Demographic Breakdown of Attendees

EDGE 2020 Live!

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CSCMP 2020 EDGE Conference Demographics
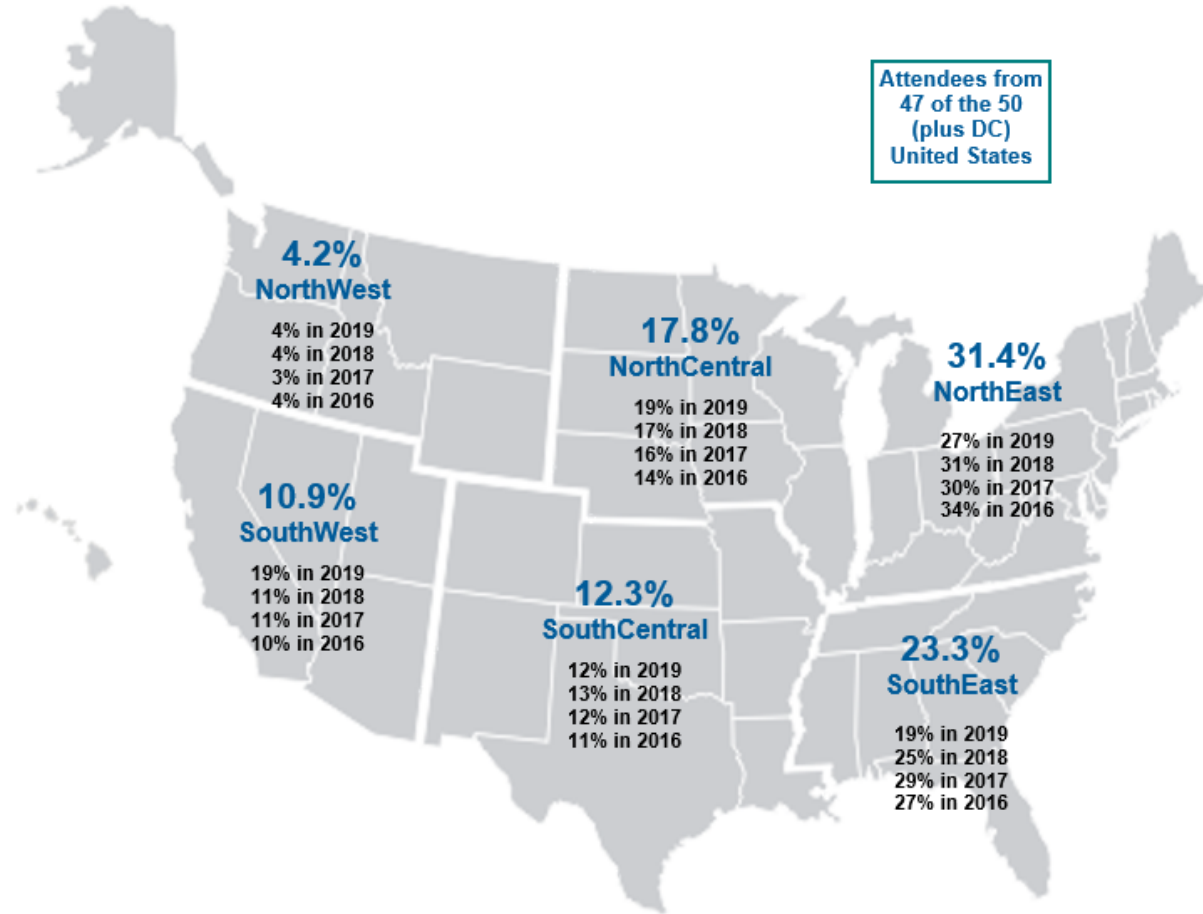*International Attendance by Region (percent of total international registration)*
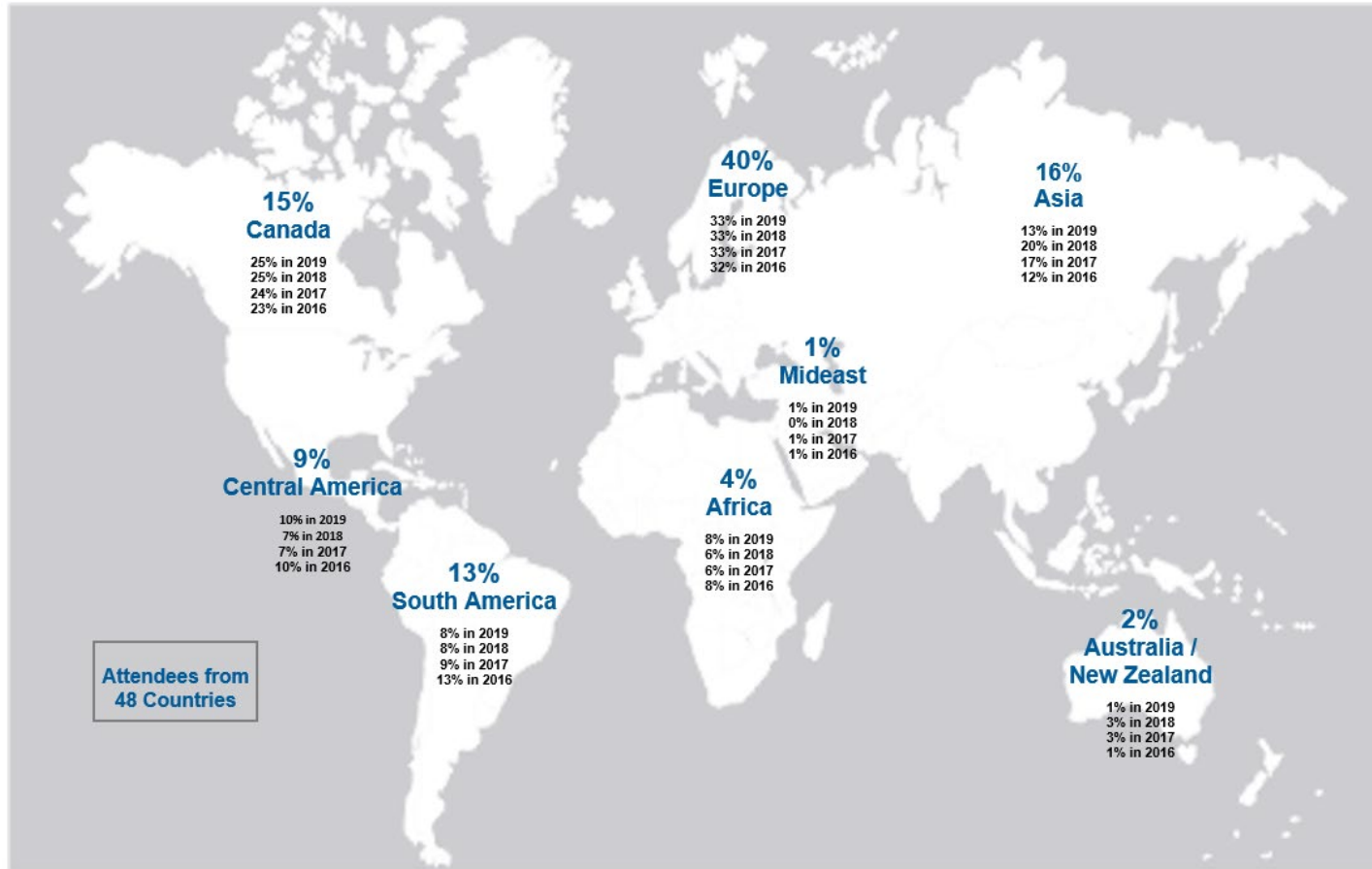
15%
Canada

