

# SATELLITE 2018<sup>®</sup> POST-SHOW STATS

SATELLITE 2018 welcomed thousands of professionals to Washington D.C. to experience innovations in satellite technology, conduct business with strategic partners and help drive the future of the industry. Here's a look at key stats from SATELLITE, and the breakdown of the audience.

## Overview of the SATELLITE Audience

Attendees: **15,066**

Press: **92**

International Attendees: **24%**

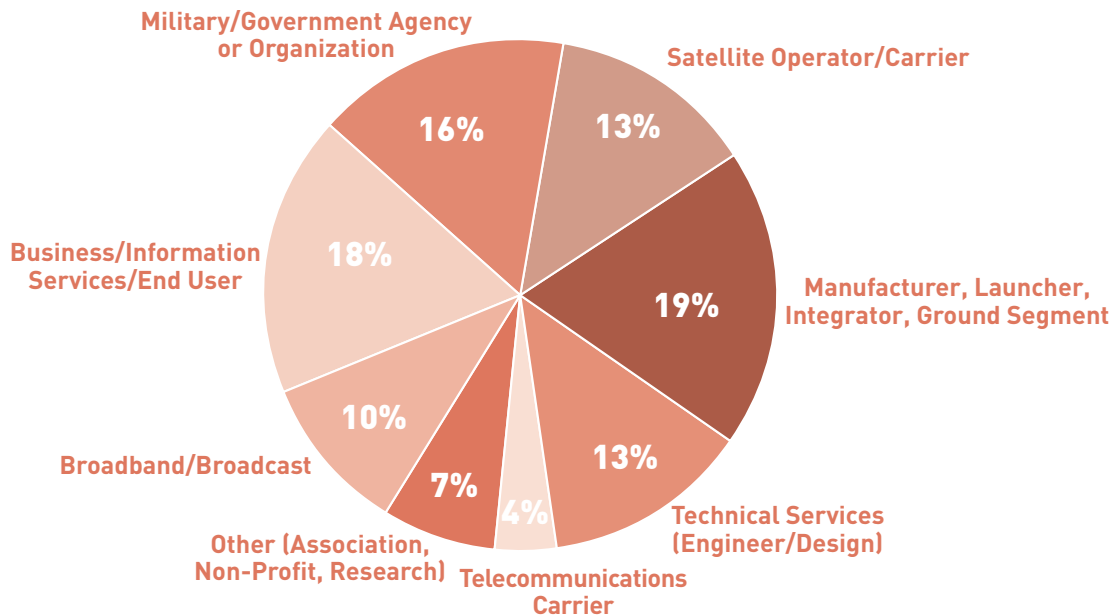
Exhibiting Companies: **340**

Speakers: **310**

NSF: **84,000**

## Attendee Business Classifications

### SATELLITE Audience Demographics



Nearly **1** out of every **2** SATELLITE attendees are C-level or Executive Management

**77%** attend solely to experience the exhibits

**80%** of attendees play a role in purchasing decisions, and almost half of them are final decision-makers

**56%** of attendees plan to make a purchase within 24 months