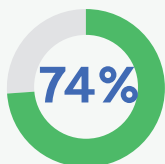


# Voice of the Industry: Attendees are Ready to Return to Live Events



To deliver maximum ROI (customers & prospects) to our live events taking place between August and December 2021, we surveyed our comprehensive attendee database of 1 million+ advanced manufacturing professionals, honing in on attendees with proven purchasing power within the following core markets: Automation, Design Engineering & Manufacturing, Medical, Packaging, and Plastics. Considering strict implementation and clear communication of health and safety in accordance with federal and local guidelines, **the results reveal an overwhelmingly positive community response to the return of live events.**

## Timing & Comfort



of surveyed attendees expressed they would be **"most likely"** to return to live events in the August/September timeframe



are open to attending live events between August – December 2021



of respondents said they would not be comfortable attending a live event in 2021. Most of the attendees surveyed (**57%**) were not concerned about attending a live event

## Show Features & Travel



**79%** are comfortable with attending networking offerings at a live event



**71%** are comfortable attending a two-to-three day in person event



**54%** are comfortable with overnight accommodations with mode of transportation via driving or flying

## Health & Safety

**Risk to personal safety** was noted as the primary concern regarding attending a live event

Top risk mitigation procedures expected when in-person trade shows resume



Sanitizing stations



Social distancing



Proof of vaccine



Mandatory masks



Temperature checks

### Top Respondent Job Functions

• Engineers • Designers • QA/QC • Manufacturing, Production, Procurement • Management, Owner, C-Suite

Learn more about the return of our flagship West event occurring August 2021 in Anaheim, CA



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