



2018 NAHB International Builders' Show®

Attendee Analysis



This analysis excludes all non-buying categories including exhibitors and press. Source data provided by registrants during the registration process.

	2018	2017
Professional Attendance		
IBS Attendees (Excluding Exhibitors, Press, etc.)	44,396	41,755
IBS Exhibitors	16,255	15,995
KBIS Visitors (Verified)	9,971	10,664
Total Registration	70,622	68,414
IBS Business Classifications		
Builders		
Single Family Builders	31.6%	33.0%
Multifamily Builders	5.4%	5.6%
Active Adult	2.2%	2.1%
Remodelers	8.9%	8.5%
Commercial/Land Development	6.4%	6.0%
Sub-contractors	6.9%	7.4%
Professional Specialties	13.3%	13.2%
Wholesale/Retail (Dealer/Distributors)	20.4%	19.8%
Financial Services	1.5%	1.2%
Non-Exhibiting Supplier	3.5%	3.1%
Total	100%	100%
IBS Business Titles		
President & CEO	20%	20%
Owner, Principal or Partner	21%	21%
VP/General Manager	11%	11%
Director/Manager	8%	7%
Purchasing	3%	3%
Architect, Designer, Engineer	5%	5%
Construction Management	6%	6%
Estimating	1%	1%
Sales & Marketing	15%	16%
Information Technology	1%	1%
Administration	4%	4%
Installer	2%	2%
Consultant	4%	3%
Total	100%	100%
IBS Business Volume		
Under \$500,000	12%	11%
\$500,000 to \$1 Million	8%	8%
\$1 Million to \$5 Million	25%	24%
\$5 Million to \$10 Million	12%	12%
\$10 Million and Over	27%	22%
No Construction Activity	16%	17%
Unspecified	0%	5%
Total	100%	100%

