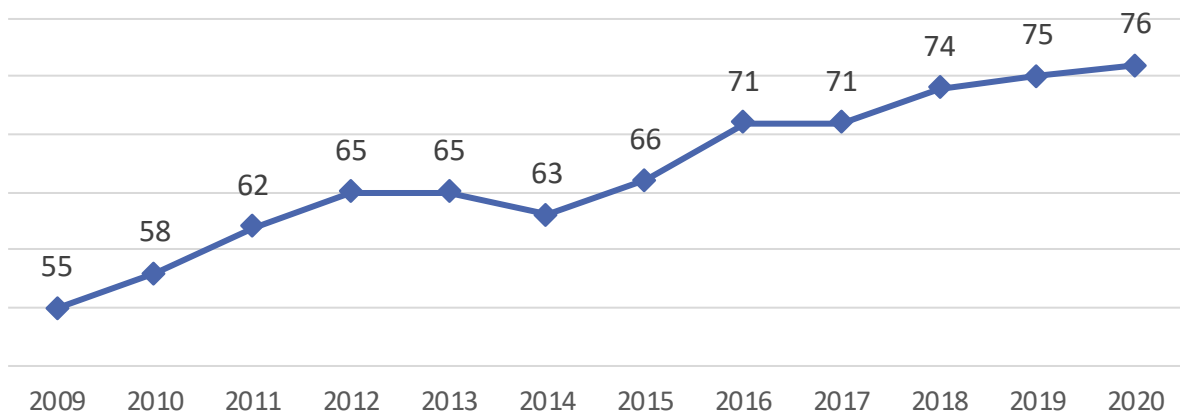




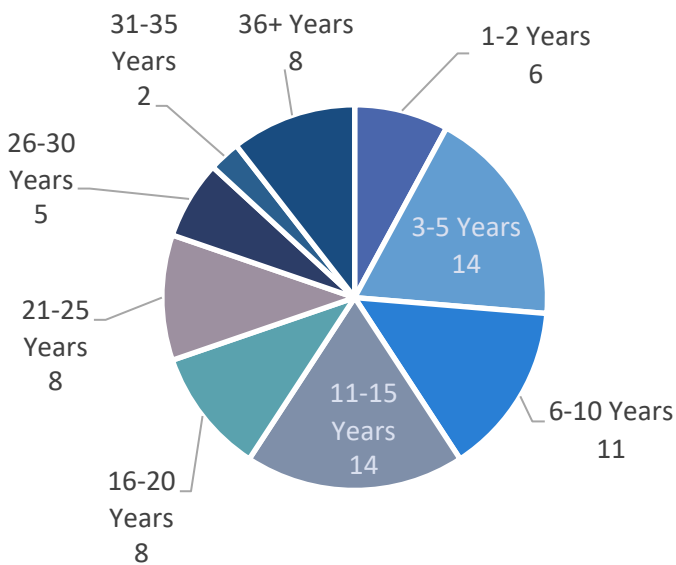
2021
Engagement Dashboard
(as of 1/31/2021)

