nutrition and dietetics professionals attended the **Food & Nutrition Conference & Expo®** in 2022, representing **63** countries, **50** states, District of Columbia and Puerto Rico.

**ATTENDING THE EXPO is Consistently Rated as one of the Top Reasons for Attending FNCE®**

- **91%** of FNCE® attendees visited the Expo in 2022 to **learn about new products and services**
- **62%** visited the Expo to **interact face-to-face with company representatives**
- **57%** compare products and services **before recommending them**
- **40%** compare products and services **before purchasing them**

**Years in Practice**

- **16%** 1-5 Years
- **23%** 6-14 Years
- **47%** 15+ Years
- **8%** Student
- **6%** Retired

**Buying Power**

- **54%** of attendees are **recommenders/final decision makers**
- **75%** of attendees spent **2-10** hours in the Expo Hall

**Primary Area of Employment**

- **21%** Clinical Nutrition
- **17%** Education/Research
- **17%** Consultation and Private Practice
- **13%** Other
- **10%** Community/Public Health
- **8%** Students
- **6%** Foodservice
- **4%** Food Manufacturer/Distributor
- **4%** Other (profit/non-profit)

**What Attendees Valued: Top 5**

- **88%** Sampling **products**
- **75%** Talking **face-to-face** with industry food and nutrition professionals
- **58%** Receiving **nutrition education materials** for clients
- **55%** Learning about **research**
- **48%** Receiving **coupons and recipes** for clients

Sources: FNCE® 2022 Attendee Survey and FNCE® 2022 Attendee Data