

20 IIBEC 26 INTERNATIONAL CONVENTION & TRADE SHOW

EXHIBITOR AND SPONSOR PROSPECTUS

March 12-15, 2026 | Sacramento, CA

Trade Show: March 13-14



INTERNATIONAL INSTITUTE OF
BUILDING ENCLOSURE CONSULTANTS

JOIN US

Join an expected 1,700 consultants, architects, engineers, design professionals, and other experts who specialize in roofing, waterproofing, fenestration, cladding, building commissioning, and exterior wall technologies to exchange knowledge, expertise, and the latest advancements in building enclosure technology at the 2026 IIBEC International Convention & Trade Show.

Don't miss out on this premier education and networking event.

TARGET AUDIENCE

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



IIBEC DEMOGRAPHICS

43%

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

31%

of IIBEC Consultants in attendance are licensed engineers or architects.

\$2B+

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

2025

1,750 ATTENDEES
(ORLANDO, FL)

2024

1,600 ATTENDEES
(PHOENIX, AZ)

2023

1,500 ATTENDEES
(HOUSTON, TX)

WHY EXHIBIT AT THE IIBEC INTERNATIONAL CONVENTION & TRADE SHOW?

- Access to nearly two thousand building enclosure professionals who design buildings and building systems, and specify millions of dollars in building enclosure products annually.
- 3 complimentary registrations for every 100 square feet of booth space.
- Unopposed Exhibit Hours: Attendees 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 receive 3.0 CEHs.
- Complimentary exhibit representatives may claim continuing education hours (CEHs) for education attended.
- A company listing on www.iibecconvention.org and on the convention app.
- Contact information (excluding email address) of the event opt-in only registrants:
 - ▶ The pre-registration list will be sent to exhibitors three weeks prior to the event date.
 - ▶ The final registration list will be sent to exhibitors within three weeks of event completion.
- Prominently recognized in the pre-and post-conference IIBEC membership marketing and social media campaigns.
- Recognition in on-site and digital promotional materials.
- Earn IIBEC priority points. Learn more about IIBEC's priority system [here](#).



JOIN

THE LIST OF EXHIBITING COMPANIES

(AS OF MAY 1, 2025)

AES Sunoptics, Inc.

Air Barrier Association of America

All Weather Insulated Panels

Alpha ProTech Engineered Products, Inc.

American WeatherStar, LLC

Anchor Products

ATAS International

Atlas Roofing Corporation

Attic Breeze

AVM Industries

Berridge Manufacturing Company

Bitec Inc

Brava Tile

Carlisle

CertainTeed Corp

CETCO

Detec Systems LLC

Diversified Fall Protection

Dorken Systems Inc

EcoStar LLC

Everest Systems, LLC

FBC/Laurenc

FiberTite Roof Systems

Fidelis Enterprises

Flex Membrane International Corp.

GAF

General Coatings Manufacturing

Georgia-Pacific Building Products

Global Roofing Group

GMX Inc.

Goliath Roofing Systems by CGT

H.B. Fuller Construction Adhesives / GSSI

Hanover Architectural Products

Hartsfield and Nash Insurance Agency, Inc

Holcim Brands

IB Roof Systems

IIBEC Announcement Area

IKO Industries

International Leak Detection LLC (ILD)

IR Analyzers

J.R. Jones / Eskola Roofing & Waterproofing

Johns Manville

Kattsafe

Kemper System America, Inc.

Leading Edge Safety

Leister Technologies

MAPEI Corp

McElroy Metal

MIRO Industries, Inc.

MuleHide

National Gypsum

National Roof Deck Contractors Association

National Women in Roofing

NEOGARD

Noble Company

O'Hagin LLC

OMG Roofing Products

P & A Roofing and Sheet Metal Inc

Polyglass USA, Inc.

PROSOCO, Inc.

Revere Copper Products Inc

Roof Hugger LLC

Roof Penetration Housings

RTC Restoration & Glass, Inc.

S-5!

Sentinel Roof Technologies, LLC

Sheffield Metals International

Sherwin Williams Roofing Solutions

ShieldWorks

Sika Corporation

Siplast

Situra, Inc.

SMT Research Ltd.

Solar SkyRack

SOPREMA

Sunbelt Waterproofing & Restoration

T Clear Corp

The Valcourt Group

Tinker & Rasor

Tremco Inc

TRUFast / ABC US

TuffWrap Installations, Inc.