MEMBERSHIP

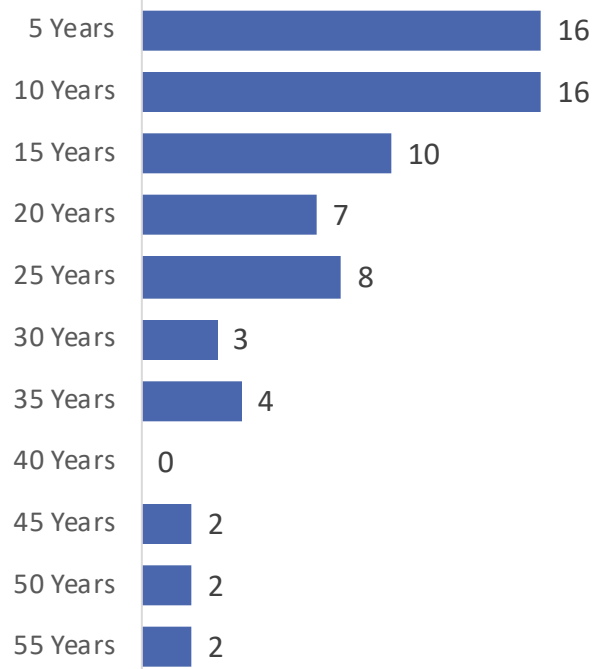
Total # of Members



Membership Tenure

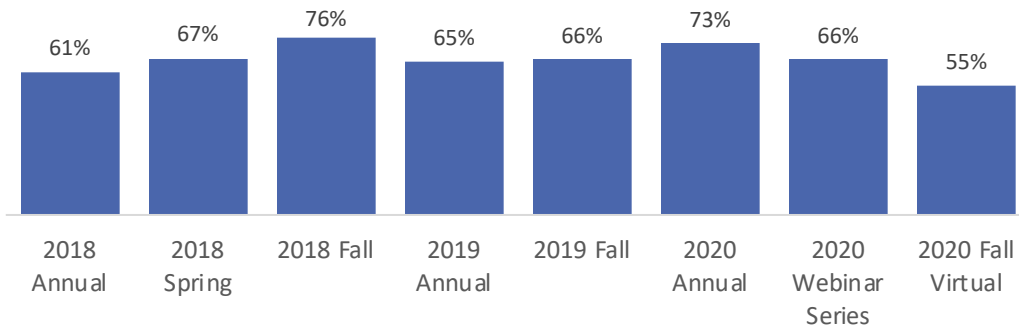


Membership Anniversaries



MEETING ATTENDANCE

% of Member Companies Present

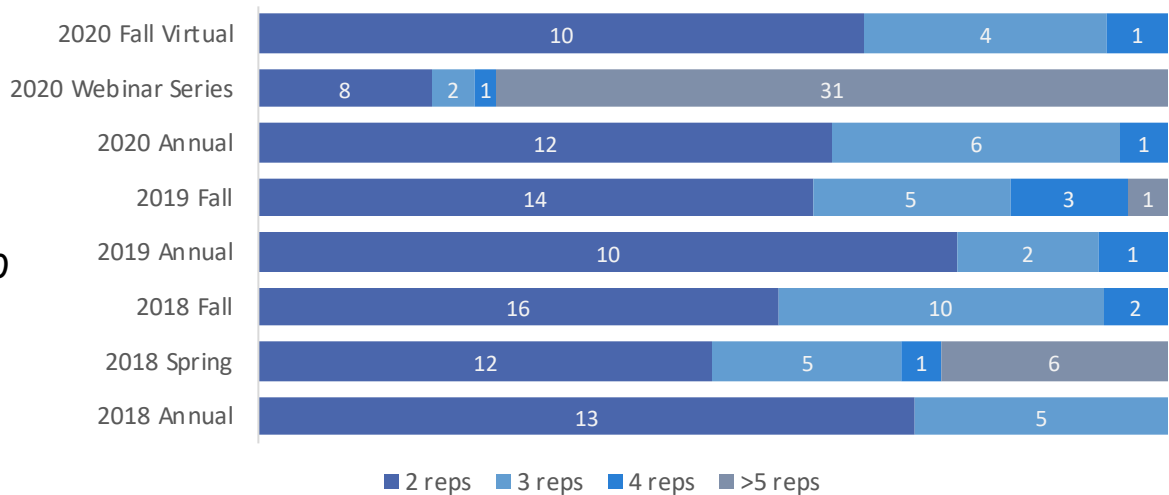


89% of PEMA Members attended at least one meeting in 2020

■ % OF MEMBER COS. PRESENT

of Companies Bringing >1 Representative

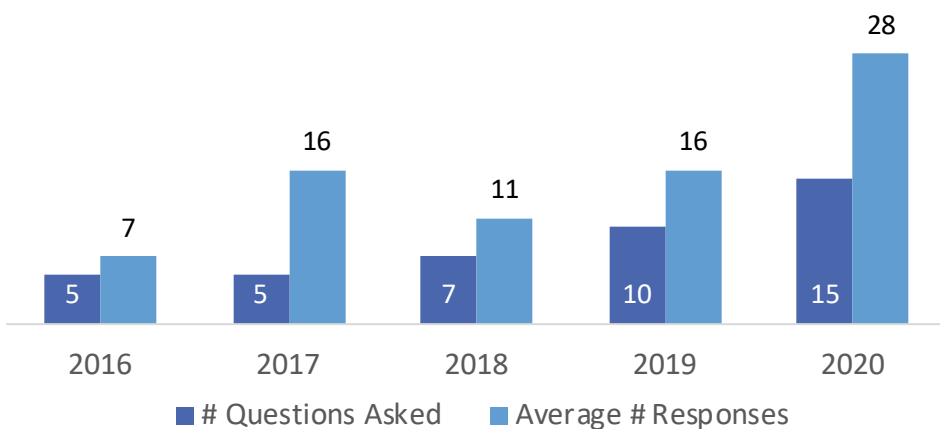
59% of PEMA Members sent more than one executive to a meeting in 2020



