By the Numbers

1,040 Attendees
230 Posters Presented in Exhibit Hall
59 Exhibiting Companies
31 Countries Represented

Decision-Makers (Product Purchases)

11% Make Final Decision
33% Part of the Decision-Making
11% Gather Info for Decision

Primary Job Function

Diagnosis and Testing 30%
Research 18%
Sales and Marketing 15%
Clinical Practice 5%

Employers

Medical/Diagnostics 21%
Hospital Diagnostic Lab 14%
Hospital/Clinical 10%
Biotechnology 9%
Federal and State 8%
Reference Lab 6%
Graduate College or University 4%
Private Diagnostic Lab 4%
Pharmaceuticals/Chemicals 1%