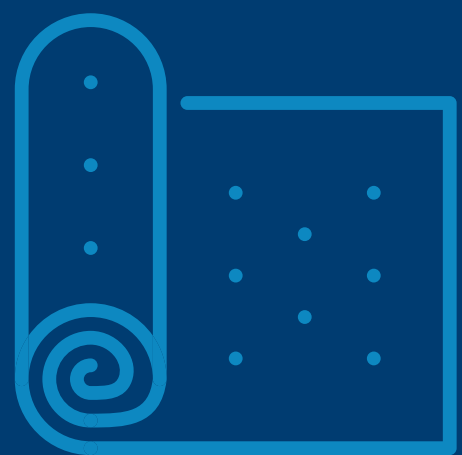
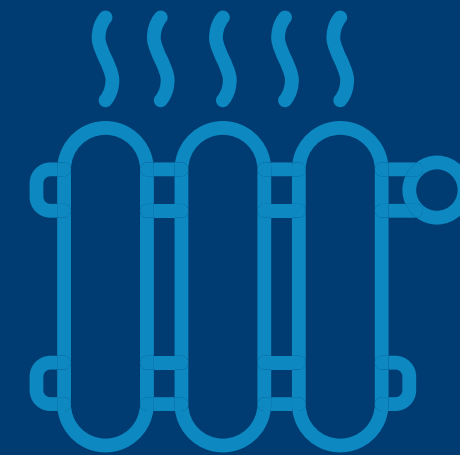
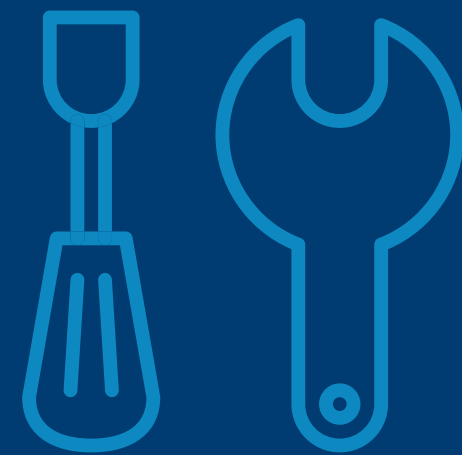
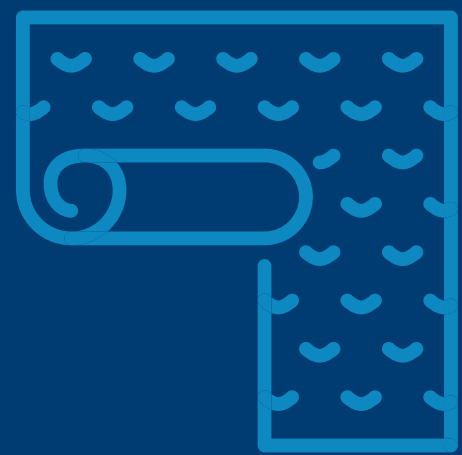


BUILD WITH US

Reach the Residential Construction Industry



Building Homes, Enriching Communities, Changing Lives

NAHB Sponsorship, Advertising & Digital Media Opportunities



The NAHB Network

The National Association of Home Builders (NAHB) strives to be the most relevant force and voice shaping residential construction.

As an NAHB sponsor or advertiser, you will reach an engaged and knowledgeable audience of professionals seeking to grow their businesses and careers. NAHB provides opportunities for manufacturers and suppliers to gain exposure, network and provide solutions for the nations home building community. NAHB provides multiple opportunities for your teams to establish relationships and increase your brand value with the most engaged industry leaders.

This is your opportunity to tap into NAHB's extensive network of more than 140,000 members.



NAHB Audience & Partners



80%

NAHB Members build approximately **80%** of all new homes in the U.S. annually

51.4



Average number of home starts per year by NAHB Builder Members (34.4 SF, 17.0 MF)



\$90.8 B

NAHB Members bought an estimated **\$90.8 billion** in materials in 2022

NAHB Builder Member Profile

49%

Single Family Custom

9%

Commercial General Contracting

42%

Residential Remodeling

8%

Multifamily Rental

33%

Single Family General Contracting

4%

Multifamily Condo

28%

Single Family Spec or Tract Building (Production)

3%

Multifamily General Contractor

18%

Land Development

3%

Commercial

10%

Commercial Remodeling

1%

Modular

NAHB Members Represent All Areas in the Industry



When You Invest in NAHB, You're Investing in the Housing Industry

Where your Dollars Go

You increase sales and brand recognition with the 140,000 NAHB members when you sponsor or advertise with NAHB but are also investing in the housing industry.

