



MARCH 2–6,
HOUSTON, TX

2023
IBEC
INTERNATIONAL
CONVENTION
& TRADE SHOW

PROSPECTUS



JOIN US

Join an expected 1,800 consultants, architects, engineers, design professionals, and other experts who specialize in roofing, waterproofing, windows, cladding, and exterior wall technologies to exchange knowledge, expertise, and the latest advancements in roofing technology. Attendees design building enclosure projects (commercial roofing, facades, and building waterproofing) and advise building owners of management of their enclosure, leading to the direct purchase of hundreds of millions of dollars' worth of product procurement annually.

International Institute of Building Enclosure Consultants (IIBEC) will celebrate its 40th Anniversary at the 2023 International Convention & Tradeshow. Don't miss out on the celebration of 40 years of building enclosure education and networking to improve the performance of building enclosures. Become more involved in the industry and the association it serves, while you expand your network and your company's reach.

TARGET AUDIENCE

- + Building enclosure design professionals who specialize in roofing, waterproofing, exterior walls, building commissioning
- + Roofing consultants
- + Facility managers
- + Building owners
- + Engineers
- + Architects
- + Architectural engineers
- + Asset managers



IIBEC INTERNATIONAL CONVENTION & TRADESHOW DEMOGRAPHICS

43%

of attendees are owners or principals of building enclosure consulting firms.

31%

of IIBEC Consultants in attendance are licensed engineers or architects.

\$15M+

per year in building materials influenced by each IIBEC Consultant member on average.

\$2B+

of building materials influenced annually by IIBEC Consultants in attendance at convention.

1,300 ATTENDEES (ORLANDO, FL)

2021

1,700 ATTENDEES (ORLANDO, FL)

2019

1,700 ATTENDEES (HOUSTON, TX)

2018

WHY EXHIBIT AT THE IIBEC INTERNATIONAL CONVENTION & TRADE SHOW

- + A company listing on www.iibec.org and on the convention app.
- + Access to more than a thousand building enclosure professionals who design buildings and building systems, and specify millions of dollars in building enclosure products annually.
- + 3 complimentary representatives per 10x10 booth with access to education sessions.
- + Contact information (excluding email address) of the event registrants:
 - ▶ The pre-registration list (opt-in only) will be sent to exhibitors three weeks prior to the event date.
 - ▶ The final registration list (opt-in only) will be sent to exhibitors within three weeks of event completion.
- + Prominently recognized in the pre/post conference IIBEC membership marketing and social media campaigns.
- + Listing on a thank-you page in the *IIBEC Interface*, IIBEC's technical journal.
- + Acknowledgement at the opening ceremony and during the keynote session.
- + Recognition in on-site and digital promotional materials.
- + Attendees will earn 2.0 CEHs for spending up to four hours at the trade show. Attendees who spend more than four hours at the trade show will receive 3.0 CEHs.
- + IIBEC priority points.

JOIN THE LIST OF EXHIBITING COMPANIES! (AS OF SEPTEMBER 1, 2022)

