

Who Attends the NAHB International Builders' Show®?



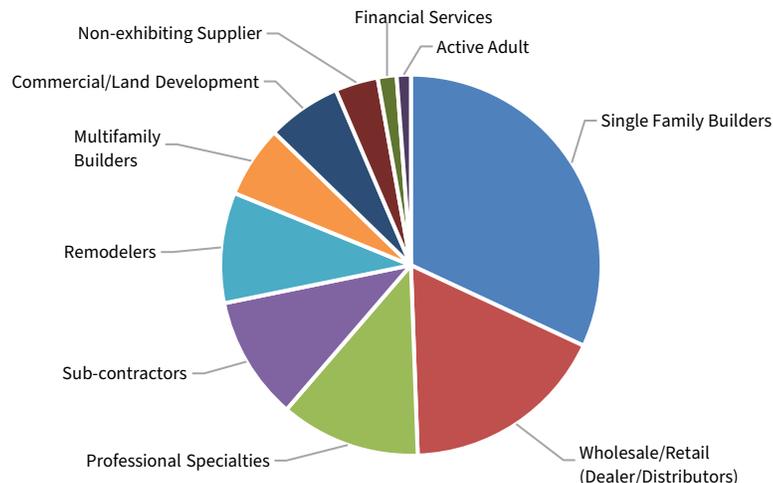
Professional Attendance	2026 Orlando	2025 Vegas
IBS Attendees (Excluding exhibitors and press)	58,116	62,429
IBS Exhibitors	16,860	18,879
KBIS Visitors (Verified)	16,927	12,177
Total Registration	91,903	93,485

2026 IBS Business Classifications	Attendees	
Builders		
Single Family Builders	28,271	32.0%
Multifamily Builders	5,490	6.1%
Active Adult	1,116	1.2%
Wholesale/Retail (Dealer/Distributors)	15,688	17.5%
Professional Specialties	10,650	11.9%
Sub-contractors	9,410	10.5%
Remodelers	8,420	9.4%
Commercial/Land Development	5,687	6.3%
Non-exhibiting Supplier	3,237	3.6%
Financial Services	1,394	1.6%

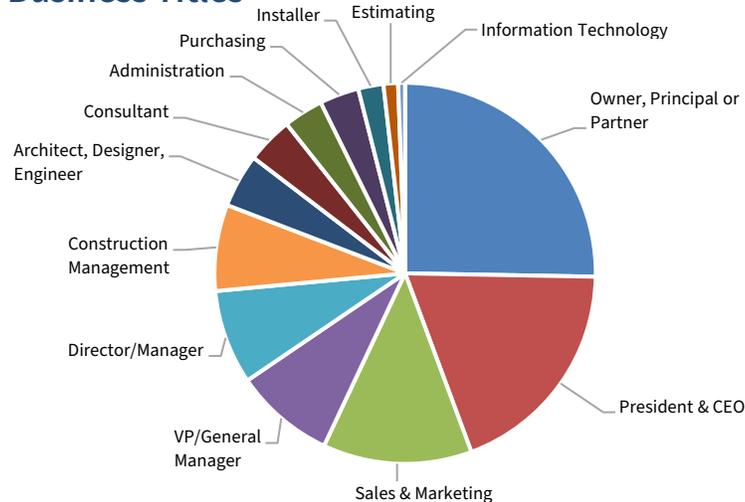
2026 IBS Business Titles	Attendees	
Owner, Principal or Partner	9,303	25.3%
President & CEO	12,334	19.1%
Sales & Marketing	6,170	12.6%
VP/General Manager	4,149	8.5%
Director/Manager	3,912	8.0%
Construction Management	3,573	7.3%
Architect, Designer, Engineer	2,216	4.5%
Consultant	1,927	3.9%
Administration	1,646	3.4%
Purchasing	1,629	3.3%
Installer	1,043	2.1%
Estimating	601	1.2%
Information Technology	287	0.6%

2026 IBS Business Volume	Attendees	
\$15 Million or Over	9,887	20.2%
\$10 Million to \$15 Million	3,549	7.3%
\$5 Million to \$10 Million	6,108	12.5%
\$1 Million to \$5 Million	11,605	23.7%
\$500,000 to \$1 Million	5,105	10.4%
Under \$500,000	5,479	11.2%
No Construction Activity	7,144	14.6%

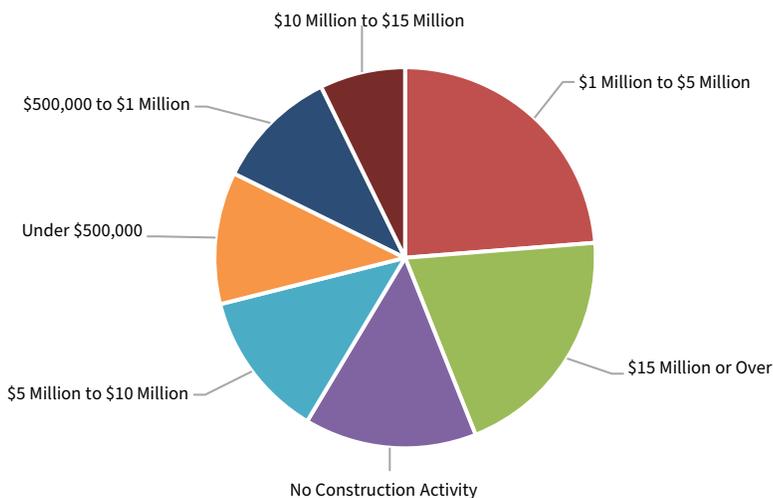
Business Classifications



Business Titles



Business Volume



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