

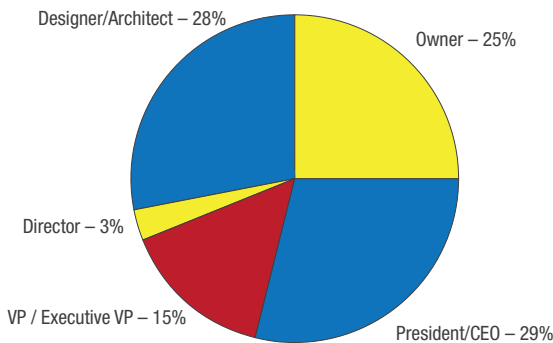


## KBIS 2010 Registered Attendees

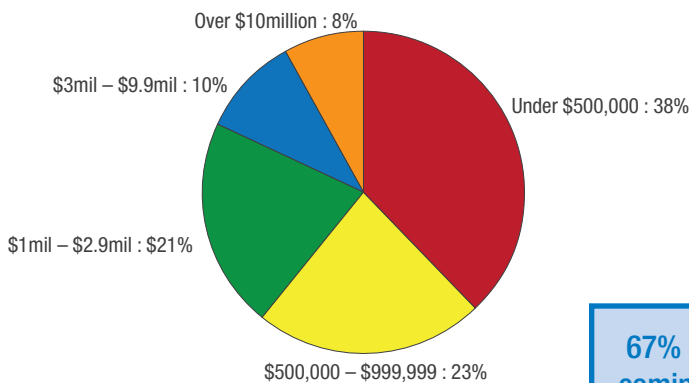
We anticipate total professional attendance at KBIS 2010 to be around 35,000. What will those attendees represent, and how do you plan for your exhibit audience at KBIS? Here's a sneak preview:

### Anticipated Professional Attendance = 35,000

#### Executive Level Attendees



#### Sales Volume

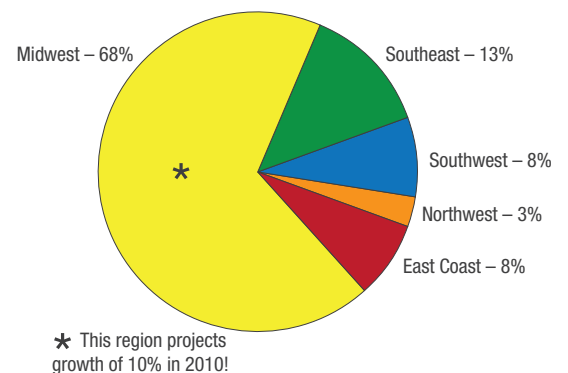


**67% of the people coming to KBIS this year did not attend last year!**

### Growth Trends You Need to Know About

- Architectural Firm - 20% higher segment registration than 2009 - these are the firms with projects in the pipeline.
- Design Firm - Registration is up 15% more over 2009 and 30% over 2008.
- 30% of our attendees are Builder/Remodelers or Dealers - this group of buyers continues to grow at KBIS, showing the strength of their business.
- Plumbing Wholesaler/Distributor - trending up approximately 10% of expected attendance.
- Independent Mfgs. Rep - more than doubling from 5% of total attendance in 2008 and 2009 to 11% now.
- Dealer - Always an important part of KBIS - 12.5% of 2010's pre-registered attendees.
- Pre-registered attendance is 41% ahead of 2009. (as of 2/25)

#### Regional Scope



Let us know if you have any questions. We are looking forward to a great show this year!

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