



THE GLOBAL FOOD EQUIPMENT AND TECHNOLOGY SHOW[®]

September 19–22, 2017

Chicago, IL USA

ROI REPORT

PURE — processing —

The 2017 PROCESS EXPO was packed with buyers, excited attendees, and busy suppliers. Hundreds of suppliers and thousands of processors from small, medium, and large companies both foreign and domestic filled more than 220,000 square feet of show space in McCormick Place.

New programs and activities garnered considerable attention with the press and with new attendees seeking opportunities to partner with innovative suppliers.

Once again, PROCESS EXPO provided four days of productive interactions that will lead to prosperous business growth for all participants.

September 19–22, 2017 • McCormick Place • Chicago, IL USA

PROVEN RESULTS



13% INCREASE
IN BUYER ATTENDEE
REGISTRATIONS

NEW PROGRAMS ADD VALUE

The 2017 PROCESS EXPO established itself among food industry shows as unique and technologically advanced. The following activities and programs were developed to bring in more decision makers and processors from all sectors and company sizes.

- Three full working production lines with multiple daily demonstrations
- Virtual Reality Showroom
- Enhanced Innovations Showcase
- Feeding the Hopper presentations
- New Women's Leadership Breakfast and Young Professionals Roundtables
- Job Board
- Beer Garden and food sampling sessions
- First-Timers Tour and Orientation
- Executive Forum and HACCP Certification

- ▶ **20% INCREASE** in average number of leads
- ▶ Attendee length of stay on the show floor **INCREASED 17%**
- ▶ **69%** of verified attendees represented new business

"It's great to come to one place where everything is set up and you can see how it works in a test environment."

— Heindrich Fritz, FHG

INTERNATIONAL BREAKDOWN

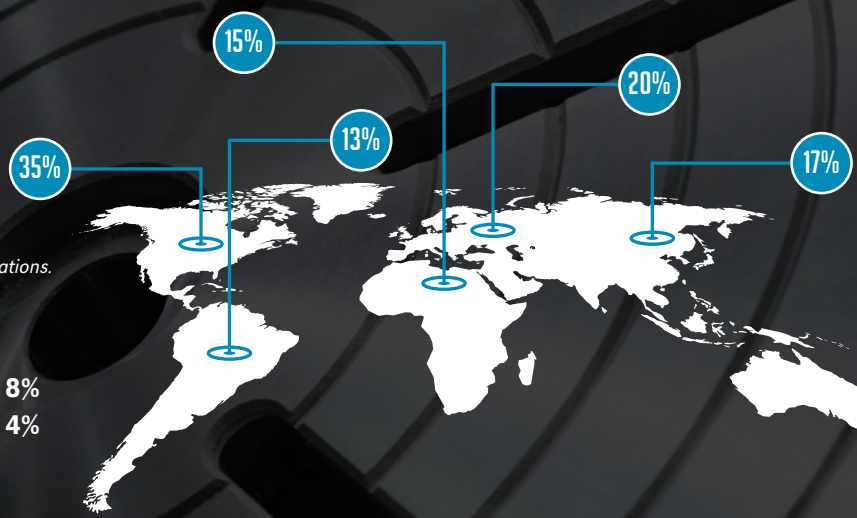
North America	35%
Europe	20%
Asia and South Pacific	17%
Mideast and Africa	15%
South and Central America	13%

International percentages are based on total international registrations.

REGIONAL BREAKDOWN

Midwest	64%	West	8%
Northeast	14%	Southwest	4%
South	10%		

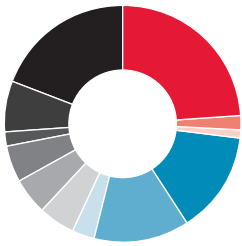
Regional percentages are based on total U.S. registrations.



International attendee registrations **INCREASED 24%**.

