

INTERNATIONAL
PIZZA EXPO
& CONFERENCE

MARCH 16-18, 2021
LAS VEGAS CONVENTION CENTER
PIZZAEXPO.COM

2019



ATTENDEE PROFILE

Well over **8,000 buyers** converged on the Las Vegas Convention Center to see, shop, sample and buy at the International Pizza Expo 2019. We **set records** for **attendees, exhibitors** and **net square footage** of exhibit space.

OVERVIEW

Pizza Expo Attendance by Registration

8,000+
Pizza Expo
Qualified Attendees

13,000+
Pizza Expo
Professional Attendees

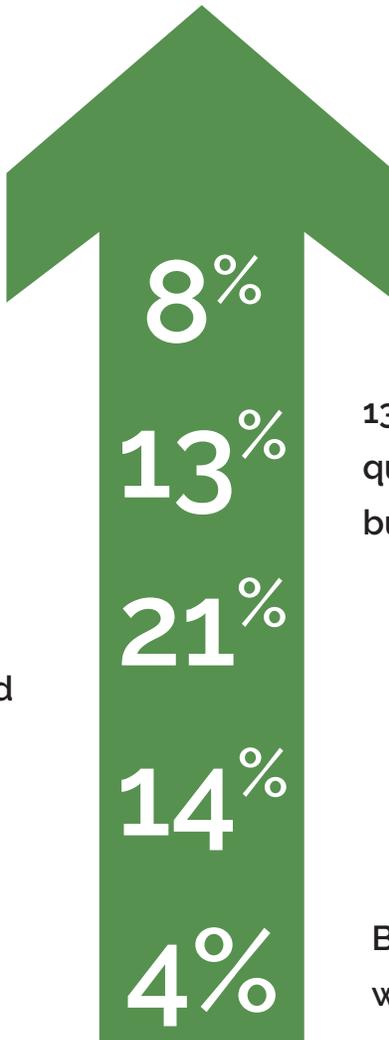
MORE BUYERS 
MORE DISTRIBUTORS

ATTENDANCE TRENDS

Total attendance was up more than 8%.

Qualified attendance has steadily increased over the last 10 years!

Distributors (3-day badge) and buyers (3-day badge) had the largest increases year over year with 21% and 14% respectively.



13% increase in total qualified attendance (all buyer classifications).

Buyers per exhibiting company was up more than 4%.

HIGHLIGHTS

57%

first time Attendees

87%

of attendees consider Pizza Expo a **"must-attend"** event

58%

of attendees indicated Pizza Expo is the **only event** they will attend this year



TOP 5 REASONS WHY ATTENDEES COME TO PIZZA EXPO

1. See new products - 87%
2. Keep up to date with industry trends - 71%
3. Maintain and build new relationships and network - 52%
4. Find new suppliers - 57%
4. See Existing Suppliers - 50%
5. Compare competing products/companies - 49%

ATTENDEE PROFILE

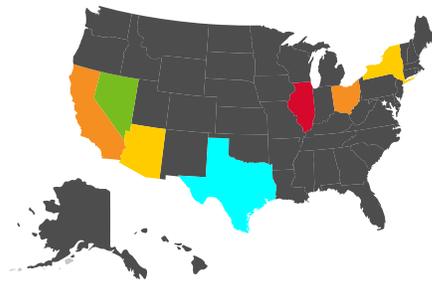
ANNUAL SALES VOLUME BY UNIT



- Over 1 Million30%
- \$750,001 - 1 Million 14%
- \$500,001 - \$750,000 12%
- \$300,001 - \$500,000 16%
- \$200,001 - \$300,0009%
- Less than \$200,000 18%
- No response 1%

TOP 7 STATES IN ATTENDANCE

1. California: **11%**
2. Nevada: **8%**
3. Texas: **5%**
4. Illinois: **5%**
5. Arizona: **4%**
6. New York: **3%**
7. Ohio: **3%**



