

REQUEST FOR PROPOSALS

2022 International Builders' Show

February 8-10 · Orlando, FL

RFP Close Date: May 30, 2021

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

Proposal Selection Timeline:

May 3, 2021	Proposal process opens
May 30, 2021	Proposal process closes
June-July 2021	Proposals go through multiple rounds of review/scoring by NAHB stakeholder groups, staff and IBS Convention Education Subcommittee
July 2021	The IBS Convention Education Subcommittee selects the final education session schedule for IBS 2022
August 2021	Speakers and submitters are informed of their proposal status
February 8-10, 2022	2022 NAHB International Builders' Show®, Orlando, FL

RFP SUMMARY

i Thank you for your interest in presenting an education session at the 2022 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 annually.

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. **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.
 - A company is limited to a maximum of three (3) appearances by their employees as IBS session speakers or moderators.
- 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®. **NAHB does not reimburse travel expenses or provide fees/honoraria** for session presenters.
- During Show days (February 8-10), 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>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.

IBS education offerings are not limited to these leading topics nor are your proposals. However, you are encouraged to use this data to develop proposals that meet exactly the needs of the IBS audience.

ABOUT THE LISTS:

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.

The first list includes the 10 most requested topics overall. Lists sorted by track follow. **Topics are in order of attendee preference** – the higher up in the list, the more in-demand the topic.

Top 10 Leading Topics of Interest – All Tracks

Topic

1. new building products and technologies
2. housing trends and buyer preferences
3. material cost and availability
4. floor plan trends
5. estimating and job costing
6. innovating in housing
7. housing industry outlook
8. customer experience best practices
9. cost effective building techniques
10. project management best practices

Track

- Building Techniques & Strategies
- Research & Trends
- Research & Trends
- Architecture & Design
- Project Management
- Research & Trends
- Research & Trends
- Project Management
- Building Techniques & Strategies
- Project 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.

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|--------------------------------|--|
| 1. floor plan trends | 4. efficient/attainable design; right-sizing |
| 2. kitchens | 5. aging-in-place |
| 3. design trends for interiors | |

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.

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| 1. new building products and technologies | 4. innovative building techniques |
| 2. cost effective building techniques | 5. significant code changes |
| 3. proper application and optimizing performance of new building products | |

Business Management: Sessions in this track help industry professionals manage more effectively and profitably, and provide insights into how they may expand and diversify.

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| 1. improving productivity | 4. labor shortage |
| 2. improving profits and margins | 5. budgeting |
| 3. contract best practices | |

Land Development & Community Design: This track explores the latest in land acquisition and community planning, with topics ranging from financing to amenities.

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| 1. community design trends | 4. land planning process |
| 2. developing 55+ housing products | 5. financing affordable housing |
| 3. alternative project financing sources | |

Project Management: Sessions in this track help builders improve their profitability and productivity in each project phase, including pre-construction, build and post-construction.

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| 1. estimating and job costing | 4. hiring and training skilled employees |
| 2. customer experience best practices | 5. negotiating with suppliers and contractors |
| 3. project management best practices | |

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.

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| 1. housing trends and buyer preferences | 4. housing industry outlook |
| 2. material cost and availability | 5. younger/first time buyer insights |
| 3. innovation in housing | |

Sales & Marketing: This track covers tools and techniques to help effectively reach, sell to and serve buyers, including digital marketing, sales process, customer experience and more.

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| 1. brand marketing | 3. customer experience best practices |
| 2. developing a comprehensive marketing strategy | 4. reputation management |
| | 5. lead qualification/conversion strategies |

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.

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| 1. new building products and technologies | 4. innovation in housing |
| 2. estimating and job costing | 5. material cost and availability |
| 3. floor plan trends | |

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.

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| 1. new building products and technologies | 4. multifamily unit plan trends |
| 2. material cost and availability | 5. 55+ market outlook |
| 3. housing trends and buyer preferences | |

STEP 4: UNDERSTAND THE IBS AUDIENCE



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.

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.

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 presenters – select *Preview & Submit*. You will receive an email confirming your submission. You may return or make changes to your proposal at any time before the submission deadline.

QUESTIONS?

- i** For more information or answers to your questions, please email Kirby Simmering, AVP Learning Content Strategy, at ksimmering@nahb.org.

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