

NACAC 2024 EXHIBITOR REPORT



ATTENDEE SURVEY STATS

11%

CLAIMED TO HAVE VISITED MORE THAN 20 BOOTHS IN THE EXPO HALL

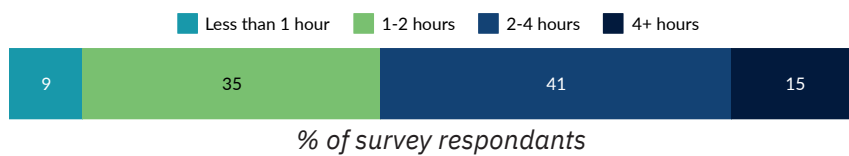
76%

AGREE THAT THEY ARE MORE LIKELY TO ENGAGE IN BUSINESS WITH A NACAC EXHIBITOR

89%

WERE SATISFIED WITH THE VARIETY OF EXHIBITING ORGANIZATIONS

TIME SPENT WITH EXHIBITORS



THANK YOU FOR YOUR SUPPORT!

75%

AGREE THAT EXHIBITING AT NACAC POSITIVELY INFLUENCES THEIR OPINION OF A COMPANY'S CREDIBILITY

43%

PLAN ON PURSUING BUSINESS WITH NEW VENDORS AFTER VISITING EXPO



IT PAYS TO EXHIBIT

20% OF NACAC ATTENDEES ARE RESPONSIBLE FOR PURCHASING DECISIONS

42% ARE ABLE TO MAKE RECOMMENDATIONS REGARDING PURCHASING DECISIONS

25% PLAN TO MAKE OR RECOMMEND A PURCHASE IN THE NEXT 12 MONTHS AND 29% IN THE NEXT 6 MONTHS.

THE FINE PRINT Statistics and metrics on this report are specific to exhibitors and are based on data collected from the NACAC 2024 Post-Conference Attendee Survey. Unless otherwise specified, % higher/lower statistics are as compared to averages of all exhibiting companies at NACAC 2024.