2015 PROCESS EXPO ROI REPORT

CHICAGO, IL
September 15-18

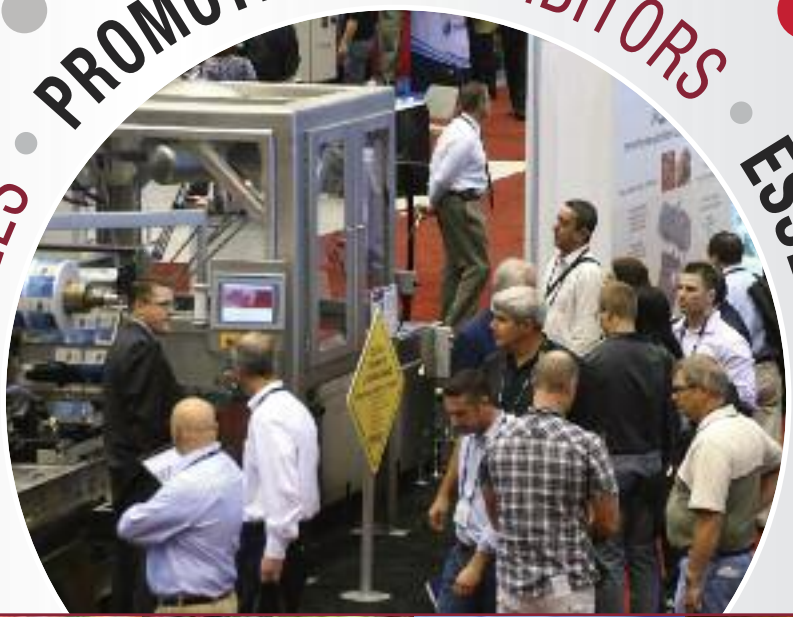
The Global Food Equipment and Technology Show™

With the 2015 trade show, PROCESS EXPO continued its steady growth towards being not only North America's leading technology event for the food and beverage industry, but also an event **where business gets done**. The four day show drew top decision makers from some of the nation's leading CPG firms covering all vertical segments of the food and beverage industry and creating new sales opportunities for exhibitors at the dynamic fall event.

The Right Time, The Right Place.

The Food and Beverage industry's proven resource for technology and manufacturing solutions throughout the supply chain...

ATTENDEES • PROMOTION • EXHIBITORS • ESSENTIALS



The Fall Brings BUSINESS to CHICAGO...

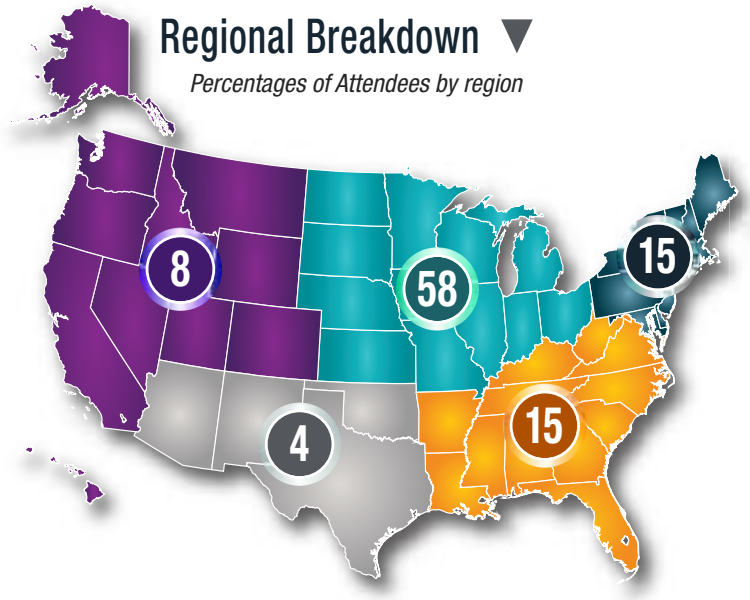
"We'll be purchasing some things for sure. There's a couple things that we definitely have a lot of interest in and there was a lot to see that gave us some really good ideas. We're looking at doing some expansions and innovations in the next couple of years so it was a great opportunity to see what's out there."

