



Post Show Report 2025

Audience insight, buyer influence and market reach for stakeholders

Executive summary

Manufacturer-led audience with strong purchasing influence and clear Mexico-market depth.



976

Total attendees

108

Exhibitors

37%

company profile:
manufacturers

68%

influence or authorise
purchasing

Headline story

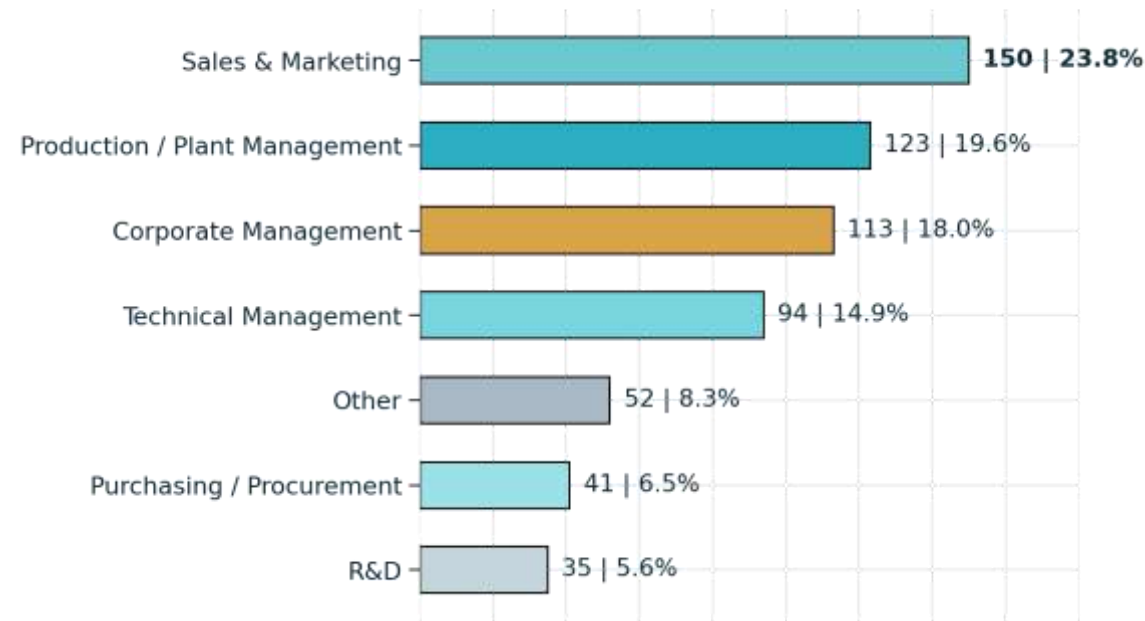
- The show delivered concentrated access to Mexico, supported by international attendance across the US, Europe and Asia.
- The audience profile is commercially relevant: manufacturers, distributors and equipment suppliers are strongly represented.



Audience profile by job function

The audience combines commercial, production, corporate and technical decision-making roles.

