



Annual Conference and Trade Show Analytics rev. Mar. 20, 2018

Location:	RiverRock 2018	Penticton 2017	Whistler 2016	Victoria 2015	Penticton 2013	Victoria 2012	Nanaimo 2010	Victoria 2009	Penticton 2008	Victoria 2007	Penticton 2005	Victoria 2004
Attendance:												
Delegates	362	232	256	314	303	384	370	519	330	586	456	594
Exhibitors	146	119	156	140	208	193	210	221	187	213	265	237
Speakers	28	25	32	27	25	26	21	17	22	25	26	25
Total attendance:	536	376	444	481	536	603	601	757	539	824	747	856
<i>% of delegates that are WCTA members:</i>	66.4%	76.7%	86.3%	75.2%	75.3%	61.7%	not tracked	not tracked	not tracked	not tracked	not tracked	not tracked
AGM Attendance:	167	61	206	192	61	48	70	36	34	31	34	45
sector breakdown:												
Golf	51.4%	46.1%	52.0%	53.8%	57.1%	52.6%	38.1%	36.6%	37.3%	35.7%	not tracked	not tracked
Sportsfield	32.0%	34.1%	29.7%	25.5%	22.8%	21.9%	10.3%	10.0%	12.1%	9.0%	not tracked	not tracked
Horticulture	not tracked	0.0%	1.6%	2.2%	2.3%	4.4%	1.6%	1.3%	5.5%	2.0%	5.9%	2.9%
Mechanics	3.6%	2.6%	5.5%	6.4%	5.9%	4.7%	3.0%	4.0%	6.7%	3.6%	6.8%	3.9%
Mixed	3.3%	5.2%	6.6%	4.5%	4.6%	7.8%	4.3%	5.0%	5.5%	7.0%	10.1%	5.1%
non-turf managers	not tracked	3.0%	1.6%	1.0%	0.7%	1.8%	1.9%	2.3%	3.0%	2.6%	2.9%	3.5%
industry/sponsor delegates	2.5%	3.4%	2.3%	5.7%	6.6%	6.8%	not tracked	not tracked	not tracked	not tracked	not tracked	not tracked
not specified / other	7.2%	5.6%	0.0%	1.0%	0.0%	0.0%	40.8%	40.7%	30.0%	40.1%	74.3%	84.1%
Geographic distribution:												
British Columbia:	92.8%	92.2%	88.3%	86.9%	87.5%	89.3%						
lower mainland	62.7%	40.5%	54.7%	34.4%	30.0%	30.8%						
Vancouver Island	14.4%	8.2%	17.6%	35.4%	16.5%	43.3%						
Interior	10.8%	36.2%	12.5%	10.8%	33.0%	11.2%						
Kootenays	2.5%	4.7%	0.8%	3.5%	5.3%	1.6%						
North	2.5%	2.6%	2.7%	2.9%	2.6%	2.3%						
Alberta:	4.1%	6.0%	8.6%	8.6%	9.6%	3.9%						
Other:	3.0%	1.7%	3.1%	4.5%	3.0%	6.8%						
education program												
total hours of education:	45.5	41	50	45	38	36.5	33.75	32	not compiled	not compiled	not compiled	not compiled
total hours golf:	9.5	5.25	11.75	12.75	10.5	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
total hours sportsfield:	11.5	5.25	11.75	10.5	10.5	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
total hours mixed:	24.5	30.5	26.5	21.75	17	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled	not compiled
trade show:												
number of exhibitors:	55	57	62	57	80	62	72	81	65	77	81	78
number of booths:	67	72	82	86	111	95	108	118	120	114	138	120
square feet of trade show:	5,378	7,200	6,560	6,880	11,100	7,460	8,640	9,440	10,760	9,120	14,855	9,600
total hours of trade show:	6.5	8.5	7.5	7.5	9	13.5	13	14	not compiled	not compiled	not compiled	not compiled
dedicated trade show hours:	5.5	4.75	6.5	7	5	3.5	5	4	not compiled	not compiled	not compiled	not compiled
turf research funds raised:												
Silent Auction	\$6,418	\$4,451	\$5,211	\$4,797	\$10,901	\$7,385	\$11,620	\$13,388	\$12,497	\$10,604	\$6,947	\$14,017
50/50, KPU, et al	\$3,409	\$4,160	\$4,010	\$4,000	\$2,930	\$1,272	\$1,170	n/a	n/a	n/a	n/a	n/a
golf tournament	cancelled	n/a	n/a	\$751	n/a	\$843	n/a	\$153	n/a	cancelled	n/a	-\$86
Total for Research	\$9,827	\$8,611	\$9,221	\$9,548	\$13,831	\$9,500	\$12,790	\$13,541	\$12,497	\$10,604	\$6,947	\$13,951