USG Securock

VADA LLC

VaproShield

Versico Roofing Systems

W.R. Meadows

Western Colloid

Westlake Royal Roofing Solutions

WestwoodUSA

York Flashings

EXHIBITOR OPPORTUNITIES

IIBEC's International Convention & Trade Show is the premier event for building enclosure professionals. More than 1,700 professionals from around the globe come together to learn the latest information about roofing, exterior walls, waterproofing, and building enclosure 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 2026 Trade Show floor plan.

Contact: Arissa Cooper

Director, Marketing & Sales

at acooper@iibec.org or call 800-828-1902.

EXHIBIT FEES

100 SQUARE FEET

\$36.00 USD per square foot—IIBEC members*

\$44.00 USD per square foot—Nonmembers

MORE THAN 100 SQUARE FEET

\$34.00 USD per square foot—IIBEC members*

\$42.00 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

Friday, March 13 3:15 p.m.–7:15 p.m.

Saturday, March 14. . . . 8:00 a.m.–12:00 p.m.

EXHIBIT SETUP

Thursday, March 12 1:00 p.m.–6:00 p.m.

Friday, March 13 8:00 a.m.–1:00 p.m.

EXHIBIT DISMANTLE

Saturday, March 14 12:30 p.m.–8:00 p.m.

**Times subject to change*

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 October 13, 2025. All cancellations are subject to a charge of 50% of the total exhibit fee. Cancellations after December 15, 2025, will receive no refund. Refer to the Contract for Exhibit Space and Terms and Conditions for more information.

DOWNLOAD

CONTRACT FOR

EXHIBIT SPACE

PRODUCT DEMONSTRATIONS

Get your product out of the booth and onto the stage! During the trade show, half-hour time slots will be available for exhibitors to showcase their products or services. Why wait for attendees to visit your booth? Take your products to them! Advance promotion, prominent signage, and loudspeaker announcements will draw up to 200 curious specifiers to your corporate presentation. Demonstration opportunities are available on a first-come, first-served basis.

TIMES FOR DEMONSTRATION

SOLD	Friday, March 13: 4:15 p.m.–4:45 p.m.
SOLD	Friday, March 13: 5:15 p.m.–5:45 p.m.
AVAILABLE	Friday, March 13: 6:15 p.m.–6:45 p.m.
SOLD	Saturday, March 14: 9:15 a.m.–9:45 a.m.
SOLD	Saturday, March 14: 10:15 a.m.–10:45 a.m.
AVAILABLE	Saturday, March 14: 11:15 a.m.–11:45 a.m.

DOWNLOAD

PRODUCT

DEMONSTRATION FORM

GENERAL GUIDELINES FOR DEMONSTRATION

- All demos will require venue and fire marshal approval. Contact IIBEC for details.
- Written specifications must be submitted 90 days before the event for review and approval.
- If storage space is needed before or after the demonstration, include a detailed description of the material.
- The fee for each demonstration opportunity is \$5,500
- Provided: 12'x16' stage, screen, cart for projector, podium, (1) handheld microphone, (1) wireless microphone, and (1) 110-volt power strip. All other AV and electricity are the responsibility of the demonstrating company.
- The stage time is 30 minutes. Setup and dismantle will occur 15 minutes before and after the demonstration on stage.
- All props or materials used during the demonstration must be removed or disposed of off-site. No on-site debris disposal is permitted.
- The demonstrating company is liable for any damages to staging or host facility equipment or infrastructure.

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 2026: Platinum (\$15,000 and up), Gold (from \$7,500 to \$14,999), and Bronze (from \$3,000 to \$7,499).

SPONSOR BENEFITS BY LEVEL	PLATINUM \$15,000 and up	GOLD \$7,500 TO \$14,999	BRONZE \$3,000 TO \$7,499
Acknowledgment at the sponsored event via on-site signage			
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			
Easel sign at sponsored event			
Verbal acknowledgment before the sponsored event (as applicable)			
Complimentary table for seven at the Annual Awards Ceremony			
Acknowledgment on www.IIBECConvention.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 <i>IIBEC Interface</i> technical journal			
Floor Clings on trade show floor acknowledging sponsorship level			

