

# Domestic Stability & International Markets Growth

International attendance continued to rise with international attendees accounting for 55% of professional attendance in New Orleans.

## 2009 Professional Attendees

Domestic 45%  
International 55%  
Total Professional Attendance 13,027

## North America

United States 91%  
Canada 6%  
Mexico 3%

## United States Regional Chart

Northeast 40%  
West 21%  
South 21%  
Midwest 18%

## International Attendance

Europe 53%  
Far East/Asia 27%  
South America 13%  
Australia/Oceania 4%  
Middle East 2%  
Africa 1%



## Top International Attendance

Brazil	656
Germany	597
United Kingdom	551
India	443
Japan	442
Canada	384
China	344
France	306
Italy	279
Denmark	257
Spain	226
Argentina	168
Turkey	166
Mexico	165
South Korea	136
Sweden	127
Netherlands	113
Australia	112
Switzerland	112
Belgium	90
Ireland	85
Greece	84
Czech Republic	77
Philippines	71
Venezuela	66
Poland	58
Austria	54
Colombia	53
Portugal	52
Hungary	47
Romania	46
Taiwan	46
Thailand	35
Russia	34
Chile	32
Israel	32
Norway	32
Ecuador	28
Peru	28
Slovakia	27
Saudi Arabia	25

## Media Exposure

The Scientific Sessions received media coverage prior to, during, and after the meeting from US and International health, medical, lifestyle and business media outlets. Major international news services and media outlets such as Reuters, Reuters Health, Bloomberg, CNBC, The Wall Street Journal, The Washington Post, The New Orleans Times-Picayune, WebMD, and HealthDay produced coverage picked up by hundreds of regional media outlets throughout the world, particularly in North America, generating over 1.1 billion audience impressions within the first week.