

## 2009 HCEA Annual Meeting Fact Sheet



### *The 2009 HCEA Annual Meeting features:*

- Fifty-eight total learning opportunities.
- Thirteen learning tracks targeting the most critical areas of the healthcare convention marketing and exhibitions industry, organized into three levels of industry experience.
- Seven expert panel discussions and five groundbreaking market research studies.
- Eleven official networking events and meals to network with hundreds of the industry's most influential professionals, such as healthcare exhibit marketers, healthcare convention organizers, medical meeting planners and supporting industry companies.
- More than 100 exhibitors in the unique, newly revamped HCEA Exhibition highlighting visionary companies with the most inventive and cost-effective products and services.

### *HCEA's Annual Meeting attendees include:*

- Representatives from the leading pharmaceutical and medical device companies in the Fortune 500 and Global 500. These influential industry professionals represent:
  - \$657,327 average authorized spend at their own discretion.
  - \$4,002,977 average company spend on healthcare exhibit marketing products and services.
  - 297 average number of medical conventions exhibited at in 2008.
- Healthcare association professionals who organize some of the world's largest healthcare events, reporting a combined 639,488 attendees last year. These influential professionals represent:
  - 12,401 average total attendance at their main annual conferences.
  - 12,244 average number of hotel room nights booked.
  - 147 average number of hospitality functions.
  - 90 average number of meeting rooms required.

### *HCEA Annual Meeting attendance totals:*

▪	2003	Palm Springs	727	▪	2006	Ft. Lauderdale	740
▪	2004	Austin	732	▪	2007	Philadelphia	800
▪	2005	New Orleans	716	▪	2008	Salt Lake City	752

### *HCEA research on the healthcare convention marketing and exhibitions industry shows:*

- Over the last 12 years, more than 24,000 healthcare events have been reported to HCEA. Nearly a quarter of the entire convention and exhibits industry is comprised of healthcare meetings -- the largest segment.
- Over the last five years, professional attendance at all reported healthcare conventions has increased 11.4 percent.
- In 2008, the top 50 largest healthcare conventions reported nearly 1 million total attendees.
- The number of exhibits at all reported healthcare conventions increased 2.4 percent from 2007 to 2008.
- Professional attendance at healthcare conventions reported to be international in scope increased 11.5 percent from 2007 to 2008. Over the last five years, the increase has been 50 percent.