

ATS 2010 INTERNATIONAL CONFERENCE



EVENT AUDIT

DATES OF EVENT:

Conference: May 14-19, 2010
Exhibition: May 16-18, 2010

LOCATION:

Morial Convention Center; New Orleans, LA

EVENT PRODUCER/MANAGER:

Company Name: American Thoracic Society
Address: 61 Broadway, 4th floor
New York, NY 10006-2755
212-315-8699
Phone: http://conference.thoracic.org
Website (Show):



We help the world breathe
PULMONARY • CRITICAL CARE • SLEEP

REGISTRATION COMPANY:

Convention Data Services (CDS)
Phone: 508-743-0182

YEAR EVENT ESTABLISHED:

1905

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 13-18, 2011
Exhibition: May 13-18, 2011

LOCATION:

Denver Convention Center; Denver, CO

1. STATEMENT OF MARKET SERVED:

The ATS International Conference is a gathering of pulmonary, critical care and sleep clinicians and researchers. The Conference program presents developments in clinical practice; clinical, basic, and translation research; health advocacy; and patient and professional education. The ATS presents an interactive venue for the presentation of original research from scientific abstracts and provides clinicians and researchers the opportunity to interact and exchange ideas.

2. STATEMENT OF VERIFICATION METHODOLOGY:

No badges were pre-mailed before the show. Pre-registered attendees picked up their badge and credentials on-site via electronic will-call or by visiting a manned registration station. When arriving on-site they scanned the bar code in their confirmation or looked up their name at the self-registration kiosk to print their badge. At a manned station an attendant researched their record, verified them and then printed their badge. When the badge was printed, it created a time/date stamp at the same time that was captured within the electronic registration database. If a badge was re-printed the original data and time stamp was retained. Exhibitors and their support staff were not verified so all registration data was used for their count.

3. AUDITED VISITORS ANALYSIS

Year which Event was Held	Event Location	ATS Conference Attendees (includes session speakers)	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Guests *	Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff **	Total
2010	New Orleans, LA	11,807	52	11,859	392	62	1,412	13,725

* Guests' count based on registration data and includes both verified and non-verified data.

** Exhibitors' count based on registration data and includes both verified and non-verified data.



4a. SETTING (JOB FUNCTION) This is an analysis of 9,757 respondents or 82.3% who indicated their Setting (Job Function). Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.	NUMBER OF ATTENDEE RESPONSES	PERCENTAGE IDENTIFIED BY SETTING (JOB FUNCTION)
Allergy/Immunology	1,487	15.2
Anesthesiology	153	1.6
Basic Microbiology	171	1.8
Behavioral Science	84	0.9
Biochemistry	400	4.1
Biomedical Engineering	201	2.1
Biophysics	102	1.0
Biostatistics	130	1.3
Business Management	114	1.2
Cardiology (Adult)	214	2.2
Cardiology (Pediatric)	57	0.6
Cardiology (Other)	57	0.6
Cell and Molecular Biology	1,231	12.6
Clinical Microbiology	59	0.6
Critical Care (Adult)	2,531	25.9
Critical Care (Pediatric)	166	1.7
Critical Care (Other)	120	1.2
Environmental Medicine	221	2.3
Epidemiology	445	4.6
Family Medicine	53	0.5
Genetics	320	3.3
Geriatrics	27	0.3
Hospitalist	125	1.3
Immunology	780	8.0
Infectious Disease	467	4.8
Informatics/Info. Systems	51	0.5
Internal Medicine	1,272	13.0
Journalism	16	0.2
Law	5	0.1
Neonatology	103	1.1
Neuroscience	91	0.9
Nursing	108	1.1
Occupational Medicine	131	1.3
Oncology	212	2.2
Pathology	209	2.1
Pediatrics	522	5.4
Pharmacology	507	5.2
Pharmacy	148	1.5
Physical Therapy	57	0.6
Physician Assistant	14	0.1
Physiology, Cellular	368	3.8
Physiology, Integrative/Organ Systems	377	3.9
Preventative Medicine	51	0.5
Psychiatry	16	0.2
Psychology	47	0.5
Public Health	284	2.9
Pulmonary (Adult)	4,818	49.4
Pulmonary (Pediatric)	978	10.0
Radiology	72	0.7
Rehabilitation	202	2.1
Respiratory Therapy	698	7.2
Sleep Medicine	798	8.2
Social Sciences	37	0.4
Surgery	85	0.9
Veterinary Medicine	33	0.3
Other	446	4.6
TOTAL ATTENDEE RESPONSES	22,471	
Total Conference and Exhibit Only Attendees Identified by Setting (Job Function)	9,757	
Total Conference and Exhibit Only Attendees Not Identified by Setting (Job Function)	2,102	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	11,859	

