VISITORS
2019 FACTS & FIGURES

Visitors to IBEX in 2019 represented 45 countries

US Visitors: 90%
International Visitors: 10%

Top Visiting Countries
1. United States
2. Canada
3. Taiwan
4. Brazil
5. U.K.

Top Visiting States
1. Florida
2. Georgia
3. North Carolina
4. Michigan
5. Indiana

Company profile of visitors
- Boat Builders: 36%
- Distributors/Wholesalers: 15%
- Boatyard/Marina/Repair/Maintenance: 14%
- Dealers/Retailers: 10%
- Manufacturer Reps: 8%
- Marine Consultants/Surveyors: 7%
- Academic/Association: 4%
- Gov’t/Military/Low Enforcement: 2%
- Media: 2%
- Designers/Naval Architects/Engineers: 2%

Decision makers: 83%
Overall positive experience: 95%
Satisfied with the Exhibit Halls: 90%
Will make buying decisions based on visit: 79%

Number of Visitors
4,300 Unique Visitors
7,237 Unique Visits

Main reasons for visiting IBEX
- 78% To discover new products and technology
- 68% To discover new suppliers and business partners
- 53% To network with other marine professionals

IBEX’s Education Conference
635 Unique Participants
68 Seminars & Sessions

Overall Education Experience Satisfaction
- 92% Quality of Sessions
- 90% Quality of Speakers

IBEX Community
- 3,230 Facebook
- 3,552 Twitter
- 2,421 LinkedIn
- 1,456 Instagram

IBEXSHOW.COM
EXHIBITORS
2019 FACTS & FIGURES

24 countries represented in IBEX’s halls

12% International Exhibitors
88% US Exhibitors

110 New Exhibiting Companies

Intends to exhibit in 2020: 92%
Achieved business goals: 70%
Introduced 1-5 new products at IBEX: 75%

Exhibiting Companies

<table>
<thead>
<tr>
<th>Year</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>702</td>
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<tr>
<td>2018</td>
<td>701</td>
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<tr>
<td>2017</td>
<td>619</td>
</tr>
<tr>
<td>2016</td>
<td>556</td>
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</tbody>
</table>

Number of Exhibitor Booth Staff

<table>
<thead>
<tr>
<th>Year</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2018</td>
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<td>2017</td>
<td>2990</td>
</tr>
<tr>
<td>2016</td>
<td>2842</td>
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</tbody>
</table>

Main reasons to exhibit at IBEX
- Need to compete in the industry and display products
- Networking opportunities
- Quality and quantity of visitors
- Access to the U.S. Marine Industry

IBEX Offers Exhibitors
- IBEX Docks
- Offering Live Product Demos
- Sponsorship and Advertising
- Outdoor Display and Demo Space