Attending the Expo

is consistently rated as one of the top reasons for attending FNCE®



of FNCE® attendees visited the Expo in 2024 to **learn about** new products and services



of FNCE® attendees spent 2-10 hours in the Expo Hall



of FNCE® attendees compare products and services before recommending them





of FNCE® attendees compare products and services before purchasing them

Nutrition and Dietetics professionals attended the Food & Nutrition Conference & Expo® in 2024, representing 31 countries, 50 states, District of Columbia and Puerto Rico.

Sources: FNCE® 2024 Attendee Survey and FNCE® 2024 Attendee Data

Buying Power

62% of attendees are recommenders/ final decision makers for product purchases

FEED YOUR PASSION

Years in Practice

15+ Years	45%	
6-14 Years	25 %	Educatio Consulta
4.57	2 6 %	Commur
1-5 Years	16%	Other
Student 7 %	7%	Student
		Foodser
Retired	6 %	Retired
		Other (p
Prefer not to answer	1%	Food Ma

Primary Area of Employment

Clinical Nutrition		25%
Education/Research		15%
Consultation & Private I	Practice	13%
Community/Public Hea	alth	12 %
Other		10%
Student		7%
Foodservice		6%
Retired		5%
Other (profit/non-profit)		5%
Food Manufacturer/Di	stributor	2%

What Attendees Valued: Top 5

Sampling products	90%
Talking face-to-face with industry food and nutrition professionals	75 %
Learning about research	62 %
Receiving nutrition education materials for clients	56%
Receiving coupons and recipes for clients	51 %