## Attendee Snapshot

<table>
<thead>
<tr>
<th>Average Event Attendance</th>
<th>4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Companies</td>
<td>350+</td>
</tr>
</tbody>
</table>

### #1 Attendee Objective
- **Identifying & Sourcing Potential Suppliers or Partners**
- **87%** of attendees recommend, specify, or make the final buying decision
- **71%** plan to purchase a product or service, or engage a supplier, in the next 12 months
- **73%** of attendees have an active project or one planned in the next 12 months
- **79%** main objective to see new products, innovations, and source new suppliers

### Strong Canadian Attendance
- **97%** of attendees are from Canada
- **83%** of attendees are from Ontario

### Attendees Span Companies of All Sizes
- 1 to 49 employees: **56%**
- 50 to 250 employees: **22%**
- 251 to 999 employees: **12%**
- 1,000+ employees: **10%**
- **12:1** attendee to exhibiting company ratio

### Toronto Delivers Results for Buyers
- "Great opportunity to network with people on a more personal level and receive feedback, information, and learn about all the different products and services available to further assist with future projects." —Xenia Poznic, KPG Canada
- "I identified more potential partners in one day than I could have in a week from my office." —Gary Kasper, Green Circle Salons
- "I went to see some specific products in operation. It was excellent to see them working and have knowledgeable individuals present to discuss my real needs." —Kristy Thomson, Hematite Manufacturing
- "ADM Expo is an excellent networking and technology forum across a diverse range of industries." —John Cairns, Bridgehead Solutions

### Top Attending Companies
- Amazon
- Baxter
- Bombardier
- Coca-Cola
- Costco
- DHL Supply Chain
- Estée Lauder
- General Mills
- GlobalMed
- Johnson & Johnson
- Honda of Canada
- IBM
- Lush Cosmetics
- Magna
- Maple Leaf Foods
- Mars Canada
- Molson Coors
- Nestlé Canada
- PepsiCo
- Shawcor
- The Morning Star Company
- Toyota Motor Manufacturing Canada
- Unilever
- Walmart Canada

### Source
- ADM Toronto 2021 Verified Attendee Data and Post-Show Attendee Survey