

WHO ATTENDS

65%

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

44%

plan to make a purchase within 1 year.

78%

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

2019 SHOW SUMMARY

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

2021 SHOW SUMMARY

Exhibit Floor Space . . . 147,070 sq. ft.
 Exhibiting Companies 426
 Attendees 3,563
 Exhibitors 3,987
 Total 7,550

EDUCATION LEVEL

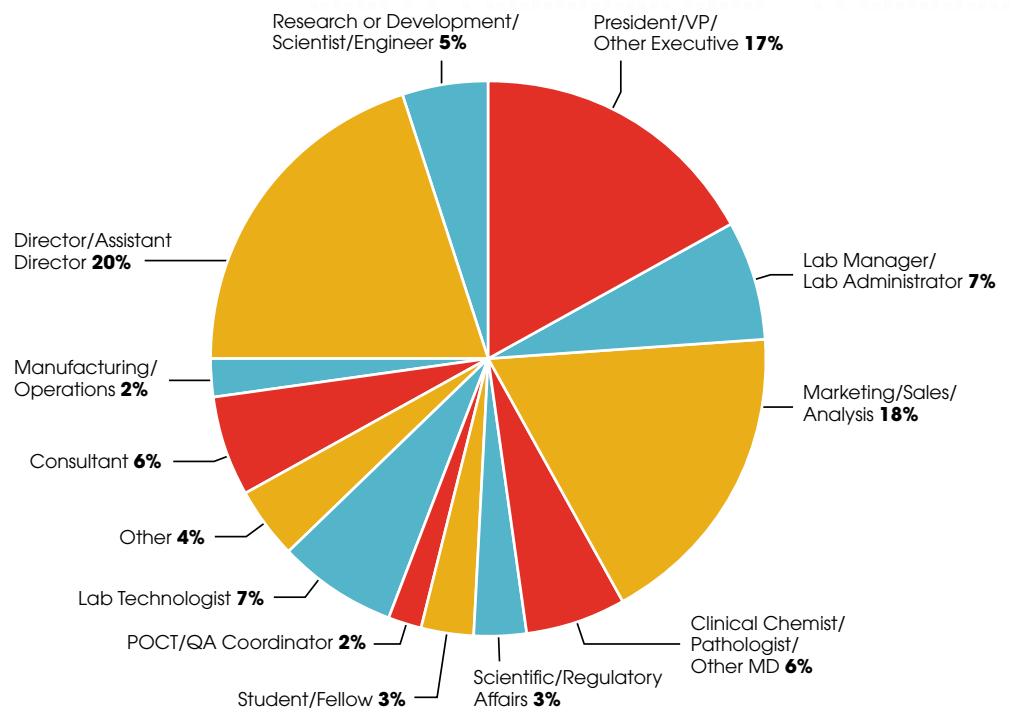
Bachelor's Degree 32%
(BA/BS/BSMT)
 Master's Degree 27%
(MA/MS/MBA)
 Doctoral Degree 23%
(PhD)
 Medical Degree 7%
(MD)
 MD and/or PhD 3%
 Associates Degree 2%
 MBA and JD 2%
 Other 4%

PURCHASING ROLES

Recommend Products 18%
 Evaluate Options for Purchase 46%
 Final Selection and Assess Products After Purchase 32%

All data based on 2021 Attendee Registration Report and 2021 Attendee Survey information.

POSITION AND TITLES



ORGANIZATION'S PRIMARY FUNCTION

