

## **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 69<sup>th</sup> 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 tradeshows, 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.