

# REQUEST FOR PROPOSALS

## 2019 International Builders' Show

### February 19-21 · Las Vegas, NV

**RFP Close Date: May 4, 2018**

**PLEASE READ THIS DOCUMENT IN ITS ENTIRETY PRIOR TO  
SUBMITTING YOUR PROPOSAL.**

**New & Noteworthy for 2019:**

- We are only accepting proposals for our standard 60-minute Building Knowledge sessions through the RFP. We do offer additional types of educational programming at IBS and you'll have the option to be considered for one of these in the event your proposal is not selected as a Building Knowledge session. If you wish to be considered only for an alternative session type, please do not submit your proposal in Cadmium; instead, contact NAHB. See our [\*Guide to Crafting Your Proposal\*](#) for more information.
- Please give special attention to our "Leading Topics of Interest" included in this document. Proposals that most closely align with these leading topics have the strongest chance of being selected.
- The full roster of all speakers who are to appear on a session must be provided at the time of proposal submission. Each speaker's profile information must be completed and each speaker must verify his/her participation through our online system before your proposal can be accepted.



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## RFP Summary

**i** Thank you for your interest in presenting an education session at the 2019 NAHB International Builders' Show®. IBS is the housing industry's largest annual light construction show in the world, serving an audience of more than 60,000 in 2018.

Below you will find detailed steps for submitting your proposal. Speaking opportunities at IBS are highly competitive—please review thoroughly the information provided for developing and submitting your proposal to ensure the best chance of being selected.

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## Step 1: Review the RFP Rules

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### Proposals

- NAHB members and non-members who are affiliated with the residential building industry are eligible to submit education session proposals.
- Proposals must be submitted electronically through NAHB's online program management system, CadmiumCD.
- **Incomplete proposals will be disqualified and removed from consideration** – speaker names/information must be provided and verified, full learning outcomes are expected, complete sentences in the session description are required, etc.
- **The full roster of all speakers who are to appear on a session must be provided at the time of proposal submission.** This includes speaker names and requested speaker information. Additionally, each will be asked to verify through our online system his/her willingness to participate. If speaker changes (including additions and/or cancellations) are requested after submission, the proposal/session will be subject to disqualification and/or cancellation.
- Proposals/sessions should be brand and vendor neutral. Submissions promoting specific product brands, services or technologies will not be considered.

### Selection & Presentation

- An individual may appear on no more than two (2) Building Knowledge sessions (our standard 60-minute session), either as a speaker or moderator. The annual Super Sales Rally is included as part of this rule.
- A company is limited to a maximum of three (3) appearances by their employees as Building Knowledge session speakers or moderators. The annual Super Sales Rally is included as part of this rule.
- A maximum of three (3) speakers (not including a moderator) may appear on a Building Knowledge session (exceptions will be given for the lightning round format and may be considered on a case by case basis).
- A maximum of two (2) speakers (including a moderator) from the same manufacturer/supplier company may appear on a session. If two appear, a third speaker from outside that company must be added.
- All speakers must complete and sign an NAHB License & Release and a Speaker Agreement.
- NAHB reserves the right to combine similar proposals, request format modifications, change titles and descriptions or add speakers as necessary. You will be notified if there are any changes requested and given the opportunity to modify your proposal.
- Sessions can be scheduled at any time during IBS, and speakers must be available on any day of the show.
- Speakers receive a complimentary full registration to the NAHB International Builders' Show® and complimentary access to IBS Education On Demand. **NAHB does not reimburse travel expenses or provide fees/honoraria** for session speakers.
- During show days (February 19-21), selected speakers may not organize and/or participate in any events or programs considered educational in nature that are not within the official scope of Design & Construction Week (IBS, KBIS and/or Supporting Organization events).

## Step 2: Understand the Proposal Scoring Process

**i** All proposals will go through a formal review and scoring process. Those that score the highest based on the criteria outlined below will have the best chance of being selected. Total scores will be based on a 70-point scale, with a rating of 1-10 (10 being highest) given for each criteria.

