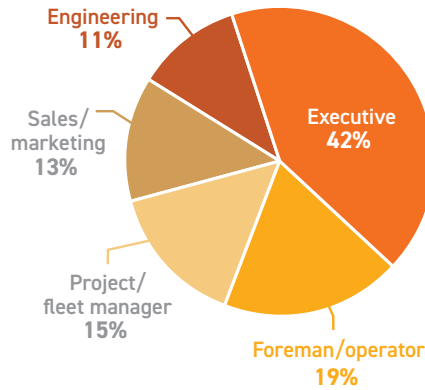


# 130,000 attendees

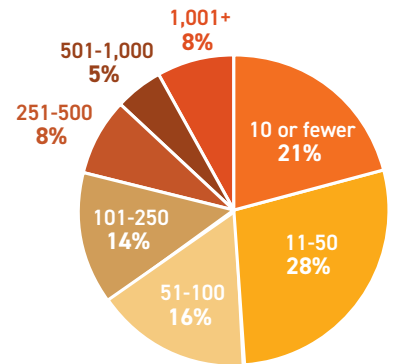
**Attendance by primary business**

Contractors	67%
Dealer/dist./rental	16%
Producers	5%
Manufacturing	5%
Mining	3%
Service industry	3%
Government	1%

Attendance by job title

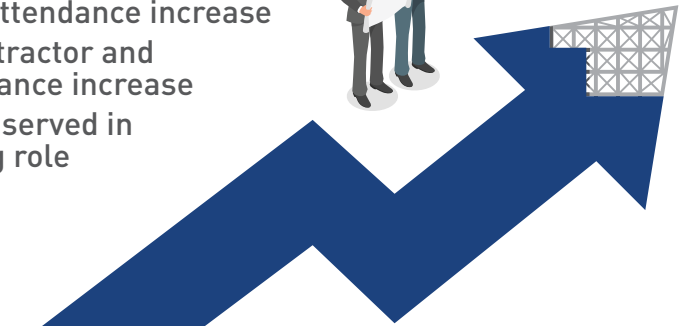


Attendance by company size



**Increases over 2017 CONEXPO/AGG**

- 8% U.S. buyer attendance increase
- 5% total buyer attendance increase
- 14% overall contractor and producer attendance increase
- 6 in 7 attendees served in decision-making role



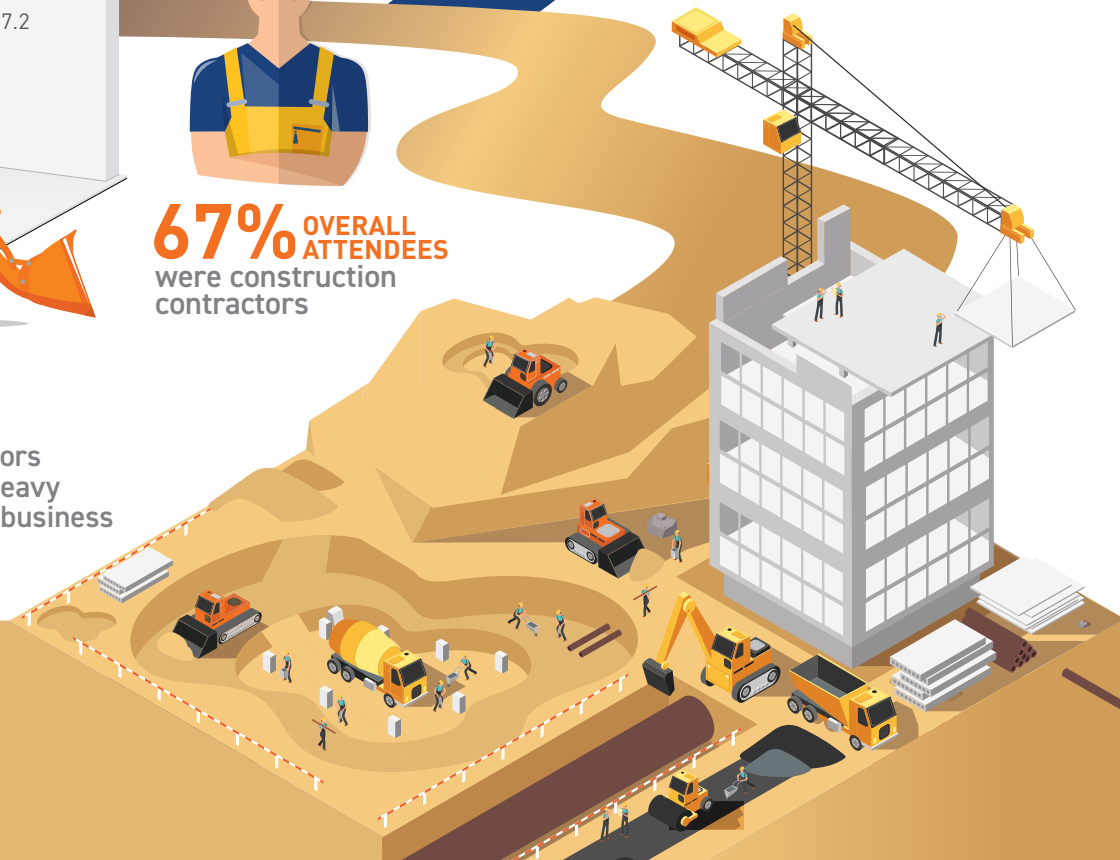
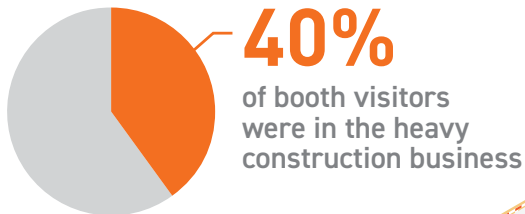
**HITACHI**  
Reliable solutions

**HCMA BOOTH**  
Aisle traffic: 56,736  
Visitors: 6,884  
Average minutes: 7.2





**67%** OVERALL ATTENDEES were construction contractors



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