



AHR EXPO®

INTERNATIONAL AIR-CONDITIONING • HEATING • REFRIGERATING EXPOSITION

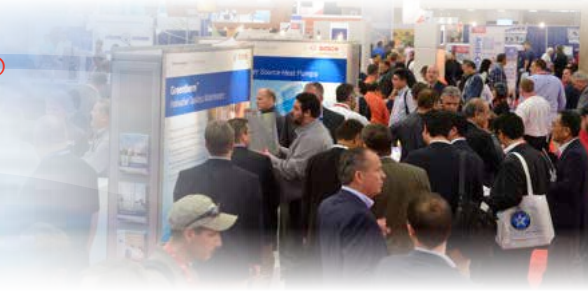
January 28-30, 2013

Dallas Convention Center • Dallas, Texas

Co-Sponsors:



Honorary Sponsor:



Overall AHR Expo 2013 Dallas Statistics

Registered Visitor Attendance	33,778*
Registered Exhibitor Personnel	17,446
Total Registered Attendance	51,224*
Registered International Visitors.	6,646*
Total Number of Countries	132*
Net Square Feet of Exhibit Space	397,000*
Total Number of Exhibiting Companies	1,951*
Number of International Exhibitors	457
Total Number of Countries Represented.	35*
Number of Sponsors & Endorsing Associations.	38

*New AHR Expo Record for a Southwest Show

POST-SHOW EXHIBITOR SURVEY HIGHLIGHTS**

- **65% Introduced New Products:**
65% of exhibitors introduced new products since the last AHR Expo. 48% introduced them for the first time at the Show!
- **86% Accomplished Goals:**
86% of exhibitors rated the Show good to excellent for accomplishing their exhibiting goals.
- **90% Promoted Participation:**
90% of exhibitors indicated they promoted their participation to customers, prospects and to the industry. 69% used e-mail; 44% used Show-supplied free promotion tools; 33% used Social Media.

**Above Statistics from 2013 AHR Expo Post Show Exhibitor Survey

Visitor Demographics & Registration Statistics

The following statistics are based on 2013 AHR Expo registration numbers reported by Experient, Inc.

GEOGRAPHIC BREAKDOWN

75% traveled to the Show from beyond Texas – with nearly 20% coming from other countries

United States Registration — 27,094 (80.3%) from All 50 States

U.S. Region	# of Attendees
New England	917
Middle Atlantic	3,387
South Atlantic	3,595
North Central	4,695
South Central	11,191
Mountain	1,070
West (including AL, HI)	2,083
Puerto Rico, US Territories	156

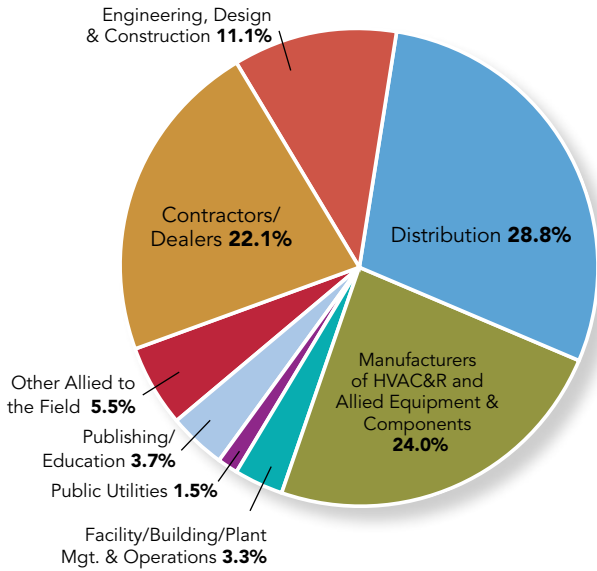
International Registration — 6,646 (19.7%) from 132 Countries

Country/Region	# of Attendees
Canada	1,724
Mexico	811
South/Central America/Caribbean	1,028
Europe	696
Middle East	695
Asia/Pacific Rim/Australia	1,467
Africa, All Other Regions	225



