



### Annual Conference and Trade Show Analytics rev Mar 31, 2016

Location:	Whistler	Victoria	Penticton	Victoria	Nanaimo	Victoria	Penticton	Victoria	Penticton	Victoria
Attendance:	2016	2015	2013	2012	2010	2009	2008	2007	2005	2004
Delegates	256	314	303	384	370	519	330	586	456	594
Exhibitors	156	140	208	193	210	221	187	213	265	237
Speakers	32	27	25	26	21	17	22	25	26	25
<b>Total attendance:</b>	<b>444</b>	<b>481</b>	<b>536</b>	<b>603</b>	<b>601</b>	<b>757</b>	<b>539</b>	<b>824</b>	<b>747</b>	<b>856</b>
<i>% of delegates that are WCTA members:</i>	<b>86.3%</b>	<b>75.2%</b>	<b>75.3%</b>	<b>61.7%</b>	not tracked	not tracked	not tracked	not tracked	not tracked	not tracked
<b>AGM Attendance:</b>	<b>206</b>	<b>192</b>	<b>61</b>	<b>48</b>	<b>70</b>	<b>36</b>	<b>34</b>	<b>31</b>	<b>34</b>	<b>45</b>
<b>sector breakdown:</b>										
Golf	52.0%	53.8%	57.1%	52.6%	38.1%	36.6%	37.3%	35.7%	not tracked	not tracked
Sportsfield	29.7%	25.5%	22.8%	21.9%	10.3%	10.0%	12.1%	9.0%	not tracked	not tracked
Horticulture	1.6%	2.2%	2.3%	4.4%	1.6%	1.3%	5.5%	2.0%	5.9%	2.9%
Mechanics	5.5%	6.4%	5.9%	4.7%	3.0%	4.0%	6.7%	3.6%	6.8%	3.9%
Mixed	6.6%	4.5%	4.6%	7.8%	4.3%	5.0%	5.5%	7.0%	10.1%	5.1%
non-turf managers	1.6%	1.0%	0.7%	1.8%	1.9%	2.3%	3.0%	2.6%	2.9%	3.5%
industry	2.3%	5.7%	6.6%	6.8%	not tracked	not tracked	not tracked	not tracked	not tracked	not tracked
not specified / other	0.0%	1.0%	0.0%	0.0%	40.8%	40.7%	30.0%	40.1%	74.3%	84.1%
<b>Geographic distribution:</b>										
British Columbia:	88.3%	86.9%	87.5%	89.3%						
lower mainland	54.7%	34.4%	30.0%	30.8%						
Vancouver Island	17.6%	35.4%	16.5%	43.3%	not available	not available	not available	not available	not available	not available
Interior	12.5%	10.8%	33.0%	11.2%						
Kootenays	0.8%	3.5%	5.3%	1.6%						
North	2.7%	2.9%	2.6%	2.3%						
Alberta:	8.6%	8.6%	9.6%	3.9%						
Other:	3.1%	4.5%	3.0%	6.8%						
<b>education program</b>										
total hours of education:	50	45	38	36.5	33.75	32	not compiled	not compiled	not compiled	not compiled
total hours golf:	11.75	12.75	10.5	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
total hours sportsfield:	11.75	10.5	10.5	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
total hours mixed:	26.5	21.75	17	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
<b>trade show:</b>										
number of exhibitors:	62	57	80	62	72	81	65	77	81	78
number of booths:	82	86	111	95	108	118	120	114	138	120
square feet of trade show:	6560	6,880	11,100	7,460	8,640	9,440	10,760	9,120	14,855	9,600
total hours of trade show:	7.5	7.5	9	13.5	13	14	not compiled	not compiled	not compiled	not compiled
dedicated trade show hours:	6.5	7	5	3.5	5	4	not compiled	not compiled	not compiled	not compiled
<b>turf research funds raised:</b>										
Silent Auction	5211	4,797	10,901	7,385	11,620	13,388	12,497	10,604	6,947	14,017
50/50, KPU, et al	4,010	4,000	2,930	1,272	1,170	n/a	n/a	n/a	n/a	n/a
golf tournament	n/a	751	n/a	843	n/a	153	n/a	cancelled	n/a	-66
<b>Total for Research</b>	<b>\$9,221</b>	<b>\$9,548</b>	<b>\$13,831</b>	<b>\$9,500</b>	<b>\$12,790</b>	<b>\$13,541</b>	<b>\$12,497</b>	<b>\$10,604</b>	<b>\$6,947</b>	<b>\$13,951</b>