

# 2025 NAHB International Builders' Show® Attendee Analysis



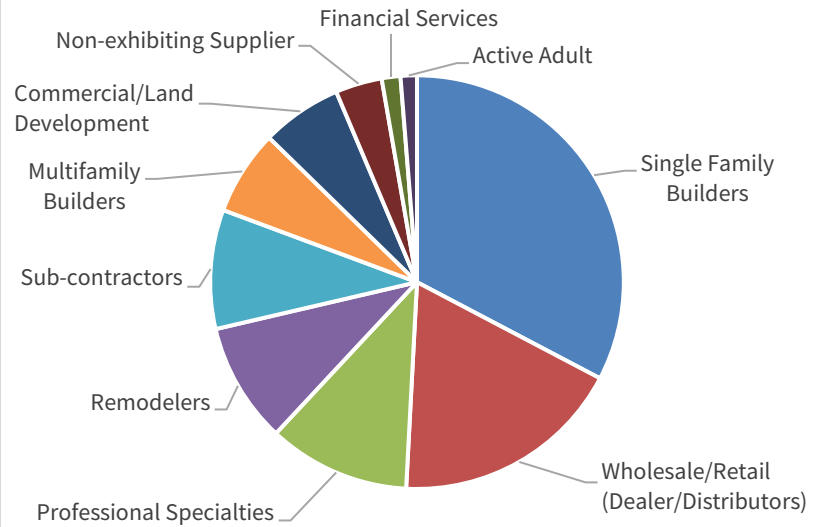
Professional Attendance	2025	2024
IBS Attendees (Excluding exhibitors and press)	62,741	59,330
IBS Exhibitors	18,864	17,613
KBIS Visitors (Verified)	12,177	13,628
<b>Total Registration</b>	<b>93,782</b>	<b>90,571</b>

2025 IBS Business Classifications	Attendees	
<b>Builders</b>		
<i>Single Family Builders</i>	31,831	32.7%
<i>Multifamily Builders</i>	6,466	6.6%
<i>Active Adult</i>	1,243	1.3%
Wholesale/Retail (Dealer/Distributors)	17,653	18.1%
Professional Specialties	10,813	11.1%
Remodelers	9,157	9.4%
Sub-contractors	9,068	9.3%
Commercial/Land Development	6,134	6.3%
Non-exhibiting Supplier	3,550	3.6%
Financial Services	1,422	1.5%

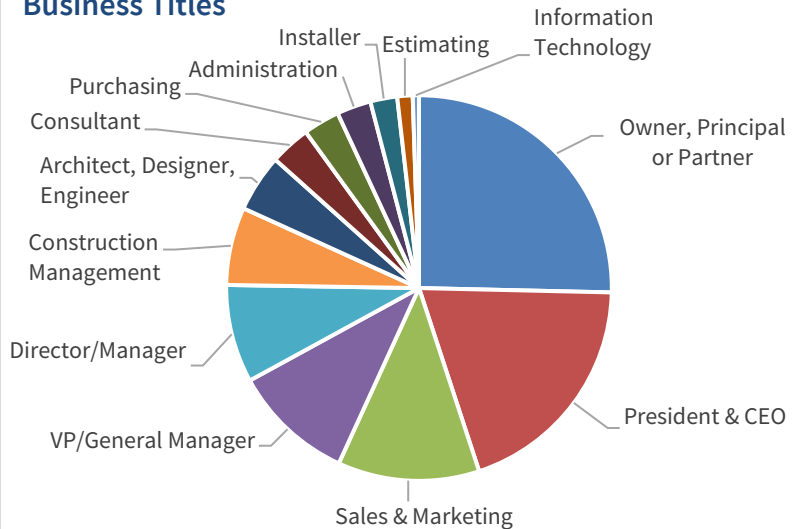
2025 IBS Business Titles	Attendees	
Owner, Principal or Partner	13,097	25.4%
President & CEO	10,117	19.6%
Sales & Marketing	6,137	11.9%
VP/General Manager	5,272	10.2%
Director/Manager	4,245	8.2%
Construction Management	3,373	6.5%
Architect, Designer, Engineer	2,491	4.8%
Consultant	1,758	3.4%
Purchasing	1,579	3.1%
Administration	1,482	2.9%
Installer	1,164	2.3%
Estimating	664	1.3%
Information Technology	268	0.5%

2025 IBS Business Volume	Attendees	
\$15 Million or Over	11,503	22.3%
\$10 Million to \$15 Million	3,632	7.0%
\$5 Million to \$10 Million	6,684	12.9%
\$1 Million to \$5 Million	13,025	25.2%
\$500,000 to \$1 Million	4,634	9.0%
Under \$500,000	5,600	10.8%
No Construction Activity	6,565	12.7%

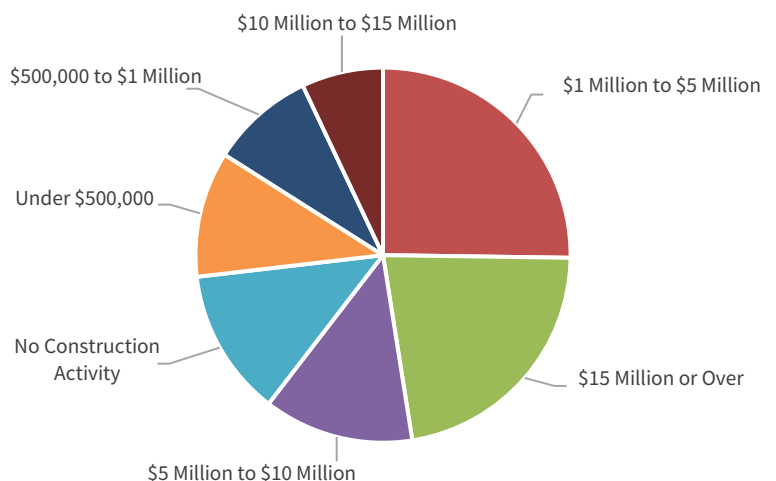
## Business Classifications



## 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.