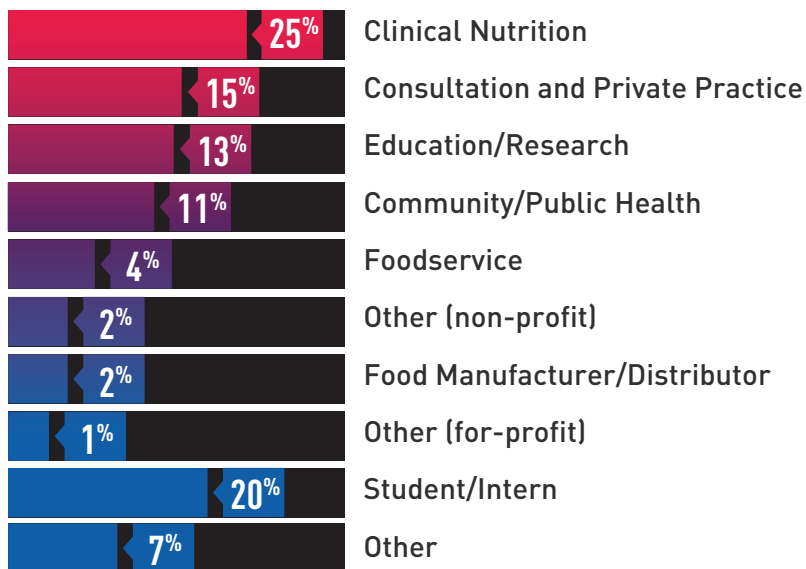


11,062

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



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

24%

1-5 Years

20%

6-14 Years

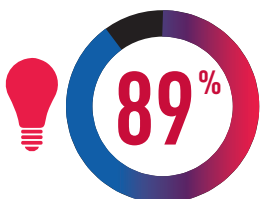
40%

15+ Years

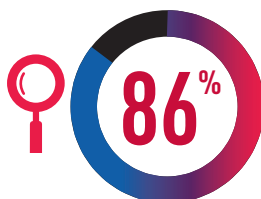
5%

Retired

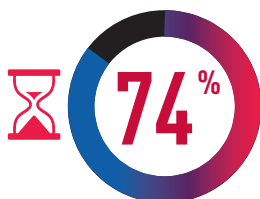
Attending the Expo is consistently rated as one of the top reasons for attending FNCE®



of FNCE® attendees visited the Expo in 2019 to **learn about new products and services.**



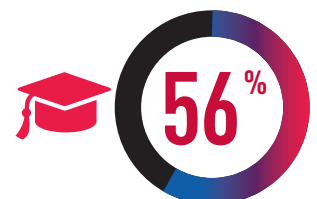
of attendees **valued sampling products.**



of attendees spent between **2-10 hours in the Expo Hall.**



of attendees valued **talking face-to-face with industry food and nutrition professionals.**



of attendees valued receiving **nutrition education material for clients.**