25% in 2019
25% in 2018
24% in 2017
23% in 2016

40%
Europe

33% in 2019
33% in 2018
33% in 2017
32% in 2016

16%
Asia

13% in 2019
20% in 2018
17% in 2017
12% in 2016

1%
Mideast

1% in 2019
0% in 2018
1% in 2017
1% in 2016

9%
Central America

10% in 2019
7% in 2018
7% in 2017
10% in 2016

4%
Africa

8% in 2019
6% in 2018
6% in 2017
8% in 2016

13%
South America

8% in 2019
8% in 2018
9% in 2017
13% in 2016

2%
Australia /
New Zealand

1% in 2019
3% in 2018
3% in 2017
1% in 2016

Attendees from
48 Countries

Argentina	Japan
Australia	Mexico
Austria	Netherlands
Belgium	New Zealand
Bolivia	Norway
Brazil	Panama
Canada	Paraguay
China	Peru
Colombia	Philippines
Congo	Poland
Ecuador	Russian Federation
Egypt	Saudi Arabia
Finland	Singapore
France	South Africa
Germany	Spain
Ghana	Sweden
Greece	Switzerland
Guatemala	Taiwan
Honduras	Thailand
Hong Kong	Ukraine
Hungary	United Arab Emirates
India	United Kingdom
Ireland	Uruguay
Italy	Viet Nam

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CSCMP 2020 EDGE Conference Demographics
United States Attendance by Region (percent of total US registration)

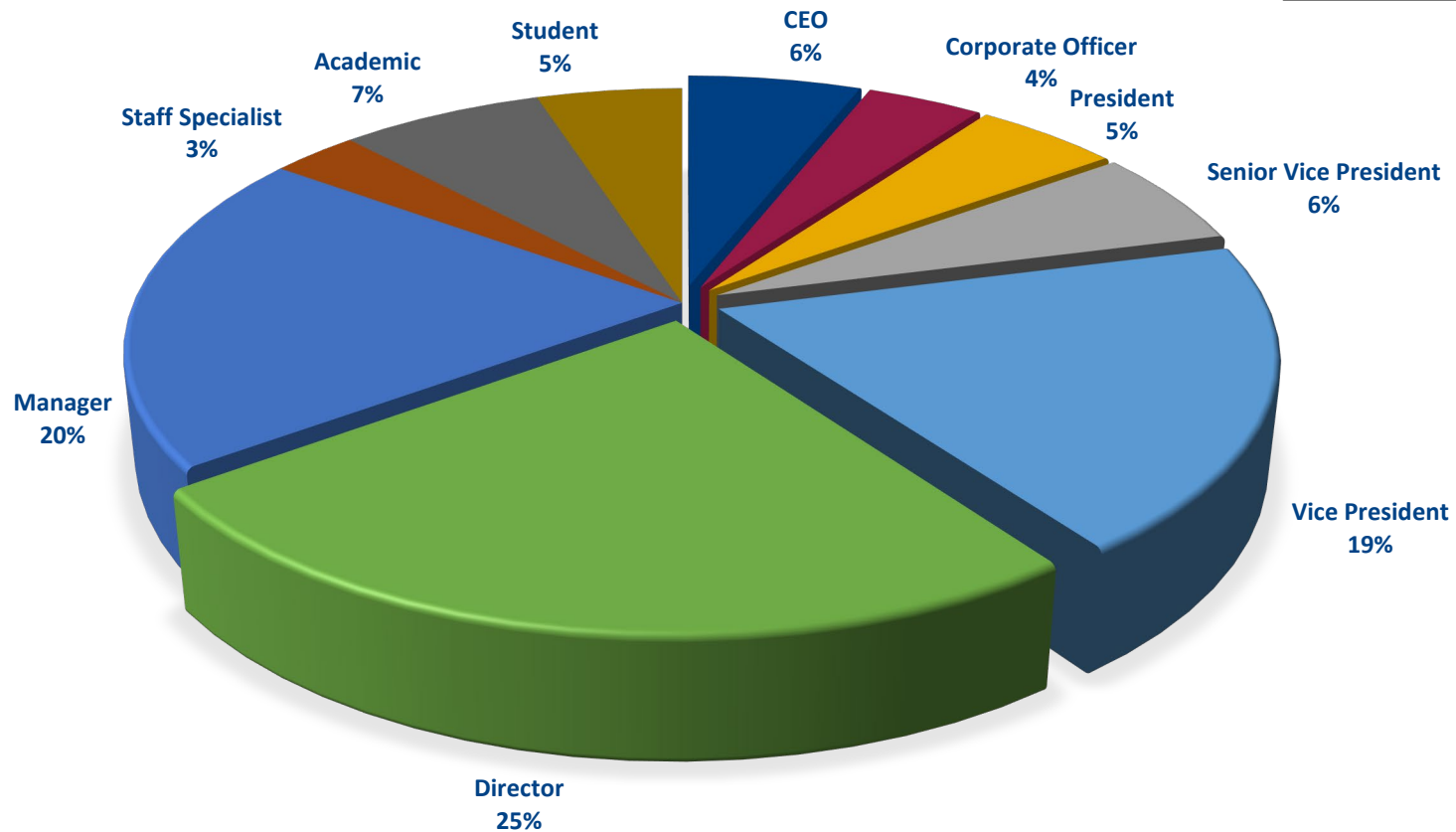|	
Alabama	Mississippi
Alaska	Missouri
Arizona	Nevada
Arkansas	New England
California	New Hampshire
Colorado	New Jersey
Connecticut	New Mexico
Delaware	New York
District of Columbia	North Carolina
Fgeorgia	North Dakota
Florida	Ohio
Hawaii	Oregon
Idaho	Pennsylvania
Illinois	Rhode Island
Indiana	South Carolina
Iowa	South Dakota
Kansas	Tennessee
Kentucky	Texas
Louisiana	Utah
Maine	Virginia
Maryland	Washington
Massachusetts	West Virginia
Michigan	Wisconsin
Minnesota	

