

2024 NAHB International Builders' Show® Attendee Analysis



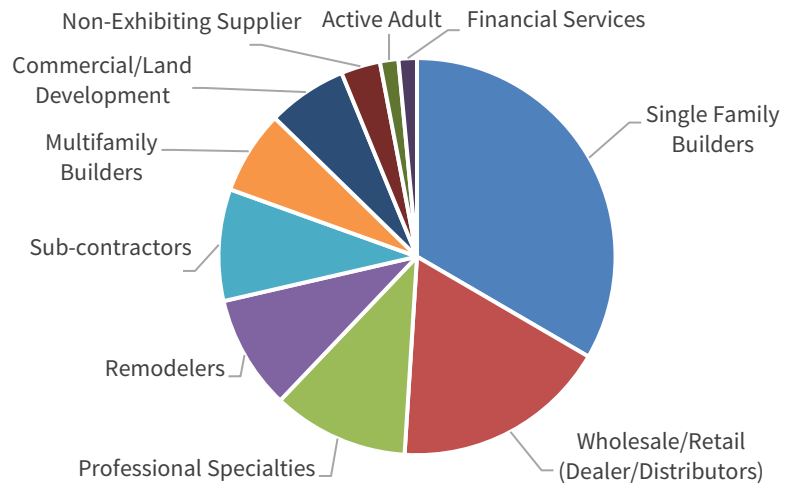
Professional Attendance	2024	2023
IBS Attendees (Excluding Exhibitors, Press, etc.)	59,330	54,063
IBS Exhibitors	17,613	14,521
KBIS Visitors (Verified)	13,628	11,141
NHS Visitors (Verified)		1,808
Total Registration	90,571	81,533

2024 IBS Business Classifications	Attendees	
Builders		
Single Family Builders	31,453	33.4%
Multifamily Builders	6,439	6.8%
Active Adult	1,407	1.5%
Wholesale/Retail (Dealer/Distributors)	16,627	17.6%
Professional Specialties	10,473	11.1%
Remodelers	8,727	9.3%
Sub-contractors	8,607	9.1%
Commercial/Land Development	6,160	6.5%
Non-Exhibiting Supplier	3,016	3.2%
Financial Services	1,393	1.5%

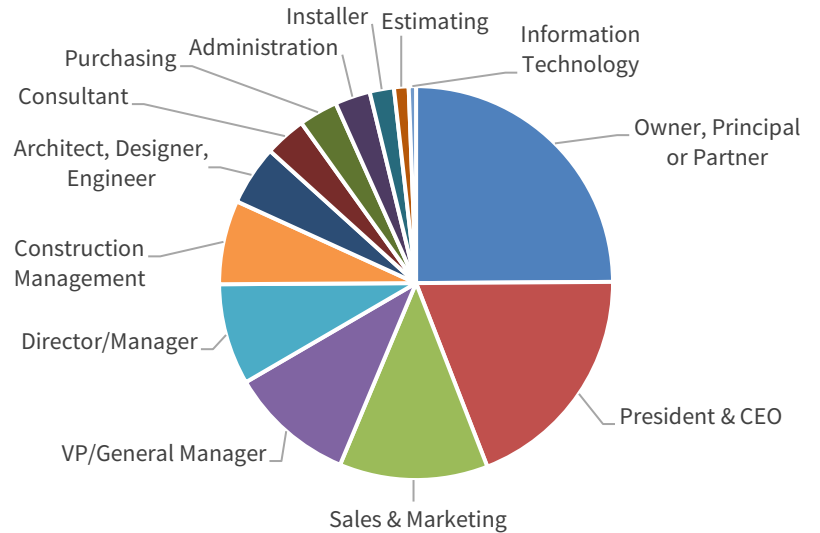
2024 IBS Business Titles	Attendees	
President & CEO	9,334	19.2%
Owner, Principal or Partner	12,086	24.9%
VP/General Manager	4,996	10.3%
Director/Manager	4,007	8.3%
Purchasing	1,546	3.2%
Sales & Marketing	5,920	12.2%
Construction Management	3,341	6.9%
Architect, Designer, Engineer	2,354	4.9%
Consultant	1,658	3.4%
Administration	1,400	2.9%
Installer	794	2.0%
Estimating	591	1.2%
Information Technology	289	0.6%

2024 IBS Business Volume	Attendees	
\$15 Million or Over	11,266	23.2%
\$10 Million to \$15 Million	3,462	7.1%
\$5 Million to \$10 Million	6,276	12.9%
\$1 Million to \$5 Million	11,883	24.5%
\$500,000 to \$1 Million	4,139	8.5%
Under \$500,000	5,187	10.7%
No Construction Activity	6,322	13.0%

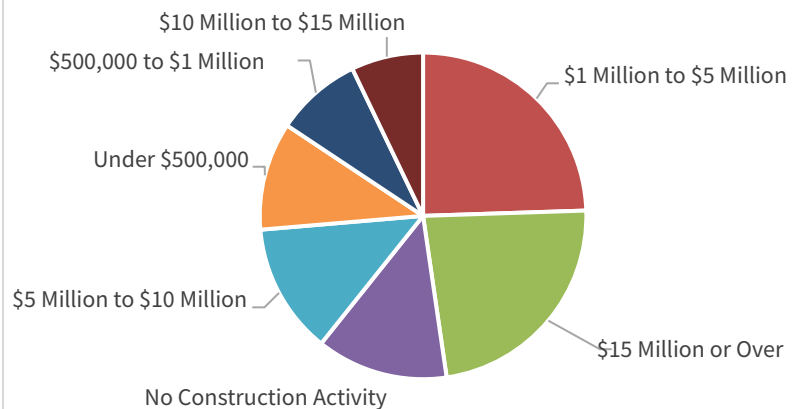
Business Classifications



Business Titles



Business Volume



This analysis excludes all non-buying categories including exhibitors and press. Source data provided by registrants during the registration. Attendees may choose up to three Business Classifications.