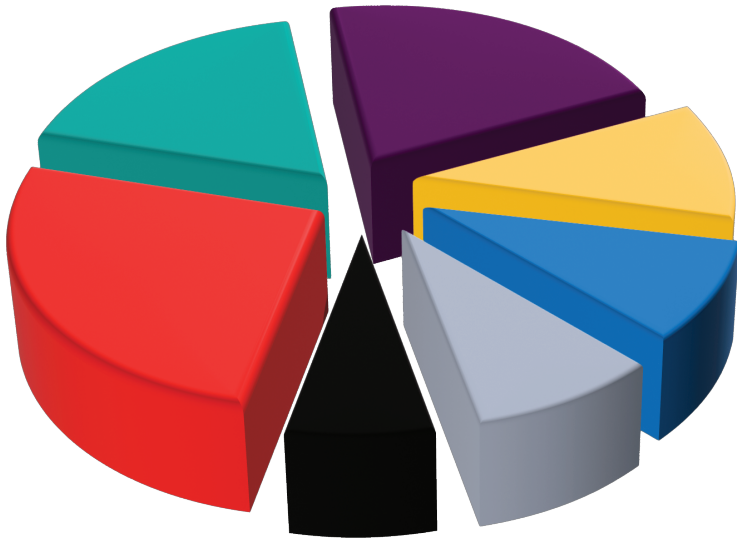




# IFEA ASSOCIATION DEMOGRAPHICS

## INDUSTRY SEGMENTS



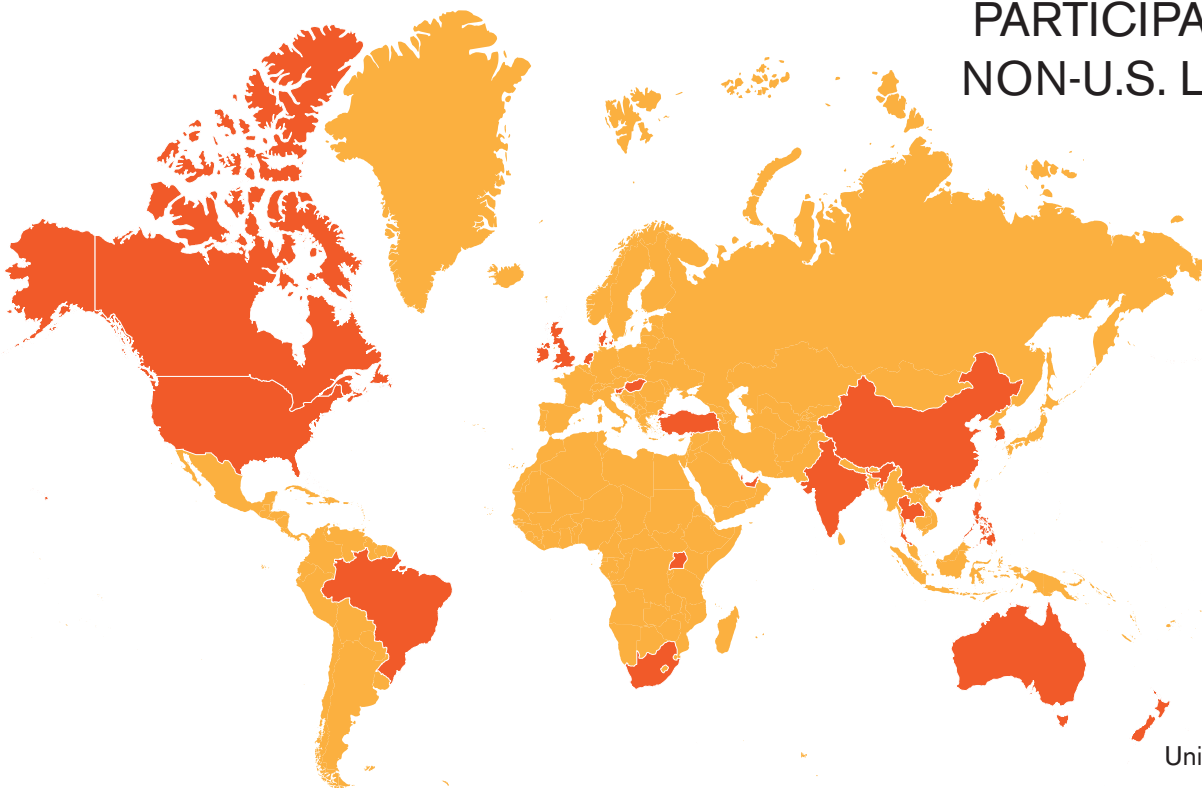
- 26% VENDOR/SUPPLIER
- 18% GOVERNMENT ENTITY
- 21% FESTIVAL/EVENT
- 10% CVBS, CHAMBERS & TOURISM
- 9% PARKS & REC
- 9% EVENT PLANNING/SUPPORT
- 7% OTHER

*IFEA was such a wonderful experience and led to many great connections.*

–Chelsey Panchot, Up with People

## IFEA AROUND THE WORLD

PARTICIPANTS FROM  
NON-U.S. LOCATIONS



- Australia
- The Bahamas
- Brazil
- Canada
- China
- Denmark
- Hungary
- Iceland
- India
- Ireland
- The Netherlands
- New Zealand
- The Philippines
- Scotland
- Slovenia
- South Africa
- South Korea
- Thailand
- Turkey
- Uganda
- The United Kingdom
- United States of America

# IFEA ASSOCIATION DEMOGRAPHICS

## GENDER

65%  
FEMALE



35%  
MALE

*Personal relationships are the most important key to good business. You can buy mailing lists; you can't buy friendships. For 70 years the IFEA has been bringing our industry together.*

—Pete Van de Putte, CFEE, DFEST

## AGE RANGE

15% - 30 YEARS AND YOUNGER  
50% - 31-50 YEARS OF AGE  
35% - OVER 50 YEARS OF AGE

59% OF MEMBERS ARE THE KEY DECISION MAKERS IN PURCHASING AND/OR HAVE DIRECT INFLUENCE IN PURCHASING DECISIONS

## INFLUENTIALS

TITLES REPRESENTED  
WITHIN INDUSTRY SEGMENTS

59% DIRECTOR, MANAGER, ETC.

9% CEO, PRESIDENT, ETC.

7% VP, CFO, ETC.

16% ASSISTANT, COORDINATOR, ETC.

9% OTHER

