

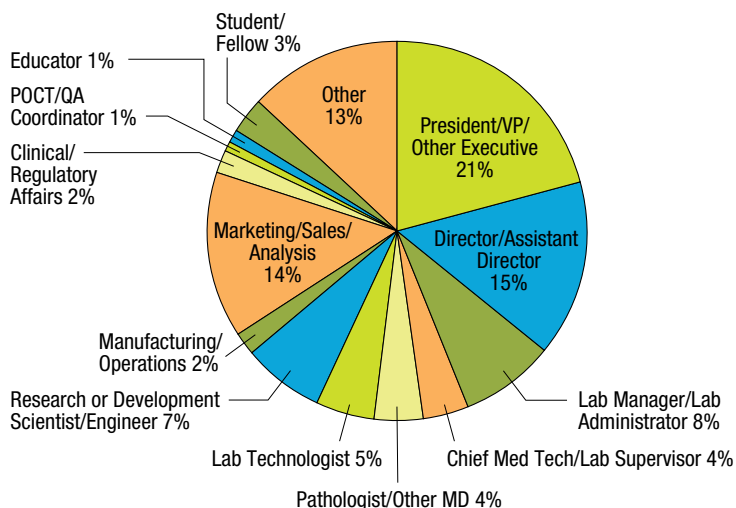


Attendee Demographics

Show Summary

Exhibit Floor Space	214,200 sq. ft.
Exhibiting Companies	770
Attendees	10,129
Exhibitors	9,193
Total Attendees	19,322

Positions and Titles



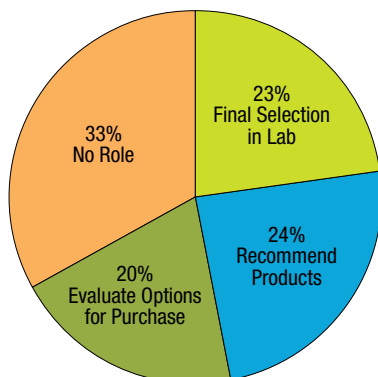
Over half of attendees surveyed spent more than 4 hours each day in the Exhibit Hall.

Business Interest

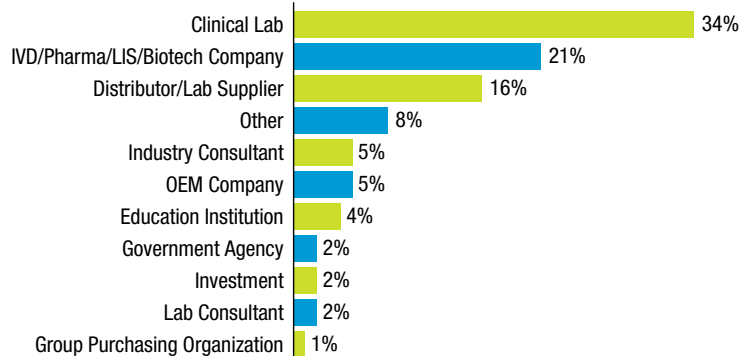
Evaluate/acquire lab products	41%
Evaluate OEM suppliers, distribution opportunities or technology licensing	19%
Market lab products or services	17%
Solicit OEM, distribution or other B2B collaborations	9%
Other	14%

69% of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors. 50% plan to make a purchase within 1 year.

Purchasing Roles



Organization's Primary Function



"The AACC is a critical part of our annual strategic plan. Awareness Technology has been a regular exhibitor since 1989. The event improves each year without fail and is the best and most focused IVD networking opportunity in the world today."

Joe Neal, Marketing Communication Manager, Awareness Technology, Inc.