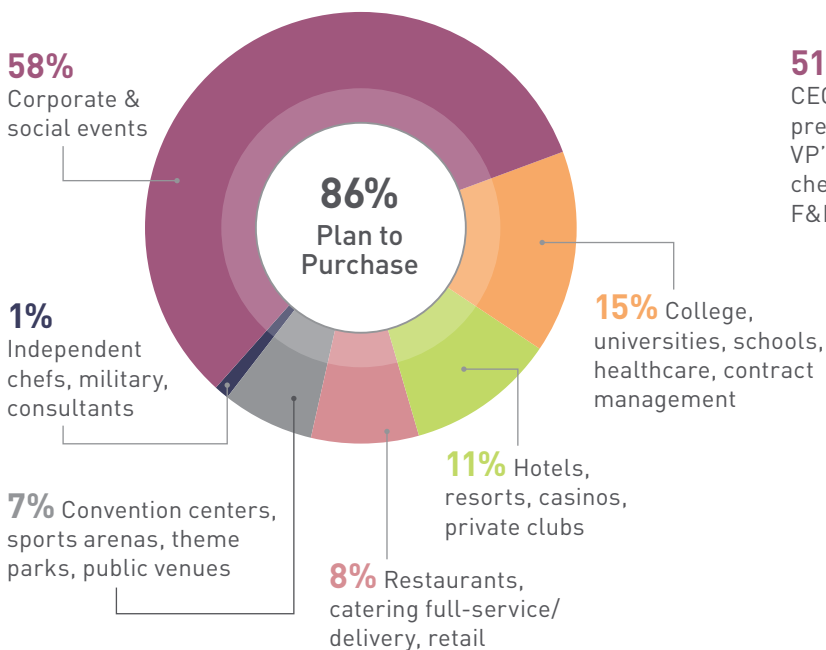


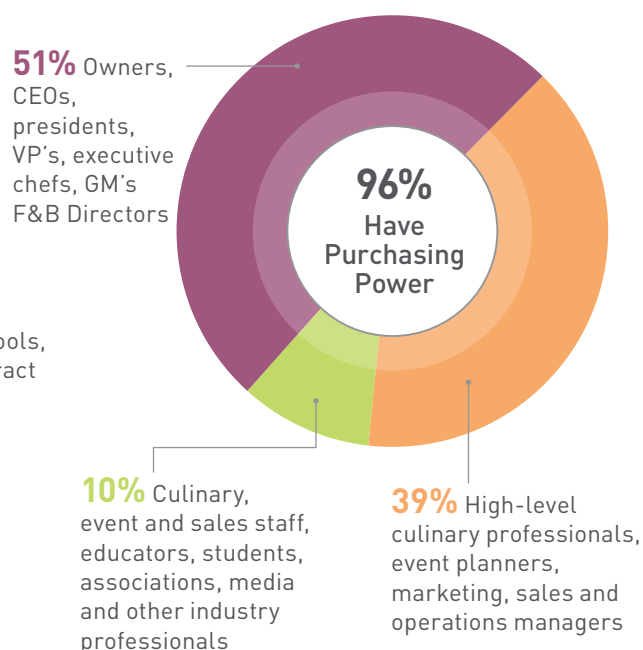
# MEET THE BUYERS

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

# 3 out of 10

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

## PURCHASING POWER

COMPANIES ATTENDING CATERSOURCE SERVICE

**250** events annually, on average with a

**\$27K** per event budget totaling

**\$6.7M** annually

**\$500K** average annual spend on products and services

“ The Catersource tradeshow is by far our biggest event of the year. Not only do we get to meet hundreds of new leads each year, it's a great opportunity to strengthen relationships with our current clients. The main decision makers for purchases are typically always available on the show floor. The biggest mistake we made this year is not having DOUBLE the booth staff on hand to help handle all of the traffic! ”

—John Cohen, Founder & CEO, Total Party Planner