



TABLE 1. Counts individuals who actually attended the ATA Trade Show.
Data prior to 2010 is available upon request.

Badge Type	2010	2011	2012	2013	2014	2015	2016	2017	2018
Retailer/Buyer/Distributor	2,753	2,985	2,724	2,988	3,193	3,401	3,565	3,388	3,307
Exhibitor	3,281	3,838	3,818	3,982	4,160	4,462	4,466	4,634	4,421
Non-exhibiting Manufacturer	149	103	94	46	58	38	98	79	20
Sales and Service	221	400	425	485	555	553	630	159	156
Non-Profit	N/C ¹	N/C ¹	N/C ¹	N/C ¹	48	29	85	93	71
Government	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	7
Outfitter/Guide	N/C ¹	N/C ¹	N/C ¹	N/C ¹	17	29	27	50	64
Media Sales	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	454	464
Press ²	387	379	408	343	320	362	422	168	158
Sales Representative	185	204	206	213	234	258	272	260	249
Supplier	N/C ¹	N/C ¹	34	42	75	101	118	132	121
ATA Staff / Volunteer	53	95	74	76	63	82	68	91	91
Guest	14	176	150	78	221	235	199	91	132
Total Verified Attendees	7,043	8,180	7,933	8,253	8,944	9,550	9,950	9,599	9,261

Footnote:

1. N/C indicates badge type was not counted separately.
2. Press badge fee added in 2017.

TABLE 2. Companies with at least one representative at the ATA Trade Show.

Type of Company	2010	2011	2012	2013	2014	2015	2016	2017	2018
Retailer/Buyer/Distributor	1,007	985	947	1,009	1,047	1,133	1,168	1,057	1,028
Exhibitor	479	513	513	531	584	645	631	653	659
Non-exhibiting Manufacturer	72	44	41	15	17	14	52	31	8
Sales and Service	102	154	153	170	183	182	214	59	64
Non-Profit	N/C ¹	N/C ¹	N/C ¹	N/C ¹	14	9	23	26	25
Government	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	4
Outfitter/Guide	N/C ¹	N/C ¹	N/C ¹	N/C ¹	6	11	10	19	19
Media Sales	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	N/C ¹	132	144
Press ²	183	182	189	158	151	163	188	96	72
Sales Representative	34	38	39	45	49	54	58	52	53
Supplier	N/C ¹	N/C ¹	25	28	41	51	65	64	60

Footnote:

1. N/C indicates badge type was not counted separately.
2. Press badge fee added in 2017.

TABLE 3. Total square feet of exhibit space available, total number of exhibitors and total booth space purchased at the ATA Trade Show.

Exhibitor Info	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total Exhibit Space ¹	336,000	334,720	344,524	430,700	365,813	482,800	510,190	531,600	528,000
Number of Exhibitors	479	513	513	531	584	645	631	653	659
Total Booth Space ²	154,320	167,550	180,836	189,324	186,576	219,314	228,892	239,378	222,202

Footnotes:

1. Total Exhibit Space is the gross square feet of available space in the exhibit hall.
2. Total Booth Space is the net square feet of space used by exhibit booths (excluding aisles, lounges, business hubs, etc.).