6. scheduling   |  |
| 7. subcontractor agreements                               |  |
| 8. reducing conflicts; dealing with challenging clients   |  |

## Research & Trends

This track explores consumer trends, buyer profiles, industry expectations and emerging issues that industry professionals must be aware of in order to stay competitive.

### **Leading Topics of Interest:**

- |   |                                      |
|---|--------------------------------------|
| 1. housing trends and buyer preferences | 5. disruption in housing             |
| 2. housing affordability                | 6. younger/first time buyer insights |
| 3. housing industry outlook             | 7. 55+/boomer buyer insights         |
| 4. demographic analysis of buyers       |                                      |

## Sales & Marketing

This track covers tools and techniques to help industry professionals more effectively reach, sell to and serve their clients, including digital marketing, sales management, customer experience and more.

### **Leading Topics of Interest:**

- |   |  |
|---|--|
| 1. customer experience best practices (before and after the sale) | 12. sales tactics - overcoming objections, follow-up, negotiation, closing, etc. |
| 2. brand marketing  | 13. content marketing  |
| 3. reputation management  | 14. lead generation and conversion   |
| 4. social media strategy  | 15. email marketing  |
| 5. Facebook   | 16. developing a comprehensive sales strategy/program                            |
| 6. Instagram  | 17. marketing high performance   |
| 7. websites   | 18. digital strategy   |
| 8. developing a comprehensive marketing strategy/program          | 19. competitive market analysis and benchmarking                                 |
| 9. messaging and storytelling                                     | 20. REALTOR partnerships   |
| 10. marketing plans   |  |
| 11. sales management and salesperson training                     |  |

## SPECIALTY MARKET SEGMENT TRACKS:

### 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.

#### *Leading Topics of Interest:*

##### Custom Building

1. floor plan trends
2. new building products and technologies
3. efficient/attainable design; right-sizing
4. kitchens
5. design trends
6. bathrooms
7. cost effective high perf. building techniques
8. improving profits and margins
9. customer experience best practices (before and after the sale)
10. improving productivity
11. estimating and job costing
12. indoor/outdoor connections
13. healthier homes
14. proper application and optimizing performance of new building products
15. exterior color and material trends

##### Remodeling

1. new building products and technologies
2. floor plan trends
3. kitchens
4. bathrooms
5. improving profits and margins
6. estimating and job costing
7. efficient/attainable design; right-sizing
8. improving productivity
9. project management best practices
10. customer experience best practices (during the build)
11. team communication best practices
12. mark-up, margin and pricing
13. customer experience best practices (before and after the sale)

### Multifamily Housing

Sessions in this track will explore today's unique multifamily issues and challenges, various housing types and what today's renter and condo buyers want in a home.

#### *Leading Topics of Interest:*

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. unit plan trends</li> <li>2. the future of suburban multifamily development</li> <li>3. townhomes and innovative attached housing</li> <li>4. renovation and adaptive reuse for multifamily</li> <li>5. efficient/attainable design; right-sizing</li> <li>6. mixing multifamily with retail or single family</li> </ol> | <ol style="list-style-type: none"> <li>7. mixed-income multifamily housing</li> <li>8. new building products and technologies</li> <li>9. design trends</li> <li>10. multifamily market outlook</li> <li>11. kitchens</li> <li>12. new sources for financing affordable housing</li> </ol> |
|--|--|



## 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 & Planners
- General Contractors
- Land Developers
- Manufacturers/Suppliers
- Multifamily Builders & Developers
- Production Builders
- Remodelers
- Retail/Wholesale Dealers & Distributors
- Sales & Marketing Professionals
- Spec/Tract Builders
- Subcontractors & Specialty Trade Contractors

### IBS Attendee Demographics

#### Primary Business Type

Single Family Builder (Production, Spec/Tract, GC)	20%
Single Family 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 (2019)

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](http://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](http://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 presenters and verifying their participation – select *Preview & Submit* when finished. You will receive an email confirming your submission. You will have until April 24, 2020, to access your proposal. To return or make changes, simply use the login information and access key provided when creating your profile.

**PLEASE NOTE: Presenter Verification** – All presenters must log in to our online system and verify their participation prior to the proposal being submitted. The "Verify Presenter Participation" task will be used to email and invite them to do so. Please consider that it may take presenters 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 2020.

### PROPOSAL SELECTION TIMELINE

March 30, 2020	Proposal process opens for the 2021 NAHB International Builders' Show®
April 24, 2020	Proposal process closes for the 2021 NAHB International Builders' Show®
April-May 2020	Proposals go through multiple rounds of review/scoring by NAHB stakeholder groups, staff and IBS Convention Education Subcommittee
June 2020	The IBS Convention Education Subcommittee selects the final education session schedule for the 2021 NAHB International Builders' Show®
July 2020	Speakers and submitters are informed of their proposal status via e-mail
February 9-11, 2021	2021 NAHB International Builders' Show®, Las Vegas, NV

## QUESTIONS?

**i** For more information or answers to your questions, please email Kirby Simmering, AVP Learning Content Strategy, at [ksimmering@nahb.org](mailto:ksimmering@nahb.org).

For more information about the NAHB International Builders' Show®, please visit [BuildersShow.com](http://BuildersShow.com).