



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

| <b>Badge Type</b>               | <b>2010</b>      | <b>2011</b>      | <b>2012</b>      | <b>2013</b>      | <b>2014</b>      | <b>2015</b>      | <b>2016</b>      | <b>2017</b>      | <b>2018</b>  | <b>2019</b>  |
|---------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------|--------------|
| Retailer/Buyer/Distributor      | 2,753            | 2,985            | 2,724            | 2,988            | 3,193            | 3,401            | 3,565            | 3,388            | 3,307        | 3,238        |
| Exhibitor                       | 3,281            | 3,838            | 3,818            | 3,982            | 4,160            | 4,462            | 4,466            | 4,634            | 4,421        | 4,259        |
| Non-exhibiting Manufacturer     | 149              | 103              | 94               | 46               | 58               | 38               | 98               | 79               | 20           | 44           |
| Sales and Service               | 221              | 400              | 425              | 485              | 555              | 553              | 630              | 159              | 156          | 160          |
| Non-Profit                      | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 48               | 29               | 85               | 93               | 71           | 91           |
| Government                      | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 7            | 35           |
| Outfitter/Guide                 | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 17               | 29               | 27               | 50               | 64           | 89           |
| Media Sales                     | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 454              | 464          | 544          |
| Press <sup>2</sup>              | 387              | 379              | 408              | 343              | 320              | 362              | 422              | 168              | 158          | 171          |
| Sales Representative            | 185              | 204              | 206              | 213              | 234              | 258              | 272              | 260              | 249          | 237          |
| Supplier                        | N/C <sup>1</sup> | N/C <sup>1</sup> | 34               | 42               | 75               | 101              | 118              | 132              | 121          | 108          |
| ATA Staff / Volunteer           | 53               | 95               | 74               | 76               | 63               | 82               | 68               | 91               | 91           | 67           |
| Guest                           | 14               | 176              | 150              | 78               | 221              | 235              | 199              | 91               | 132          | 129          |
| <b>Total Verified Attendees</b> | <b>7,043</b>     | <b>8,180</b>     | <b>7,933</b>     | <b>8,253</b>     | <b>8,944</b>     | <b>9,550</b>     | <b>9,950</b>     | <b>9,599</b>     | <b>9,261</b> | <b>9,172</b> |

**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.**

| <b>Type of Company</b>      | <b>2010</b>      | <b>2011</b>      | <b>2012</b>      | <b>2013</b>      | <b>2014</b>      | <b>2015</b>      | <b>2016</b>      | <b>2017</b>      | <b>2018</b> | <b>2019</b> |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------|-------------|
| Retailer/Buyer/Distributor  | 1,007            | 985              | 947              | 1,009            | 1,047            | 1,133            | 1,168            | 1,057            | 1,028       | 1,007       |
| Exhibitor                   | 479              | 513              | 513              | 531              | 584              | 645              | 631              | 653              | 659         | 620         |
| Non-exhibiting Manufacturer | 72               | 44               | 41               | 15               | 17               | 14               | 52               | 31               | 8           | 18          |
| Sales and Service           | 102              | 154              | 153              | 170              | 183              | 182              | 214              | 59               | 64          | 64          |
| Non-Profit                  | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 14               | 9                | 23               | 26               | 25          | 29          |
| Government                  | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 4           | 11          |
| Outfitter/Guide             | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 6                | 11               | 10               | 19               | 19          | 24          |
| Media Sales                 | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | N/C <sup>1</sup> | 132              | 144         | 152         |
| Press <sup>2</sup>          | 183              | 182              | 189              | 158              | 151              | 163              | 188              | 96               | 72          | 80          |
| Sales Representative        | 34               | 38               | 39               | 45               | 49               | 54               | 58               | 52               | 53          | 47          |
| Supplier                    | N/C <sup>1</sup> | N/C <sup>1</sup> | 25               | 28               | 41               | 51               | 65               | 64               | 60          | 49          |

**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    | 2019    |
|----------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total Exhibit Space <sup>1</sup> | 336,000 | 334,720 | 344,524 | 430,700 | 365,813 | 482,800 | 510,190 | 531,600 | 528,000 | 510,190 |
| Number of Exhibitors             | 479     | 513     | 513     | 531     | 584     | 645     | 631     | 653     | 659     | 620     |
| Total Booth Space <sup>2</sup>   | 154,320 | 167,550 | 180,836 | 189,324 | 186,576 | 219,314 | 228,892 | 239,378 | 222,202 | 220,040 |

**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.).*