Attendees from 47 of the 50 (plus DC) United States

4.2% NorthWest
4% in 2019
4% in 2018
3% in 2017
4% in 2016

17.8% NorthCentral
19% in 2019
17% in 2018
16% in 2017
14% in 2016

31.4% NorthEast
27% in 2019
31% in 2018
30% in 2017
34% in 2016

10.9% SouthWest
19% in 2019
11% in 2018
11% in 2017
10% in 2016

12.3% SouthCentral
12% in 2019
13% in 2018
12% in 2017
11% in 2016

23.3% SouthEast
19% in 2019
25% in 2018
29% in 2017
27% in 2016

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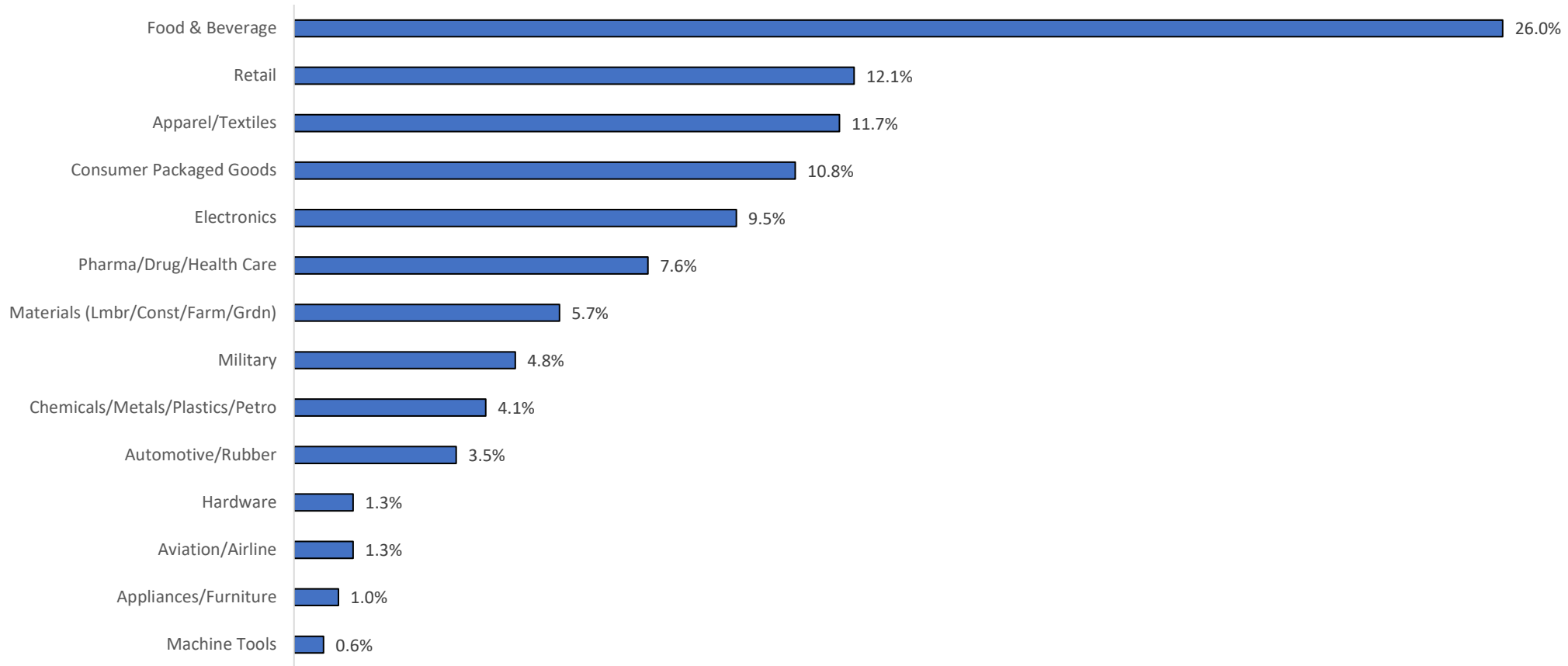# CSCMP 2020 EDGE Conference Demographics
Responsibility Level (percent of known levels among all registration)

65% of 2020 EDGE Conference Attendees are at the Director Level and Above

- CEO 6%
- Corporate Officer 4%
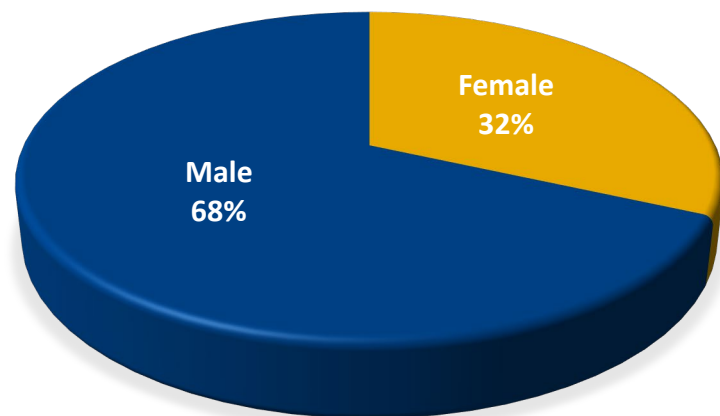- President 5%
- Senior Vice President 6%
- Vice President 19%
- Director 25%
- Manager 20%
- Staff Specialist 3%
- Academic 7%
- Student 5%

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CSCMP 2020 EDGE Conference Demographics
Industry Type of Conference Practitioners (all conference attendees)