DOWNLOAD

SPONSORSHIP FORM

CONVENTION WI-FI

Thursday, March 12–
Sunday, March 15

PRESIDENT'S BANQUET

Sunday, March 15



OPENING CEREMONY & KEYNOTE ADDRESS

Friday, March 13



CONVENTION/TRADE SHOW MOBILE APP

Thursday, March 12–
Sunday, March 15

ESCALATOR CLING

Thursday, March 12–
Sunday, March 15

WELCOME RECEPTION

Thursday, March 12

HOTEL ROOM KEY CARDS

Thursday, March 12–
Sunday, March 15



\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Statistics show attendees love and appreciate Wi-Fi during education sessions. Your brand will gain multiple impressions as this exclusive sponsor, Wi-Fi will be made available for all four days of the convention. Your company's name will be used as the username to access the Wi-Fi.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of IIBEC's annual President's Banquet at the 2026 International Convention & Trade Show. At this premier social event, your company will receive a reserved table of 7 (tickets included) and will have 10 minutes to welcome guests.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

As the official start of the convention, the opening ceremony and keynote attract a large gathering. Your company will receive up to 20 reserved seats for your company representatives and guests.

\$15,000 PLATINUM – NEW EXCLUSIVE OPPORTUNITY

The IIBEC Convention & 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. Your branding will be located on the landing page and as a banner ad on the mobile app.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Take your message to new heights — literally! As one of the most highly trafficked areas of the Convention Center, the escalator offers prime advertising space to capture attendee attention throughout the event. Every attendee riding or passing the escalator will see your brand front and center, making this one of the most visible and memorable sponsorships. opportunities at the convention.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

As the exclusive sponsor, you will have the first opportunity to welcome attendees at this welcome reception. Network with members, the IIBEC Board of Directors, and chapter and region representatives while enjoying complimentary beer, wine, and nonalcoholic beverages.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Hotel room keys are the first item attendees receive when checking into one of IIBEC's event hotels and are utilized for the duration of the event. As sponsor, the hotel key cards serve as a daily reminder to each attendee of your support of the convention and your key role in the industry.

CONVENTION ATTENDEE BAGS

Thursday, March 12–
Sunday, March 15

 **SOLD**

NAME BADGE LANYARDS

Thursday, March 12–
Sunday, March 15

 **SOLD**

TRADE SHOW RECEPTION

Friday, March 13

 **SOLD**

TRADE SHOW BREAKFAST

Saturday, March 14

 **SOLD**

IIBEC ANNUAL AWARDS CEREMONY

Saturday, March 14

 **SOLD**

IIBEC ANNUAL MEETING OF THE MEMBERS

Sunday, March 15

 **SOLD**

SCHEDULE-AT-A-GLANCE WALL

Thursday, March 12–
Sunday, March 15

 **SOLD**

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Your logo is prominently displayed on a convention bag carried by convention attendees throughout the IIBEC International Convention & Trade Show. As the sponsor, your corporate branding will appear without competition on the attendee bag. Option(s) to include in each bag: corporate literature, a novelty, or a product sample.

\$15,000 PLATINUM – 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.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show opening reception. As the sole sponsor of the trade show reception, your company will receive recognition as the benefactor of an appealing spread of reception fare and beverages, including draft beer and other refreshments. Branded floor clings will be prominently displayed at all food and beverage areas. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show breakfast. Through this sponsorship, attendees and exhibitors alike will be treated to coffee and a hearty breakfast buffet. Branded floor clings will be prominently displayed at all food and beverage areas. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show.

\$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

The Annual Awards Ceremony is one of the convention's highest-attended events. Your company will receive a reserved table for 7 (tickets included) and company recognition will be included in the printed awards program provided to all participants.

\$12,000 GOLD – EXCLUSIVE OPPORTUNITY

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.

\$12,000 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo will be front and center, prominently displayed on the Schedule-At-A-Glance wall located in a high-traffic area near registration. This wall-sized display details key events occurring over the days of the convention and trade show.

IIBEC BOARD OF DIRECTORS DINNER

Wednesday, March 11



BADGE PICK-UP

Thursday, March 12–
Sunday, March 15

TRADE SHOW AISLE SIGNS

Friday, March 13–
Saturday, March 14

TRADE SHOW EXIT CLING

Friday, March 13–Saturday,
March 14

DIRECTION STREET WINDJAMMERS

Thursday, March 12–
Sunday, March 15

EXHIBIT FLOOR PLAN MAP

Thursday, March 12–
Sunday, March 15

DIRECTIONAL SIGNS

Thursday, March 12–
Sunday, March 15

REGION MEETINGS

Friday, March 13

\$10,000 GOLD – 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 10 minutes to address the board during the evening.

