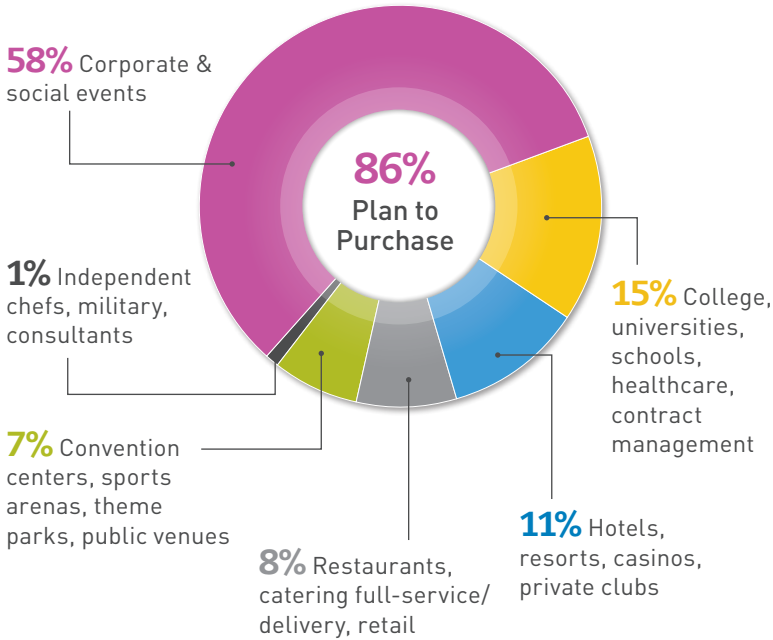


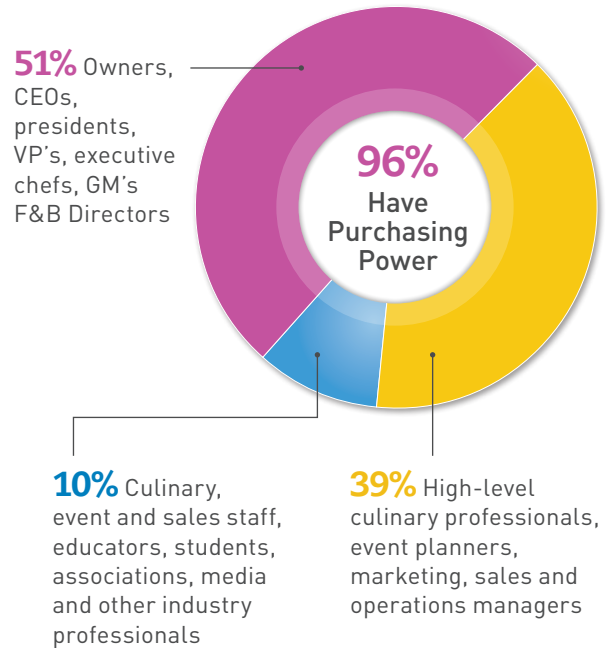
MEET THE BUYERS

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



Purchasing Power

Companies attending Catersource service

250 events annually, on average with a

\$27K per event budget totaling

\$6.7M annually

\$500K average product and services annual spend



Catersource is a great show for us, as far as brand exposure and sales leads. It is also growing each year, so the number of attendees is growing too.

—Susan Beaudry,

Director of Marketing, North America, Sabert



NEW BUYERS FROM ACROSS THE COUNTRY

33%

of attendees say that this was their first time on the show floor.