■ 2 reps ■ 3 reps ■ 4 reps ■ >5 reps

MEMBERS-HELPING-MEMBERS MINI-SURVEYS

of Questions Asked | Average # of Responses



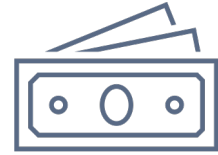
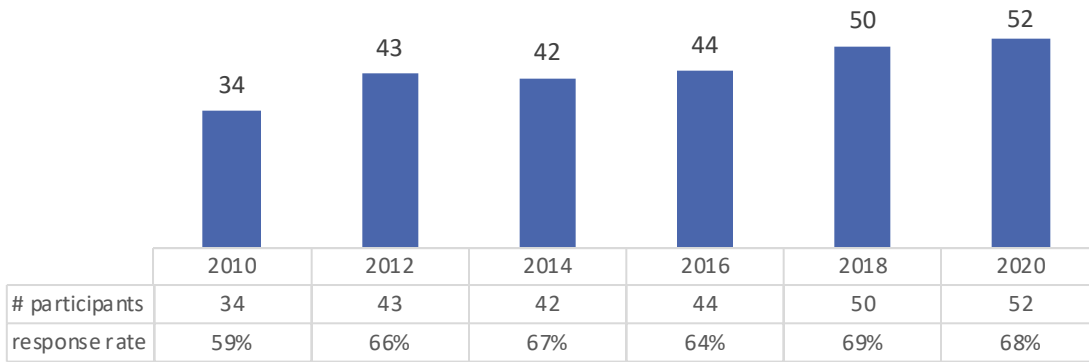
■ # Questions Asked ■ Average # Responses

2020 topics included various COVID issues, including:

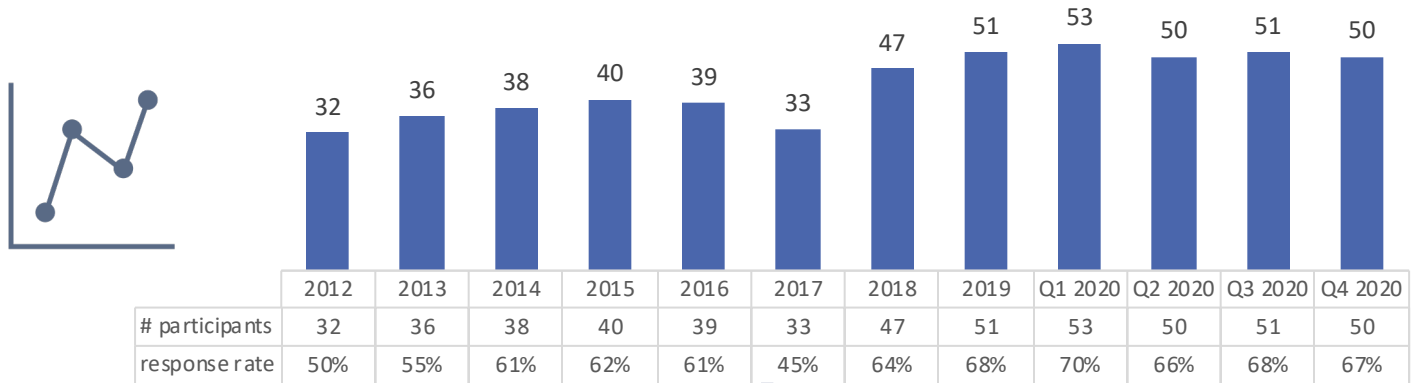
- ✓ Cancelled Orders
- ✓ Order Changes
- ✓ Service Technician
- ✓ Travel Policy
- ✓ Market Activity

