**Show Summary**

- Exhibit Floor Space: 252,600 sq. ft.
- Exhibiting Companies: 836
- Attendees: 10,080
- Exhibitors: 10,267
- Total: 20,347

69% of attendees surveyed spent 4-8 or more hours in the Exhibit Hall.

**Education Level**
- Bachelor's Degree: 39%
- Masters Degree: 26%
- Doctoral Degree: 18%
- Medical Degree: 6%
- MD and PhD: 4%
- Associates Degree: 3%
- MD and JD: 2%
- Other: 2%

**Purchasing Roles**
- Multiple Responses Allowed
  - Evaluate Options for Purchase: 45%
  - Final Selection and Assess Product After Purchase: 30%
  - Recommend Products: 18%

"The AACC offers a great venue for us to introduce our capabilities to the IVD and Biotech communities."

ELIZABETH ROBERTS, Sales & Marketing Manager, Currier Plastics, Inc.

**Organization's Primary Function**

- Medical Devices/Pharma/LIS/Biotech: 20%
- Diagnostic Company: 19%
- Laboratory/Laboratory System: 19%
- Hospital/Health System/Health Clinic: 17%
- Distributor: 9%
- Industry Consultant: 6%
- Other: 5%
- OEM Company: 2%
- Education Institution: 2%
- Government Agency: 1%

31% plan to make a purchase within 1 year.

58% of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.