

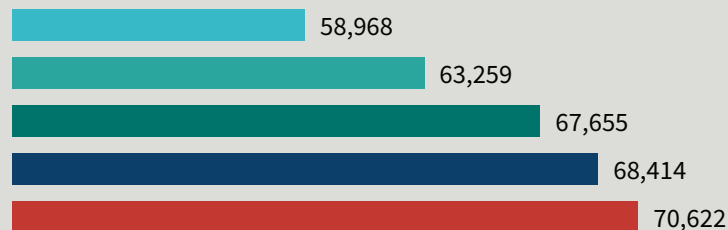
IBS 2018

2018 NAHB International Builders' Show® Recap



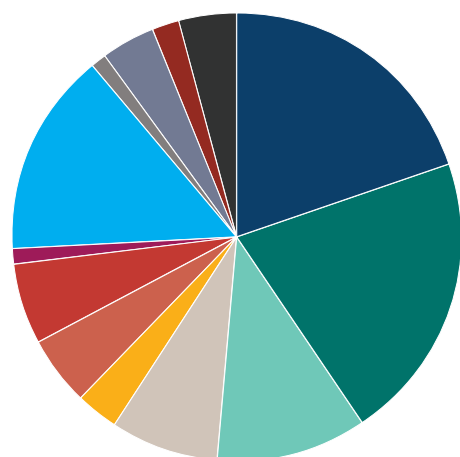
ATTENDEE OVERVIEW

19% increase in attendance over the last five years!



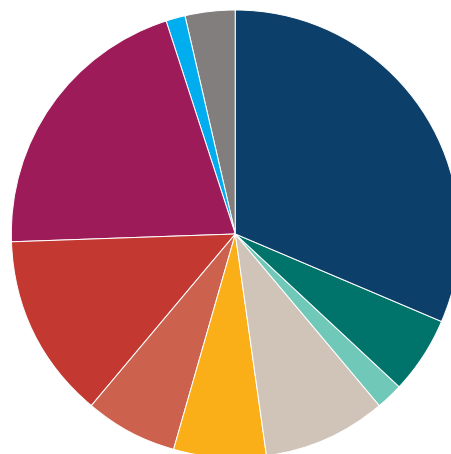
Attendee Profile

Registration	2017	2018
IBS Attendees (Excluding Exhibitors, Press, etc.)	41,755	44,396
IBS Exhibitors	15,995	16,255
KBIS Visitors	10,664	9,971
Total	68,414	70,622



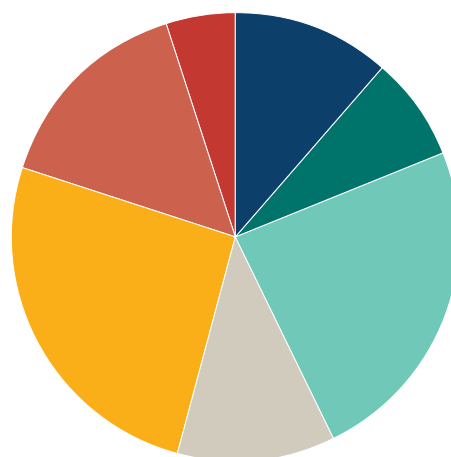
Business Titles

President & CEO	20%	Construction Management	6%
Owner, Principal or Partner	21%	Estimating	1%
VP/General Manager	11%	Sales & Marketing	15%
Director/Manager	8%	Information Technology	1%
Purchasing	3%	Administration	4%
Architect, Designer, Engineer	5%	Installer	2%
		Consultant	4%



Business Classifications

Single Family Builders	31.6%
Multifamily Builders	5.4%
Active Adult	2.2%
Remodelers	8.9%
Commercial/ Land Development	6.4%
Sub-contractors	6.9%
Professional Specialties	13.3%
Wholesale/Retail (Dealer/Distributors)	20.4%
Financial Services	1.5%
Non-Exhibiting Supplier	3.5%



Business Volume

Under \$500,000	12%
\$500,000 to \$1 Million	8%
\$1 Million to \$5 Million	25%
\$5 Million to \$10 Million	12%
\$10 Million and Over	27%
No Construction Activity	16%
Unspecified	5%