Every dollar you invest with NAHB goes directly back into the industry, helping fund advocacy efforts to improve the building climate, facilitate networking, provide professional education expertise and critical information and provide for the entire housing industry.



NAHB International Builders' Show® (IBS)

IBS is the largest residential construction event of the year. As NAHB's flagship event, it draws 60,000+ residential construction professionals worldwide. You'll connect with custom builders, general contractors, remodelers, architects, designers, sales and marketing professionals and other residential construction professionals looking to give their business a competitive edge. The audience ranges from smaller custom builders up to and including nearly all of the top 25 Builders in the U.S.

View numerous ways to reach your desired audiences at BuildersShow.com/promotions.

IBS co-locates with the Kitchen & Bath Industry Show (KBIS) to form Design & Construction Week (DCW).

 **100,000+**
top residential design and construction professionals

 **2,000+**
leading exhibiting product and service providers

 **60,000+**
residential construction professionals every year

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

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

TOP 5 BUSINESS TITLES

24% Owner, Principal or Partner

18% President & CEO

13% Sales & Marketing

10% VP/General Manager

9% Director/Manager

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

NAHB Audiences



Remodelers

NAHB Remodelers is an active group within NAHB, representing professional remodelers who undertake large, complicated projects like whole-house renovations, additions, kitchen, bath remodeling and basement remodeling.



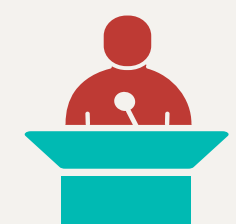
Remodeling Awards @ IBS – awards program recognizing excellence in remodeling



Remodeling Central @ IBS – networking and education space for remodeling professionals



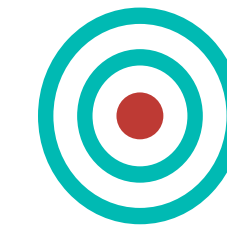
Remodeling Month (May) – month to highlight the importance of residential remodeling



Shop Talks – virtual monthly, casual, informative talks hosted by top remodeling experts

Custom Builders

Custom Builders are the single largest demographic of NAHB builder members and are typically highly innovative and open to testing new products and solutions.



Custom Central @ IBS – networking and education space for leading custom builders



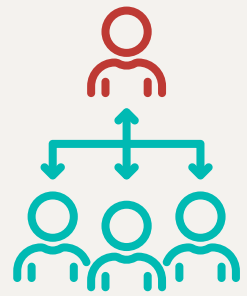
Custom Home Builder of the Year Award @ IBS – recognition of the top custom builder



20 Clubs (Custom Builders) – peer-to-peer networking and education group, meets in person 2x a year

Multifamily Professionals

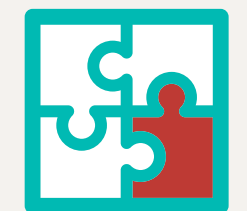
NAHB's Multifamily Council offers different ways to reach this influential market, including the built-for-rent and built-for-sale and affordable multifamily housing. The NAHB Multifamily Council offers a robust year-round program to help you reach the nation's leading multifamily builders.



Multifamily Leadership Board – Spring/Fall in-person meetings of top multifamily



Multifamily Central @ IBS – networking and education space for leading multifamily developers/builders



Multifamily Council – get in front of key players in the multifamily community



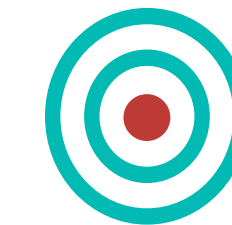
Affordable Housing Group – top developers of affordable housing

Design Professionals

The NAHB Design Committee is designers, architects, custom builders, remodelers and other residential design professionals that advocate for smart, current and sustainable designs.



Best of American Living Awards @ IBS – the premier national awards program focused on celebrating excellence in design



Design Central @ IBS – networking and education space for leading designers, architects, builders and remodelers



Design Bites – virtual monthly, 15-minute, design-focused sessions hosted by industry experts



Best in American Living Blog – advertising or sponsored content on a blog featuring design trends and eye-catching projects experts

Sales & Marketing Professionals

The NAHB National Sales & Marketing Council is an active group of top residential sales and marketing professionals for new home sales -- one of the more influential groups in the industry.



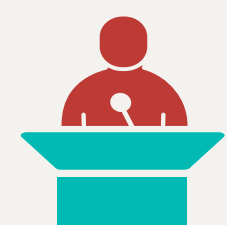
The Nationals @ IBS – the premier nationally-based sales and marketing awards program for the residential construction industry



Sales Central @ IBS – networking and education space for top residential construction sales & marketing professionals



New Home Sales Month (April) – a month-long program designed to focus attention on new home sales and marketing



National Sales & Marketing Shop Talks – virtual monthly, casual, informative talks hosted by industry experts

Production Builders

Production builders are a highly influential segment of the housing industry, with the top 100 companies building approximately 70% of all homes in the U.S. Reaching this essential audience is critical to any product manufacturer's success.



