

# 2023 NAHB International Builders' Show® Attendee Analysis



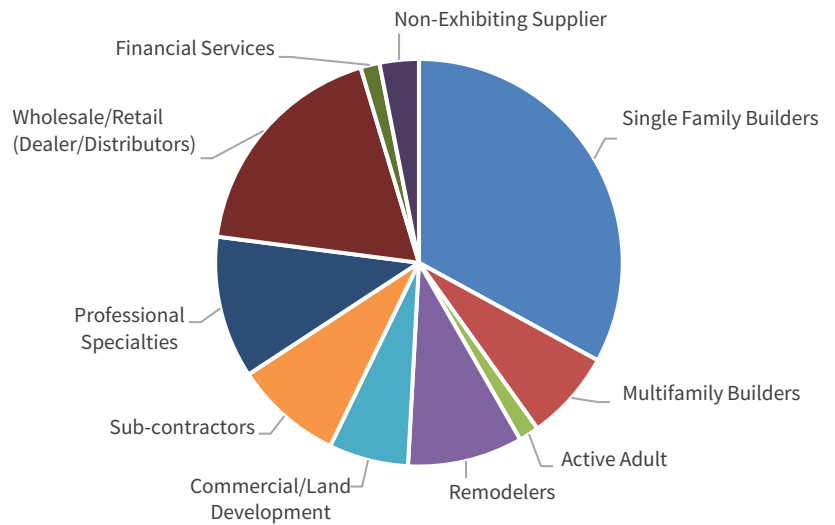
Professional Attendance	2023	2022
IBS Attendees (Excluding Exhibitors, Press, etc.)	54,063	37,428
IBS Exhibitors	14,521	10,580
KBIS Visitors (Verified)	11,141	8,193
NHS Visitors (Verified)	1,808	
<b>Total Registration</b>	<b>81,533</b>	<b>56,201</b>

IBS Business Classifications	2023	2022
<b>Builders</b>		
Single Family Builders	33%	33%
Multifamily Builders	7%	6%
Active Adult	2%	2%
Remodelers	9%	10%
Commercial/Land Development	6%	6%
Sub-contractors	9%	8%
Professional Specialties	11%	12%
Wholesale/Retail (Dealer/Distributors)	18%	18%
Financial Services	2%	2%
Non-Exhibiting Supplier	3%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>

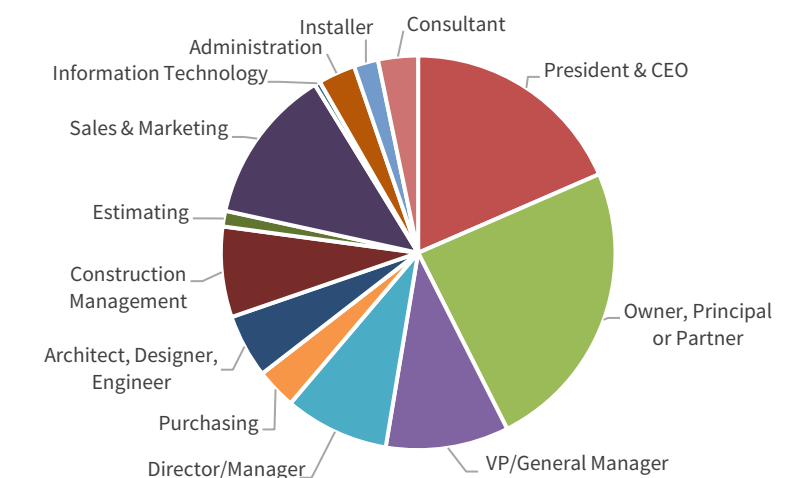
IBS Business Titles	2023	2022
President & CEO	18%	19%
Owner, Principal or Partner	24%	23%
VP/General Manager	10%	10%
Director/Manager	9%	7%
Purchasing	3%	3%
Architect, Designer, Engineer	5%	5%
Construction Management	7%	7%
Estimating	1%	1%
Sales & Marketing	13%	14%
Information Technology	0.5%	1%
Administration	3%	4%
Installer	2%	2%
Consultant	3%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>

IBS Business Volume	2023	2022
Under \$500,000	10%	12%
\$500,000 to \$1 Million	8%	8%
\$1 Million to \$5 Million	25%	26%
\$5 Million to \$10 Million	13%	12%
\$10 Million to \$15 Million	7%	7%
No Construction Activity	13%	14%
<b>\$15 Million or Over</b>	<b>24%</b>	<b>22%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>

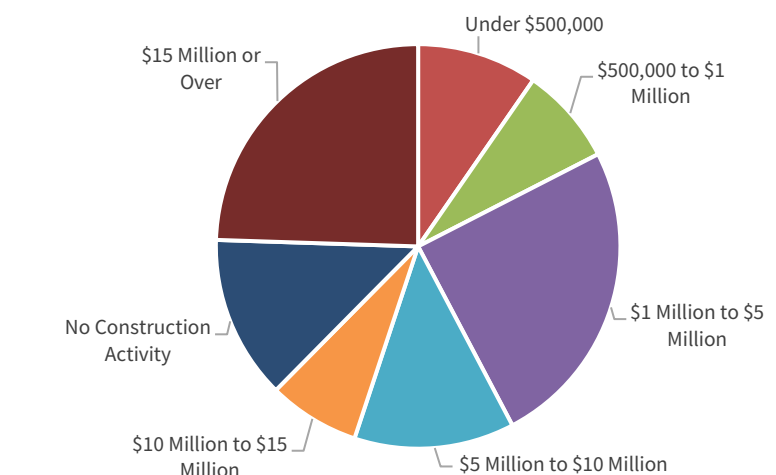
## Business Classifications



## Business Titles



## Business Volume



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