BUILDERS' SHOW ATTENDANCE

3043

international attendees

95

countries represented

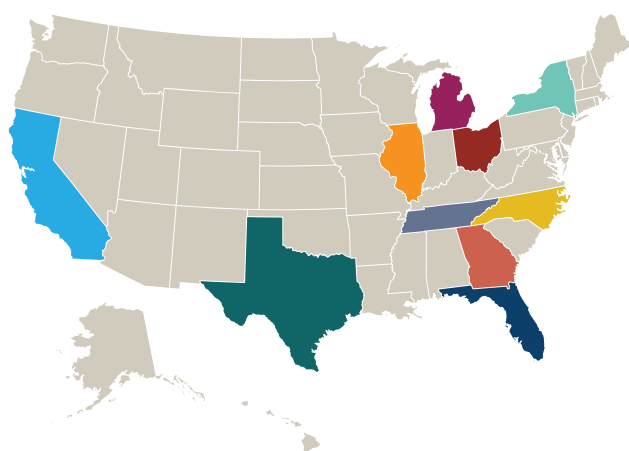
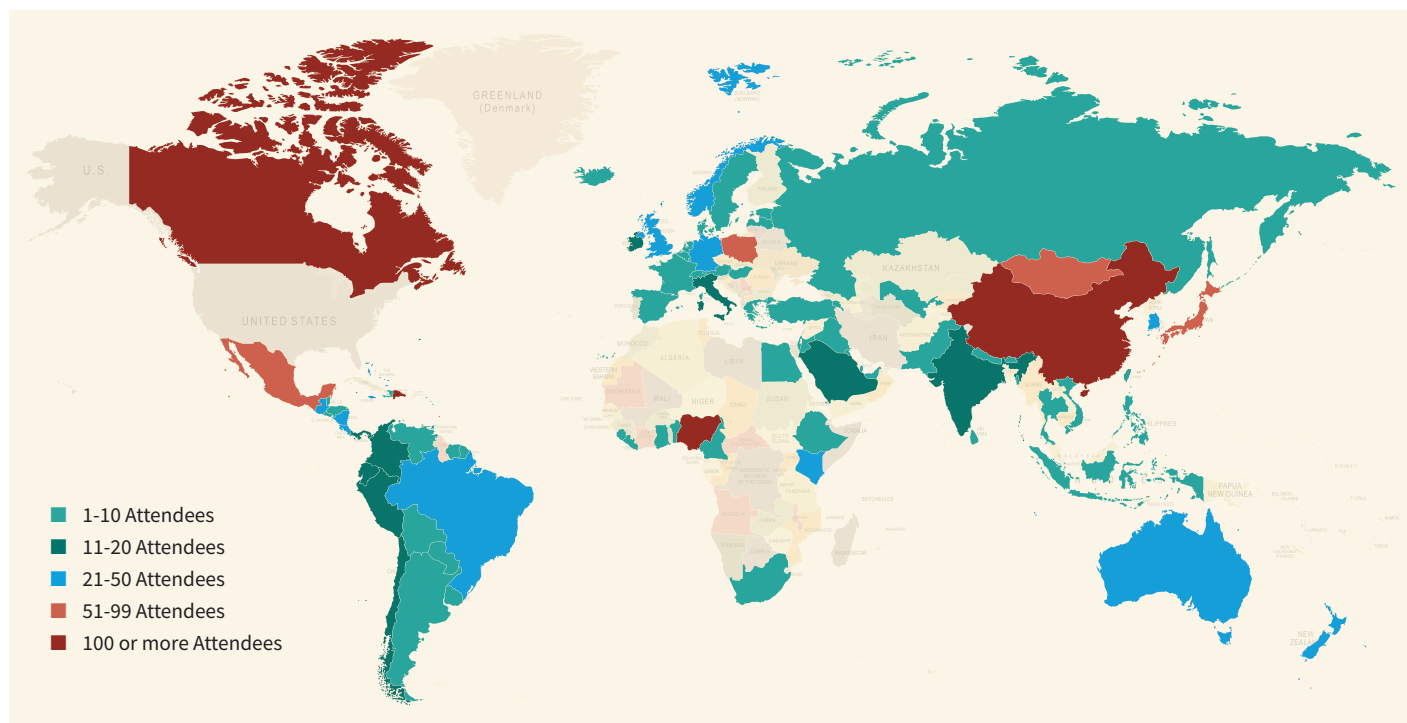
374

delegates

6.84%

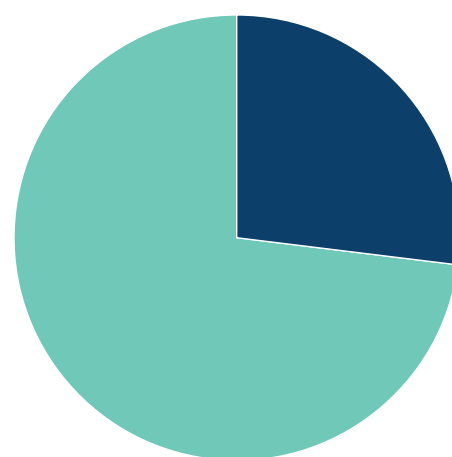
international attendance

International Attendance by Country



Top 10 States in Attendance

- Florida
- Texas
- New York
- North Carolina
- Georgia
- Ohio
- Michigan
- California
- Illinois
- Tennessee



