

NAHB INTERNATIONAL BUILDERS' SHOW®

2024 EXHIBITOR PROSPECTUS



APPLY NOW TO EXHIBIT



BUILDERSSHOW.COM/EXHIBIT

**ALL HOMES
START HERE**

Questions? Contact Michael Currier
mcurrier@nahb.org | 202-266-8689

2024 **IBS**™

Feb 27 - 29
Las Vegas

MAXIMIZE EXPOSURE. ENGAGE CUSTOMERS. GAIN QUALITY LEADS.



NAHB International Builders' Show® (IBS), the most powerful way to reach industry decision-makers and purchasers, is headed back to **Las Vegas, February 27 – 29, 2024!** Thousands will gather at the Las Vegas Convention Center eager to connect and discover the best of what the residential construction industry has to offer.

Builders, remodelers, wholesale dealers/distributors and other **key decision-makers** will be searching for products and services to grow their businesses. Make sure your company's offerings are front and center.

Whether you're looking to **launch a new product, build brand recognition, grow your customer base or increase customer loyalty**, it's essential to be at IBS.

In 2023, IBS exhibitors experienced record-breaking crowds with more than 80,000 attendees! Don't miss your chance to be a part of what's anticipated to be another highly successful show. Make plans to exhibit at the 2024 Builders' Show today!

LEARN MORE | [BUILDERSSHOW.COM/EXHIBIT](https://buildersshow.com/exhibit)

NEW SEGMENTATION FOR 2024

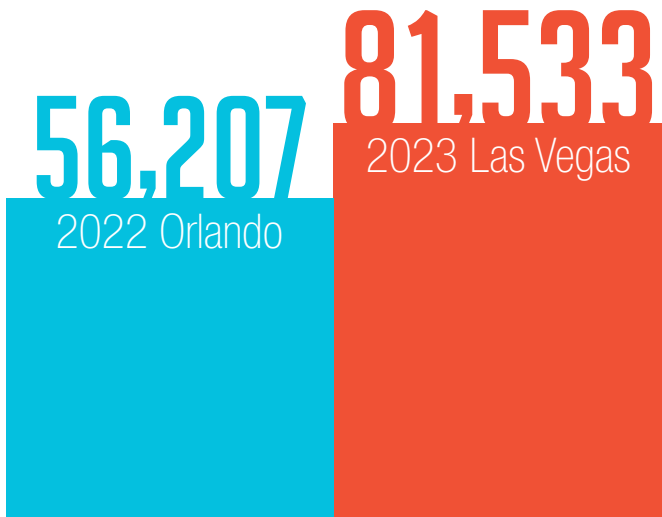
The 2024 IBS exhibit halls will be divided into six distinct segments making it easy for attendees to navigate the show floor, which is the size of over 40 football fields, to find products and services of interest to them.

| West Hall | Central Hall | South Hall |
|---|--------------------|--|
| Interior Finishings & Home Living Business Management & Professional Services Global Products | Building Materials | Construction Tools, Systems, Equipment & Safety Outdoor Living, Leisure & Modular Structures |



LEARN MORE | BUILDERSSHOW.COM/SEGMENTS

BUILDERS' SHOW BY THE NUMBERS



TOTAL ATTENDANCE

82% of attendees are purchasing decision-makers or influence purchasing decisions



25% of attendees' business volume exceeds \$15 million annually

69% of attendees' business volume exceeds \$1 million annually



42%

Builders (single family builders and multifamily developers, active adult housing)

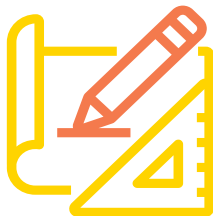


18%

Dealers/Distributors (wholesale/retail)

REMODELERS

9%



“The value of IBS is the **exposure and connections** you make with all different kinds of people. You’re getting **dealers, contractors – the whole spectrum**. IBS is a crucial show. With so many different people and companies, **the Builders’ Show is really something special.**”

- Daniel Fritz, Evolve Stone

WHO ATTENDS THE BUILDERS' SHOW?

| Registration | 2023 LAS VEGAS | 2022 ORLANDO |
|--|----------------|---------------|
| IBS Registrants <i>(excluding exhibitors, press, etc.)</i> | 54,063 | 37,428 |
| IBS Exhibitors | 14,521 | 10,580 |
| KBIS Visitors <i>(verified)</i> | 11,141 | 8,199 |
| NHS Visitors <i>(verified)</i> | 1,808 | N/A |
| Total | 81,533 | 56,207 |

TOP 5 BUSINESS TITLES



Other Business Titles: 7% Construction Management, 5% Architect, Designer, Engineer, 3% Administration, 3% Consultant, 3% Purchasing, 2% Installer, 1% Estimating, .5% Information Technology

2023 BUSINESS VOLUME (\$)



- 24% 15 Million or over
- 7% 10 Million to 15 Million
- 13% 5 Million to 10 Million
- 25% 1 Million to 5 Million
- 8% 500k to 1 Million
- 10% Under 500k

No Construction Activity 13%

KEY **DECISION-MAKERS** ARE AT IBS

24 OF THE TOP 25 BUILDERS WERE AT IBS 2023!

Ashton Woods Homes

Beazer Homes

Century Communities

Clayton Properties Group

David Weekley Homes

D.R. Horton

DRB Group

Dream Finders Homes

Highland Homes

Hovnanian Enterprises

KB Home

Lennar Corp

LGI Homes

Mattamy Homes

M.D.C. Holdings

Meritage Homes Corp.

