



# 2019 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.



	2019	2018
<b>Professional Attendance</b>		
IBS Attendees (Excluding Exhibitors, Press, etc.)	51,201	44,396
IBS Exhibitors	16,751	16,255
KBIS Visitors (Verified)	12,615	9,971
<b>Total Registration</b>	<b>80,567</b>	<b>70,622</b>
<b>IBS Business Classifications</b>		
<b>Builders</b>		
Single Family Builders	33.4%	31.6%
Multifamily Builders	6.2%	5.4%
Active Adult	1.9%	2.2%
Remodelers	8.5%	8.9%
Commercial/Land Development	6.3%	6.4%
Sub-contractors	7.7%	6.9%
Professional Specialties	12.7%	13.3%
Wholesale/Retail (Dealer/Distributors)	18.8%	20.4%
Financial Services	1.4%	1.5%
Non-Exhibiting Supplier	3.0%	3.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>
<b>IBS Business Titles</b>		
President & CEO	20%	20%
Owner, Principal or Partner	23%	21%
VP/General Manager	11%	11%
Director/Manager	7%	8%
Purchasing	3%	3%
Architect, Designer, Engineer	5%	5%
Construction Management	6%	6%
Estimating	1%	1%
Sales & Marketing	15%	15%
Information Technology	0%	1%
Administration	3%	4%
Installer	2%	2%
Consultant	4%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>
<b>IBS Business Volume</b>		
Under \$500,000	11%	12%
\$500,000 to \$1 Million	7%	8%
\$1 Million to \$5 Million	26%	25%
\$5 Million to \$10 Million	11%	12%
\$10 Million to \$15 Million	8%	n/a
No Construction Activity	15%	16%
<b>\$15 Million or Over</b>	<b>22%</b>	n/a
<b>Total</b>	<b>100%</b>	

