

ATTENDEE DEMOGRAPHICS

2023 SHOW SUMMARY

Exhibit Floor Space	269,500
Exhibiting Companies	909
Attendees	9,598
<i>(30% of Attendees from international countries)</i>	
Exhibitors	9,688
<i>(23% of Exhibitors from international countries)</i>	
Total	19,286

88%
of attendees surveyed
spend 5 or more hours
in the Expo Hall.

EDUCATION LEVEL

Bachelor's Degree	38%
<i>(BA/BS/BSMT)</i>	
Master's Degree	27%
<i>(MA/MS/MBA)</i>	
Doctoral Degree	18%
<i>(PhD)</i>	
Medical Degree	5%
<i>(MD)</i>	
MD and/or PhD	3%
Associate Degree	3%
MBA and JD	2%
Other	4%

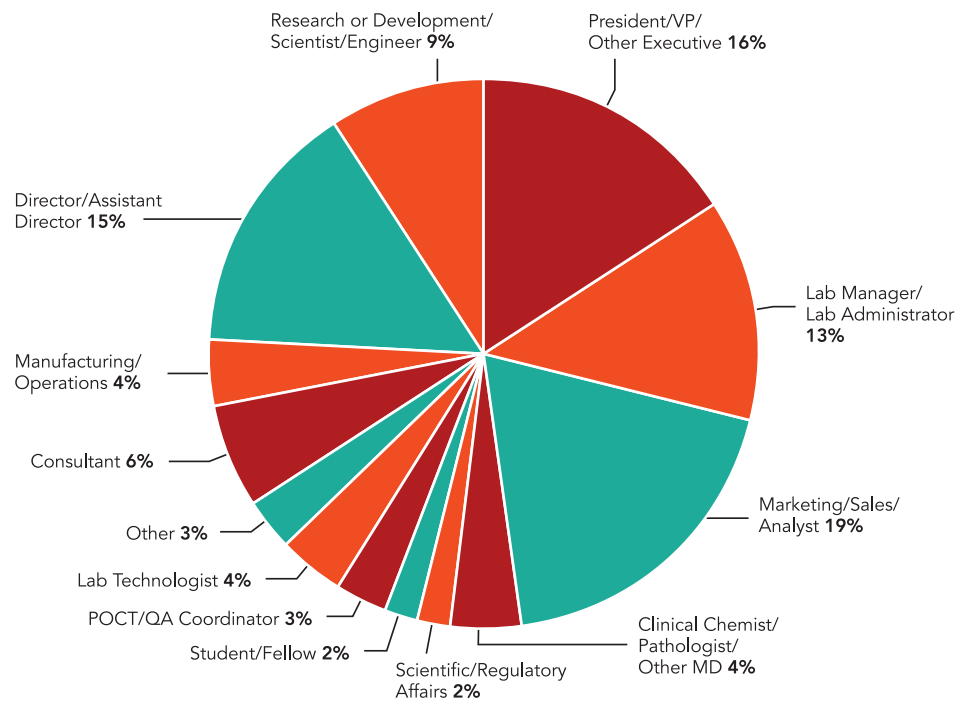
PURCHASING ROLES

(Multiple Responses Allowed)

Evaluate Options for Purchase	57%
Recommend Products	44%
Final Selection	37%
Assess Products After Purchase	33%

All data based on 2023 Attendee Registration Report and 2023 Attendee Survey information. AACC became ADLM - Association for Diagnostics & Laboratory Medicine on July 23, 2023.

POSITION AND TITLES



49%
plan to make a
purchase within
1 year.

64%
of attendees surveyed
plan to make a purchase
within 2 years.

"ADLM has been a game changer for us. The connections and relationships made are unmatched."

DANIEL SUMMERS, CEO, FOUNDING PARTNER, ELECTRONIC LAB LOGS

ORGANIZATION'S PRIMARY FUNCTION

