



DEMOGRAPHICS

NARI starts conversations that convert.

Hundreds of industry professionals gather each year at the Remodeler & Supplier Expo to get hands-on training, see the latest in product innovations, and hear from nationally known speakers. This B2B conference and trade show is marketed regionally and attendance continues to grow year after year.

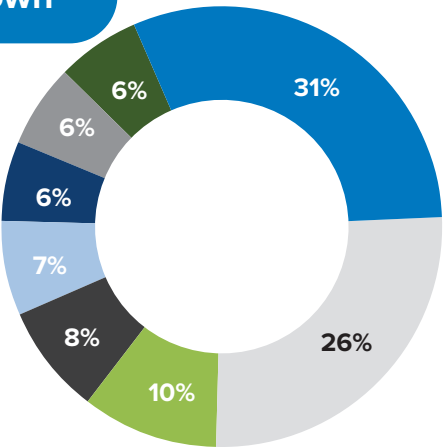
- **96% of attendees plan to return to the Expo**
- **96% of past attendees rate the event as ‘excellent’**



Expo Audience Breakdown

The majority of attendees work in the remodeling industry in a diverse set of roles.

More than 25% of overall conference attendees are in leadership roles within their organizations.



- **31% Suppliers/Exhibitors**
- **26% Owner/Manager**
- **10% Carpenter/Installer/Field**
- **8% Other**
- **7% Project Assistant**
- **6% Architect/Designer**
- **6% Sales**
- **6% Production Manager**

“I will bring my entire team next year!”

People come to the Expo for the education but many also use the time to network and build new business relationships. Connect directly with attendees on site with a booth, or make an impression with pre- and post-event marketing packages, or an event sponsorship.



Contact Cecily for more information.

(414) 771-4071 • cecily@narimilwaukee.org • NARIMilwaukee.org