



POST SHOW REPORT

FAST FACTS

808
REGISTERED USER ACCOUNTS

84.5%
WERE ACTIVE PARTICIPANTS

90%
RATED THE OVERALL
MEETING TO BE GOOD OR
EXCELLENT.

PARTICIPANTS FROM



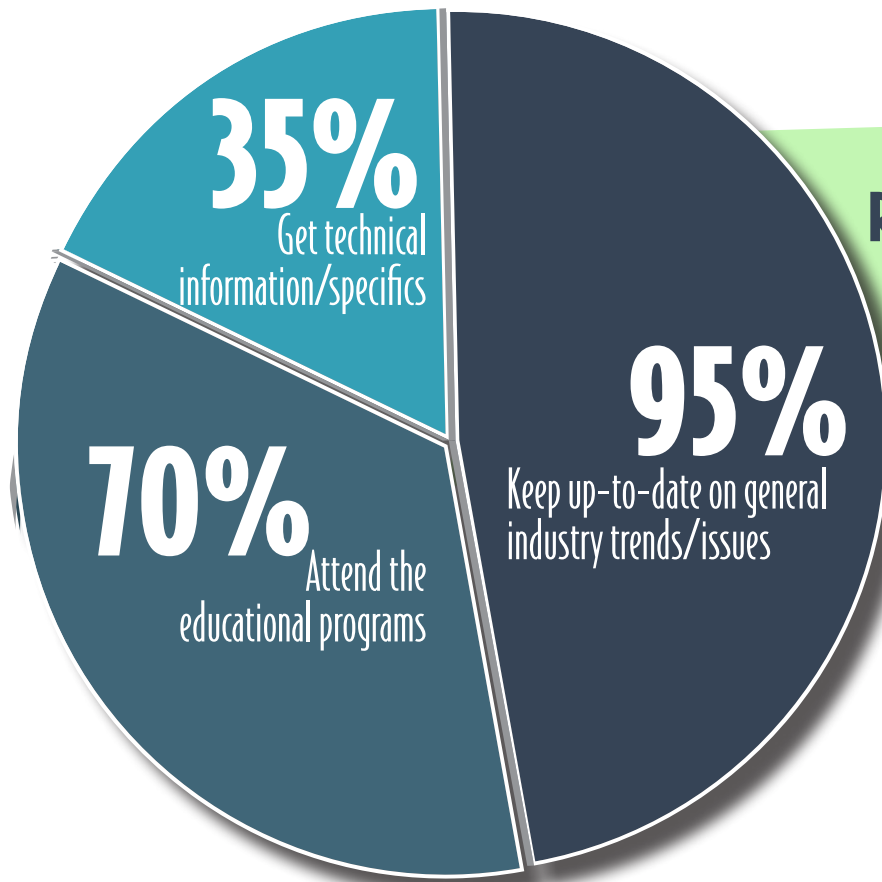
36
U.S. STATES



2
CANADIAN
PROVINCES

34
PRESENTATIONS WITH
7,392
VIEWS

FAST FACTS



REASON FOR ATTENDING WINTER REBOOT

68.8%
EXCELLENT
TO GOOD

VIRTUAL
MARKETPLACE
PLATFORM

88.9%
EXCELLENT
TO GOOD

VIRTUAL MEETING
PLATFORM

83.3%
EXCELLENT
TO GOOD

VARIETY OF
SESSIONS

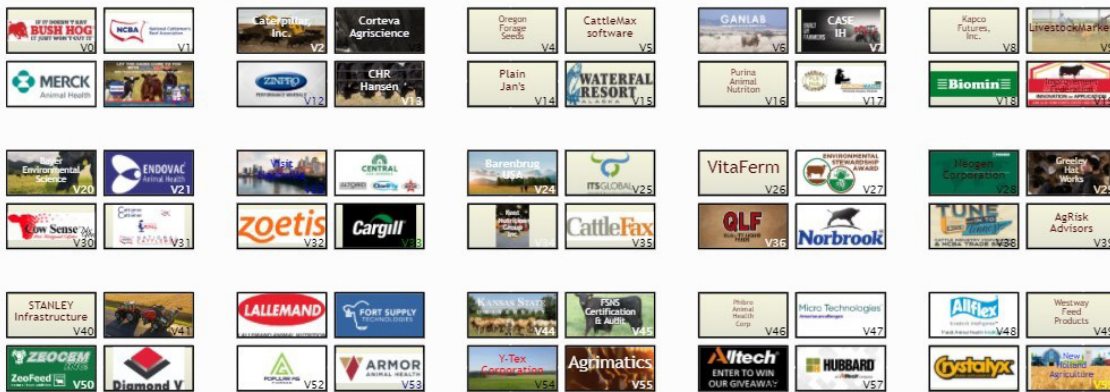
90%
OF PARTICIPANTS SAY THEY
PLAN TO ATTEND CATTLE
INDUSTRY CONVENTION AND
NCBA TRADE SHOW IN PERSON



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191
AVERAGE # VISITS PER BOOTH

64
EXHIBITING COMPANIES

PERCENTAGE OF SCANS PER BOOTH
20%

39
AVERAGE # OF SCANS
PER BOOTH

HIGHEST # OF SCANS
AT A BOOTH

zoetis

HIGHEST % OF SCANS
PER BOOTH



HIGHEST # OF VISITS AT A BOOTH





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DATE	LOGINS	UNIQUE USERS
February 23	2,274	618
February 24	1,751	539

100%
OF REGISTERED ATTENDEES SAY THEY WOULD
PARTICIPATE IN FUTURE VIRTUAL EVENTS



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