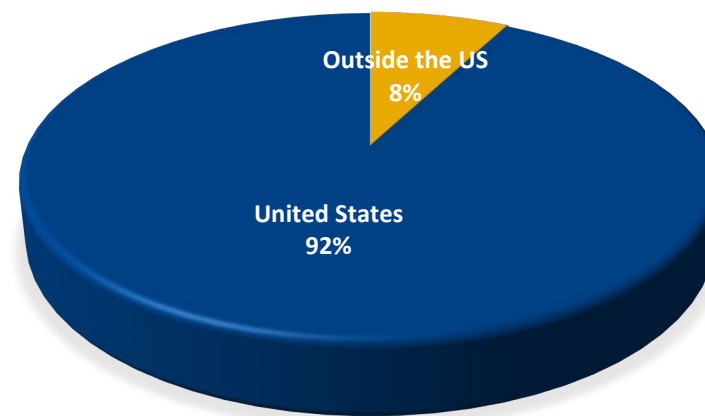| Industry	Percentage
Food & Beverage	26.0%
Retail	12.1%
Apparel/Textiles	11.7%
Consumer Packaged Goods	10.8%
Electronics	9.5%
Pharma/Drug/Health Care	7.6%
Materials (Lmbr/Const/Farm/Grdn)	5.7%
Military	4.8%
Chemicals/Metals/Plastics/Petro	4.1%
Automotive/Rubber	3.5%
Hardware	1.3%
Aviation/Airline	1.3%
Appliances/Furniture	1.0%
Machine Tools	0.6%

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CSCMP 2020 EDGE Conference Demographics
Non-US versus US/Gender (all registrations)

GENDER

Male
68%

Female
32%

US/NON-US

Outside the US
8%

United States
92%
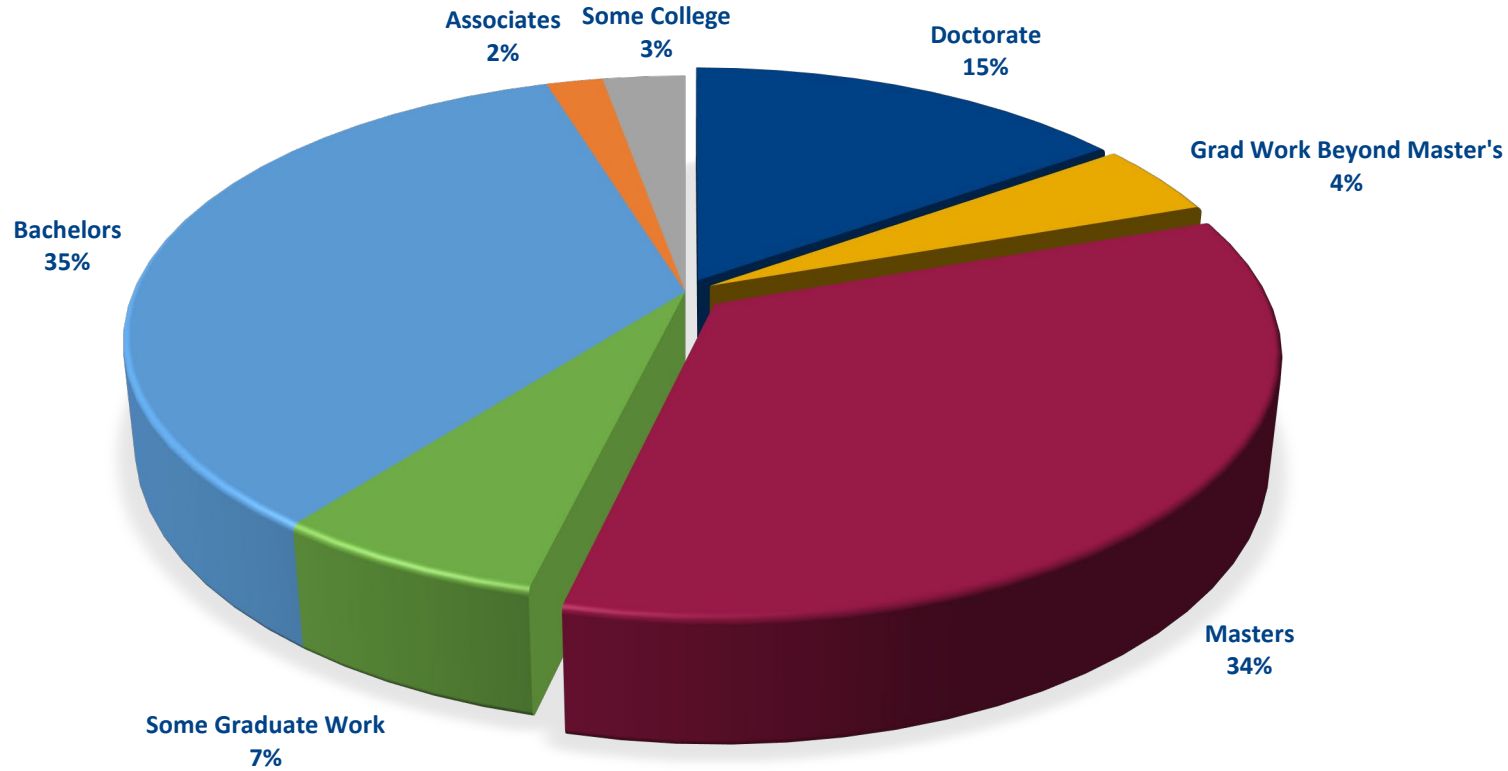
CSCMP 2020 EDGE Conference Demographics
Educational Level (percent of known levels among all registrations