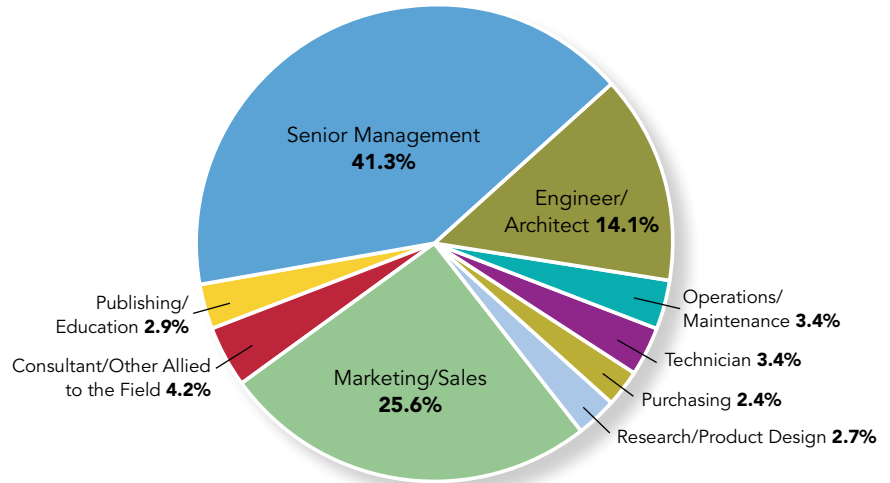
TYPE OF BUSINESS

62% are directly involved in the sale or installation of HVACR products



JOB FUNCTION

55.4% hold senior management or engineering positions



MARKETS SERVED

Many visitors to the Show work in multiple market sectors

Commercial	83.4%
Industrial	58.6%
Residential	42.5%
Institutional	35.7%

Note: Many Visitors involved in multiple Industry Sectors

PURCHASING ROLE

91.2% have a role in purchasing decisions for HVACR products

Make Final Purchasing Decision	33.1%
Specify	14.6%
Recommend	42.2%
No Purchasing Role	9.8%

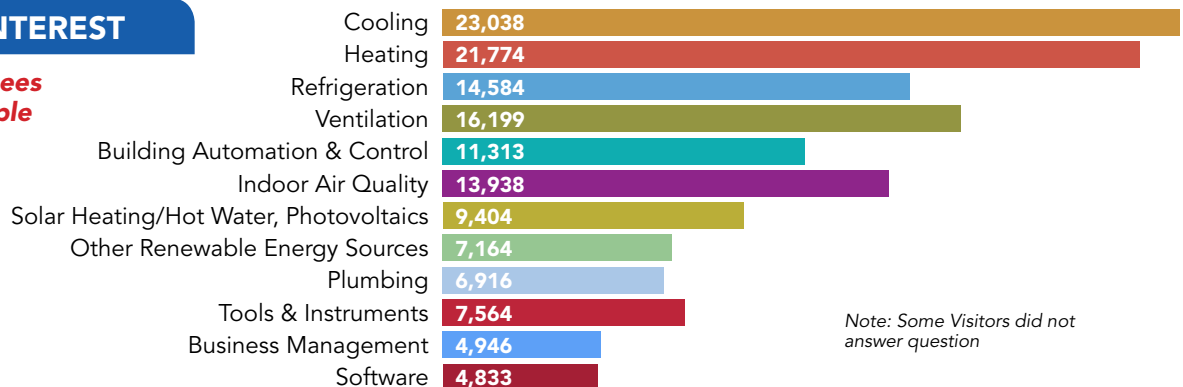
USE OF GREEN PRODUCTS

89.7% say green products have importance in their business

Very Important	46.7%
Somewhat Important	43.0%
Not Important	5.7%
Not Applicable	4.6%

PRODUCT INTEREST

Thousands of attendees had interest in multiple product categories



Note: Some Visitors did not answer question

Next Show...

AHREXPO[®]

January 21-23, 2014

Javits Convention Center • New York, NY

For more information on the AHR Expo contact:

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