### RFP Scoring Criteria

<p><b>1. Content/Relevance – Why is this a “must have” program?</b></p> <p>Is the content of this proposal relevant and timely for the current state of the industry? In reading the program description and learning objectives, will the audience easily understand what the program is about? Are the learning outcomes complete and do they clearly state what the audience will learn and what actionable outcome they can achieve by learning it?</p>	<p>10 point max</p>
<p><b>2. Value/Practical Application – What is the take-home value?</b></p> <p>Do the learning outcomes for this program focus on the most important aspects of the topic? Are solutions offered new and innovative and/or based on industry best practices? Will the audience leave with new information about the topic and with practical ideas and manageable tools they can apply to their jobs immediately?</p>	<p>10 point max</p>
<p><b>3. Specificity/Depth/Use of Time – How focused is the program?</b></p> <p>Is the content specifically geared toward the target audience(s) selected by the presenter rather than trying to be applied broadly to “all”? Does this program examine an appropriate number of topics for the time allotted so that each may be explored with adequate depth?</p>	<p>10 point max</p>
<p><b>4. Audience Appropriateness – What needs of our audience is this meeting?</b></p> <p>Is this topic and the level of content fitting for the typical IBS attendee in terms of occupation, experience level and demographic? Does it fall within a topic area that attendees have said they are most interested in learning about? Is it meeting the needs of a particular audience that may be new to or previously overlooked at IBS?</p>	<p>10 point max</p>
<p><b>5. Presentation Format/Engagement of Audience – How will this program hold the audience’s attention?</b></p> <p>Will this program be particularly engaging because of the unique format, activities, technology, a particular speaker etc. it employs? Does it go beyond a standard lecture and connect with the audience in ways that aid in learning?</p>	<p>10 point max</p>
<p><b>6. Speaker Qualifications – How is this presenter(s) uniquely qualified?</b></p> <p>Is the presenter(s) considered an industry expert or leader in his/her area of expertise? Does he/she have a wealth of experience and/or known for an innovative approach with this particular topic? Does he/she have strong reviews from past speaking engagements and/or excellent references from those able to make assurances about his/her presentation abilities?</p>	<p>10 point max</p>
<p><b>7. Differentiation – In what ways does this program stand out?</b></p> <p>Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic? Does it provide the audience with new and fresh ideas?</p>	<p>10 point max</p>
<p><b>TOTAL SCORE</b></p>	<p><b>70 point max</b></p>

## Step 3: Consider the Leading Topics of Interest

**i** Each year, we conduct a survey of IBS attendees to inquire about the topics they would most like to see addressed through education. The results of this survey are included below.

It is critical that you use this information to your advantage. You are discouraged from submitting generic proposals on topics you enjoy most or assume the audience wants to hear about; instead use this data to develop proposals that meet exactly the needs and make-up of the IBS audience.

### Leading Topics of Interest:

Education sessions at IBS are organized into “tracks”, or topic areas of similar subject matter. When surveyed about what future topics they would like to see addressed at IBS, attendees offered the following responses. The first list includes the 20 most requested topics overall. Lists sorted by track along with descriptions of each track can be found beginning on page 5. Please note, **topics in each list are in order of attendee preference** – the higher up in the list, the more in-demand the topic.