SURVEYS AND STATISTICS

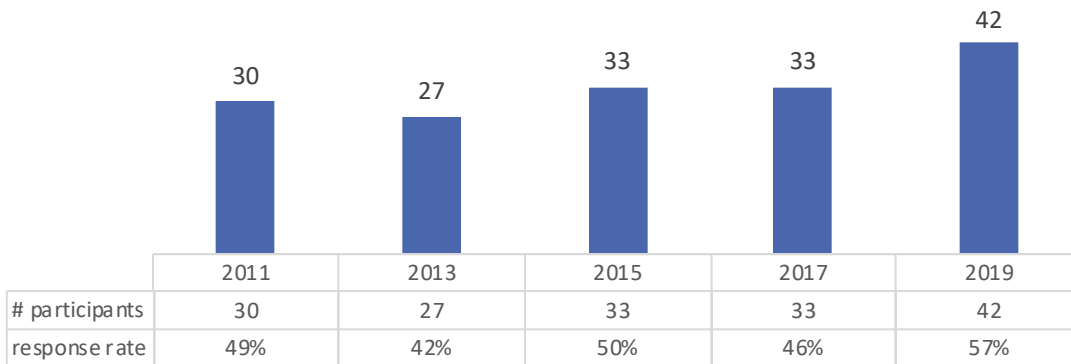
Executive & Sales Compensation Survey



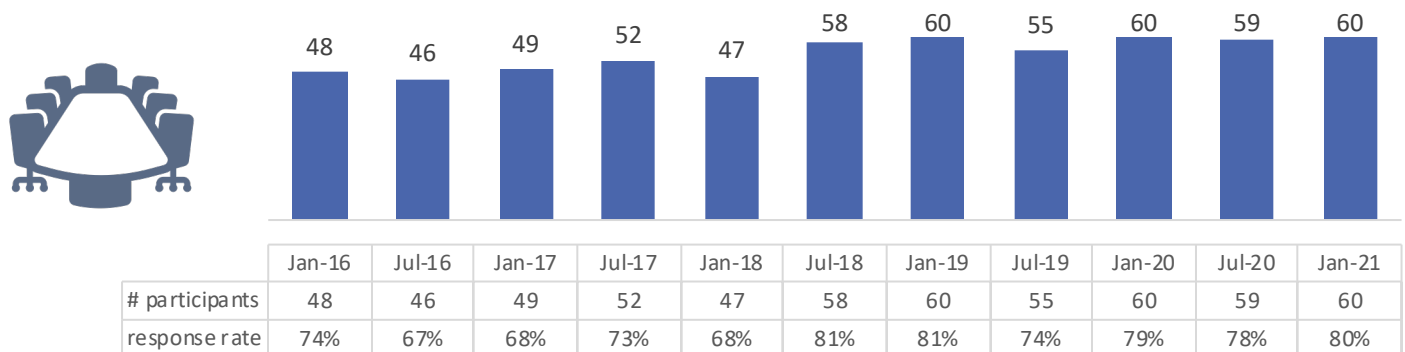
Quarterly Statistics Survey



Benchmarking Survey of Key Performance Indicators



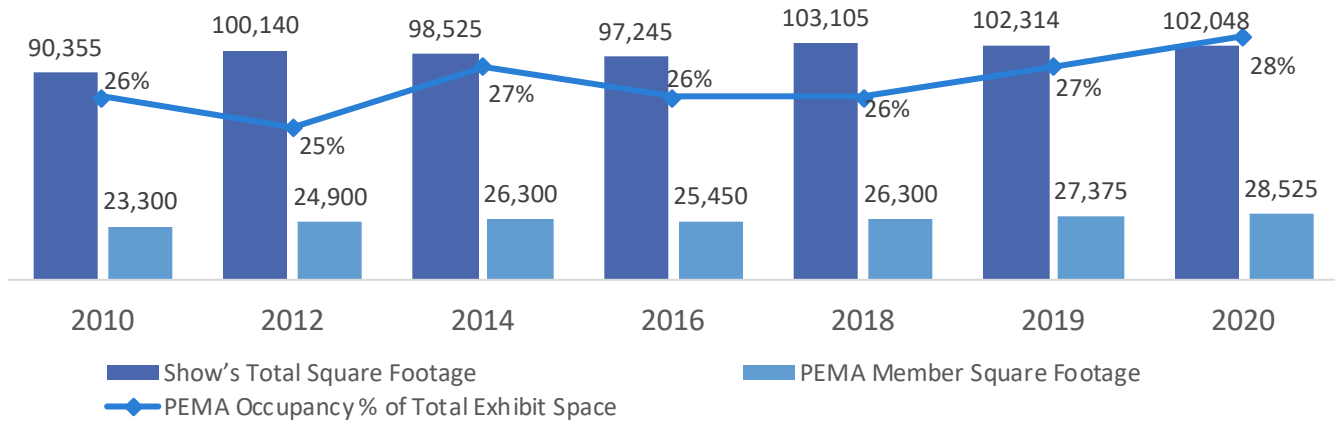
Semi-Annual Business Conditions Survey



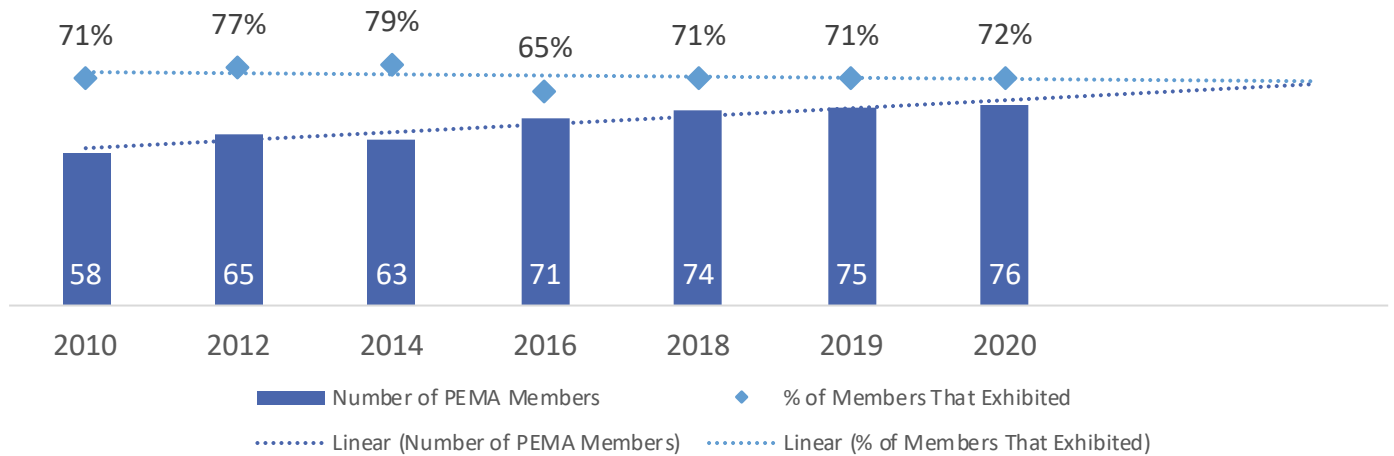
POWDER SHOW

Occupancy & Member Presence (2020 data as of 3/9/2020)

% of Totals



PEMA Member Total vs % Exhibited



WEBSITE TRAFFIC (PEMAnet.org)

Top Pages Visited in 2020

Public Site (Hits)

1	Home Page (7,766)
2	Member Companies (3,045)
3	Events List (988)
4	Annual Meeting (737)
5	Members Home (523)



Members Site (Hits)

1	Executive Directory (652)
2	Members Home (523)
3	Member News (262)
4	Roundtable Summaries (121)
5	Members Helping Members Survey (85)