PROFITABLE PARTNERSHIPS

ATTENDEE PROFILES



JOB FUNCTION

CEO/Owner	24%
Food Safety	2%
Corporate Chef	1%
Engineering	14%
General/Corporate Management	13%
Maintenance	3%
Plant Operations	5%
Production/Manufacturing	5%
Other	5%
Purchasing	2%
Research & Development	7%
Sales & Marketing	19%

23% INCREASE

in attendance by CEOs and owners of small and medium processing companies



PRIMARY BUSINESS

Bakery	12%
Prepared Foods	12%
Beverage	11%
Confection/Candy	6%
Dairy	10%
Fruit/Vegetables	8%
Frozen Foods	10%
Grain/Mill/Cereal	7%
Meat/Poultry/Seafood	18%
Pet Foods	6%

PROCESS EXPO

is the leading U.S. show representing all industry segments

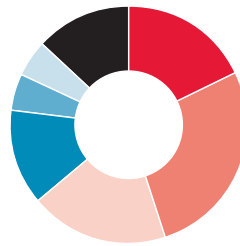


PURCHASE AUTHORITY

Final Decision Maker	27%
Significant Influence	36%
Initial Recommendation	11%
Research New Products	8%
Not Applicable	18%

74% OF ATTENDEES

were key purchasing decision makers



ANNUAL SALES

Less than \$1 Million	18%
\$1-\$10 Million	27%
\$11-\$50 Million	19%
\$51-\$250 Million	13%
\$251-\$500 Million	5%
\$501M-\$1 Billion	5%
\$1 Billion+	13%

MORE THAN 55%

of attendees have sales greater than \$10 million

VIP BUYING DELEGATIONS

PROCESS EXPO 2017 delivered 500+ VIP professionals from 25 leading food and beverage processing companies. Ranging from small, local businesses to some of the largest multinationals in the world, the VIP Buying Team program helps processors make the most of their trade show experience.

EDUCATION

Education attendance surged 23% for the 45 hours of sessions, which addressed a wide range of critical issues of concern across all industry segments. In addition, a special food safety program, a HACCP Certification course, an executive forum, and Feeding the Hopper sessions on the show floor all added value and attracted even more attendees.

PURE SUCCESS

MARKETING CAMPAIGN

The 2017 strategic marketing campaign was expanded to include new tactics and outreach to growth markets. Targeted audiences included the core industry segments, executives from small and medium-sized processing companies, co-packers, pet food and confectionery processors, international delegations, and food safety specialists.

“One of the suppliers was instrumental in helping me set up cutting-edge technology in our facility. I wouldn’t have found them if I didn’t come to **PROCESS EXPO.**”

— Aaron Merrell, Plato Pet Treats

 **500+**
EXHIBITING COMPANIES

 **221,200**
NET SQUARE FOOTAGE

TOTAL IMPRESSIONS

CHANNEL SEGMENT	2017
Print Advertising	1,517,556
Digital	19,858,465
Email	1,482,756
Direct Mail	202,651
Social Media*	21,870,000
Telemarketing	21,394
Other Trade Productions	93,008
Handouts	26,400
TOTAL	45,072,230

*Social media includes Facebook ad campaigns.

PUBLIC RELATIONS IMPRESSIONS

- ▶ Potential view circulation | **1,015,651,206***
- ▶ Total outlets that posted press releases | **2,006**
- ▶ Number of food and beverage industry trade pubs that ran releases | **321**

*The potential viewer circulation includes Yahoo Finance, with more than 20 million to 60 million potential viewers.

EXHIBITORS REPRESENT THE FOLLOWING BUSINESS SECTORS:

- Bakery
- Beverage
- Dairy
- Meat
- Prepared Foods
- Fruits and Vegetables
- Pet Foods
- Confectionery
- Grains, Seeds, and Snacks



Food Processing Suppliers Association | **PROCESS EXPO**
1451 Dolley Madison Blvd., Suite 101
McLean, VA 22101
(703) 761-2600

For more information: www.myprocessexpo.com