right. Academy of Nutrition Attending the Expo is consistently rated as one of the top reasons for attending FNCE® Food & Nutrition Conference & Expo Nashville, TN October 11-14 **59**% 80% of FNCE[®] attendees visited the of FNCE[®] attendees spent of FNCE® attendees compare of FNCE[®] attendees compare Expo in 2024 to learn about 2-10 hours in the Expo Hall products and services products and services

new products and services

Sources: FNCE® 2024 Attendee Survey and FNCE® 2024 Attendee Data

before recommending them

before purchasing them

6,161 Nutrition and Dietetics professionals attended the Food & Nutrition Conference & Expo[®] in 2024, representing 31 countries, 50 states, District of Columbia and Puerto Rico. **Buying Power**

62[%] of attendees are recommenders/ final decision makers for product purchases

FEED YOUR PASSION

What Attendees Valued: Top 5

Sampling products	90 %
Talking face-to-face with industry food and nutrition professionals	75 %
Learning about research	62 %
Receiving nutrition education materials for clients	56 %
Receiving coupons and recipes for clients	51 %

Years in Practice



Primary Area of Employment

Clinical Nutrition		25 %
Education/Research		15%
Consultation & Private	Practice	13 %
Community/Public He	alth	1 2 %
Other		10%
Student		7%
Foodservice		6 %
Retired		5 %
Other (profit/non-prof	īt)	5 %
Food Manufacturer/Di	stributor	2%