53% (of known levels) of 2020 EDGE Attendees have attained a Master's Degree or Above

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CSCMP 2020 EDGE Conference Demographics
Fortune 500 Companies in Attendance

FORTUNE 50	FORTUNE 100	FORTUNE 250	FORTUNE 500
	Fortune 50 Plus	**Fortune 100 Plus**	**Fortune 250 Plus**
1 Walmart	51 PepsiCo	104 Abbott Laboratories	267 CSX
2 Amazon.com	56 Sysco	108 Raytheon	277 Corning
10 AmerisourceBergen	57 Lockheed Martin	110 Arrow Electronics	278 W.W. Grainger
16 Cardinal Health	58 HP	112 Dollar General	283 Norfolk Southern
18 General Motors	62 Caterpillar	114 Starbucks	284 Navistar International
25 Bank of America	63 Cisco Systems	115 Bristol-Myers Squibb	297 Office Depot
28 Comcast	65 HCA Healthcare	128 CBRE Group	316 Newell Brands
29 Anthem	75 Best Buy	144 International Paper	323 Campbell Soup
34 Dell Technologies	78 Dow	161 Danaher	348 Wayfair
35 Johnson & Johnson	85 Nike	162 Whirlpool	354 Ryder System
37 Target	88 Coca-Cola	167 Altria Group	359 Anixter International
38 IBM	90 Tech Data	175 Kimberly-Clark	380 Tractor Supply
44 Lowe's	99 AbbVie	177 WestRock	389 Expeditors Intl. of Washington
45 Intel		178 CDW	412 Veritiv
47 FedEx		179 Jones Lang LaSalle	429 Arthur J. Gallagher
49 Walt Disney		190 salesforce.com	439 NCR
50 Procter & Gamble		192 General Mills	468 Dillard's
47 FedEx		196 XPO Logistics	477 Graphic Packaging Holding
48 PepsiCo		208 C.H. Robinson Worldwide	479 HD Supply Holdings
		222 Texas Instruments	485 Tapestry
		224 Parker-Hannifin	489 Williams-Sonoma
		229 Illinois Tool Works	495 Levi Strauss
		232 Land O'Lakes	

Percentage of Companies in Attendance

1 to 50	34%
1 to 100	30%
1 to 250	21%
1 to 500	15%

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