



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
Professional Attendance		
IBS Attendees (Excluding Exhibitors, Press, etc.)	51,201	44,396
IBS Exhibitors	16,751	16,255
KBIS Visitors (Verified)	12,615	9,971
Total Registration	80,567	70,622
IBS Business Classifications		
Builders		
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%
Total	100%	100%
IBS Business Titles		
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%
Total	100%	100%
IBS Business Volume		
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%
\$15 Million or Over	22%	n/a
Total	100%	

