

2011 Attendee Demographics

Total Attendance: 8,139*

* an 18% increase in verified attendees over the 2010 show

Business classification:

- **64%** Roofing Contractors
- **15%** Facility Managers
- **11%** Manufacturers
- **10%** Architects/Engineers/Designers/
Builders/Remodelers

Markets served:

- **59%** Commercial
- **41%** Residential

Job Titles:

- **45%** Owner/CEO/President/Exec Mgmt
- **27%** Sales/ Marketing
- **12%** General Manager/Director
- **9%** Roofing Contractor
- **7%** Project Manager

Buying decisions:

- **77%** Yes
- **23%** No

Geographical regions:

- **19%** Southeast
- **17%** Northeast
- **15%** Southwest
- **12%** Midwest
- **12%** West Coast
- **11%** Mountain West
- **8%** Canada
- **6%** International

Annual sales:

- **39%** \$10,000,000+
- **29%** \$1,000,000 - \$4,999,999
- **14%** \$5,000,000 - \$9,999,999
- **8%** \$500,000 - \$999,999
- **6%** \$250,000 - \$499,999
- **4%** \$0 - \$249,999

First-time attendee:

- **57%** No
- **41%** Yes

Products/services used/bought/interested in:

- **43%** Single-Ply Roofing
- **39%** Metal Roofing
- **38%** Shingles
- **33%** Coatings/Sealants/Adhesives
- **32%** Solar
- **32%** Flashing
- **32%** Bitumen/Asphalt
- **32%** Insulation
- **32%** Roof Decks/Decking
- **32%** Waterproofing
- **31%** Modified Bitumen
- **29%** Skylights
- **29%** Green/Eco-Friendly
- **29%** Underlayment
- **28%** Built Up - Cold/Hot Applied
- **28%** Fasteners
- **27%** Gutters/Roof Drains
- **24%** Tools
- **23%** Safety/Fall Protection
- **23%** Roof Pavers/Walkways/Ballasts
- **22%** Roof Hatches/Doors
- **22%** Ventilation
- **20%** Ladders/Scaffolding
- **20%** Tile
- **20%** Accessory Hardware
- **19%** Siding
- **19%** Slate
- **17%** Vapor Retarders
- **16%** Computer Equipment/Software
- **16%** Rollforming
- **15%** Synthetic
- **15%** Spray Polyurethane Foam
- **13%** Guards
- **13%** Technology/Software
- **12%** Associations/Agencies/Publications
- **12%** Windows/Door/Shutters
- **11%** Manufacturing Equipment
- **11%** Business Services/Insurance
- **10%** Consulting/Testing Services
- **10%** Interior Protection
- **9%** HVAC
- **9%** Heavy Machinery