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



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

\$90.8 billion in materials in 2022

NAHB Members Represent All Areas in the Industry

Custom Production General Contracting Built for Rent 55+ Land Development Modular, Log & Panel Manufacturers

> Single Family Builders

Apartment Development Condo Development Affordable Housing MF General Contractors

> Property Management

Multifamily

Design/Build Remodeling Exterior Remodeling Kitchen & Bath Remodeling

Remodeling

Carpentry/Framing Roofing HVAC Plumbing Electrical Painting Masonry Drywall & Ceiling Welding

Subcontractors/ Specialty Trade Contractors

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 e orts 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.**

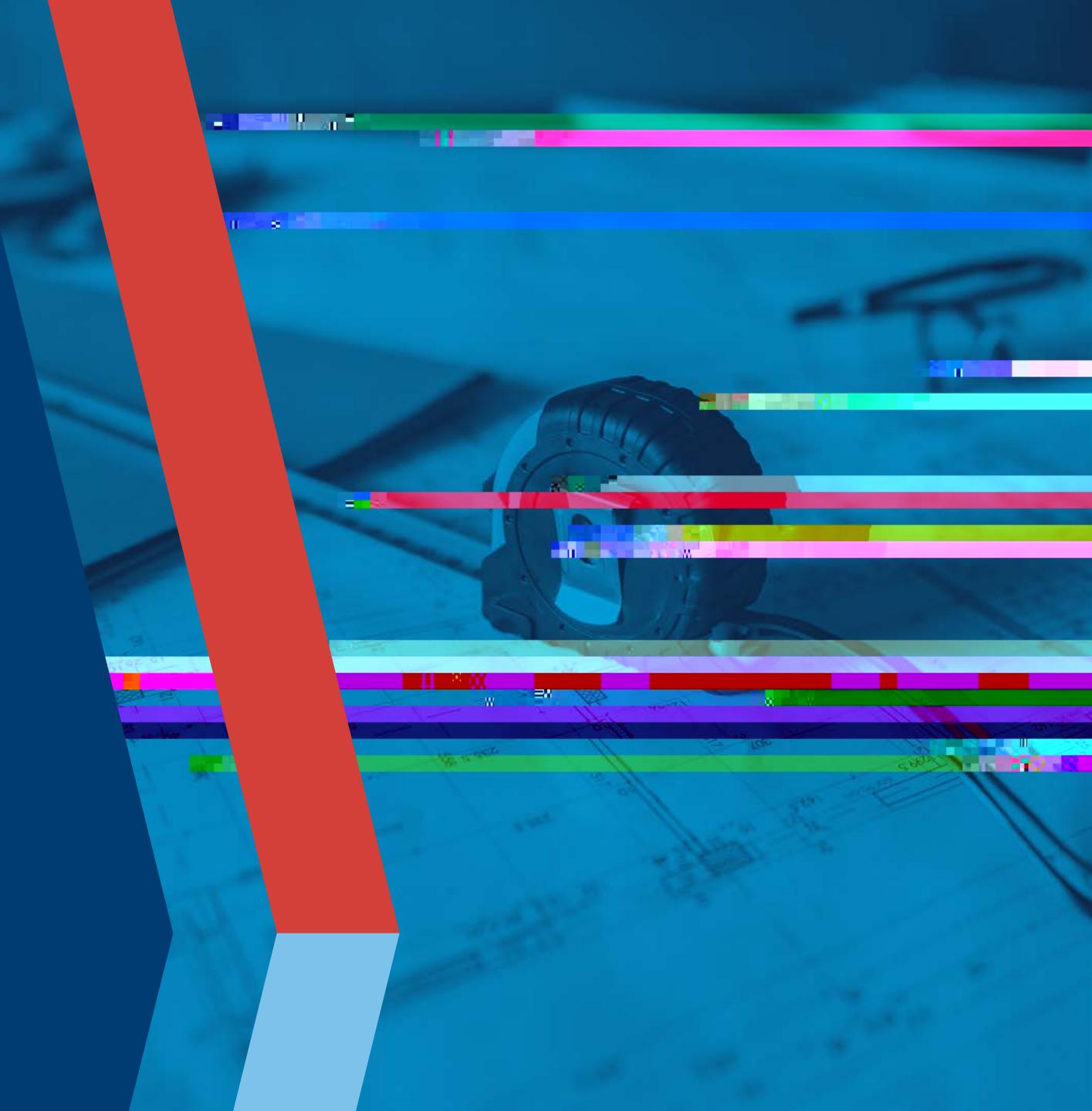
IBS co-locates with the Kitchen & Bath Industry Show (KBIS) to form Design & Construction Week (DCW).

Solution of attendees' business volume exceeds \$15 million annually

TOP 5 BUSINESS TITLES24%18%13%10%9%0wner, Principal
or PartnerPresident
& CEOSales
& MarketingVP/General
ManagerDirector/
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



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

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

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.

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.

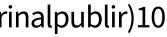
NAHB's Building Systems Council (BSC) focuses on the various segments of systems-built and offsite construction in concrete, log and timber, panelized and modular. As the labor shortages continue to permeate the housing industry, offsite and systems-built construction offer new ways NAHB is a leader in trying to keep those who build America's housing safe and healthy through strategic alliances with OSHA and other safety-affiliated groups.



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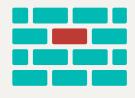
The Association Management Conference is an educational conference where NAHB develops and helps our local leaders become better at running their state and local associations. These leaders manage and provide information and critical data to approximately 140,000 members. In 2023, we had 200+ Executive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





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.

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NAHB Enewsletters – 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



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.

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

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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