

## ATTENDEE DEMOGRAPHICS

Discover the diverse landscape of DevLearn attendees with our breakdown of demographics and gain valuable insight into the vibrant community shaping the future of learning and development.

### Company Size

33%

1 - 500

9%

501 - 1,000

20%

1,001 - 5,000

10%

5,001 - 10,000

28%

10,000+

### Attendee Purchasing Power

**58%** of attendees are users and purchasing influencers

**42%** of attendees are senior executives and managers with purchasing authority

DevLearn attracts a global audience from

**63**

countries, including all 50 United States

DevLearn attendees reach across all industries.

### Attendee Interests

DevLearn attendees are interested in all training and development solutions, including:

- AI, VR, and AR
- Authoring Tools
- Coaching, Mentoring, and Leadership Development
- Compliance and Safety Training
- Content Authoring, Design, and Management
- Custom eLearning Development and Creation Services
- Digital Adoption and Change Management
- Gamification
- Learning Analytics, Assessment, and Performance
- LMS and LXP
- Microlearning
- Mobile Learning
- Sales and other Skills-Based Training
- Services including Instructional Design, Voiceovers, Localization, and Translation
- Training Simulations
- Upskilling, Reskilling, and other Workforce Retention Strategies
- Video Production Tools, Tech, and Strategy
- Virtual Training Strategies and Solutions

**94%**

of attendees come to explore technologies and solutions in the expo hall

Contact Your Sales Representative for Exhibit and Sponsor Opportunities:

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