

I N T E R N A T I O N A L  
**PIZZA EXPO**<sup>®</sup>

MARCH 31-APRIL 2, 2020  
LAS VEGAS  
CONVENTION CENTER  
PIZZAEXPO.COM



# 2019

## EVENT REPORT



### What's Inside

**Overview**

**Attendance Trends**

**Highlights**

**Why Attendees Come**

**Annual Sales Volume**

**Top 7 States**

**Show Influence**

**Purchasing Impact**

**Show Highlights**

**Contact**

# ATTENDEE PROFILE



MARCH 31-APRIL 2, 2020  
LAS VEGAS  
CONVENTION CENTER  
PIZZAEXPO.COM  
800-489-8324

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

## OVERVIEW

### Pizza Expo Attendance by Registration



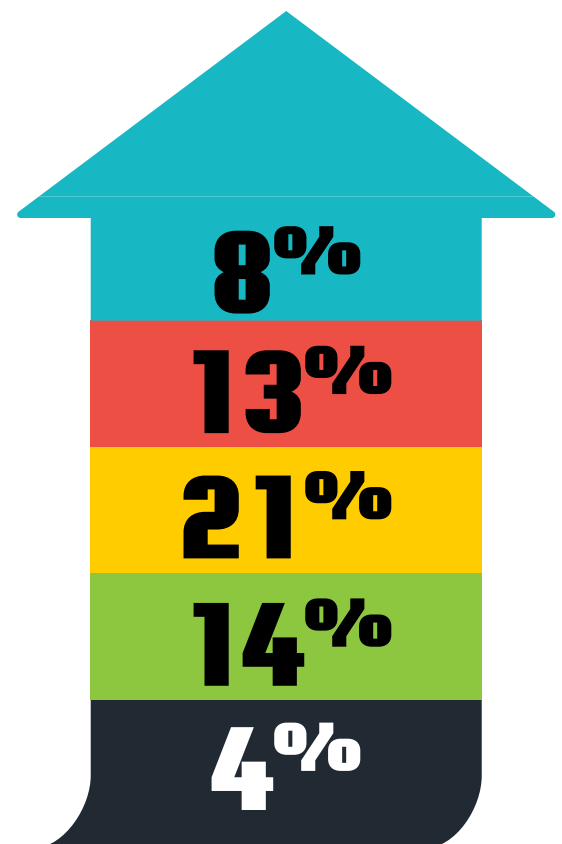
Pizza Expo  
Qualified  
Attendees  
2019  
**8,000<sup>+</sup>**

Pizza Expo  
Professional  
Attendees  
2019  
**13,000<sup>+</sup>**

For the 10th year in a row Pizza Expo had an increase in qualified attendees and an increase in total professional attendees.

## ATTENDANCE TRENDS

1. Qualified attendance has steadily increased over the last 10 years!
2. Total attendance was up more than 8%.
3. 13% increase in total qualified attendance (all buyer classifications).
4. Distributors (3-day badge) and buyers (3-day badge) had the largest increases year over year with 21% and 14% respectively.
5. Buyers per exhibiting company was up more than 4%.



## HIGHLIGHTS

**51%**

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



MARCH 31-APRIL 2, 2020  
 LAS VEGAS  
 CONVENTION CENTER  
 PIZZAEXPO.COM  
 800-489-8324

## ANNUAL SALES VOLUME BY UNIT



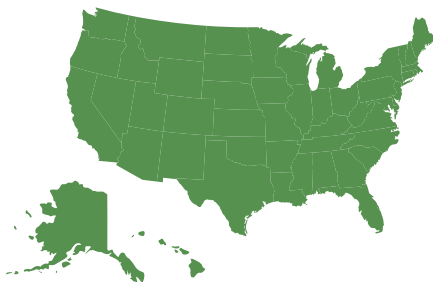
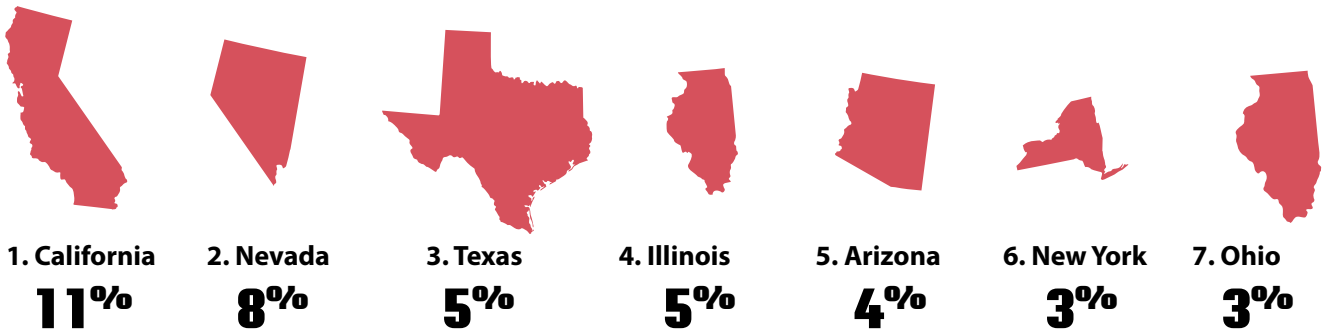
Over 1 Million.....	30%
\$750,001 - 1 Million.....	14%
\$500,001 - \$750,000.....	12%
\$300,001 - \$500,000.....	16%
\$200,001 - \$300,000.....	9%
Less than \$200,000.....	18%
No Response .....	1%

