

# CERTIFIED AUDIENCE STATEMENT

# GRAPHICS | PRO | EXPO

Pittsburgh, PA • September 24-25, 2021

## ABOUT THIS REPORT

This certified statement details activities specific to **GRAPHICS PRO EXPO** and is based on current data collected from those registering on [www.graphics-pro-expo.com](http://www.graphics-pro-expo.com) and on-site. Data is available to all participating exhibitors and is certified after each event in accordance with standard reporting protocols.

All demographic and historical data is verified and maintained in accordance with the guidelines set to uphold data integrity in collection, analysis and reporting.

**Registrant:** A buyer/attendee; includes exhibitor personnel who registered for the show.

**Verified:** A buyer/attendee; includes exhibitor personnel who attended the show.

**Exhibitor:** Exhibiting company is a paid vendor.

## ABOUT

For producers in the business: **GRAPHICS PRO EXPO** combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is a business-to-business trade show for the following disciplines: sign making, digital printing, screen printing, embroidery, apparel decorating, sublimation, awards, engraving, specialty graphics, custom gifts and everything personalized. Media sponsor for the event is **GRAPHICS PRO** magazine.

## CONTACT US

**GRAPHICS PRO EXPO**  
 P.O. Box 1416  
 Broomfield, CO 80038  
[GRAPHICS-PRO-EXPO.com](http://GRAPHICS-PRO-EXPO.com)  
 National Business Media, Inc.

## Registrant Details

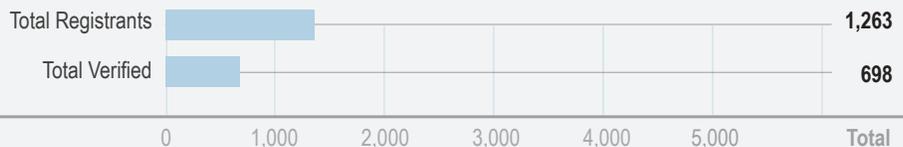
*\*The below numbers include all attendees and sponsors.*

# 1,263

 Total Registrants

**1,263**  
 TOTAL  
 REGISTRANTS

### Certified Registrants



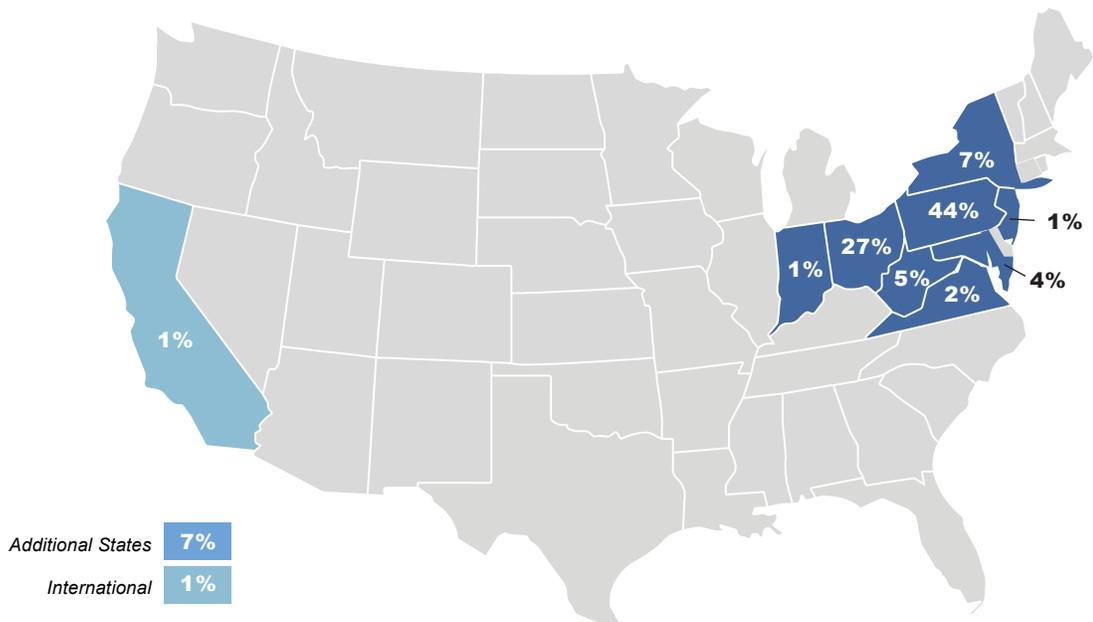
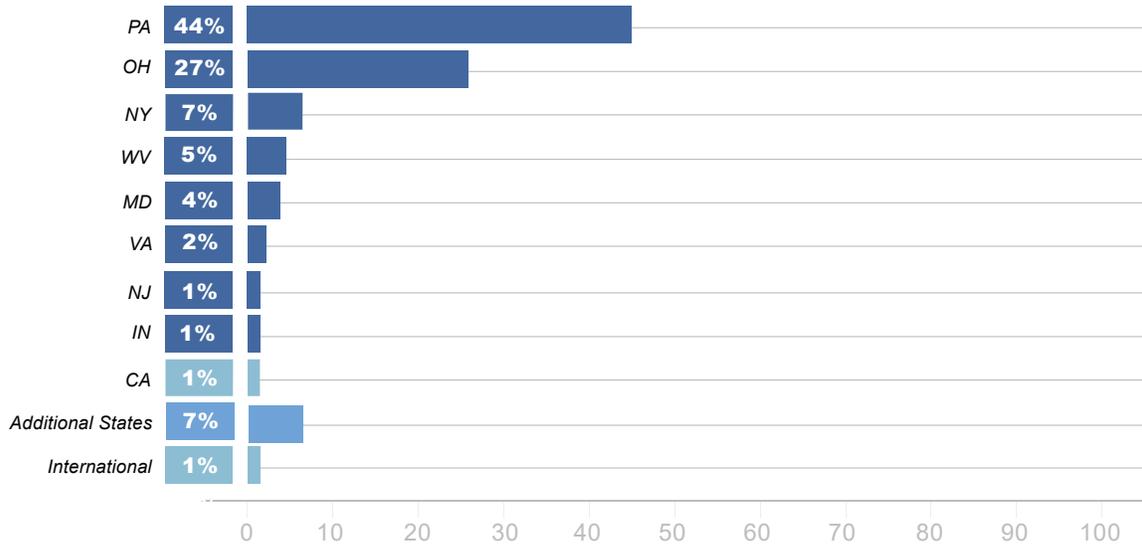
### Certified Registrant to Exhibitor Ratio

