

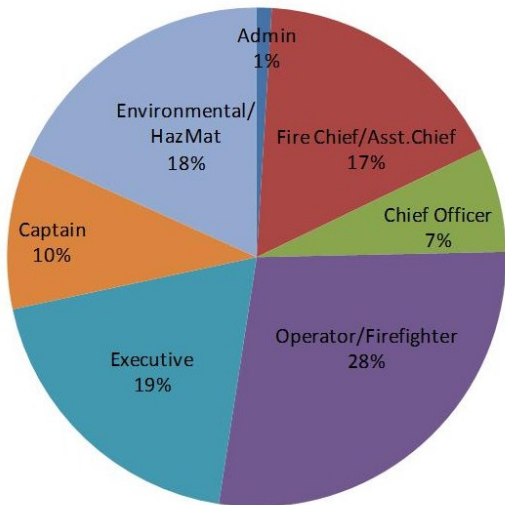
FireShowsReno

Show Demographics 2011

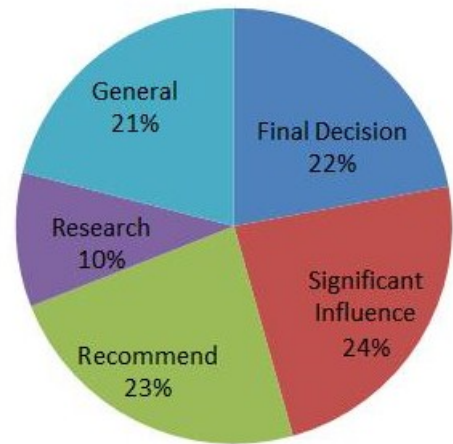
Attendee Profile

- 43% of the attendees are in Chief Officer or Executive positions
- 69% of the attendees are decisions makers or have influence in purchasing

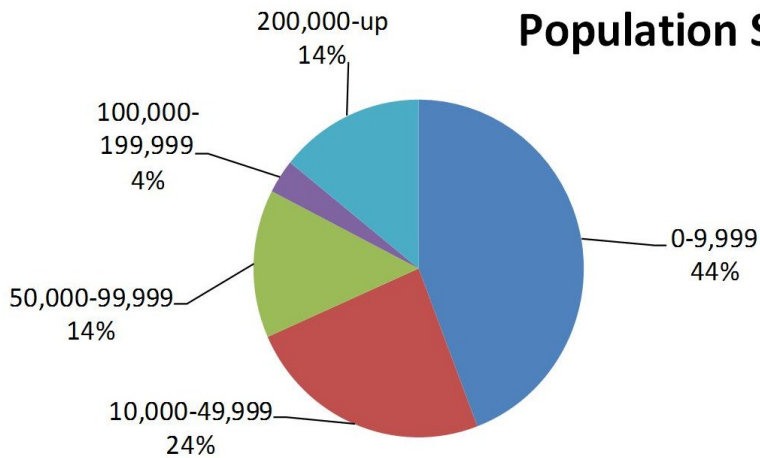
Position/Rank



Purchasing Responsibility



Population Served



Type of Dept