Acme Cone Company LLC	IB Roof Systems Inc	Rooftop Anchor Inc
Air Barrier Association of America Inc	International Leak Detection Ltd	RTC Waterproofing & Restoration Inc
American Hydrotech Inc	IR Analyzers / Vector Mapping	S-5!
Anchor Products	ITW Polymers Sealants North America	Safety Rail Company
ATAS International Inc	Johns Manville	Seaman Corp/FiberTite Roofing Systems
AVM Industries Inc	JR Jones Roofing	Sheet Metal, Air, Rail and Transportation Workers - SMART
Axis Building Envelope Design	Kemper System America Inc	Sheffield Metals International
Babcock-Davis	Leading Edge Safety LLC	Sika Corporation
Beldon Roofing Company	Loadmaster Systems, Inc	Siplast
Berridge Manufacturing Company	MAPA Products	SITURA Inc.
Carlisle Construction Materials	Mapei Corporation	Soprema Inc
CertainTeed LLC	MBCC Group	Specified Technologies Inc
Critical Point	McElroy Metal Inc	SPRI Inc
Detec Systems	Metal-Era, Inc.	T Clear Corp
DuPont Performance Building Solutions	MIRO Industries Inc	The Barrett Company, LLC
Duro-Last Roofing Inc	Momentive Performance Materials Inc	TRUFAST LLC
Epro Services Inc	Mule-Hide Products Co Inc	TuffWrap Installations Inc
Everest Systems LLC	National Gypsum Company	Uniflex Fluid Applied Roof Systems
FBC Chemical Corporation	National Roof Deck Contractors Association	United Gilsonite Laboratories
FixFast USA	National Women in Roofing	United States Gypsum Company
Flex Membrane International	Noble Company	VADA, LLC
Gaco, Firestone Building Products	O'Hagin LLC	VaproShield LLC
GAF Materials Corp.	Performance Roof Systems, Inc., A SOPREMA Group Company	Versico Inc
Georgia-Pacific Gypsum LLC	Petersen Aluminum Corp	Western Colloid SC Inc
H.B. Fuller Company	Polyglass USA, Inc.	York Manufacturing
Hanover Architectural Products	Revere Copper Products Inc	
Hickman Edge Systems	Roof Hugger, LLC	
Hydro-Gard		

EXHIBITOR OPPORTUNITIES

IIBEC's International Convention & Trade Show is the premier event for building enclosure professionals. More than 1,800 professionals from around the globe come together to learn the latest information about roofing, exterior walls, waterproofing, and building commissioning. More than 140 companies make it the largest trade show for building enclosure consultants. Don't miss out on engaging with your current and future customers. [Click here](#) to access IIBEC's 2023 Trade Show exhibitor list. For additional information, please contact Arissa Cooper, Manager, Marketing & Sales, at a cooper@iibec.org or call 800-828-1902.

EXHIBIT FEES

100 SQUARE FEET

\$32.00 USD per square foot—IIBEC members*
\$39.00 USD per square foot—Nonmembers

MORE THAN 100 SQUARE FEET

\$30.00 USD per square foot—IIBEC members*
\$37.00 USD per square foot—Nonmembers

* IIBEC members are individuals rather than corporations. To qualify for member rates, contracts must be executed by a current IIBEC member who is associated with the exhibiting company.

