



2017 Attendee Demographics & Show Recap

Occupation and Professional Responsibilities	
Commercial	76%
Education	53%
Government	46%
Healthcare	44%
Office	43%
Hospitality	39%
Multifamily	38%
Retail	34%
Entertainment/Leisure	31%
Residential	31%
Industrial	28%
Sports/Recreation	28%
Manufacturing	26%
Museums/Cultural	26%
Real Estate	12%
Highway/Bridges	9%
Other	7%



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PRODUCTS OF INTEREST			
Building Envelope	50%	Elevators/Escalators/Moving walkways	22%
Masonry	39%	Stairways	22%
Roofing	37%	Patch/Repair Compounds	21%
Caulks/Sealants	36%	Signage	20%
Doors	36%	Energy	20%
Building Systems	35%	Equipment	19%
Exterior Products	33%	Lighting	19%
Coatings	33%	Plastic	19%
Metal	33%	Technology	19%
Insulation	32%	Safety/Security	17%
Curtain Wall	32%	Access Controls	16%
Windows/Skylights	32%	Procurement/Contracting	14%
Finishes	32%	Associations/Organizations	14%
Thermal/Moisture Protection	31%	Furnishings	14%
Codes and Standards	31%	Fire Suppression	14%
Paint	31%	Plumbing	14%
Glass	31%	Electrical	13%
Flooring	30%	HVAC/IAQ	12%
Concrete	30%	Landscaping	12%
Interior Products	30%	Recycling	12%
Wood	28%	Storage	12%
Hardware	28%	Remediation	12%
Stone/Tile	28%	Communications	11%
Ceilings	27%	Software	11%
Siding	25%	Earthwork	11%
General Requirements	25%	Utilities	10%
Ceramics	23%	AV	9%
Aluminum	23%	Publications	9%
Adhesives	22%	Transportation/Relocation	6%
Kitchen/Bath	22%	Waterway/Marine	6%
Preservation/Restoration	22%	Unknown	3%



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Primary Role in Purchasing	
Recommend	44%
Specify	42%
Research	27%
Approve	26%
Not Involved	23%
Purchase	12%

Number of projects worked on over the course of a year	
1 to 50	50%
51 to 100	16%
101 to 500	17%
500+	3%
N/A	14%

Typical budget per building project	
\$1-\$49,999,999	69%
\$50,000,000-\$99,999,999	11%
\$100,000,000-\$249,999,999	10%
\$250,000,000-\$499,999,999	4%
\$500,000,000+	6%