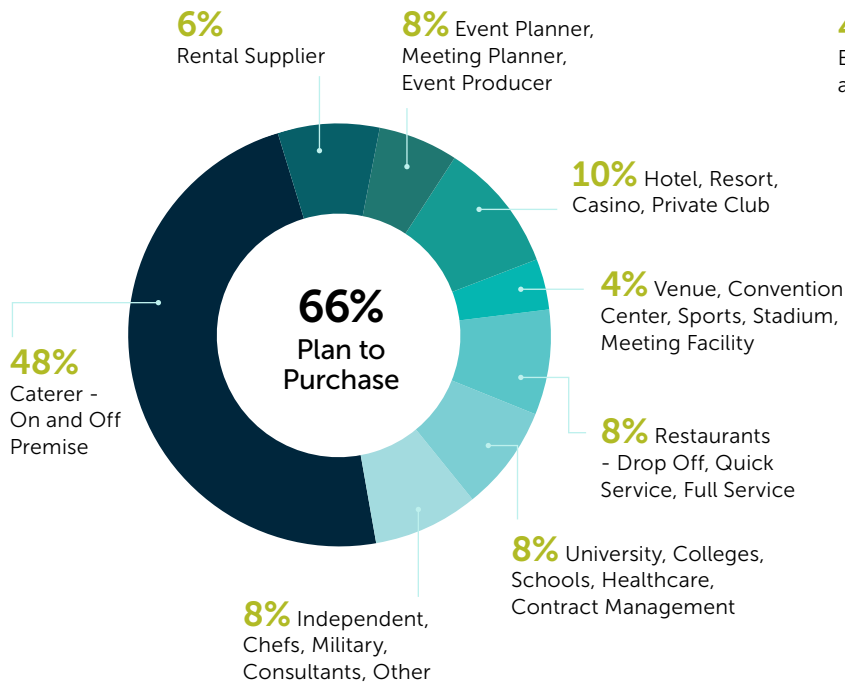


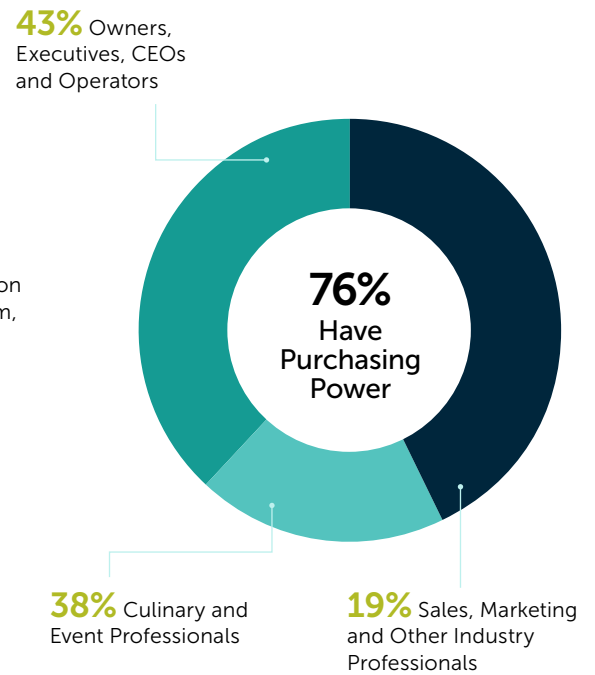
# Meet the Buyers

The highly-engaged tradeshow attendees are ideal buyers because they purchase in large volume and seek new, diverse products. Our buyers have a hand in a wide variety of hospitality services, including corporate events, foodservice management contracts and special events.

## ATTENDEES BY JOB INDUSTRY



## ATTENDEES BY JOB FUNCTION



## NEW BUYERS FROM ACROSS THE COUNTRY

6 out of 10

ATTENDEES SAY THAT THIS WAS THEIR FIRST TIME ON THE SHOW FLOOR

## Purchasing Power

### ATTENDING COMPANIES PLAN AND PURCHASE

**25%** of Catersource attendees spend over \$1 million annually on products and services

**32%** of Catersource attendees produce more than 500 events annually

**18%** of Catersource attendees have a budget of 30k per event

*During the 2017 Catersource show we had the opportunity in meeting a distributor from Canada. The initial rapport was established, and follow-up occurred within a week after the show. Business has now really bloomed with the distributor and Bamboo Studio and this was all because of Catersource. If it wasn't for that particular show and that particular moment in time, none of this would have ever happened.* ”

—Eric Cox, National Sales Manager, Bamboo Studio