2018 Exhibiting Companies

- International 36%
- Domestic 64%

BUILDERS' SHOW BY THE NUMBERS

For the three days of the 2018 NAHB International Builders' Show® (IBS), building industry professionals from across the globe discovered a variety of products and innovative concepts that are sure to enhance their businesses moving forward.



583,000
net square feet
of exhibits

1,500+
manufacturers
and suppliers



148

education
sessions
in 8 tracks

229

industry-
leading
speakers

4,780+

attendees visited IBS's official show
homes, The New American Home®
and The New American Remodel™

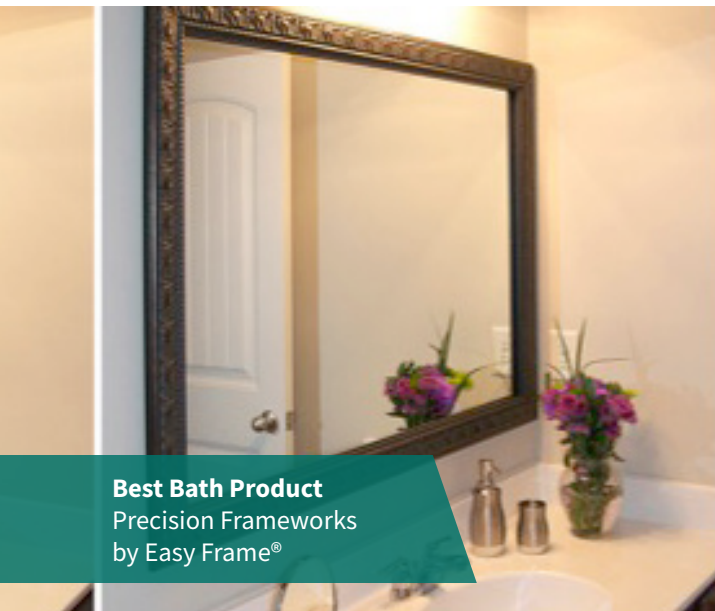


38 hands-on
demonstrations

BEST OF IBS 2018 AWARD WINNERS



Open to all IBS exhibitors, the **Best of IBS** awards recognize the best and most innovative products shown by exhibitors at the NAHB International Builders' Show in each of their respective categories.



Best Bath Product
Precision Frameworks
by Easy Frame®



Best Home Technology Product
Onelink Safe and Sound Smoke/CO
Alarm by BRK Brands, Inc.



Most Innovative Building Product
AeroBarrier by AeroSeal LLC



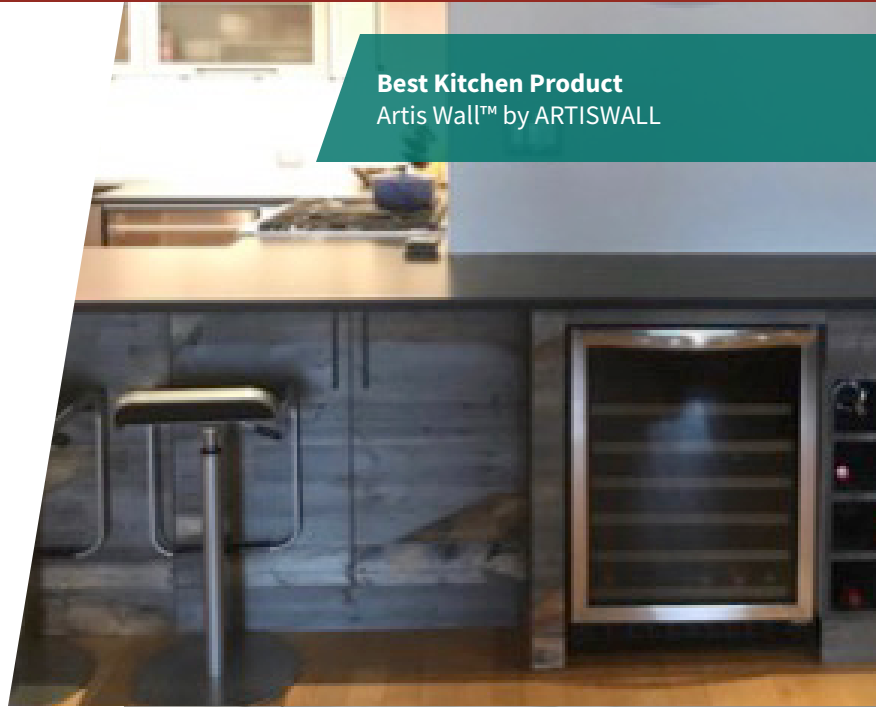
Best Energy Efficient Product
Ecobee4 by Ecobee