Production Builder Executive Club @ IBS – an executive level networking lounge at IBS for upper management from the top 250 builders in the U.S.



20 Clubs (Production Clubs) – peer-to-peer networking and education group, meet in person 2x a year



ProConnect (May/June) – an in-person partner event with SGC Horizon/ProBuilder with a series of one-on-one meetings and networking opportunities with leading national and regional production builders

Professional Women in Building

The fastest-growing segment of NAHB is the Professional Women in Building (PWB) Council, making PWB the place to find an energetic and devoted audience of residential construction industry professionals.



PWB Headquarters – networking space for movers and shakers of women in building



PWB Awards – awards for the best of women in building



PWB Celebration @ IBS – a night to celebrate and focus on the contributions of women to the building industry



PWB Week (September) – a week to celebrate and highlight the contributions of women in buildingtalks hosted by top remodeling experts



PWB Magazine (Winter/Spring) – print publication that reaches the top women in building with content geared specifically for this audience

NAHB 20 Clubs

The NAHB 20 Clubs are peer-to-peer networking clubs that share insights, tips, experience and advice with members who are highly successful business owners from non-competitive markets. 20 Clubs are one of the most successful and highly regarded NAHB member programs.



20 Clubs (Production Clubs) – small to medium volume production builders that meets in person 2x annually



20 Clubs (Custom/Remodeling Clubs) – custom builder and remodeler peer groups that meet in person 2x annually

55+ Housing

NAHB's 55+ Housing Council includes some of the most influential builders and developers of 55+ communities in the U.S. and represents a gateway into the growing 55+ community market.



55+ Central @ IBS – networking and education space for leading 55+ housing builders and developers



55+ Awards @ IBS – awards program recognizing excellence in 55+ housing development and building

Workforce Development/Careers in Construction & Student Chapters

A labor shortage and a lack of skilled trade professionals is one of the biggest industry challenges. A dedicated NAHB team works to recruit and train the next generation of skilled labor.



Careers in Technical Education Month (Feb) – month focused on promoting and encouraging technical education programs



Careers in Construction Month (Oct) – awards month focused on promoting and highlighting the various career opportunities that construction offers



NAHB Student Chapters Competition @ IBS – high school, college and graduate schools compete in a nationwide contest to solve a real-world management project/proposal



NAHB Student Chapters HBCU Program – expands opportunities at HBCUs for students through leadership development and networking experts

Systems Built Housing & Offsite Construction

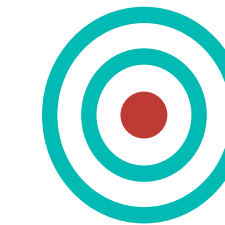
NAHB's Building Systems Council (BSC) focuses on the various segments of systems-built and offsite construction in concrete, log and timber, panelized and modular. As the labor shortages continue to permeate the housing industry, offsite and systems-built construction offer new ways to bring housing to market.



BSC Lounge @ IBS – networking space for leading systems-built professionals

Safety & Health Professionals

NAHB is a leader in trying to keep those who build America's housing safe and healthy through strategic alliances with OSHA and other safety-affiliated groups.



Jobsite Safety Zone @ IBS – month focused on promoting and encouraging technical education programs



Safety Awards for Excellence (SAFE Awards) @ IBS – the industry's leading awards program recognizing excellence in safety programs and practices

Innovations in Housing

NAHB is at the forefront of innovations in the home-building industry. NAHB has two distinct opportunities to showcase new companies and products at The International Builders' Show® with the Start-Up and New Product Zone.



Start-Up Zone @ IBS – highlighting the next wave of innovation, the Start-Up Zone features the newest, most innovative companies launching new products and services for the first time at IBS.



New Product Zone @ IBS – a specialty area at IBS where attendees can see the newest products from companies exhibiting in the show. Attendees can review a wide variety of products in one convenient location, making it easy to learn more about technologies and items that will soon impact the industry

NAHB Leadership

NAHB Leaders shape the direction of the housing industry by meeting in person multiple times annually to develop the next generation of housing influencers and leaders.



