

# Attendee Profile



30%

FIRST-TIME  
ATTENDEES

70%

RETURNING  
ATTENDEES



55%  
LANDSCAPE

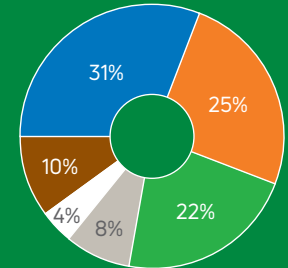


35%  
AGRICULTURE



10%  
OTHER

## TOP ORGANIZATION TYPES



- Dealer/Distributor
- Manufacturer
- Contractor
- University/Government
- Consultant
- Other

## EXHIBITORS AGREE

89%

IMPROVED  
RELATIONSHIPS WITH  
CURRENT CUSTOMERS

85%

INCREASED  
COMPANY'S VISIBILITY  
IN THE INDUSTRY

76%

REACHED  
NEW QUALIFIED  
CUSTOMERS



## SHOW ATTENDEES AGREE

94% Learned about new products/technologies

88% Made new business connections

88% Exposed to new ideas related to their jobs

84% Learned new skills and best practices

91% Got insight on improving irrigation practices

## ATTENDEE PLANS FOR 12 MONTHS AFTER SHOW

93%

VISIT EXHIBITOR  
WEBSITES BASED  
ON INFORMATION  
FROM SHOW

90%

CONTACT EXHIBITORS  
MET AT SHOW

86%

PURCHASE PRODUCT  
AS A RESULT OF  
CONTACTS MADE  
AT SHOW

93%  
OF ATTENDEES  
ARE QUALIFIED  
BUYERS/  
INFLUENCERS