BEST OF IBS 2018 AWARD WINNERS (cont.)

Best Indoor Living Product
Home Automation Hub by Eaton



Best Kitchen Product
Artis Wall™ by ARTISWALL



Best Outdoor Living Product
Aero-Therm Innovative Coatings
by Advance Coatings Group



Best Window & Door Product
MultiGlide Door by
Andersen Windows, Inc.



Best Green Building Product
DLS Series SL280NV Ultra-Low NOx Furnace
by Lennox Industries

BEST OF IBS
AWARDS
WINNER
BEST IN SHOW



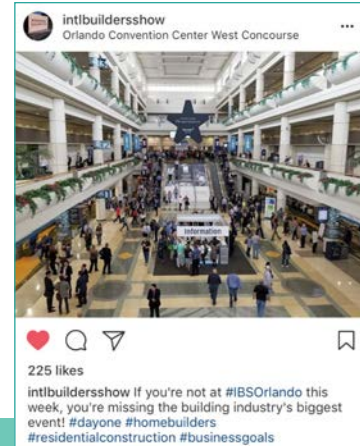
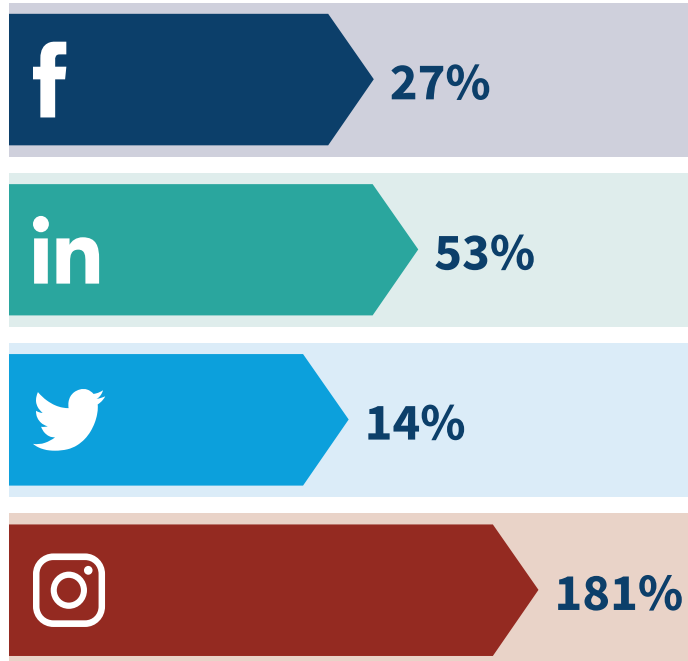
Best in Show & Best Outdoor Living Product
Aquor House Hydrant Aquor Water Systems



SOCIAL MEDIA AND MEDIA COVERAGE

The International Builders' Show is active on social media all year long highlighting exhibitors, building trends, registration deadlines and more!

2017 SOCIAL MEDIA GROWTH



#IBSOrlando

On-site Social Media Stats

1.57+ million impressions

8,500 likes

36,000 mentions

23,000+ engaged users

400+ Media
in Attendance



20+ million
impressions

AD
ARCHITECTURAL DIGEST

Builder

ConsumerReports®

diy
network

EveryDay
with Rachael Ray

FineHomebuilding
DESIGN • BUILD • REMODEL

HGTV

NBC

**Professional
Builder®**

PRO REMODELER
PROFESSIONAL REMODELER

Qualified
Remodeler

realtor.com®

The Washington Post

USA TODAY™

Join us at the **2019 NAHB International Builders' Show®!**

February 19-21, 2019

Las Vegas Convention Center
Las Vegas, Nevada

For more information, visit
buildersshow.com/apply

