

2022 MEDIA KIT

**IBS**<sup>TM</sup>

**EXPRESS**

February 24, 2022

# REACH RESIDENTIAL CONSTRUCTION PROFESSIONALS

**A new digital experience**, reaching thousands of residential construction professionals with the IBS Express

## WHAT IS THE IBS EXPRESS?

The IBS Express is a half-day virtual event taking place after the in-person Builders' Show in Orlando. The content focuses on key trends, show highlights, interviews and educational digests. It's a combination of content from the in-person show and new content. Attendees also have access to an online content library.

## WHO IS THE AUDIENCE?

The target audience for the IBS Express is:

- Attendees of the in-person show who couldn't see and do everything they wanted to at the show
- Professionals who didn't attend the in-person show

NAHB Members and attendees of the in-person show have free access to the IBS Express. Non-members and those who didn't attend the in-person show can access the IBS Express for a nominal fee.

## WHAT DOES THIS MEAN FOR YOUR COMPANY?

- The IBS Express gives your company an opportunity to get in front of new and different audiences.
- The IBS Express starts conversations with industry professionals who need your products or services.
- The IBS Express provides the opportunity to turn these leads and conversations into sales.

## IBS VIRTUAL STATS

IBSx was the 2021 online event that took the place of the in-person show because of the pandemic.

Some interesting stats from IBSx:

**74%**

of attendees learned something they could apply immediately from the education sessions

**88%**

of those who purchased an IBSx education pass participated in the online event

**67%**

of attendees were new to IBS and never attended an in-person show before, resulting in a new audience being reached.



# PROMOTIONAL OPPORTUNITIES

The IBS Express is your chance to reach thousands of residential construction professionals. Find out how you can reach new audiences, increase exposure to your business and boost sales.

## IBS EXPRESS SIGNATURE SPONSOR

Signature Sponsors appear in the highlights of IBS and new content presented in the IBS Express and will be prominently featured throughout.

### Signature Sponsor Benefits Include:

- Two (2) 30-second commercials air during the event
- One (1) two-minute corporate video.  
Possible options include:
  - Video of your booth from the in-person IBS in Orlando
  - A solution-focused video demonstrating how your products solve industry challenges
- Two (2) IBS Express videos. This can be a product demo or include other content. The videos are listed in the IBS Education Directory as part of the on-demand content. Leads from those who viewed your videos will be provided post-event.
- All marketing communications before the one-day event feature the Signature Sponsors
- Post-event follow-up for registered attendees of the IBS Express with mention of the Signature Sponsors
- One (1) email to IBS Express participants (you create an HTML email and NAHB's third-party vendor sends it)
- Almost a full month of exposure with the videos running online from February 24 to March 31, 2022
- Sponsors receive priority placement in the search results for searches for your product or service. Applies to searches after February 11, 2022
- Sponsor logo on live IBS Express Event Page (on February 24, 2022)

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To maximize exposure, there is a limited number of Signature Sponsors.

**Investment: \$20,000**



# EXPRESS

## SPONSORED EDUCATION PRESENTATION

Education is the #1 reason attendees take part in virtual events. Demonstrate that your company is a thought leader in the industry through a sponsored education presentation.

Your company provides a 15-60-minute pre-recorded video.\* The video presentation should focus on an educational topic/issue of high interest to builders and how your company offers solutions that help the industry address it.

The session runs as part of the IBS Express One Day Experience. The video remains online through March 31, 2022.

### Benefits Include:

- Recorded video is posted in the IBS Express section on buildersshow.com
- Receive more than one full month of exposure with the video running online from February 24 to March 31, 2022
- Video is accessible by ALL IBS and IBS Express registrants
- Receive a full list of IBS Express attendees who watch the video sent after March 31. You can continue the conversation with interested professionals after IBS Online. You can turn these conversations into sales.

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To maximize exposure, there will be a limited number of Sponsored Education Sessions offered.

### Investment: \$5,000

\* NAHB must approve topic. Video production services available (additional fees and unlimited usage rights apply)

## NEW PRODUCT DEMO VIDEO OR IBS BOOTH TOUR VIDEO

The primary reason attendees go to IBS is to see new products, services and technology. Since attendees want to discover innovative products, demo your product in a video.\*

The video should highlight a recently launched product or service. It should illustrate how the product solves a problem or provides a solution to the industry.

Another option is to give a tour of your exhibit booth from the IBS in Orlando.

### Benefits Include:

- Recorded video is posted in the IBS Express section on buildersshow.com
- Receive more than one full month of exposure with the video running online from February 24 to March 31, 2022
- Video is accessible by ALL IBS and IBS Express registrants
- Receive a full list of IBS Express attendees who watch the video sent after March 31. You can continue the conversation with interested professionals after IBS Online. You can turn these conversations into sales.

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To maximize exposure, there will be a limited number of Product demo or IBS booth tour videos available.

### Investment: \$5,000

\* Video production services available (additional fees and unlimited usage rights apply)



# EXPRESS

## UNIQUE EXHIBITOR EXPERIENCES

Promote your web-based or 3D virtual showroom experience on the IBS Express. The experience is promoted from the IBS Express and is linked from your IBS exhibitor listing during the in-person show.

### Benefits Include:

- Your unique exhibitor experience is featured on the virtual experience page of the IBS Express
- The experiences listing page is on BuildersShow.com home page and the IBS Express event page, putting your experience in front of thousands of industry professionals
- Exhibitor directory listing page (i.e., a “virtual” booth)
- Receive your exhibitor directory listing visitor list from February 24 through March 31. You can continue the conversation with interested professionals after IBS Online. You can turn these conversations into sales.
- Promote your experience to all in-person IBS and IBS Express attendees
- Dedicated email blast promoting all Unique Exhibitor Experience Companies
- Sponsors receive priority listing in the search results. Applies to searches after February 11, 2022

To maximize exposure, there will be a limited number of Unique Exhibitor Experiences available.

**Investment: \$5,000**

## IBS EXHIBITOR DIRECTORY LISTING

Enjoy an exhibitor directory listing (without exhibiting at IBS in person). List your company as an online-only exhibitor in the directory for in-person and online IBS. It gives your company exposure to attendees planning to attend in Orlando and the IBS Express.

### Listing Benefits:

- Company description and contact information
- Photos & videos
- New product listing, limited to three (3) products

**Investment: \$1,000**

## OTHER IBS ONLINE OPPORTUNITIES

- Banner Advertising – Call for pricing
- IBS Industry Tracker Advertising – Call for pricing
- Email rental options available pre- and post-event – Contact rep for details
- Custom Sponsorship Packages Available – Call for options and cost

## CONTACT US:

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