Top job functions



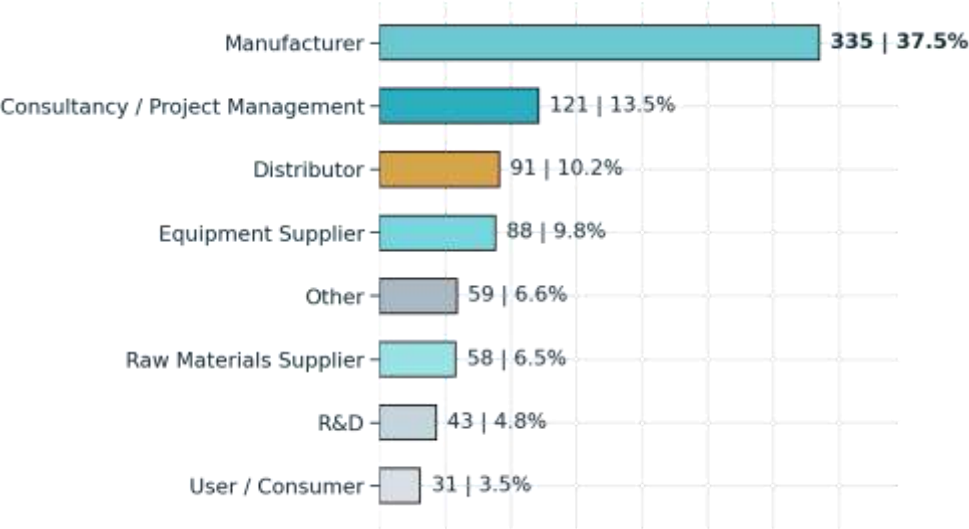
Key insight

- Sales & marketing is the largest job function captured.
Production/plant, corporate and technical management together create a strong operational decision-maker story.
- The event reaches both commercial and technical buying teams.

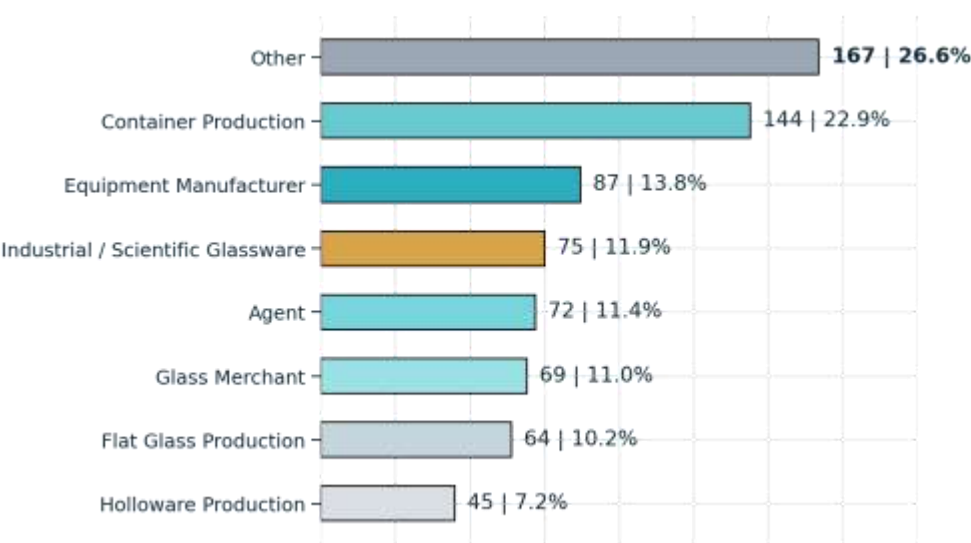
Company profile and product sectors

The data shows a manufacturer-led audience with broad representation across production and supply categories.

Nature of company business



Products/services manufactured or supplied



Purchasing influence and equipment interests

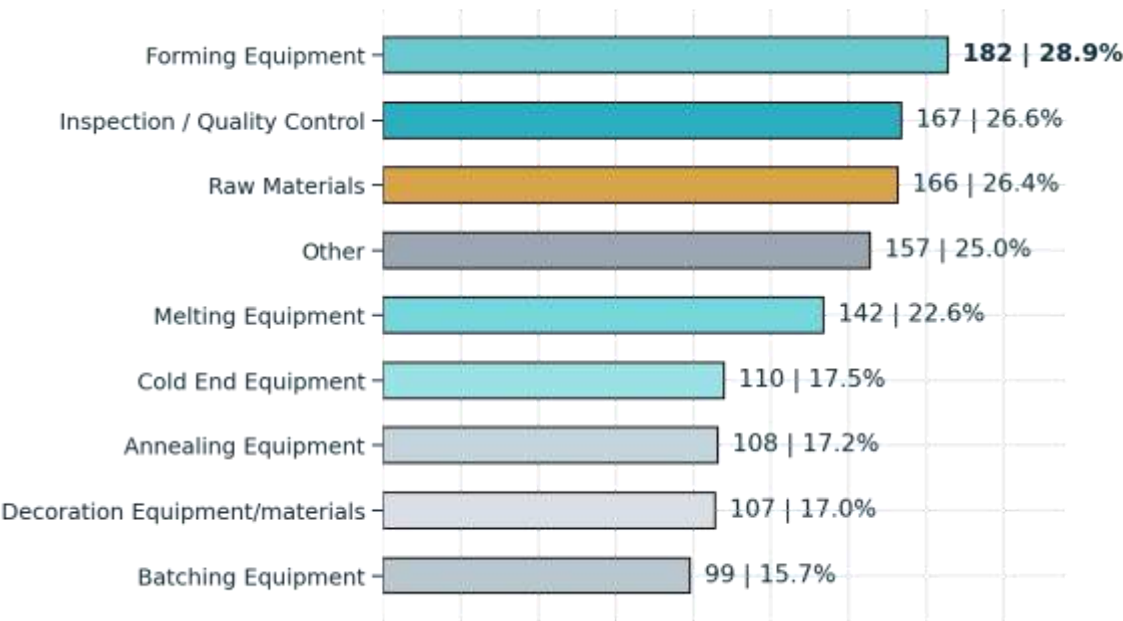
A high proportion of attendees can influence or authorise purchasing, with clear equipment priorities captured.

