

Santa Clara, CA Fact Sheet

Northern California Design-2-Part Show

Santa Clara Convention Center - March 31 & April 1, 2027



93%
Attendees Involved
in Decision Making



50%
Attendees in 2026
Looking to Purchase
Within 6 Months



1,540
Average Santa Clara
Attendance



**Promotional
Radius**
California, Nevada,
and Arizona

Proven Results

Example % Based on
2025 Santa Clara Show

Industries Represented:

Electronics	18.5%
Medical	8.4%
Automotive	5.5%
Aerospace/Aviation	4.9%
Machinery	4.3%
Hardware	4.2%

Attendee Profile:

Engineering	49.2%
Purchasing	9.9%
Corp. Management	26.2%

Buying Power:

Significant Influence	33.9%
Final Decision	28.5%
Recommended Vendors	30.3%

Partial List of 2025 Attendees:

Abbott Diagnostics
Aehr Test Systems
Agilent Technologies
Apple
Applied Materials
Archer Aviation
Arista Networks
BD Biosciences
Bloom Energy
Brillouin Energy Corp
Brooks Automation
CAES by Honeywell
Capella Space
Cepheid
Cisco Systems Inc.
Collins Aerospace
Curtis Instruments
Dusty Robotics
Fox Factory
FUJIFILM Dimatix
Google
Hewlett Packard Enterprise
Intel
Intuitive Surgical
Johnson & Johnson
Keysight Technologies
Lam Research Corporation
Lockheed
Lucid Motors
Neptune Medical
Nokia
Northrop Grumman
Qualitau
Raytheon
Thermo Fisher
Veeco Instruments
X-Scan Imaging
ZOLL Medical
Zoox

About the Show:

- Located in the heart of Silicon Valley, the Santa Clara show puts exhibitors within reach of leading OEMs, technology companies, engineering teams, and advanced manufacturing buyers.
- Convenient airport access: San José Mineta International Airport is roughly 5–10 minutes from the Santa Clara Convention Center, with San Francisco and Oakland airports providing additional Bay Area flight options.
- Easiest set-up and breakdown of any trade show in the region, with no union fees or extra drayage costs.

Market at a Glance:

- California is the nation's largest manufacturing state, with manufacturers contributing \$391 billion in value added, employing 1.2 million people, and exporting \$159.3 billion in goods in 2025. (NAM)
- Santa Clara County leads the Bay Area in manufacturing employment, with more than 164,000 manufacturing workers supporting the region's advanced manufacturing economy. (Bay Area Advanced Manufacturing Activation Plan)
- Silicon Valley remains a key hub for semiconductor, electronics, AI hardware, R&D, and advanced manufacturing, creating strong opportunities for suppliers serving precision manufacturing, components, electronics, tooling, automation, and assembly needs. (Applied Materials / Silicon Valley Semiconductor Industry Data)

Design-2-Part Shows



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