



Marketing Contacts



Denise Miller
Vice President, Event & Product Marketing
dmiller@nahb.org
202-266-8190



Sanetra Payne
Director, Event Marketing & Engagement
spayne@nahb.org
202-266-8179

Brief Description:

IBSx is the **NAHB International Builders' Show®** (IBS) virtual experience, and will connect the home building industry together, online. This expansion of IBS, the most comprehensive, business-building event in residential construction, will include new product pavilions, networking opportunities and interactive education to help members find solutions and tap into the latest industry trends.

What We Do:

Association Support

- Engage directly with Executive Officers and IBS Ambassadors to answer inquiries and provide information about IBSx
- Help state and local Executive Officers spread awareness about IBSx and exclusive NAHB member-only registration discounts
- Provide Executive Officers with resources and promotional materials for IBSx—see BuildersShow.com/eo
- Connect Executive Officers with [other IBSx team members](#) (i.e. for registration issues, etc)

IBSx Ambassador Program

The success of your members contributes to your HBA's retention rate, and encouraging them to take advantage of the product knowledge, education and connections at IBSx gives your members the tools they need to succeed. Having an IBSx Ambassador benefits both your HBA and your members by giving you member representation at the national level and having a local resource for the latest IBSx updates and information. Learn more and nominate a member: BuildersShow.com/ambassadorprogram