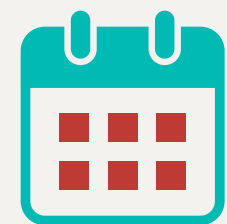
NAHB Leadership Meetings – Winter, Spring and Fall in-person leadership meetings allow for various sponsorship opportunities to put you in front of the housing industry's most influential leaders



NAHB Leadership Training – in-person training for the next generation of the housing industry's leadership is critical to keeping housing moving forward—programs and practices

Entire Housing Industry with NAHB & SGC Horizon

NAHB and SGC Horizon, NAHB's Official Media Partner, collaborate on select high-profile annual opportunities to widen the reach in the residential construction industry by reaching the 140,000+ NAHB members and SGC's significant subscriber base.



IBS Pre-Show Planner – pre-show print publication with highlights of IBS and what to do around Las Vegas while at IBS, featuring the widest distribution of any publication in the industry as a polybagged insert with leading SGC publications



Pro Builder & Pro Remodeler U40 Leadership Event @ IBS – the premier leadership and education event for young industry professionals construction industry



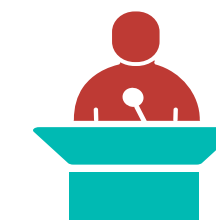
IBS Official Show Home – The New American Home media package provides year-round benefits to top product suppliers to the highly publicized IBS Official Show Home



ProConnect Powered by NAHB (May/June) – an in-person event that features timely NAHB updates, multiple networking opportunities and multiple one-on-one meetings with leading builders—target audience is regional and national builders

NAHB State & Local Leaders at the Association Management Conference

The Association Management Conference is an educational conference where NAHB develops and helps our local leaders become better at running their state and local associations. These leaders manage and provide information and critical data to approximately 140,000 members. In 2023, we had 200+ Executive Officers representing 90,000+ members.



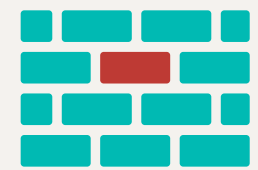
Association Management Conference – the NAHB sponsored meeting that provides leadership and association management training for state and local chapters of NAHB



Executive Officer Training and Leadership Development Program – training for the next generation of the housing industry's leadership is critical to keeping housing moving forward programs and practices

NAHB Industry Supporter Program

NAHB's newest program allows companies to support housing and receive very significant benefits by doing so. A year-round program of support helps NAHB's efforts on behalf of the entire housing industry to create a more favorable environment for housing, thus helping your company's success.



Supporting the industry through – Tiered program offering robust packages of benefits for companies who want to support housing AND receive exclusive benefits that are reserved only for NAHB Supporters

NAHB Digital Advertising

NAHB offers various digital ways to reach your audience with email newsletters, sponsored content (email and blog), digital advertising and retargeting. There are so many ways to reach your potential audience that we have a special digital media kit you can [find here](#).



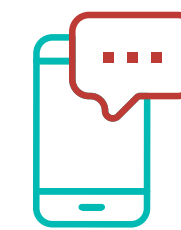
NAHB Newsletters – offer advertising and sponsored content opportunities to different audiences in the residential construction industry



NAHB.org advertising – reach viewers of one of the housing industry's leading websites



Retargeting Advertising – you can retarget visitors to NAHB.org or BuildersShow.com to ensure you reach the right audiences



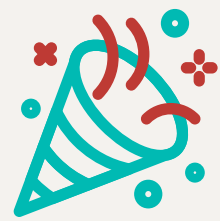
Sponsored Content posts/emails – sponsored content provides advertorial-type opportunities for your company to be a thought leader



Exclusive Emails to NAHB Members – impactful limited opportunity HTML emails sent by NAHB to your selected niches of our membership

Young Professionals

Reach the future of the home building industry by sponsoring the NAHB Young Professional (YP) Committee and other YP events during the year. Sponsoring the YPs is a great way to build brand loyalty and have long-term customers.



Young Professional Party at IBS - is the hottest event for professionals 40 and under and it always sells out! This is the place to meet the up-and-coming professionals in our industry.



U40 Leadership Summit - in partnership with Professional Builder Magazine, the U40 Leadership Summit offers real-world applications of technology, best practices for managing people and projects and communication skills that turn conflict into win-win resolutions.



Young Professionals Happy Hours @IBS – these afternoon gatherings are well-attended by the young industry leaders and provide a tremendous networking opportunity



Young Professionals Week (October) – your opportunity to show the YPs how much they mean to your company and the industry as a whole, this large-scale branding opportunity will be seen by large numbers of YPs

Other Opportunities available

NAHB has Opportunities in Other Categories

Advocacy Support

NAHB Surveys/Custom Research

Sustainable Building

NAHB Economics Premium Content

BuilderBooks/Publishing

Video Production

Associate Members

Disaster Recovery

Build with Us

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