IMPORTANT DATES AND INFORMATION

EXHIBIT HOURS

Saturday, March 4 3:15 PM–7:15 PM
Sunday, March 5 8:30 AM–12:30 PM

EXHIBIT SETUP

Friday, March 3 1:00 PM–6:00 PM
Saturday, March 4 8:00 AM–1:00 PM

EXHIBIT DISMANTLE

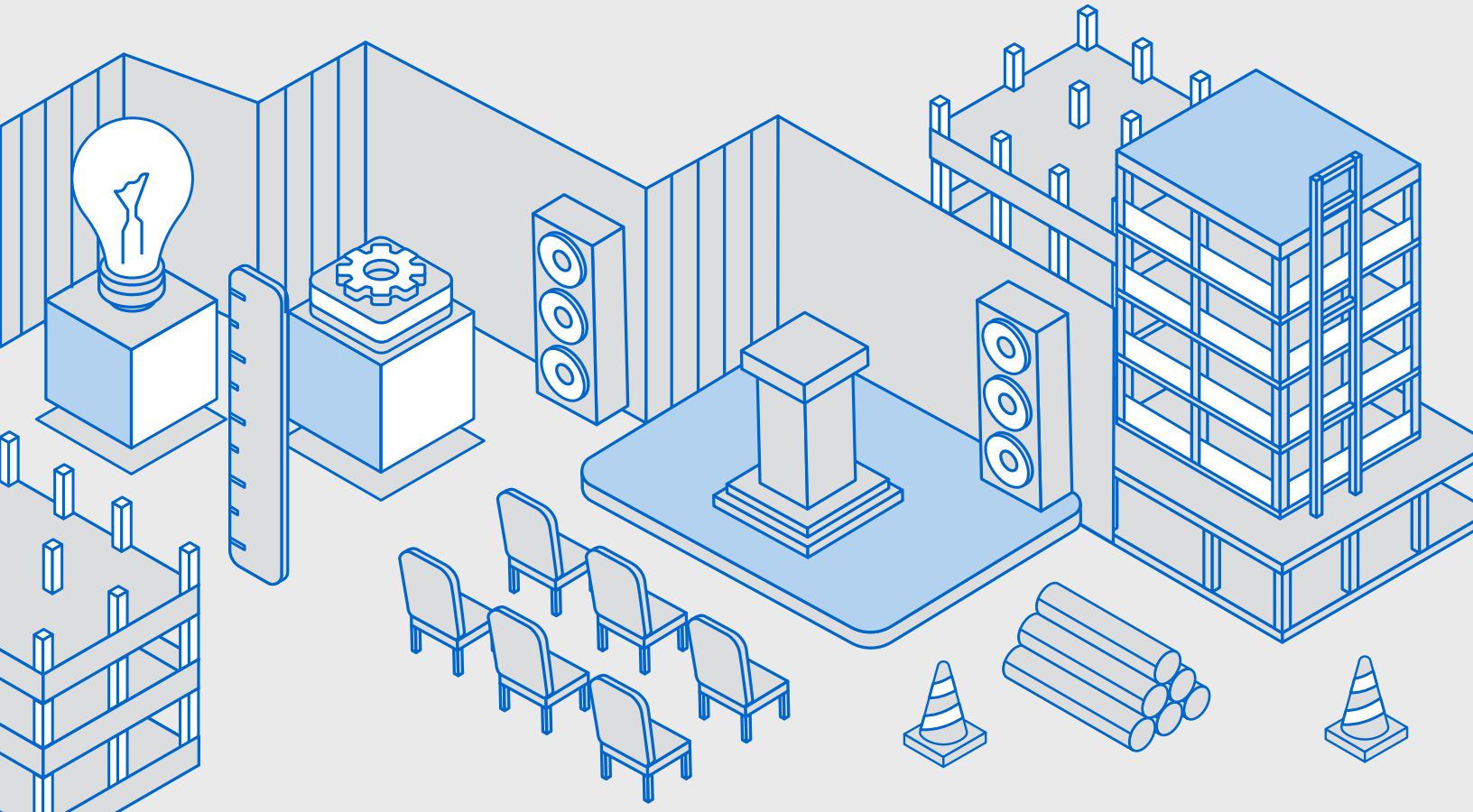
Sunday, March 5 12:30 PM–8:00 PM

BOOTH SPECIFICATIONS

Standard 10'×10' booth spaces include 8' draped back walls, 36"-high side rails and an identification sign. Island booths do not include draperies or identification signs.

DEPOSIT AND REFUNDS

A 50% deposit is due with the contract. The balance of fees is due December 2, 2022. All cancellations are subject to a charge of 50% of the total exhibit fee. Cancellations after December 2, 2022, will receive no refund. Refer to the [Exhibitor Contract](#) and Terms and Conditions for more information.



PRODUCT DEMONSTRATIONS



Why wait for attendees to visit your booth? Get your product out of the booth and onto the stage! Half-hour timeslots will be available for exhibitors to showcase their products or services during the trade show. Advance promotion, prominent signage, and loudspeaker announcements will draw up to 150 curious specifiers to your product demonstration. Contact IIBEC today as demonstration opportunities are available on a first-come, first-served basis. [Complete the Product Demonstration Form](#) to secure your spot.

