11,062 nutrition and dietetics professionals attended the Food & Nutrition Conference & Expo™ in 2019.

Representing 52 countries, 50 states, District of Columbia and Puerto Rico

**Primary Area of Employment**

- Clinical Nutrition: 25%
- Consultation and Private Practice: 15%
- Education/Research: 13%
- Community/Public Health: 11%
- Foodservice: 4%
- Other (non-profit): 2%
- Food Manufacturer/Distributor: 2%
- Other (for-profit): 1%
- Student/Intern: 20%
- Other: 7%

**Influence and Buying Power**

53% of FNCE® attendees compare products and services on the Expo floor before recommending them while 42% compare products and services on the Expo floor before purchasing them.

Nearly 50% of attendees are final decision makers or recommenders of products and services.

**Years in Practice**

- 1-5 Years: 24%
- 6-14 Years: 20%
- 15+ Years: 40%
- Retired: 5%

Attending the Expo is consistently rated as one of the top reasons for attending FNCE®.

- 89% of FNCE® attendees visited the Expo in 2019 to learn about new products and services.
- 86% of attendees valued sampling products.
- 74% of attendees spent between 2-10 hours in the Expo Hall.
- 64% of attendees valued talking face-to-face with industry food and nutrition professionals.
- 56% of attendees valued receiving nutrition education material for clients.

Source: FNCE® 2019 Attendee Survey