



**FEBRUARY 6-8, 2024 | LAS VEGAS, NV**

**LAS VEGAS CONVENTION CENTER | CENTRAL HALL**

**THE PREMIER ROOFING & EXTERIORS EVENT**

## EXTERIOR SPECIALTY CONTRACTORS

The International Roofing Expo is the largest industry trade show serving exterior specialty contractors. IRE is committed to expand beyond roofing and into other adjacent segments to address the under-served needs of residential replacement contractors. The Exteriors Pavilion launched in 2022, focusing on residential exterior projects/products such as siding, windows, weather barriers, exterior trim, and others.

To date this effort has included investments in additional on-floor education and live, hands-on building clinics. The results have been stellar so far and IRE will continue the expansion for 2024.



## THE EXTERIORS PAVILION FEATURES

### EXTERIORS EDUCATION STAGE

A walled and enclosed area with classroom seating that features educational sessions by recognized industry experts

### LIVE BUILDING CLINICS

Fully built out demonstration area presented by recognized construction best practices experts

### EXHIBIT SPACE

Dedicated exhibit space for product manufacturers and service providers serving residential exterior specialists

**The Residential Remodeling & Replacement Market is projected to reach \$580 Billion in 2023 – Exteriors account for over 20%\***

## KEY MARKET DRIVERS

### EXISTING HOMES

There are 140M+ existing homes in the U.S. and the average age is now 41 years of age

### EQUITY

Total U.S. Home equity reached a record high of **\$27.8 Trillion** according to the Federal Reserve, with a substantial increase of **\$11.57 Trillion** in the past 3-years (2020 - 2022).

### NATURAL DISASTER

Increasing numbers of severe storms and fire events over recent years have accounted for over **\$75 Billion** in disaster repair\*



## CURRENT IRE ATTENDEES

34% Install Siding\*\*

24% Install Windows\*\*

**Over two-thirds of attendees are involved in residential projects.**

\*Source: Harvard Joint Center Remodeling Futures

\*\*Source: Farnsworth Group, IRE Brand Use Study



# THE PREMIER ROOFING & EXTERIORS EVENT



**QUESTIONS?**  
**Tami Svarfvar**  
 Tami.Svarfvar@informa.com  
 802-476-8584

## IRE BY THE NUMBERS

**169,460**

Square Footage of Exhibit Hall Space



**588**

Number of Exhibiting Companies



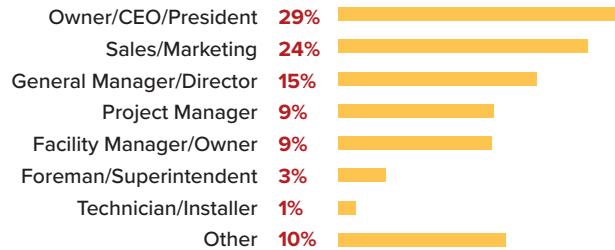
**14,066**

Number of Professionals in Attendance

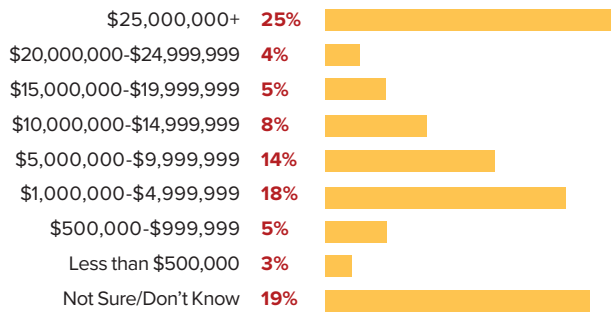


## WHO ATTENDS THE IRE

### JOB TITLE



### ANNUAL SALES BY COMPANY



## BUSINESS TYPES

**64%**

Contractors, Subcontractors, Remodelers, Builders

**3%**

Architects, Specifiers, Engineers, Estimators

**22%**

Distributors, Manufacturers, & Agents

**11%**

Students, Other

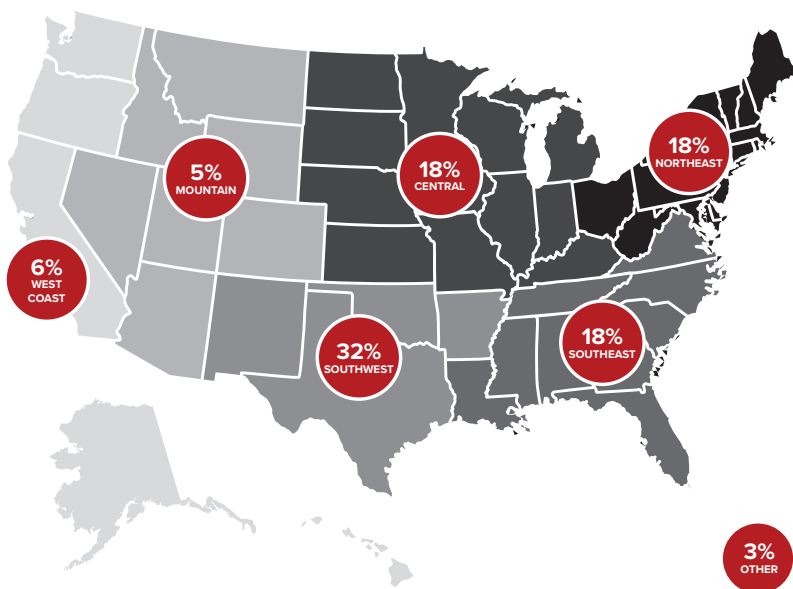
## PRIMARY MARKET BY COMPANY

**22%** RESIDENTIAL

**31%** COMMERCIAL

**45%** BOTH

## GEOGRAPHIC DISTRIBUTION



**46**

States Represented



**50**

Countries Represented



## FIRST-TIME ATTENDEE



**55%**  
YES

**45%**  
NO

**68%**

OF IRE ATTENDEES DON'T ATTEND ANY OTHER TRADE SHOWS