TIMES FOR DEMONSTRATION

Availability	Time
SOLD	Saturday, March 4 – 4:15 PM–4:45 PM
SOLD	Saturday, March 4 – 5:15 PM–5:45 PM
SOLD	Saturday, March 4 – 6:15 PM–6:45 PM
SOLD	Sunday, March 5 – 9:15 AM–9:45 AM
AVAILABLE	Sunday, March 5 – 10:15 AM–10:45 AM
AVAILABLE	Sunday, March 5 – 11:15 AM–11:45 AM

- + The demonstrating company is liable for any damages to staging or host facility equipment or infrastructure.
- + Written specifications must be submitted 90 days in advance of the event for review and approval.
- + All demos require hotel and/or convention center and fire marshal approval.
- + If storage space is needed before or after the demonstration, include a detailed description of the material with this form.
- + Provided: 12'×18' stage, screen, AV cart, podium, one handheld microphone, one wireless microphone, one 110-volt power strip. All other AV and electricity are the responsibility of the demonstrating company.

GENERAL GUIDELINES FOR DEMONSTRATION

- + Setup and dismantle will occur 15 minutes prior to and after the demonstration on the demo stage. Stage time is half an hour.
- + The fee for each demonstration opportunity is \$4,500.
- + All props or materials used during the demonstration must be prefabricated and portable for easy setup and dismantling.
- + All props or materials used during the demonstration must be removed or disposed of off-site. No on-site debris disposal is permitted.

SPONSORSHIP OPPORTUNITIES

All sponsorships include prominent recognition of the company's name and logo before, during, and after the IIBEC International Convention & Trade Show. There are three levels of sponsorship in 2023: Ruby (\$12,000 and up), Platinum (from \$7,500 to \$11,999), and Gold (from \$3,000 to \$7,499). The 40th anniversary is known as the ruby anniversary. This year's sponsors who donate more than \$12,000 will be recognized all year long as a Ruby Sponsor.

SPONSOR BENEFITS BY LEVEL	RUBY \$12,000 and up	PLATINUM \$7,500 to \$11,999	GOLD \$3,000 to \$7,499
Acknowledgment at the sponsored event via signs or verbal acknowledgment before the sponsored event (as applicable)	+	+	
Acknowledgement on the event's PowerPoint loop	Logo	Logo	Name
Acknowledgment in the pre-convention publications (as applicable)	+	+	
In-app text message with a weblink to sponsor's website	+	+	
Visual recognition at sponsor's booth (sign)	+	+	+
Easel sign at sponsored event	+	+	+
Verbal acknowledgment before the sponsored event (as applicable)	+	+	+
Corporate logo on inclusive sponsor sign at the registration and trade show entrance	+	+	+
Complimentary table for eight at the Annual Banquet or Awards Luncheon	+	+	
Two complimentary tickets to the Annual Banquet or Awards Luncheon			+
Acknowledgment in the on-site convention schedule-at-a-glance	+	+	+
Acknowledgment on www.IIBEC.org	+	+	+
Acknowledgment in event mobile app	+	+	+
Badge ribbons indicating sponsorship level for company representatives	+	+	+
Priority Points corresponding to sponsorship level	+	+	+
Plaque of recognition and appreciation, and photo of plaque acceptance (at trade show), if applicable	+	+	+
Special acknowledgment in IIBEC's <i>Interface</i> technical journal	+	+	+

40TH ANNIVERSARY**CELEBRATION**

Sunday, March 5

SOLD**CONVENTION WI-FI****Saturday, March 4-****Monday, March 6****\$5,000 EIGHT AVAILABLE**

Join us for birthday cake and refreshments as we celebrate 40 years of IIBEC. As a sponsor of this celebration, your company will receive recognition as the benefactor of birthday cake, complimentary beer or wine, and nonalcoholic beverages. An exclusive 40th anniversary party keepsake will be given to all attendees with all sponsor logos. Signage will be prominently displayed at the entrance of the event, your sponsor booth, and an inclusive sponsor sign at the registration area and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app.

ANNUAL BANQUET**Monday, March 6****SOLD****\$25,000 EXCLUSIVE OPPORTUNITY**

Technology is a necessity and is always right at everyone's fingertips... so let your brand gain multiple impressions through IIBEC's exclusive technology package. Be the exclusive sponsor of technology for IIBEC's International Convention & Trade Show. Convention Wi-Fi will be available in all education, and general session rooms at the Marriott Marquis Houston for all 3 days of the convention. Your company's name will be used as the username to access the wi-fi.