••• **Tracy LaCrego | Perry's Ice Cream**

REGISTERED ATTENDEES: 19,670*

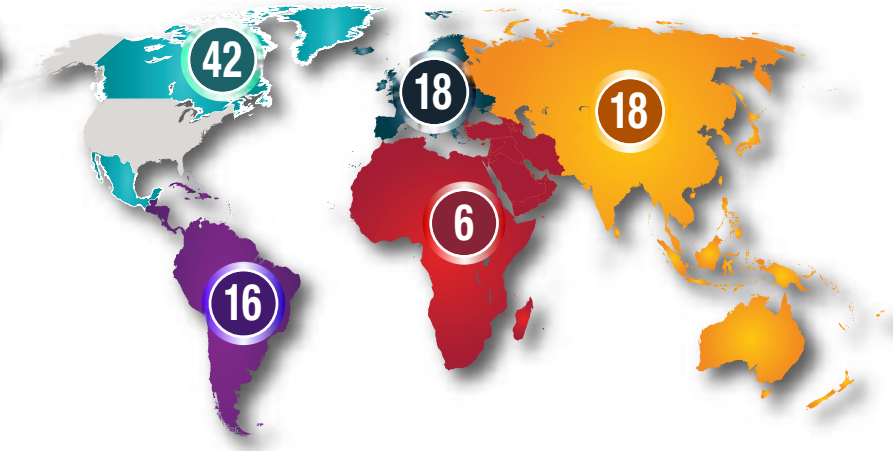
Regional Breakdown ▼

Percentages of Attendees by region



International Breakdown ▼

Percentages of Attendees by nation



* *Includes the International Dairy Show*

Leading Companies in Attendance

Abbott Nutrition
Barilla-America
Birds Eye/Pinnacle Foods
Boar's Head
Coca-Cola
Cooper Farms
Dean Foods
Del Monte Foods
Dr Pepper Snapple
Florida's Natural
Fonterra
General Mills
Hormel Foods
J.M. Smucker
Johnsonville Sausage
Jones Dairy Farm
Kellogg Company
Keurig Green Mountain
Kraft Heinz Company
Kroger Co.
Land O' Frost
Land O Lakes
Leprino Foods
Maple Leaf Foods
Mars
McCain Foods
MillerCoors
Mondelez
Nestle
Nestle Purina PetCare
Optimum Nutrition
Pepperidge Farm
Pepsico
Perdue Farms
Plumrose USA
Rich Products
Sargento Foods Inc.
Schreiber Foods Inc.
Smithfield Foods
The Clorox Company
The Dannon Company
The Hershey Company
Tyson Foods Inc
West Liberty Foods

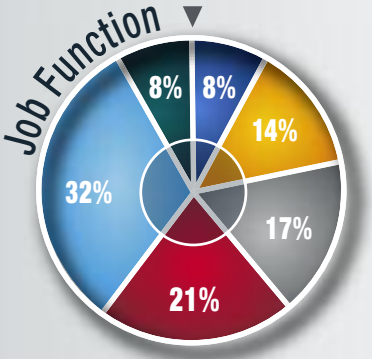
2015 PROCESS EXPO ATTENDEES

"The main reasons we attend the show is to look at different ways to improve our process and do things more efficiently in order to improve product quality. We've seen several things here that we expect to purchase this coming year."

••• **Leslie Blackmore | Cooke Aquaculture**

ATTENDEE PROFILES

Job Function

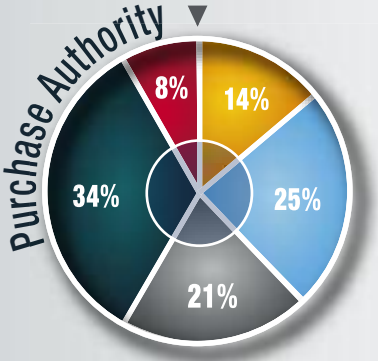


- CEO/Owner/Corporate Mgmt. 32%
- Sales & Marketing 21%
- Production/Operation/Sanitation . . 17%
- Research & Development 8%
- Engineering 14%
- Other 8%

