INFOCOMM 2019
ATTENDEE DEMOGRAPHICS

TOTAL ATTENDANCE: 44,129

30,449 — Attendees
13,680 — exhibitor personnel

38% First-Time Attendees
62% Returning Attendees

InfoComm brings together the entire value chain of AV products and services:

PRO-AV CHANNEL
- AV Integrator: 27%
- Rental/Staging or Live Events: 8%
- Producer: 6%
- Distributor, Dealer, Reseller: 6%
- IT Integrator: 5%
- Manufacturer: 5%
- Independent/Manufacturer Rep: 2%
- Video/Film Production: 2%

INFLUENCERS
- Consultant, Content Creator: 5%
- Creative Agency, Experience Design Firm, Consultant: 5%
- Architect/Engineering/Design Firm: 5%
- Meeting/Event Planner: 2%

VERTICAL MARKET BUYERS
- Education: 8%
- Entertainment (includes theme parks, cinemas, museums): 6%
- Broadcast, Media: 3%
- Religious Organization: 3%
- Hospitality and Retail: 2%
- Other (includes Government, Military, Finance, Legal, Real Estate, Energy, Transportation, Healthcare, Sports and Venues): 6%

Additional attendees are in related fields, such as software developers/independent programmers, industry associations, analysts and students.
88% of attendees recommend, specify or authorize the purchase of AV products and services.

The Global Pro-AV Market Opportunity

Pro-AV revenues are projected to reach nearly $250B globally in 2019 before rising further to $325B in 2024.

**ANNUAL BUDGET FOR AV PRODUCTS AND SERVICES**

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100,000</td>
<td>22%</td>
</tr>
<tr>
<td>$100,000 to less than $500,000</td>
<td>20%</td>
</tr>
<tr>
<td>$1M to less than $10M</td>
<td>21%</td>
</tr>
<tr>
<td>$5M to less than $10M</td>
<td>4%</td>
</tr>
<tr>
<td>$10M to less than $25M</td>
<td>6%</td>
</tr>
<tr>
<td>$25M to less than $50M</td>
<td>4%</td>
</tr>
<tr>
<td>$50M to less than $75M</td>
<td>1%</td>
</tr>
<tr>
<td>$75 million or more</td>
<td>4%</td>
</tr>
</tbody>
</table>

**PRODUCT CATEGORY INTEREST**

- Audio Equipment: 71%
- Video Displays or Projectors: 58%
- Control: 44%
- Capture and Production Equipment: 41%
- Streaming Media, Storage and Distribution: 41%
- Lighting: 40%
- Infrastructure: 38%
- Services: 37%
- Live Events: 37%
- Environmental: 32%
- Stand-Alone Software: 31%

**Geographical Breakdown**

- Americas: $89B, 94% of attendees
- APAC: $91B, 3% of attendees
- EMEA: $67B, 3% of attendees

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