## JOB TITLE

**88%**

OWNER, CEO, PRESIDENT, CORPORATE OFFICER, PURCHASING MANAGER OR MANAGER

## TOP 7 STATES IN ATTENDANCE



Attendees came from all **50** states plus DC

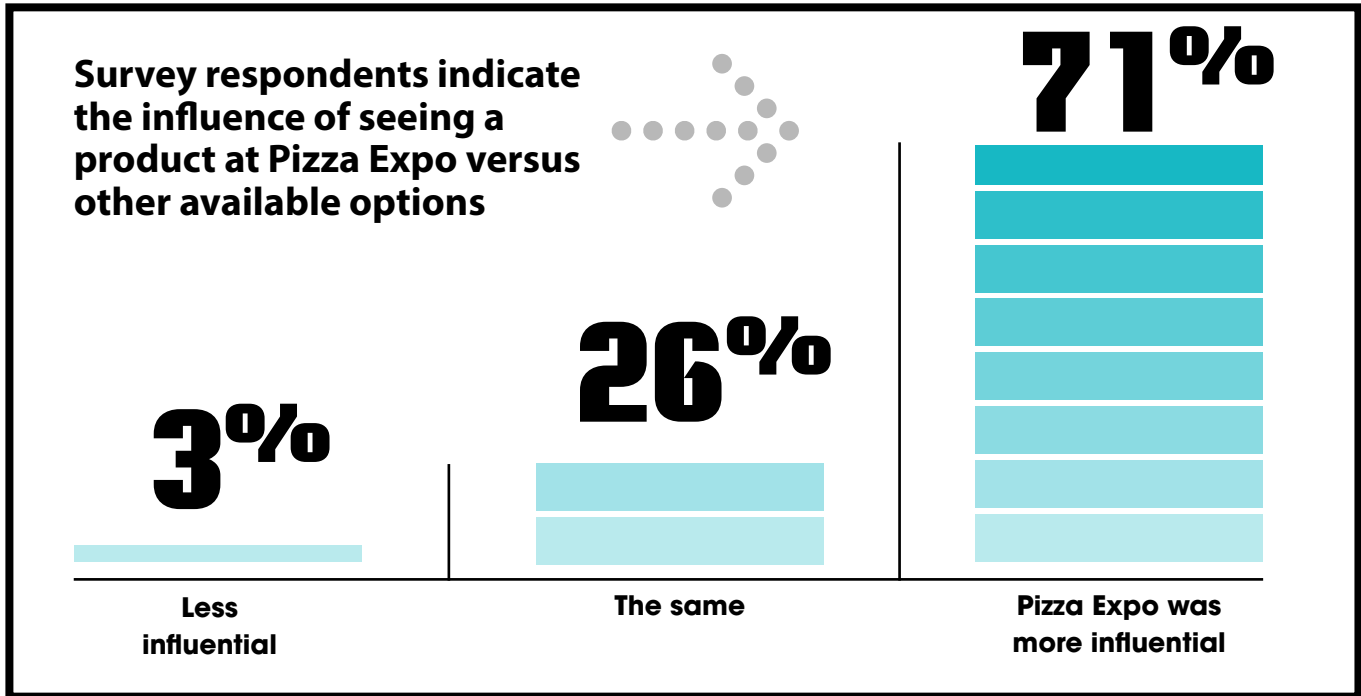


Attendance from United States



International Attendance representing **45** Countries

## SHOW INFLUENCE



### 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**

"It was an amazing first show for us! We would like to go with a bigger booth size."

**Rashid Qadri –  
Eflyn Self Ordering Kiosks**

"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 Trivisano –  
Sugar Foods Corporation**

# SHOW HIGHLIGHTS

## KEYNOTES

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.



CHRIS BIANCO



SAMMY MANDELL



## NEW OPERATOR MONDAY

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

## SHOW OPENING

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



## EXHIBIT HALL



## WORLD PIZZA GAMES

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



## INTERNATIONAL PIZZA COMPETITION

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

# SHOW HIGHLIGHTS

## 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.



## \$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!

# INTERNATIONAL PIZZA EXPO

## 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**

# INTERNATIONAL PIZZA EXPO

## WHAT ATTENDEES ARE SAYING



"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**

"It doesn't matter if you are new to the industry or been in business for 23 years, like me. Everything is there at your fingertips, I MEAN EVERYTHING!"

**Brian Weavel, President, Anna's  
Pizza & Pasta, Winnebago, IL**

"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 31-APRIL 2, 2020**



## CONTACT US

### EXHIBIT SALES

**Bobbie MacIntosh**

Sales Manager  
bmacintosh@pizzatoday.com • 502-736-9515  
Companies: A-M

**Stacie Dennison**

Sales Manager  
sdennison@pizzatoday.com • 502-736-9508  
Companies: N-Z

### ADMINISTRATION

**Bill Oakley**

Group Show Director  
boakley@pizzatoday.com  
502-736-9520

**Pete Lachapelle**

VP - Food Group  
plachapelle@pizzatoday.com  
502-736-9510



MARCH 31-APRIL 2, 2020  
LAS VEGAS  
CONVENTION CENTER  
PIZZAEXPO.COM  
800-489-8324