



Surfex Statement of Attendance Initial Results from the Registration Data 7 – 8 June 2022

This statement of attendance is an initial announcement to inform exhibitors about the number of attendees at Surfex. Supplementary statements will be issued once a more detailed analysis of the attendance profile has been completed.

Despite being delayed by two years, this edition of Surfex was the most packed it has ever been. Working with OCCA, BCF and other key industry associations, the content was design to continue to attract high numbers of technical attendees and to encourage face-to-face and business discussions where the emphasis was on technology. This is particularly important post pandemic with the industry needing to meet, to restart stalled projects and start working on future projects.

Initial results from the registration desk and also reports from exhibitors indicate that Surfex attracted the correct attendee profile, with many commenting they were seeing people they hadn't seen at Surfex for a long time, and they were impressed with the technical attendees met on their stand over the two days.

Here is a breakdown of the overall attendance figures from information available about Surfex.

Exhibitor Summary

	2022
Number of Exhibiting Stand Holders	86
Total Number of Exhibitors Incl Sharing Companies	121

Attendance Summary for Surfex (including re-entries on day 2)

	2022
Day 1 (07 June)	614
Day 2 (08 June)	471

Combined 2-Day Attendance 1085

(Day 2 re-entries were 165)

Initial Attendance Notes

The quality of attendees is shown in the demographics for the event. Key visitor demographics include:

1. 58% of pre-registered visitors hadn't visited Surfex before. So the exhibitors were seeing people they wouldn't have met at the event before.
2. 77% of pre-registered visitors have direct responsibility or influence on the purchasing decisions for their company.
3. 51% of pre-registered visitors were from companies that were manufacturers of finished products, retailers or contract manufacturers
4. 42% of pre-registered visitors were involved in the development/ formulation, production/ manufacturing or the purchasing or buying of products for their company.

These stats show that the attendance for Surfex was high quality, this is something that was echoed by the comments from exhibitors onsite at Surfex.

For more information, analysis, recommendations or feedback please contact:

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