

2020 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.



	2020	2019
Professional Attendance		
IBS Attendees (Excluding Exhibitors, Press, etc.)	49,338	51,201
IBS Exhibitors	15,699	16,751
KBIS Visitors (Verified)	12,192	12,615
Total Registration	77,229	80,567
IBS Business Classifications		
Builders		
Single Family Builders	33.3%	33.4%
Multifamily Builders	6.4%	6.2%
Active Adult	1.9%	1.9%
Remodelers	8.7%	8.5%
Commercial/Land Development	6.1%	6.3%
Sub-contractors	8.3%	7.7%
Professional Specialties	12.2%	12.7%
Wholesale/Retail (Dealer/Distributors)	18.7%	18.8%
Financial Services	1.5%	1.4%
Non-Exhibiting Supplier	3.0%	3.0%
Total	100%	100%
IBS Business Titles		
President & CEO	20%	20%
Owner, Principal or Partner	23%	23%
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	14%	15%
Information Technology	0%	0%
Administration	3%	3%
Installer	2%	2%
Consultant	4%	4%
Total	100%	100%
IBS Business Volume		
Under \$500,000	12%	11%
\$500,000 to \$1 Million	8%	7%
\$1 Million to \$5 Million	26%	26%
\$5 Million to \$10 Million	11%	11%
\$10 Million to \$15 Million	8%	8%
No Construction Activity	14%	15%
\$15 Million or Over	22%	22%
Total	100%	100%

