

## 2009 Mid-America Horticultural Trade Show Registration Report

**Total Registered Attendance: 8795**

### **Registrants by type**

Buyers	5837
Exhibitors	2079
Students	879
Trade Show only	8275
Pre-show Management Workshop	108
Midwinter Conference	412

### **Registrants by method**

Online	5557
Mail	1105
Fax	359
On site	1774

### **Registrants by Primary Business**

Landscape Services	42%
Landscape Architect	4%
Retailer	11%
Grower	13%
Non-Profit	9%
Supplier	13%
Sales Representative	3%
Other	5%

### **Attendee Registrants by Job Title**

Owner/Corporate Official	35%
Manager/Supervisor	28%
Clerk/Worker/Driver	11%
Architect/Designer	7%
Sales Representative	6%
Purchaser	2%
Other	11%

### **Registrants by States**

Illinois	65%
Wisconsin	13%
Indiana	6%
Michigan	6%
Ohio	2%
Iowa	1%
Minnesota	1%
Others	6%

### **Registrants by Country**

Total number of foreign countries	7
Canada	82%
Netherlands	5%
Switzerland	5%
Israel	4%
Others	4%