

# MEET YOUR AUDIENCE

# 5,201

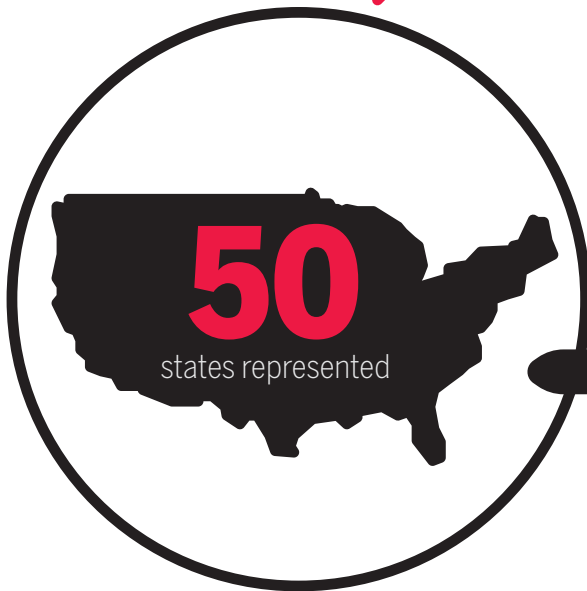


attendees at the Conference & Expo 2019



# 66

countries represented



# 50

states represented



# 17%

traveled from outside the US

## KEY ATTENDEE INDUSTRIES



18% Electrical



11% Industry/Factory/Warehouse



31% Fire Safety

# MEET YOUR AUDIENCE

## JOB FUNCTION

Architect	1%
Consultant	6%
Contractor	4%
Designer	2%
Electrical Engineer	5%
Engineer	7%
Fire Service	5%
Fire Inspection	1%
Fire Service Administrator	2%
Fire Protection Engineer	10%
Building Official	1%
Loss Control/Risk Manager	5%
Manager/Administrator	12%
Safety Manager	3%
Owner/President/CEO	8%
AHJ	4%
Sales/Marketing	14%
Other	10%

## PRODUCT INTEREST

Alarm/Detection Systems	22%
Building Construction Materials	19%
Education/Training	32%
Electrical Equipment/Service	31%
Extinguishers/Foams/Exiting Products	32%
Fire Department Equipment/Services	21%
Hazmat Handling & Storage	12%
Pumps/Controls/Valves	33%
Security Products/Services	17%
Sprinklers/Sprinkler Systems	40%
Signaling Systems	22%
Other	9%

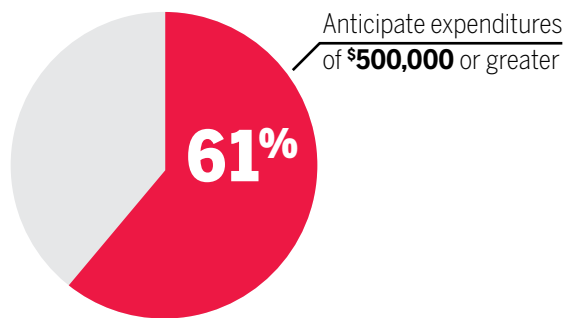
(Percentages exceed 100 due to multiple product interests)

## INDUSTRY/BUSINESS

Architectural	3%
Contractor/Installation	14%
Consulting	13%
Fire Protection	31%
Education	7%
Electrical	18%
Fire Service (Public or Private)/EMS	16%
Government	10%
Health Care	6%
Industry/Factory/Warehouse	11%
Insurance/Risk Management	9%
Military	2%
Utilities	7%
Other	10%

(Percentages exceed 100 due to activity in more than one industry)

## ANNUAL EXPENDITURE ON FIRE PROTECTION/LIFE SAFETY PRODUCTS & SERVICES



Less than \$150,000	21%
\$150,00 to \$500,000	18%
\$500,000 to \$1,000,000	16%
\$1,000,000 to \$5,000,000	22%
More than \$5,000,000	23%

### WHAT PEOPLE ARE SAYING

“The overall Conference and Expo was a great opportunity for networking and education. The NFPA staff were outstanding.”