Total Registrants .....	1,263
Total Verified .....	698
Number of Exhibiting Companies .....	34
Total Registrant to Exhibiting Company Ratio .....	37:1
Verified Registrant to Exhibiting Company Ratio .....	21:1



## Geographic Marketing Area And Registration Breakdown

Concentration of major metropolitan and surrounding areas in these states: PA, OH, NY, WV, MD, VA, NJ, IN, CA



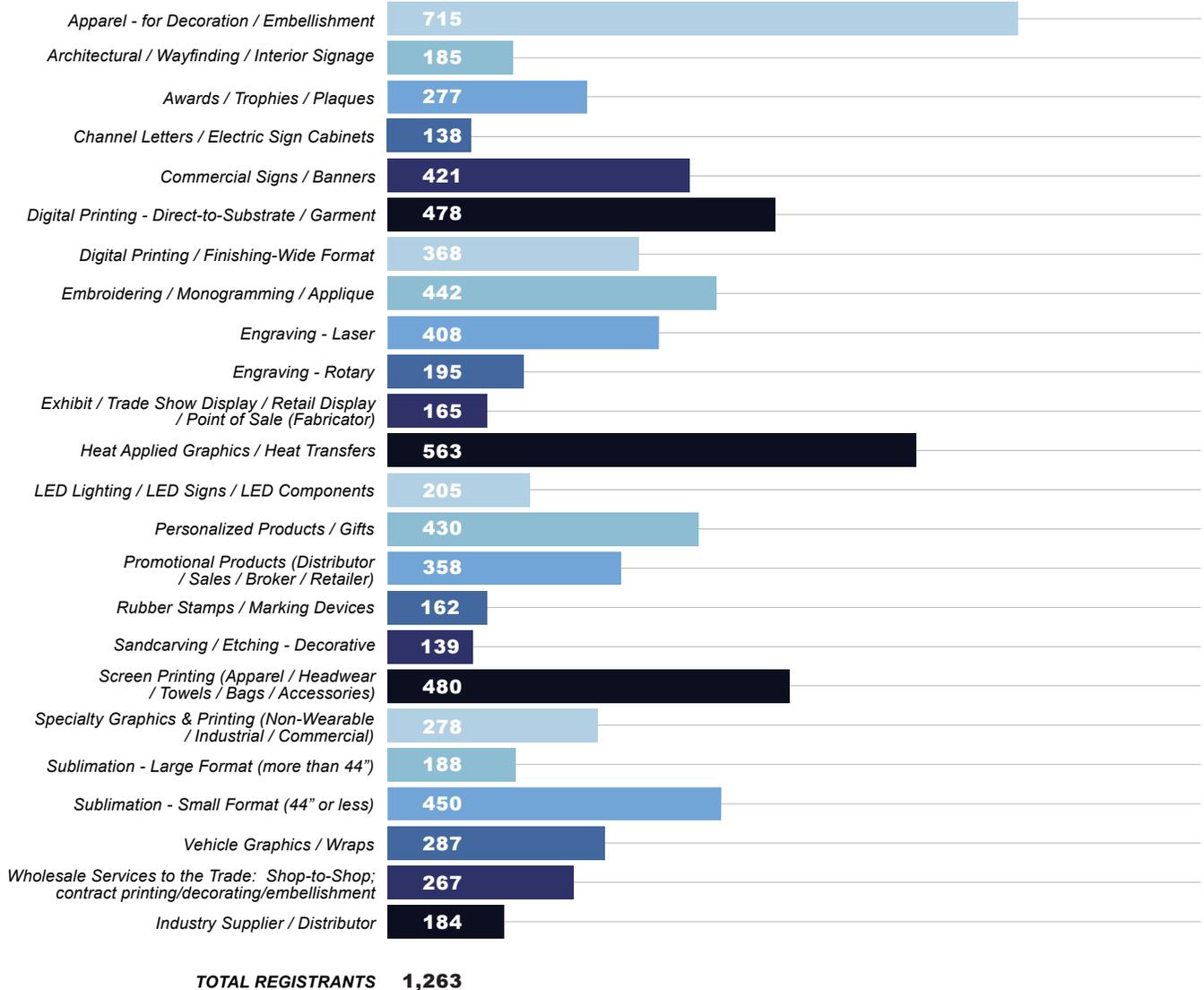
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# GRAPHICS|PRO|EXPO