Attendees came from all 50 states plus DC

91%

Attendance from United States

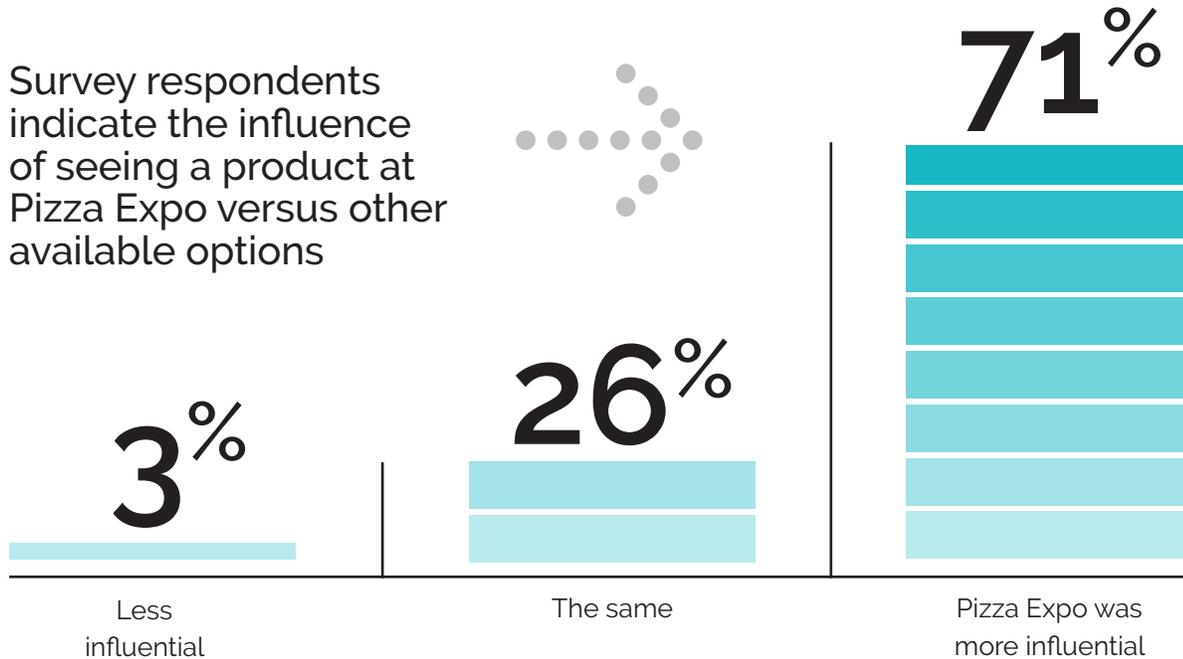


9%

International Attendance representing 45 Countries

SHOW INFLUENCE

Survey respondents indicate the influence of seeing a product at Pizza Expo versus other available options



Less influential

The same

Pizza Expo was more influential

88%

have a job title of Owner, CEO, President, Corporate Officer, Purchasing Manager or manager

INTERNATIONAL PIZZA EXPO & CONFERENCE

WHAT EXHIBITORS ARE SAYING

"The traffic at the Pizza Expo this year was amazing! We had so many great visits with current and new customers in regards to many of the items we showcased that would be perfect for the Pizza Industry."

Jacque Folts – Atalanta

"An amazing Pizza Expo!"

**Jamie Smith -
Wood Stone Corporation**

"Pizza Expo 2019 was an absolute success for Univex. We showcased our equipment, got to meet excellent pizza professionals and grow relationships with already existing colleagues. The team at Emerald Expositions always does an excellent job of putting together a great show and we look forward to many more successful show to come!

Evan Priesel – Univex Corporation

"We had a great show!"

**Chris Travisano –
Sugar Foods Corporation**

SHOW HIGHLIGHTS

KEYNOTES



CHRIS BIANCO



SAMMY MANDELL

Tuesday's kick-off keynote featured Chef-Owner of Pizzeria Bianco, Chris Bianco. Owner of Greenville Avenue Pizza Company and 2018 Pizza Today Young Entrepreneur of the Year Sammy Mandell, followed on Wednesday.