Purchasing influence



Influence: 227 | Authorise: 202 |
Specify: 22 | None: 178

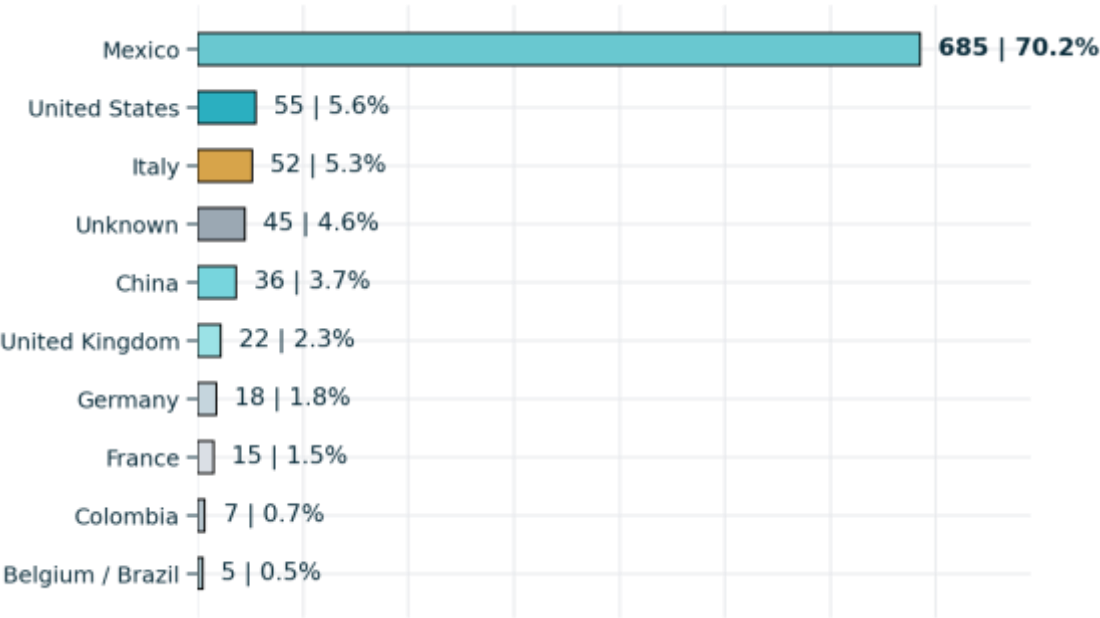
Purchasing responsibility categories



Geographic reach and company size

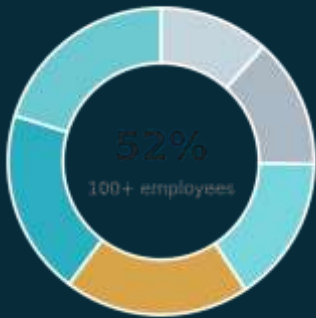
The audience is rooted in Mexico while still showing international pull and larger-company representation.

Top countries by attendees



27

countries represented in the country records



Company size profile

52% of respondents work in companies with 100+ employees.