\$15,000 EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of IIBEC's annual banquet to close out the 40th Anniversary Celebration at the 2023 International Convention & Trade Show. At this premiere social event, your company will have ten minutes to welcome guests to the party and thank attendees for their participation at another successful convention. Signage with your company name and logo are prominently displayed at the event entrance, your sponsor booth, and on the inclusive sponsor sign at the registration and trade show entrance. Your company will receive additional recognition on the conference website and the mobile app.

OPENING CEREMONY**& KEYNOTE SPEAKER****Saturday, March 4****SOLD****\$15,000 EXCLUSIVE OPPORTUNITY**

As the official start of the convention, the opening ceremony and keynote attract a large gathering. As the exclusive sponsor of this event, your corporate branding will be associated with this exciting spectacle as we kick off IIBEC's 40th-anniversary celebration. You will receive verbal recognition and signage with your company name and logo prominently displayed at the entrance of the event, sponsor booth signage, a PowerPoint loop sponsor page, and an inclusive sponsor sign at registration and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app. Your company will have 10 minutes to welcome guests to the first gathering of this year's convention.

CONVENTION/TRADE SHOW MOBILE APP**\$15,000 EXCLUSIVE OPPORTUNITY**

The IIBEC Convention and Trade show mobile app is an essential and interactive day-planner for attendees to schedule networking, educational, and social events. Interactive maps and trade show exhibitor descriptions make booth visit-planning a snap. As an exclusive sponsor, your corporate logo will stand prominently positioned, without competition, throughout the convention and trade show app users' experience. Your branding will be located on the landing page and as a footer ad on the mobile app. In addition, you will receive recognition on the conference website and an inclusive sponsor sign at the registration and the trade show entrance. The opportunity for exclusive corporate branding for the mobile app exists through 12/01/2022, after which, if no sponsor is designated, individual advertising in the app will be sold.

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OPENING RECEPTION

Friday, March 3

SOLD**\$15,000 EXCLUSIVE OPPORTUNITY**

As the exclusive sponsor, you will have the first opportunity to welcome attendees at this opening networking reception. Network with members, IIBEC's Board of Directors, and chapter and region representatives while enjoying complimentary beer and nonalcoholic beverages. Signage with your company name and logo are prominently displayed at the entrance of the event, your sponsor booth, and an inclusive sponsor sign at the registration area and trade show entrance. Your company will receive additional recognition on the conference website and in the mobile app.

**HOTEL GUEST ROOM
KEY CARDS**Thursday, March 2–
Monday, March 6**SOLD****\$13,000 EXCLUSIVE OPPORTUNITY**

Hotel room keys are the first item attendees receive when checking into the Marriott Marquis Houston, and are utilized for the duration of the event. This sponsorship opportunity accompanies attendees each morning as they leave their rooms, and it is one of the last things they see when returning at day's end. As sponsor, your corporate branding will be a companion to approximately 1800 attendees. Sponsorship includes signage with company name and logo in the sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance. You will also receive recognition on the conference website and in the mobile app.

**CONVENTION
ATTENDEE BAGS**
Thursday, March 2–
Monday, March 6**SOLD****\$13,000 EXCLUSIVE OPPORTUNITY**

Your logo is prominently displayed on a convention bag carried by convention attendees throughout the IIBEC International Convention & Trade Show. This highly visible sponsorship is carried daily from event to event and seen repeatedly by the owner and other registrants. As the sponsor, your corporate branding will appear boldly and without competition on the attendee bag. Option(s) to include in each bag: corporate literature, a novelty, or a product sample. Sponsorship includes signage with the company name and logo in your sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance. In addition, you will receive recognition on the conference website and in the mobile app.