### Top 20 Leading Topics of Interest – All Tracks

Topic	Track
1. Best practices of leading builders	Business Management & Operations
2. Leadership and coaching best practices	Business Management & Operations
3. Estimating and job costing	Business Management & Operations
4. Managing business growth	Business Management & Operations
5. Marketing and selling to different generations and niche markets	Sales, Marketing & Customer Focus
6. Brand marketing	Sales, Marketing & Customer Focus
7. Improving profits, margins and cash flows	Business Management & Operations
8. Standing apart from the competition	Business Management & Operations
9. Smart homes and smart technologies	Home Performance & Technology
10. Using technology such as tablets and software for management	Business Management & Operations
11. Customer service and satisfaction best practices	Sales, Marketing & Customer Focus
12. Financial management including budgets and cash management	Business Management & Operations
13. Improving worker and construction productivity	Business Management & Operations
14. Correcting and avoiding common home performance errors	Home Performance & Technology
15. Social media marketing	Sales, Marketing & Customer Focus
16. Competitive market analysis and benchmarking	Business Management & Operations
17. Facebook and Twitter best practices	Sales, Marketing & Customer Focus
18. Building a comprehensive marketing program	Sales, Marketing & Customer Focus
19. New high performance products	Home Performance & Technology
20. Estimating and job costing for custom builders and remodelers	Custom Building & Remodeling

## 55+ Housing

This track addresses the fast-growing demand for housing in the 55+ market including detailed examinations of the latest economic forecasts, preferences for location, lifestyle, products and technology, home site, community type and purchasing.

### **Leading Topics of Interest:**

- |  |                                       |
|--|---------------------------------------|
| 1. 55+ universal design and aging-in-place | 6. 55+ sales and marketing strategies |
| 2. 55+ interior design trends              | 7. 55+ community and amenities design |
| 3. 55+ consumer insights and motivations   | 8. Multigenerational communities      |
| 4. 55+ technology and smart homes          | 9. 55+ market forecasts               |
| 5. 55+ lifestyle trends and programming    |                                       |

## Business Management & Operations

Business Management & Operations sessions not only help industry professionals manage their businesses more effectively and profitably, but also provide insights and examples of how they may expand and diversify.

### **Leading Topics of Interest:**

- |   |   |
|---|---|
| 1. Best practices of leading builders                           | 9. Improving worker and construction productivity |
| 2. Leadership and coaching best practices                       | 10. Competitive market analysis and benchmarking  |
| 3. Estimating and job costing                                   | 11. Hiring and training skilled employees         |
| 4. Managing business growth                                     | 12. Trade contractor relationships                |
| 5. Improving profits, margins and cash flows                    | 13. Tracking critical metrics                     |
| 6. Standing apart from the competition                          | 14. Superintendent and lead carpenter training    |
| 7. Using technology such as tablets and software for management | 15. Succession planning                           |
| 8. Financial management including budgets and cash management   |   |

## Custom Building & Remodeling

This track focuses on the questions, issues, strategies and trends unique to the custom home building and remodeling segments of the industry. Sessions will provide builders the tools and insights needed to foresee and meet changes in market demand, carve out their own niche and estimate and build more profitable projects.

### **Leading Topics of Interest:**

- |  |  |
|--|--|
| 1. Estimating and job costing for custom builders and remodelers | 6. Managing client expectations and communication best practices           |
| 2. Personalizing the experience for custom home buyers           | 7. Preconstruction agreements  |
| 3. Mark up, margin and pricing                                   | 8. Custom homes using building systems                                     |
| 4. Negotiating with clients, suppliers and trade contractors     | 9. Selling custom homes and remodels to different generations and cultures |
| 5. Design-build strategies and methods for custom homes          | 10. Universal design and aging-in-place for custom homes and remodels      |
|  | 11. Selections process and change orders                                   |

## Design, Land Development & Community Planning

Design sessions provide a wide array of content focusing on cutting-edge trends both outside and inside the home along with top-of-the-line ideas, products and services that help builders and remodelers strengthen their businesses. This track also explores the latest in land and community planning and development.