EXHIBIT HALL & SHOW OPENING



A huge crowd converged on the Exhibit Hall entrance. Well more than 8,000 buyers entered Expo 2019.

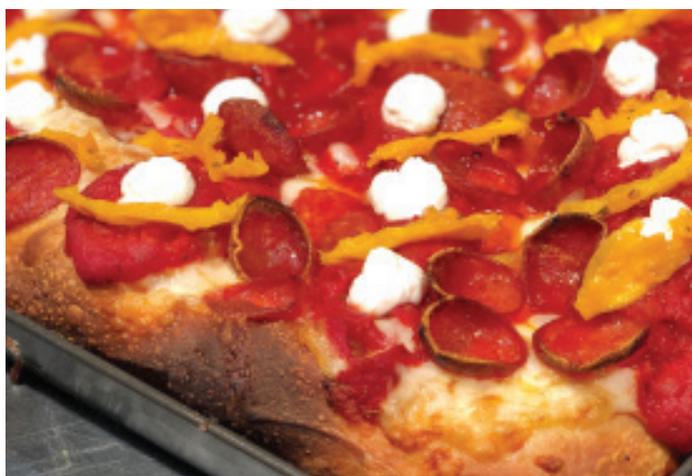


WORLD PIZZA GAMES



Acrobatic dough spinners stole the show during the finals at the Pizza Expo Block Party.

INTERNATIONAL PIZZA CHALLENGE



Crowds of onlookers watched inventive pizza chefs compete for top honors in five divisions of the International Pizza Challenge.

NEW OPERATOR MONDAY



Early arrivers were eager to learn about start-up mistakes and how to avoid them.

\$10,000 MEGABUCKS



A standing-room crowd hung around until the end of the show to see if their name was drawn to win Ten Grand!

SCOTT'S LAS VEGAS PIZZA TOUR



Pizza expert Scott Wiener hosted 50 attendees on an informative tour of the best Las Vegas pizzerias.

BEER & BULL



Networking events brought together advice-sharing pizzeria owners after exhibit hall hours.

INTERNATIONAL PIZZA EXPO & CONFERENCE

WHAT ATTENDEES ARE SAYING

"This is my third year attending the International Pizza Expo, by far my best year. The educational seminars were outstanding this year as were some of the new vendors and their products. The show was a must attend for anybody planning to grow their business or start something new."

**Scott Condon -
Inferno WoodFired Pizza
Kitchen, San Marcos, CA**

"I have been coming to the Pizza Expo as a district manager for many years this was my first time coming as an owner it is definitely different experience bigger decisions for my business."

**Luis Hernandez - Pizzaiolo's
Gourmet Pizza, Magnolia, TX**

"After about 15 years of wanting to attend this show I finally was able to get away and attended. It was a great experience saw a lot of new products and new equipment that I wanted to see in person not just in a magazine and got a lot of education. Definitely will be going back next year. Thank you for a great show."

**Nick Mavroidis - President
Athens Pizzeria, Cleveland OH**

"If you are in the pizza making business you cant skip this event if you want to be relevant in 2020."

**Oleksandr Nikonchuk -
Alex Pizza, Regina, Canada**

"Again, it's the best week of the year! The info I gather each year helps throughout the year! "

**John Bellucci - John's Wildwood
Pizzeria I & II (and maybe III),
Edenboro, PA**

"This show leaves no stone unturned in its quest to educate and properly equip and people who are in the business., or looking to get in the Pizza business. There is no other event that covers as much in such detail as the Pizza Expo."

**Jim Jones - Two Dips, Sun City
West, AZ**

SAME GREAT EVENT. SAME GREAT LOCATION.

MARCH 16-18, 2021

LAS VEGAS CONVENTION CENTER



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