

**2013 SGIA Expo, Orlando, FL
Attendee Demographics
October 23 – 25, 2013**

115 countries, including the U.S., were represented.

16.8% of attendees were from outside the U.S.

Total Attendance: 22,460

Industry Community

Graphics & Signs	45.02%
Garment Decorator	22.67%
Industrial & Functional Printer	20.93%
Installation Services	3.15%
Photo Industry	5.21%
Printed Electronics	3.02%

Industry Involvement

Printer/Imager	70.08%
Industry Supplier/Manufacturer/ Distributor/Consultant	29.92%

Number of Employees

1-3 employees	21.29%
4-6 employees	18.31%
7-10 employees	12.32%
11-20 employees	12.88%
21-40 employees	9.48%
41-60 employees	6.34%
61-100 employees	5.99%
over 100 employees	13.39%

Primary Job Function

Business Management	53.17%
Production Management	17.86%
Sales Personnel	12.92%
Consultant	5.12%
Production Personnel	8.82%
Installer	2.11%

Purchasing Authority for Products/Services

Purchase	60.96%
Recommend	19.54%
Not Applicable	19.50%

**Imaging Technologies Used By Your
Company or Supported By Your Products**

(attendees could choose more than one)

Digital Imaging	79.3%
Screen Printing	45.8%
Pad Printing	13.5%
Embroidery	22.4%
Sublimation	28.2%
Electronic Signage/Displays	16.9%
Litho/ Offset	15.2%
Flexo	8.5%
Gravure	5.2%

Products Produced By Your Company

(attendees could choose more than one)

Graphics

Transit Advertising	14.5%
Vehicle Wraps	33.3%
Ad Specialties	45.0%
Banners	58.3%
Decals/Labels	50.3%
Fine Art/ Serigraphs	21.2%
Rolled Fabric	11.8%
POP/Displays	39.8%
Signs/Posters	57.8%
Billboard	16.6%
Flags	19.9%
Tents/Awnings	12.3%
Wallpaper	22.0%
Reprographic	11.1%

Garments

Ad Specialties	25.4%
Apparel	37.3%
Bags	24.6%
Caps	24.5%
Piece Goods	15.4%

Industrial

CD/DVD	5.3%
Ceramics/ Flat Glass	7.9%
Printed Circuitry/Electronics	4.5%
Containers/3-D Objects	5.8%
Doming	4.1%
Nameplates/Dials/Panels/Gauges	11.6%
Sports Equipment	7.1%
Other	3.4%

**Attendee Demographics for the 2013 SGIA Expo as reported during the Registration process.*