### **Leading Topics of Interest:**

- |  |  |
|--|--|
| 1. Floor plan trends                                     | 10. Color trends                             |
| 2. Kitchen design trends                                 | 11. Bathroom design trends                   |
| 3. Community design trends                               | 12. Interior finishes                        |
| 4. Land development process                              | 13. Smart growth                             |
| 5. Value engineering and lean design                     | 14. Outdoor living                           |
| 6. Land use and zoning strategies                        | 15. Right sizing homes                       |
| 7. Affordable housing design                             | 16. Integrating energy efficiency affordably |
| 8. Designing for different generations and niche markets | 17. Trends in high performance design        |
| 9. Budget friendly high end design                       | 18. Infill                                   |

## Home Performance & Technology

Included in this track are sessions that address improving the performance and livability of the home. Everything from smart technology to energy efficiency is explored, along with the theory, science, materials and fixes for building better, smarter, high performing houses.

### **Leading Topics of Interest:**

- |   |   |
|---|---|
| 1. Smart homes and smart technologies                     | 7. Lighting   |
| 2. Correcting and avoiding common home performance errors | 8. HVAC best practices  |
| 3. New high performance products                          | 9. Framing best practices   |
| 4. Moisture management best practices                     | 10. Health and wellness best practices such as indoor air quality |
| 5. Air sealing and venting best practices                 | 11. Zero net energy homes   |
| 6. Insulation best practices                              |   |

## Industry Fundamentals & Emerging Issues

This track addresses the critical industry issues builders must understand and navigate in order to be successful, including housing demand, legal and regulatory guidelines and the availability of credit, land and labor. High-profile, emerging issues will also be explored.

### **Leading Topics of Interest:**

- |  |   |
|--|---|
| 1. Home trends and buyer preferences         | 8. Protect against personal liability                   |
| 2. Housing industry economic forecast        | 9. Availability and cost of labor                       |
| 3. Subcontractor agreements                  | 10. Building material prices                            |
| 4. Significant building code changes         | 11. Combating labor shortage with off-site construction |
| 5. Legal risks of marketing and social media | 12. Federal regulations and policies                    |
| 6. Warranties                                | 13. Land and lot availability                           |
| 7. Construction contract best practices      |   |

## Multifamily Housing

Sessions in this track will explore today's multifamily issues, challenges and forecasts, discuss the availability of debt and equity, examine who today's renter and condo buyers are and what they want, and demonstrate how communities can best position themselves to potential residents.

### **Leading Topics of Interest:**

1. Multifamily code changes and material trends
2. Unit plan trends such as design and color and features
3. Community amenities
4. Modular construction for multifamily projects
5. Digital marketing for multifamily
6. Financing for multifamily developments
7. Property management lessons and best practices
8. Affordable and workforce housing
9. Understanding current renters and renter demographics
10. Renovation of exiting multifamily properties and adaptive reuse of non-multifamily buildings

## Sales, Marketing & Customer Focus

This track covers tools and techniques to help industry professionals more effectively sell to and serve their clients, including sales and marketing trends, sales management, advertising, market research, merchandising and technology.

### **Leading Topics of Interest:**

1. Marketing and selling to different generations and niche markets
2. Brand marketing
3. Customer service and satisfaction best practices
4. Social media marketing
5. Facebook and Twitter best practices
6. Building a comprehensive marketing program
7. Content marketing and messaging
8. Marketing metrics and analytics
9. Website and online footprint best practices
10. Sales management and salesperson training
11. Demographics and psychographics
12. Effective model homes and digital sales centers
13. Instagram and Pinterest best practices
14. Digital sales tools such as virtual reality and 3D technology
15. iPad and tablet technologies for sales and marketing
16. REALTOR partnerships
17. Sales tactics such as overcoming objections, negotiations and closing
18. Online sales and online sales counselors
19. Houzz best practices
20. Search engine optimization



## Step 4: Understand the IBS Audience

**i** The International Builders' Show® audience is extremely diverse. Among the more than 60,000 attendees at IBS, you can expect to find the following type of builders and industry professionals.

Attempting to develop a proposal that might be appropriate for “all” is highly discouraged—write with a specific audience in mind.