Annual Sales

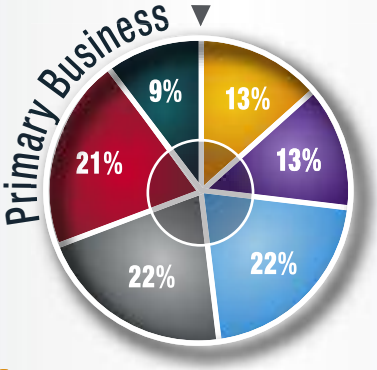
- $1 Billion Plus 12%
- $500 Million - $1 Billion 7%
- $250 Million - $500 Million 6%
- $ 50 Million - $250 Million 11%
- $ 10 Million - $ 50 Million 22%
- $ 1 Million - $ 10 Million 22%
- Less than $ 1 Million 18%
- Not Applicable 2%

Purchase Authority



- Research New Products 8%
- Initial Recommendation 14%
- Final Decision Maker 25%
- Significant Influence 34%
- Not Applicable 21%

Primary Business



- Beverage 13%
- Bakery 22%
- Dairy 13%
- Prepared Foods 21%
- Confection/Candy 9%
- Meat 22%

VIP BUYING DELEGATIONS

PROCESS EXPO 2015 was proud to **host 32 of the nation's top food and beverage processing** companies.

EDUCATION

With **16 top universities represented** in the PROCESS EXPO University educational program, attendees were given a chance to see **over 40 hours of courses and panel discussions** covering a diverse range of topics in all industry verticals.

PARTICIPATING SCHOOLS INCLUDE:

Conestoga College
Illinois Institute of Technology
Iowa State University
Kansas State University
McGill University
Michigan State University
Novel Food Sciences
Ohio State University
Purdue University
Rutgers University
Texas A&M
UC-Davis
University of Guelph
University of Nebraska
University of Tennessee
University of Wisconsin

2015 PROCESS EXPO ESSENTIALS

"We're delighted by all of the technology and the part it's playing on our food in this day and age. We've been very satisfied with PROCESS EXPO. It's been quite an experience."

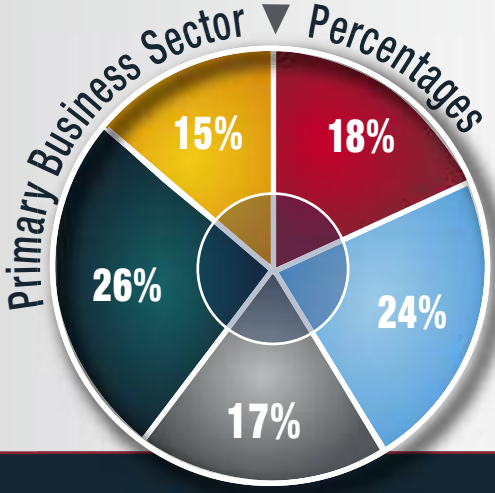
• • • Ana Avendano | Solintsa, Hunduras

PROMOTION

Promotion for PROCESS EXPO 2015 was **greatly increased** over the 2013 show. With the **number of social media impressions alone exceeding the total impressions of the previous show**, the effort to promote PROCESS EXPO was taken to new battlefields. *Exhibitors were also promoting the show and sent out at least **1.2 million emails** to prospects.*

	2013	2015
Print Impressions	5,807,578	5,893,209
Electronic Impressions	5,831,133	6,065,316
Email Marketing Blasts	1,235,553	2,406,125
Direct Mail	82,448	34,500
Targeted Social Media Marketing	18,138,508	31,243,458
Total **Impressions**	31,095,220	**45,642,608**

EXHIBITORS



- Bakery 18%
- Dairy 24%
- Prepared Foods 17%
- Meat 26%
- Beverage 15%

Exhibiting Companies **914***

Net Square Footage . . **334,820***

* *Includes the International Dairy Show*

FPSA

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