

Attendee Profile – New & Building Trends

Over 13,000 professional attendees at the 69th Scientific Sessions held in June 2009 represented many specialties and disciplines within diabetes research or the delivery of diabetes care and services. The following figures from last year's conference will give you an indication of who to expect at the ADA's 70th Scientific Sessions in Orlando in 2010.

PRIMARY SPECIALTY AREA*

Adult Endocrinology	33%
Basic Science	14%
Internal Medicine	9%
Dietetics	6%
Pharmacy	5%
Pediatric Endocrinology	4%
Cardiology	3%
Epidemiology	3%
Nursing	2%

PRIMARY ATTENDEE BREAKDOWN*

Clinician	40%
Scientist	28%
Industry	24%
Educator	8%
Public Health	2%
Family Practice	2%

PLACE OF WORK*

Corp/Industry	34%
Hospital/Managed Care	26%
Academic	23%
Private Practice	10%
Gov/Mil	2%

PROFESSIONAL DEGREE*

MD	36%
PhD	20%
MD, PhD	11%
RN, NP, PA	7%
RPh	4%
RD	3%

Continuing Growth...

Scientific Sessions continue to draw more "hands-on" clinicians who are looking for products, services and therapies to take home to their patients. This trend, which began building in 2004, brought more than 5,200 clinicians to New Orleans.

Developing Growth Trends...

The number of attending clinicians who work in the managed-care and hospital settings grew nearly 4% over those in attendance at Scientific Sessions 2008. This block of attendees includes professionals in hospital buying groups - which translated into nearly 1,000 additional purchasing decision-makers in New Orleans!

Impressive Lead Retrieval Results...

89 out of 166 companies at the 69th Scientific Sessions used lead retrieval units to capture visitors and qualify leads. Over 22,500 qualified leads were recorded! Imagine if everyone had utilized the system? Lead analysis is revolutionizing the logistics of tradeshow, enabling associations to track traffic flow by the aisle and the hour. The results assist in designing tradeshow floors that make the most of traffic builders and help in planning session days and hours.

If you are interested in renting lead retrieval, please consult the Exhibitor Service Kit (to be sent electronically in February 2010) for pricing and packages.

*Do not equal 100% due to being an optional self-reported entry by 2009 attendees. All statistics are compiled from registration at the 69th Scientific Sessions in New Orleans, LA.

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