M/I Homes

NVR

PulteGroup

Rausch Coleman

Stanley Martin Homes

Taylor Morrison

Toll Brothers

Tri Pointe Homes

492 professionals from the “top 24 builders” attended The Builders’ Show.

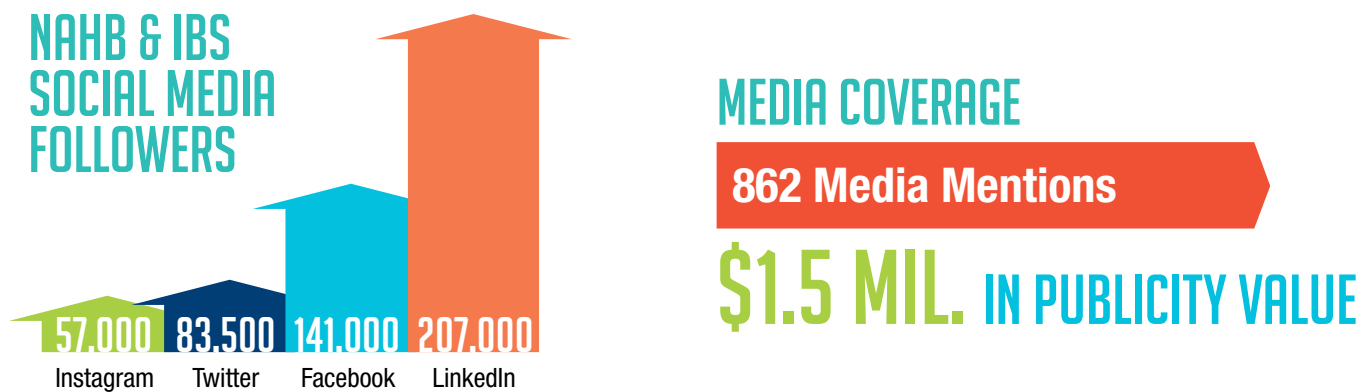


PRODUCTION BUILDERS EXECUTIVE CLUB

IBS provides exclusive space for executives from the top 250 single-family builders in the United States. In 2023, nearly 550 executives from 200 companies took advantage of this VIP lounge.

MEDIA COVERAGE

With a combination of comprehensive media coverage from our industry's most trusted sources and year-long social media posts highlighting exhibitors and building trends, IBS puts all eyes on you and your company to optimize your investment.



There's no better place to showcase your company and increase your publicity than IBS. More than 300 members of the press attended IBS in 2023. Check out some of the media that covered the show.



Better Homes & Gardens

Builder

CR Consumer Reports

FineHomebuilding

Forbes



houzz PRO

The New York Times

PROBUILDER
PROFESSIONAL BUILDER

PROREMODELER
PROFESSIONAL REMODELER

REALSIMPLE

realtor.com

THE WALL STREET JOURNAL
WSJ

This Old House

USA TODAY

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Extend your company's visibility at IBS beyond your booth space! IBS offers numerous marketing opportunities for companies big and small and for every marketing budget. Let us help you showcase your company, maximize your brand exposure and get additional leads.

ATTENDEE LISTS

BANNERS & SIGNAGE

CUSTOMIZED PACKAGES

DIGITAL VIDEO ADVERTISING

EMAIL MARKETING

EVENT SPONSORSHIPS

EXHIBITOR HOSPITALITY ROOMS

MOBILE APP ADVERTISING

NICHE-SPECIFIC OPPORTUNITIES

PRE- & POST-SHOW MARKETING

PRINT ADVERTISING

VIDEO PACKAGES



SEE OPPORTUNITIES | [BUILDERSSHOW.COM/PROMOTIONS](https://buildersshow.com/promotions)

Questions? Contact Lynn Margiotta at lmargiotta@nahb.org | 202-266-8685

OPPORTUNITIES FOR MORE EXPOSURE



Best of IBS™ Awards

The Builders' Show recognizes outstanding building products and services in nine categories from exhibitors at the show with the Best of IBS Awards. Plus one product or service is named Best in Show. Best of IBS Awards winners receive recognition at the show and continue to enjoy marketing opportunities for up to a year after the show ends.



IBS New Product Zone

Hundreds of products make their debut at the Builders' Show each year. Showcase your hot NEW product in the IBS New Product Zone. It's where attendees discover new cutting-edge products for the building industry. ONLY 75 products are selected for the New Product Zone.

We will be accepting applications for the 2024 Best of IBS Awards and the IBS New Product Zone this fall.

“The Builders' Show is the one time we can talk to everyone from the industry from everywhere and make connections. There's nowhere else you can do that but at the Builders' Show. It provides the opportunity to meet new people and make those connections.”

- Dave Jones, Overture® Automated Indoor Air Quality System

CONTACT INFORMATION

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BuildersShow.com/exhibit

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