\$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo will be prominently displayed at each badge kiosk at registration for attendee registration and check-in.

\$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name, logo, and booth number (if applicable) will be prominently featured on every aisle sign throughout the trade show floor. With 8–10 aisle signs measuring 120" x 48", your logo will be impossible to miss.

\$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo along with a "thank you" message on a cling approximately 24"x48" (either on the floor or door, depending on venue) will be prominently displayed at the trade show exit.

\$5,000 GOLD – EXCLUSIVE OPPORTUNITY

Lead the way with your brand and guide the hotel guests to the West Lobby of the convention center. This sponsorship supports two outdoor directional signs stationed along key walking routes between official convention hotels and the convention center extra space. Each sign will feature clear event-branded messaging along with your company's logo, ensuring visibility in pedestrian areas.

\$5,000 BRONZE – EXCLUSIVE OPPORTUNITY

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

\$5,000 BRONZE – THREE OF THREE AVAILABLE

Your company's name and logo will be prominently displayed on large indoor directional signs strategically placed in high-traffic areas guiding attendees through their daily convention and trade show activities.

\$4,000 BRONZE – SEVEN OF SEVEN AVAILABLE

Region I	Region II	Region III	Region VII
Region IV	Region V	Region VI	

Host one or more region meetings of your choosing and provide a personalized welcome message. This is a great opportunity for regional sales representatives to meet IIBEC members in their territories. Two complimentary tickets are provided for sponsors.

CONVENTION WRITING PENS

Thursday, March 12–
Sunday, March 15

EMERGING PROFESSIONALS COCKTAIL HOUR

Saturday, March 14

CONVENTION PROCEEDINGS ADVERTISING

POCKETGUIDE, ON-SITE PROGRAM

ATTENDEE BAG STUFFERS/INSERTIONS

MOBILE APP/PUSH NOTIFICATIONS

\$4,000 BRONZE – EXCLUSIVE OPPORTUNITY

As the sponsor, your company's pen with logo will be included in the attendee convention bag, and distributed at tables during the region meetings and the Annual Meeting of the Members lunch.

\$2,500 BRONZE – EIGHT AVAILABLE

Emerging professionals are the future of the building consultant industry. The popular Emerging Professionals Cocktail Hour brings together young professionals (generally under age 40) looking to expand their network of colleagues over cocktails and appetizers (nonalcoholic beverages also provided).

\$3,500 THREE AVAILABLE

The Convention Proceedings are provided to all attendees digitally and will be available for purchase as print on-demand. The proceedings were downloaded hundreds of times both during the convention and post show.

\$2,500 TWO AVAILABLE

Place your highly visible ad in the Pocket Guide, On-Site Program provided to all attendees. For five days, the program will be a constant companion for attendees to navigate convention and trade show activities.

\$2,500 FIVE AVAILABLE

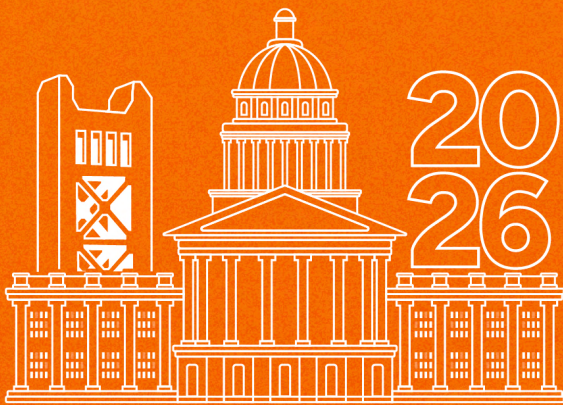
Each IIBEC convention attendee with a full registration receives an attendee bag. An insert in the attendee bag puts your information into the hands of IIBEC members. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit or website. Logo-branded stuffer examples include (but are not limited to): notepads, pens, keychains, mini hand sanitizer bottles, microfiber cleaning cloths, product samples, and brochures.

\$500 EIGHT AVAILABLE

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 have downloaded the app for use on their mobile devices. Customize a push notification for convention attendees to be sent on a date and time of your choosing between Tuesday, March 10– Tuesday, March 17. Content and timing subject to IIBEC approval.

Contact Arissa Cooper

Director, Marketing & Sales at acooper@iibec.org



IIBEC INTERNATIONAL CONVENTION & TRADE SHOW

iibecconvention.org

