



Attendee Snapshot

Average Event Attendance	4,000
Exhibiting Companies	350+



#1 Attendee Objective

Identifying & Sourcing Potential Suppliers or Partners

87% of attendees recommend, specify, or make the final buying decision

71% plan to purchase a product or service, or engage a supplier, in the next 12 months

73% of attendees have an active project or one planned in the next 12 months

79% main objective to see new products, innovations, and source new suppliers

Top Attending Companies

Amazon	Lush Cosmetics
Baxter	Magna
Bombardier	Maple Leaf Foods
Coca-Cola	Mars Canada
Costco	Molson Coors
DHL Supply Chain	Nestlé Canada
Estée Lauder	PepsiCo
General Mills	Shawcor
GlobalMed	The Morning Star Company
Johnson & Johnson	Toyota Motor Manufacturing Canada
Honda of Canada	Unilever
IBM	Walmart Canada

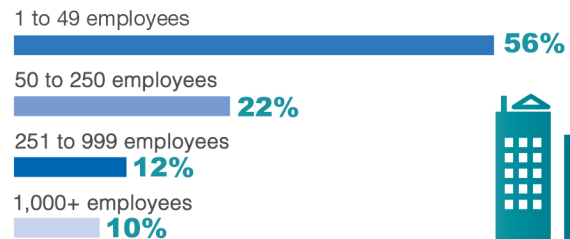
Strong Canadian Attendance

97% of attendees are from Canada

83% of attendees are from Ontario



Attendees Span Companies of All Sizes



12:1 attendee to exhibiting company ratio

\$119,750 average sales lead generated (\$)

61% of exhibitor leads come from co-located shows

Toronto Delivers Results for Buyers

“Great opportunity to network with people on a more personal level and receive feedback, information, and learn about all the different products and services available to further assist with future projects.”
—Xenia Poznic, KPG Canada

“I identified more potential partners in one day than I could have in a week from my office.”
—Gary Kasper, Green Circle Salons

“I went to see some specific products in operation. It was excellent to see them working and have knowledgeable individuals present to discuss my real needs.”
—Kristy Thomson, Hematite Manufacturing

“ADM Expo is an excellent networking and technology forum across a diverse range of industries.”
—John Cairns, Bridgehead Solutions

Source: ADM Toronto 2021 Verified Attendee Data and Post-Show Attendee Survey

Prime Space Still Available –
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