**NAME BADGE
LANYARDS**Thursday, March 2–
Monday, March 6**SOLD****\$13,000 EXCLUSIVE OPPORTUNITY**

Every attendee receives a name badge and lanyard as part of their registration. For the duration of the convention, networking exchanges will begin with a glance at a name badge held in place by your company's logoed lanyard. As the sponsor, your corporate logo will appear repeatedly along the length of the lanyard. Signage with your company name and logo will be prominently displayed in your sponsor booth as well as on the inclusive sponsor's sign at the registration and trade show entrance. In addition, you will receive recognition as the exclusive sponsor on the conference website and in the mobile app.

**TRADE SHOW
RECEPTION**

Saturday, March 4

SOLD**\$12,000 EXCLUSIVE OPPORTUNITY**

Be the exclusive sponsor of the trade show opening reception! The Saturday trade show runs into the evening with networking and sales activities commonly occurring through the traditional dinner hour. As the sole sponsor of the trade show reception, your company will receive recognition as the benefactor of an appealing spread of dinner food and beverages including draft beer and other refreshments. Signage will be prominently displayed at all food and beverage areas and your sponsor booth throughout the hours of the trade show and reception. Additionally, your company name will be front and center on both the trade show entrance unit and inclusive sponsor sign at registration and trade show entrance. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show. You will also receive recognition on the conference website and in the mobile app.

**IIBEC AWARDS
LUNCHEON**
Sunday, March 5

SOLD

\$12,000 EXCLUSIVE OPPORTUNITY

The Awards Luncheon is one of the convention's highest-attended events where attendees turn out to support their peers and enjoy the camaraderie as IIBEC recognizes its outstanding members and volunteers. Company recognition will be included in the printed awards program provided to all participants. This sponsorship includes verbal recognition during the event and signage with your company name and logo prominently displayed at the event entrance, your sponsor booth, a PowerPoint loop sponsor page, and the inclusive sponsor sign at the registration and trade show entrance. You will also receive recognition as the sponsor on the conference website and in the mobile app.

**TRADE SHOW
BREAKFAST**
Sunday, March 5

SOLD

\$12,000 EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show breakfast! As the Sunday morning trade show breakfast sponsor, your company will be recognized as the host of "the most important meal of the day" and a foundational component of the morning's trade show session. Through this sponsorship, attendees and exhibitors alike will be treated to coffee and a hearty breakfast buffet. Signage will be prominently displayed at all food and beverage areas and your sponsor booth throughout the hours of the trade show and breakfast. Your company name will be front and center on the trade show entrance unit and inclusive sponsor sign at registration and trade show entrance. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show. Additionally, you will receive recognition on the conference website and in the mobile app.

**IIBEC ANNUAL MEETING
OF THE MEMBERS**
Monday, March 6

**SCHEDULE AT-A-GLANCE
WALL**

SOLD

\$10,000 EXCLUSIVE OPPORTUNITY

Perhaps one of the clearest means to show your support of IIBEC's mission is to be the exclusive sponsor of the association's Annual Meeting of the Members. At this event, Consultant members meet over lunch to discuss IIBEC's past year, future direction, and to elect leaders for the upcoming year. Boxed lunches will be served with sponsor signage at the boxed lunch pick-up tables. Sponsorship includes signage with your company name and logo in your sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance. In addition, you will receive recognition on the conference website and in the mobile app.

**IIBEC BOARD OF
DIRECTORS' DINNER**
Thursday, March 2

SOLD

\$7,500 EXCLUSIVE OPPORTUNITY

Spend the evening with the IIBEC Board of Directors and celebrate their service to IIBEC and the profession. As the exclusive sponsor, you will receive ten minutes to address the Board during the evening. This sponsorship includes signage with your company name and logo in your sponsor booth as well as the inclusive sponsor sign at the registration and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app.

REFRESHMENT BREAKS

\$5,500 FIVE AVAILABLE

Provide attendees the fuel they need to last through the day! Sponsor one of five refreshment breaks strategically placed near educational sessions and other high-traffic areas during the IIBEC International Convention and Trade Show. Signage with your company's logo will be prominently displayed at each refreshment station as well as sponsor-supplied napkins at each coffee station. Additional signage with the company name and logo in your sponsor booth and an inclusive sponsor sign at the registration and trade show entrance will be provided. Additionally, sponsors will receive recognition on the conference website and in the mobile app.

