



2018 ATTENDEE DEMOGRAPHICS

International Roofing Expo®

February 6-8 2018
Ernest N. Morial Convention Center
New Orleans, LA

ATTENDANCE

10,076 2018 Total Attendance

BUSINESS TYPE

- 66% Contractor/Subcontractor/ Remodeler
- 20% Distributor/Manufacturers' Agent/Dealer/Manufacturer
- 14% Estimator/Specifier/ Architect/Engineer/Builder

MARKETS SERVED

- 62% Commercial
- 38% Residential

JOB FUNCTION

- 30% Owner/CEO/President/ Executive
- 23% Sales/Marketing
- 13% General Manager/Director
- 11% Project Manager
- 11% Facility Manager/Owner
- 7% Spouse/Guest
- 4% Foreman/Superintendent
- 2% Technician/Installer

GEOGRAPHICAL REPRESENTATION

- 28% Southeast
- 20% Central
- 17% Northeast
- 15% Southwest
- 8% West Coast
- 7% Mountain
- 4% International

DECISION-MAKER

- 72% Yes
- 28% No

FIRST-TIME ATTENDEES

- 43% First-Time Attendee
- 57% Returning Attendee

AGE RANGE

- 29% 41-50
- 27% 31-40
- 23% 51-60
- 10% 61+
- 10% 18-30

ANNUAL SALES

- 30% \$1,000,000 - \$4,999,999
- 19% \$25,000,000+
- 13% \$5,000,000 - \$9,999,999
- 9% \$10,000,000 - \$14,999,999
- 8% \$500,000 - \$999,999
- 7% \$20,000,000 - \$24,999,999
- 6% \$0 - \$249,999
- 4% \$15,000,000 - \$19,999,999
- 3% \$250,000 - \$499,999

PRODUCTS/SERVICES

- 45% Shingles
- 44% Single-Ply Roofing
- 39% Coatings/Sealants/Adhesives
- 34% Roof Decks/Decking
- 31% Gutters/ Roof Drains
- 30% Underlayment
- 30% Modified Bitumen
- 30% Waterproofing
- 29% Metal Panels/Shingles

- 29% Fasteners
- 29% Flashing
- 27% Bitumen/Asphalt
- 27% Skylights
- 26% Built Up - Cold/Hot Applied
- 26% Tools/Accessories
- 25% Safety/Fall Protection
- 23% Ventilation
- 21% Roof Pavers/Walkways/Ballasts
- 21% Roof Hatches/ Doors
- 21% Siding/Insulation
- 21% Drones/Drone Software
- 20% Synthetic
- 20% Ladders/Scaffolding
- 19% Solar
- 18% Slate
- 18% Technology/ Software
- 17% Green/ Sustainable
- 17% Tile
- 17% Rollforming/Metalforming
- 17% Vapor Retarders
- 15% Spray Polyurethane Foam
- 15% Weather and Climate
- 14% Associations/Agencies/ Publications
- 14% Machinery/Manufacturing Equipment
- 12% Business Services/Insurance
- 11% Vehicles/ Rigging
- 11% Consulting/Testing Services
- 11% Guards
- 10% Interior Protection
- 7% HVAC
- 5% Electrical Supplies