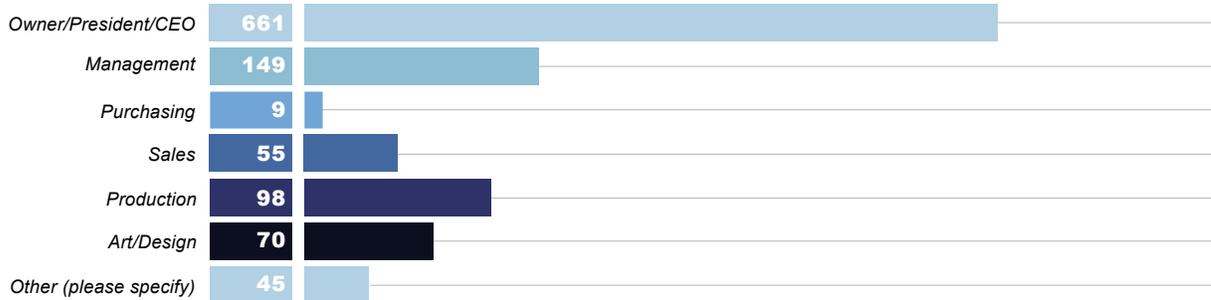
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## Areas of Activity

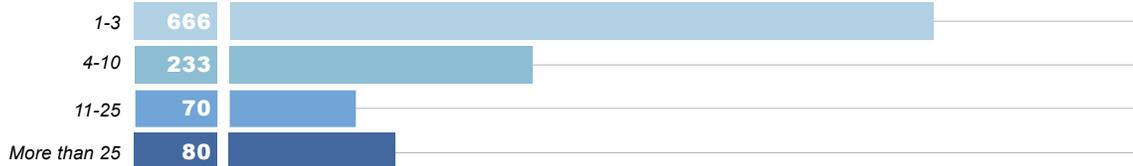
\*Registrants may check all that apply; responses may equal more than 100%



## Function



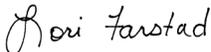
## Number of Employees



DATE: **SEPTEMBER 2021**

*We certify that this information is correct and complete.*

  
James "Ruggs" Kochevar  
DIRECTOR OF TRADE SHOW SALES

  
Lori Farstad  
VICE PRESIDENT, AUDIENCE & EVENTS