DIRECTIONAL SIGNS

\$5,000 THREE AVAILABLE

Your company's name and logo will be prominently displayed on large directional signs strategically placed in high-traffic areas guiding attendees through their daily convention and trade show activities. As the sponsor, your corporate branding will be clearly displayed on one of these large and vitally important signs. Signage with your company name and logo in your sponsor booth as well as an inclusive sponsor sign at the registration and trade show entrance will be provided. Additionally, sponsors receive recognition on the conference website and in the mobile app.

TRADE SHOW PRIZE GIVEAWAYS

\$4,000 THREE AVAILABLE

Everyone likes to win! Reward IIBEC Consultant members who engage on the trade show floor. Drawings are held throughout the course of the two-day trade show with announcements made over the loudspeaker from the IIBEC booth. Sponsors are encouraged to draw the winning ticket and be on hand to congratulate the lucky winner. This sponsorship includes signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at the registration and trade show entrance. Additionally, sponsors will receive recognition on the conference website and in the mobile app.

CONVENTION WRITING PENS

\$4,000 FIVE AVAILABLE

A timeless need for anyone attending the education programs, networking events, or just daily life—pens are in continuous demand by IIBEC convention goers. As the sponsor, your company's logo will be included in the attendee convention bag, distributed at tables during the regional meeting lunch, annual meeting of the member's luncheon, and available from the IIBEC registration area. Signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at the registration and trade show entrance will be provided. Sponsors will additionally receive recognition on the conference website and in the mobile app.

REGION MEETING LUNCHES

\$3,500 SIX AVAILABLE

Region I

Region II (SOLD)

Region III

Region IV (SOLD)

Region V (SOLD)

Region VI & VII

Host one or more region meeting lunches of your choosing and provide a personalized welcome message. Region meeting lunch sponsorships allow you to direct your company's corporate branding to IIBEC members from specific geographical areas across North America. This is a great opportunity for regional sales representatives to meet IIBEC members in their territories. Signage with your company name and logo are prominently displayed at the entrance of the event, at each table in the region you sponsor, in your sponsor booth, and an inclusive sponsor sign at the registration and trade show entrance. Additionally, sponsors receive recognition on the conference website and in the mobile app.

ADDITIONAL OPPORTUNITIES TO PROMOTE YOUR BRAND

CONVENTION PROCEEDINGS ADVERTISING

\$3,500, Three Available → [Click here](#) for an order form.

Place your ad in the On-Site program that each attendee receives.

EXHIBIT FLOOR PLAN MAP

\$3,500, Exclusive opportunity → [Click here](#) for an order form.

Get your company's logo on two large trade show maps—one positioned at the registration area and one at the trade show entrance.

AT-A-GLANCE TRI-FOLD ON-SITE PROGRAM

\$2,500, Two Available → [Click here](#) for an order form.

Place your highly visible ad in the On-Site At-A-Glance Program provided to all attendees. For five days, the program will be a constant companion for attendees to navigate convention and trade show activities. This sponsorship includes signage with your company name and logo in your sponsor booth and an inclusive sponsor sign at the registration and trade show entrance. Additionally, you will receive recognition on the conference website and in the mobile app.

Advertising is accepted from exhibiting companies only.

