

# WHO WILL VISIT YOUR BOOTH?



**45%**

FIRST-TIME  
ATTENDEES

**55%**

RETURNING  
ATTENDEES



**52%**  
LANDSCAPE

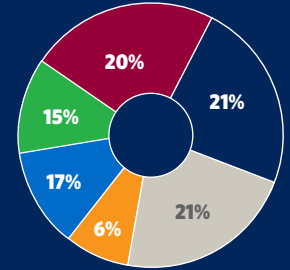


**33%**  
AGRICULTURE



**15%**  
OTHER

## TOP ORGANIZATION TYPES



- Dealer/Distributor
- Manufacturer
- Contractor
- University/Government
- Consultant
- Other (includes 8% unanswered)

## EXHIBITORS AGREE

**93%**

IMPROVED  
RELATIONSHIPS WITH  
CURRENT CUSTOMERS

**90%**

INCREASED  
COMPANY'S VISIBILITY  
IN THE INDUSTRY

**80%**

REACHED  
NEW QUALIFIED  
CUSTOMERS

## SHOW ATTENDEES AGREE

**96%** learned about new products/technologies

**91%** made new business connections

**90%** were exposed to new ideas related to their jobs

**89%** learned new skills and best practices

**92%** got insight on improving irrigation practices



## ATTENDEE PLANS FOR 12 MONTHS AFTER SHOW

**92%**

VISIT EXHIBITOR  
WEBSITES BASED  
ON INFORMATION  
FROM SHOW

**92%**

CONTACT EXHIBITORS  
MET AT SHOW

**85%**

PURCHASE PRODUCT AS  
A RESULT OF  
CONTACTS MADE  
AT SHOW

**91%**

OF ATTENDEES  
ARE QUALIFIED  
BUYERS/  
INFLUENCERS

*Excerpt from the December 2018 Irrigation Show data and January 2019 show survey responses*