

**SAP TechEd Las Vegas  
2018 Attendee Demographics**

Relationship	Total	%
SAP Customer	2525	46.2%
SAP Partner and Independent Consultants	1722	31.5%
SAP Employee	1137	20.8%
Other	97	1.8%
<b>Total</b>	<b>5481</b>	<b>100%</b>

Industry	Total	%
Aerospace and Defense	174	3.2%
Automotive	93	1.7%
Banking	85	1.6%
Building Materials	32	0.6%
Cargo Transportation & Logistics Service	33	0.6%
Chemicals	99	1.8%
Consumer Products	368	6.7%
Defense and Security	36	0.7%
Engineering, Construction and Operation	97	1.8%
Fabricated Metal Products	18	0.3%
Forest Products, Furniture & Textiles	42	0.8%
Healthcare	126	2.3%
High Tech	492	9.0%
Higher Education and Research	55	1.0%
Industrial Machinery and Components	88	1.6%
Insurance	60	1.1%
Life Sciences	123	2.3%
Media	74	1.4%
Mining	23	0.4%
Oil and Gas	189	3.5%
Passenger Travel & Leisure	3	0.1%
Postal	2	0.0%
Primary Metals	11	0.2%
Professional Services	563	10.3%
Public Sector	124	2.3%
Retail	282	5.2%
SAP Consolidated Companies	27	0.5%
Sports & Entertainment	12	0.2%
Telecommunications	36	0.7%
Utilities	128	2.3%
Wholesale Distribution	115	2.1%
Not required	1871	34.2%
<b>Total</b>	<b>5481</b>	<b>100%</b>

Job Function	Total	%
1st Level Management	529	9.7%
Chief Executive Officer	67	1.2%
Consultant	806	14.7%
Employee Level / Project Management	1429	26.1%
Executive Management Level	289	5.3%
Other	612	11.2%
Owner / President	50	0.9%
Senior Management Level	540	9.9%
Vice President	10	0.2%
Not Required	1149	21.0%
<b>Total</b>	<b>5481</b>	<b>100%</b>

Country	Total	%
United States	3897	71%
Canada	429	8%
Germany	363	7%
Japan	119	2%
Other	673	12%
<b>Total</b>	<b>5481</b>	<b>100%</b>