MOBILE APP ADVERTISING/PUSH NOTIFICATIONS

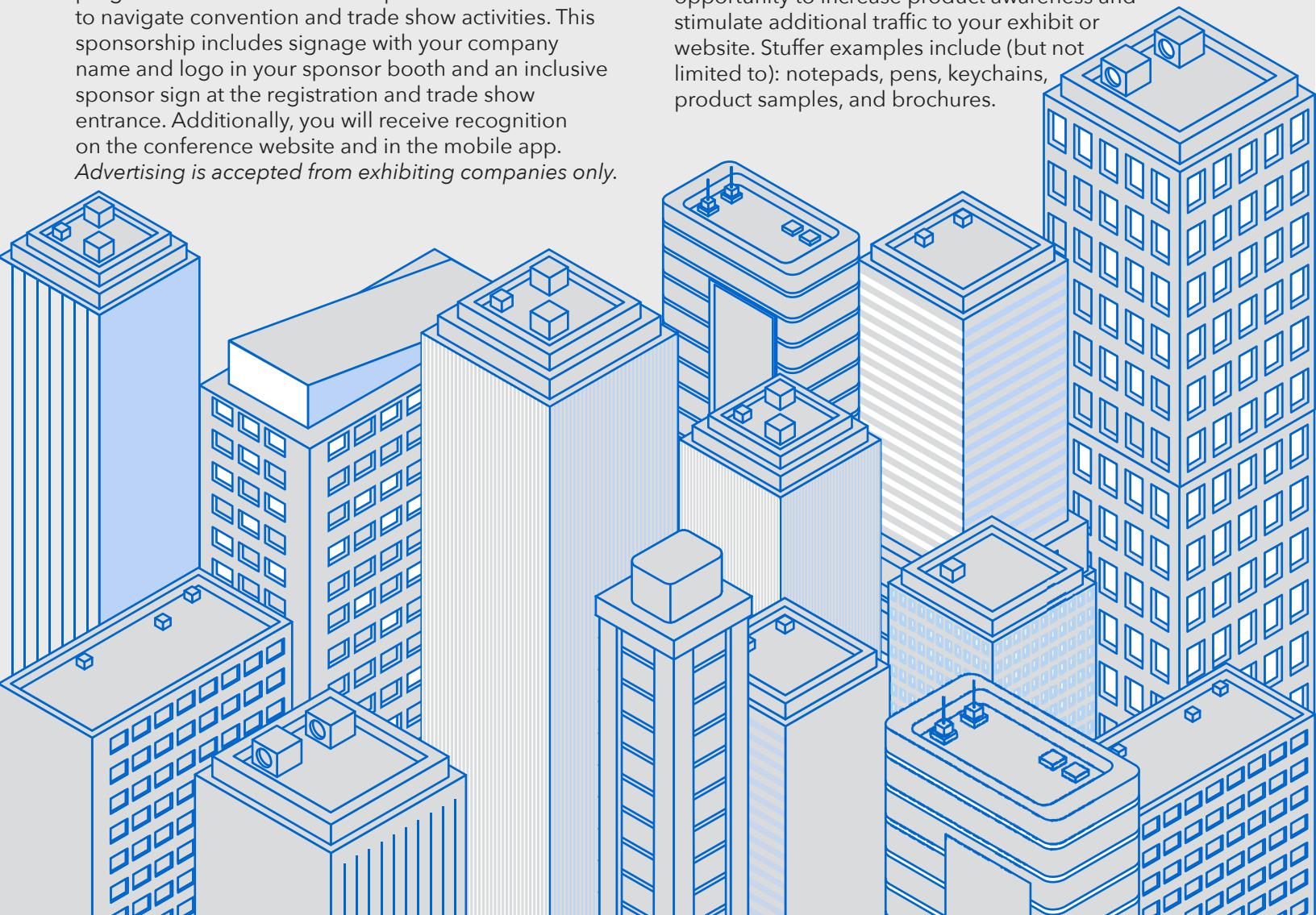
\$ Price, Varies → [Click here](#) for an order form.

The IIBEC International Convention and Trade Show mobile app is a popular and highly useful tool for attendees to plan and interact with their event experience. In past years, approximately 65 % of all attendees (over 1800 total attendees on average) have downloaded the app for use on their mobile devices. With new features and advanced promotion, we are anticipating wider use at this year's event.

ATTENDEE BAG STUFFERS/INSERTIONS

\$2,500, Three Available → [Click here](#) for an order form.

Each IIBEC convention attendee with a full registration receives an attendee bag (approximately 700 bags will be distributed). An insert in the attendee bag puts your information into the hands of IIBEC members. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit or website. Stuffer examples include (but not limited to): notepads, pens, keychains, product samples, and brochures.





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