

2019 ATTENDEE DEMOGRAPHICS

2019 TOTAL ATTENDANCE: 14,295



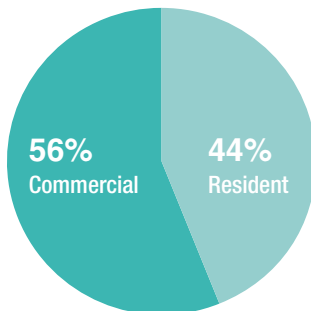
JOB FUNCTION	
Facility Manager/Owner	6%
Foreman/Superintendent	7%
General Manager/Director	11%
Other	9%
Owner/CEO/President/Executive	20%
Project Manager	13%
Sales/Marketing	20%
Spouse/Guest	6%
Student	2%
Technician/Installer	7%
Estimator/Specifier/Architect/ Engineer/Builder	11%

AGE RANGE	
18-20	0%
21-30	7%
31-40	25%
41-50	28%
51-60	27%
61+	13%

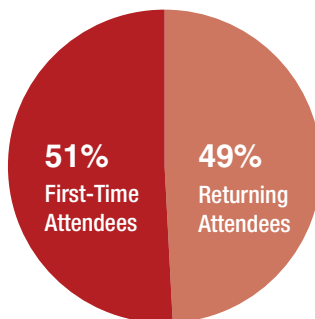
GEOGRAPHICAL REPRESENTATION	
Southeast	32%
Central	25%
Northeast	16%
Southwest	9%
West Coast	4%
Mountain	4%
International	9%
Spouse/Guest	6%

ANNUAL SALES	
\$0-\$249,999	6%
\$250,000-499,999	3%
\$500,000-\$999,999	6%
\$1,000,000-\$4,999,999	25%
\$5,000,000-\$9,999,999	14%
10,000,000-14,999,999	10%
15,000,000-19,999,999	6%
\$20,000,000-24,999,999	8%
\$25,000,000+	21%

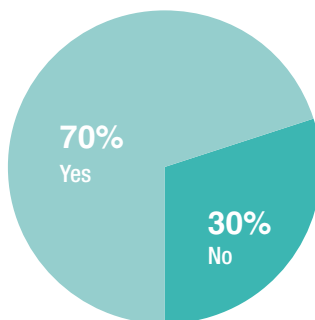
MARKETS SERVED



FIRST-TIME ATTENDEES



DECISION MAKER



BUSINESS TYPE	
Contractor/Subcontractor/Remodeler	63%
Distributor/Manufacturer's Agent/ Dealer/Manufacturer	21%
Estimator/Specifier/Architect/ Engineer/Builder	11%

PRODUCTS/SERVICE	
Associations/Agencies/Publications	13%
Shingles	50%
Single-Ply Roofing	51%
Coatings/Sealants/Adhesives	41%
Roof Decks/Decking	32%
Gutters/Roof Drains	29%
Underlayment	29%
Modified Bitumen	32%
Waterproofing	29%
Metal Panels/Shingles	28%
Fasteners	31%
Flashing	28%
Bitumen/Asphalt	27%
Skylights	27%
Built Up - Cold/Hot Applied	28%
Tools/Accessories	27%
Safety/Fall Protection	28%
Ventilation	22%
Roof Pavers/Walkways/Ballasts	25%
Roof Hatches/Doors	24%
Siding/Insulation	19%
Drones/Drone Software	22%
Synthetic	19%
Ladders/Scaffolding	21%
Solar	16%
Slate	17%
Technology/Software	18%
Green/Sustainable	15%
Tile	15%
Rollforming/Metalforming	18%
Vapor Retarders	19%
Spray Polyurethane Foam	13%
Weather and Climate	14%
Machinery/Manufacturing Equipment	14%
Business Services/Insurance	11%
Vehicles/Rigging	13%
Consulting/Testing Services	11%
Guards	12%
Interior Protection	9%
HVAC	7%