### IBS Audiences:

- 55+ Housing Builders & Developers
- Commercial Builders
- Custom Builders
- Designers, Architects, Engineers and Planners
- General Contractors
- Land Developers
- Manufacturers/Suppliers
- Mortgage/Financial Service Professionals
- Multifamily Builders & Developers
- Production Builders
- Remodelers
- Retail/Wholesale Distributors
- Sales and Marketing Professionals
- Spec/Tract Builders
- Subcontractors and Specialty Trade Contractors
- Systems Built Home Manufacturers & Builders

### IBS Attendee Demographics

#### Primary Business Type

Single Family Builder	20%
Custom Builder	17%
Wholesale Dealer/Distributor	11%
Retail Dealer/Distributor	11%
Subcontractor/Specialty Trade Contractor	6%
Remodeler	6%
Architect, Engineer, Planner, Designer	5%
Multifamily	4%
Sales, Marketing, Advertising	3%
Land Development	1%
55+ Housing	1%
Other	15%

#### Years of Industry Experience

Over 20 years	54%
16 to 20 years	15%
1 to 5 years	12%
11 to 15 years	11%
6 to 10 years	7%
Less than 1 year	1%

#### Number of Units Started (2017)

Zero	29%
1 to 10	27%
100 or more	21%
11 to 25	12%
26 to 99	11%

#### Title

Owner, Principal or Partner	21%
President/CEO	20%
Sales & Marketing	15%
VP/General Manager	11%
Director/Manager	8%
Construction Management	6%
Architect, Designer, Engineer	5%
Other	14%

#### Annual Sales Volume

\$1 Million to \$5 Million	25%
\$15 Million and Over	20%
No construction activity	16%
Under \$500,000	12%
\$5 Million to \$10 Million	12%
\$500,000 to \$1 Million	8%
\$10 Million to \$15 Million	7%

## Step 5: Develop Your Proposal

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- i** For assistance in preparing your proposal, please refer to our IBS Education [Guide to Crafting Your Proposal](#). It is available for download at [nahb.org/speakatIBS](http://nahb.org/speakatIBS).

The guide includes a list of questions you will be required to complete when submitting your proposal online. Please read the instructions carefully for each question and give special attention to our *Expert Tips* as they will provide best practices and suggestions that can increase your proposal's chances of being selected. It is highly recommended that you draft your responses in a Word document prior to logging into our online system. Remember, incomplete proposals will be disqualified.

## Step 6: Submit Your Proposal Online

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- i** Finally, you will need to submit your proposal for consideration. The submission and review process is managed through an online program management system, CadmiumCD.

### Accessing & Using the Online Submission System

Please visit [nahb.org/speakatIBS](http://nahb.org/speakatIBS) and select *Submit Your Proposal* to access the online system. In CadmiumCD, either log in if an existing user or click *Join Now* to create a new profile. Once logged in, select *Click here to begin a new Session* to add your proposal. After providing basic information about your proposal, a "Task List" will be created for you, outlining various additional details you will need provide and questions to be answered. Once all required tasks have been completed – this includes adding all speakers and verifying their participation – select *Preview & Submit* when finished. You will receive an email confirming your submission. You will have until May 4, 2018, to access your proposal. To return or make changes, simply use the login information and access key provided when creating your profile.

**PLEASE NOTE: Speaker Verification** – All speakers must log in to our online system and verify their participation prior to the proposal being submitted. The "Verify Speaker Participation" task will be used to email and invite them to do so. Please consider that it may take speakers a day or two to login and complete this verification, so you will not want to wait until the final days prior to our deadline to attempt to submit your proposal.

## After You Submit

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**i** Below is the timeline for review and selection of proposals. You will be notified of your proposal's status in mid-July 2018.

