



CONFERENCE & EXPO

IT'S A BIG WORLD.
LET'S PROTECT IT TOGETHER™.

2017 Audience Demographics

Attendance in Boston was 4,884
56 countries and 50 states were represented
16% of the audience travelled from outside the US

Job Function.....%	
Architect	1
Consultant.....	7
Contractor	5
Designer	2
Educator	2
Electrical Engineer.....	2
Engineer	11
Fire Fighting.....	2
Fire Inspection	3
Fire Service Administrator	2
Fire Protection Engineer	10
Building Official.....	1
Loss Control / Risk Manager	5
Manager / Administrator	10
Safety Manager	3
Owner / President / CEO	7
AHJ	2
Sales / Marketing.....	12
Other	12

Product Interest.....%	
Alarm / Detection Systems	46
Building Construction Materials	20
Education / Training.....	29
Electrical Equipment / Service.....	22
Extinguishers/Foams/Exting Products	31
Fire Department Equipment / Services	21
Hazmat Handling & Storage	12
Pumps / Controls / Valves	34
Security Products / Services.....	20
Sprinklers / Sprinkler Systems.....	43
Signaling Systems	23
Other.....	10

(Percentages exceed 100 due to multiple product interests)

Industry / Business	%
Architectural	3
Contractor / Installation	14
Consulting.....	16
Fire Protection.....	30
Education	7
Electrical	9
Fire Service (Public or Private) / EMS	14
Government	9
Health Care.....	7
Industry / Factory / Warehouse.....	9
Insurance / Risk Management	9
Military.....	2
Utilities	4
Other	11

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

Annual Expenditure on Fire Protection / Life Safety Products & Services	%
Less than \$150,000	14
\$150,000 to \$500,000	11
\$500,000 to \$1,000,000	10
\$1,000,000 to \$5,000,000	15
More than \$5,000,000	14
N/A or Don't Know	37