Attendee Profile

30% FIRST-TIME ATTENDEES
70% RETURNING ATTENDEES

89% IMPROVED RELATIONSHIPS WITH CURRENT CUSTOMERS
85% INCREASED COMPANY’S VISIBILITY IN THE INDUSTRY
76% REACHED NEW QUALIFIED CUSTOMERS

55% LANDSCAPE
35% AGRICULTURE
10% OTHER

EXHIBITORS AGREE

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

TOP ORGANIZATION TYPES

Dealer/Distributor
Manufacturer
Contractor
University/Government
Consultant
Other

51 STATES & U.S. territories
55 COUNTRIES

Excerpt from the December 2017 Irrigation Show data and January 2018 show survey responses