### Proposal Selection Timeline

April 9, 2018	Proposal process opens for the 2019 NAHB International Builders' Show®
May 4, 2018	Proposal process closes for the 2019 NAHB International Builders' Show®
May-June 2018	Proposals go through multiple rounds of review/scoring by NAHB stakeholder groups, staff and IBS Convention Education Subcommittee
July 2018	The IBS Convention Education Subcommittee selects the final education session schedule for the 2019 NAHB International Builders' Show®
July 2018	Speakers and submitters are informed of their proposal status via e-mail
February 19-21, 2019	2019 NAHB International Builders' Show®, Las Vegas, NV

## Questions?

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**i** For more information or answers to your questions, please email NAHB's Director of IBS Education, Kirby Simmering, at [ksimmering@nahb.org](mailto:ksimmering@nahb.org).

For more information about the NAHB International Builders' Show®, please visit [BuildersShow.com](http://BuildersShow.com).

# IBS Education Speaker Ratings Policy

All “speakers” (this includes session moderators) who present at IBS will be evaluated by attendees and based on this feedback, individual speaker ratings will be calculated. Speakers who have presented multiple times and/or multiple years will also have a cumulative rating calculated.

During the IBS Education selection process, the NAHB Convention Education Subcommittee shall use these ratings when considering the qualifications of a potential future speaker. Each year, the Subcommittee will establish a “target” rating which they prefer speakers to meet/exceed in order to be selected. Speakers whose cumulative ratings fall below this target will not automatically be disqualified from speaking. They may, however, be asked to participate in a speaker training program or demonstrate ways they plan to improve their speaking experience as a condition of being accepted. Speakers without a history of presenting at IBS, and therefore no speaker rating, will be asked to provide references and information about past speaking engagements during the Request for Proposals (RFP) process. They may also be asked to participate in a speaker training program.

So that potential IBS speakers are aware of their own ratings and average IBS speaker ratings, NAHB shall make their individual ratings available to them in the time period after the current IBS and before the RFP opens for the next year’s IBS. The RFP will also include a range of speaker ratings from the previous year’s IBS.

## IBS Evaluation Procedures

- All education sessions and speakers are evaluated using paper evaluations given to attendees; evaluations include a series of questions that are scored on a scale of 1-5 (5 being highest). A sample evaluation is included at the end of this document.
- Evaluations are provided when attendees enter an education session and collected upon their exit either by temporary Staff stationed at the education room doors and/or in collection boxes in each room.
- Within 30 days following IBS, NAHB Staff shall summarize all evaluation data received and create an evaluation report for each IBS session presented. The report will include ratings and comments (when available) for both the session as a whole and for each speaker who appeared on a session.

## IBS Speaker Rating Distribution Procedures

- Speakers will receive an email from NAHB Staff informing them that evaluation reports/speaker ratings are available for review. This shall occur in the time period after the current IBS and before the RFP opens for the next year’s IBS which is typically mid-March.
- Evaluation reports will be sent by NAHB Staff via email to those speakers who request them along with an explanation of the ratings and rating scale used.
  - Speakers may only request reports for sessions on which they presented; however, if more than one speaker appears on a session, the full evaluation report will be shared with all members of the panel – no redaction of fellow panelist ratings will be made.
  - Individual speakers may also request their cumulative speaker rating if they presented multiple times and/or multiple years.
- Evaluation data will be made available to the NAHB Convention Education Subcommittee as well as NAHB Staff and committees/councils involved in planning of future IBS education programs.
- A range of all speaker ratings from the previous year’s IBS will be included in the RFP for the following year’s IBS.

*Policy Approved by NAHB Convention Education Subcommittee 1/18/15*

## IBS 2018 Speaker Rating Statistics

<b>Total Number of Speakers:</b>	<b>Speaker Ratings Ranges:</b>	
285; 229 Unique	Top 25% of Speakers	4.82 to 5.0
<b>Average Speaker Rating:</b>	Middle 50% of Speakers	4.55 to 4.81
4.65/5.0	Bottom 25% of Speakers	3.21 to 4.54