4b. WORKSETTING (BUSINESS TYPE)			
WORKSETTING (BUSINESS TYPE)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY WORKSETTING TYPE
Private Academic Institution _____	1,551	0.1	15.9
Public Academic Institution _____	2,635	0.2	27.0
Hospital, University _____	2,061	17.4	21.1
Hospital, Community _____	631	5.3	6.5
Hospital, Other _____	364	3.1	3.7
Group Practice _____	259	2.2	2.7
Individual Practice _____	249	2.1	2.6
Community Health Center _____	36	0.3	0.4
Industry, Pharma _____	1,240	10.5	12.7
Government, Federal _____	235	2.0	2.4
Government, International _____	18	0.2	0.2
Government, Local _____	25	0.2	0.3
Government, State _____	28	0.2	0.3
Health Maintenance Organization (HMO) _____	34	0.3	0.3
Non-Government Organization _____	81	0.7	0.8
Veteran Affairs _____	57	0.5	0.6
Military _____	37	0.3	0.4
Professional Society (employee) _____	26	0.2	0.3
Other _____	187	1.6	1.9
Total Conference and Exhibit Only Attendees Identified by Worksetting (Business Type) ____	9,754	82.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Worksetting (Business Type) _	2,105	17.8	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	11,859	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE			STATE		
TOTAL	PERCENT		TOTAL	PERCENT	
NEW ENGLAND	669	5.6	EAST SO. CENTRAL	267	2.3
Maine	15		Kentucky	37	
New Hampshire	18		Tennessee	99	
Vermont	31		Alabama	105	
Massachusetts	449		Mississippi	26	
Rhode Island	36		WEST SO. CENTRAL	374	3.2
Connecticut	120		Arkansas	19	
MIDDLE ATLANTIC	1,186	10.0	Louisiana	122	
New York	519		Oklahoma	17	
New Jersey	207		Texas	216	
Pennsylvania	460		MOUNTAIN	344	2.9
EAST NO. CENTRAL	835	7.0	Montana	1	
Ohio	266		Idaho	9	
Indiana	64		Colorado	185	
Illinois	265		New Mexico	44	
Michigan	180		Arizona	73	
Wisconsin	60		Utah	28	
WEST NO. CENTRAL	299	2.5	Nevada	4	
Minnesota	131		PACIFIC	849	7.2
Iowa	46		Alaska	4	
Missouri	63		Washington	142	
North Dakota	3		Oregon	51	
South Dakota	3		California	648	
Nebraska	31		Hawaii	4	
Kansas	22		UNITED STATES	5,938	49.9
SOUTH ATLANTIC	1,095	9.2	US territories (includes Puerto Rico, Guam and APO military bases)	20	0.2
Delaware	16		INTERNATIONAL	5,893	49.7
Maryland	340		Canada	598	
Washington, DC	40		Mexico, Central & South America	728	
Virginia	78		EMEA (includes Europe, Middle East and Africa)	3,463	
West Virginia	41		Asia Pacific (includes Australia, China, New Zealand and Pacific Rim)	1,088	
North Carolina	309		Caribbean	16	
South Carolina	30		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	11,831	99.8
Georgia	112		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	28	0.2
Florida	129		Total Conference & Exhibit Only Attendees	11,859	100.0

1 NAME/BADGE AND ADDRESS INFORMATION * Required information

M F
 ▲ FIRST/GIVEN NAME* ▲ MI* ▲ LAST/FAMILY NAME* ▲ DATE OF BIRTH* ▲ GENDER*
 ▲ PROFESSIONAL TITLE*
 ▲ MAILING ADDRESS* THIS IS: HOME OFFICE
 ▲ CITY* ▲ STATE/COUNTRY* ▲ ZIP/POSTAL CODE*
 ▲ INSTITUTION/AGENCY*
 ▲ OFFICE TELEPHONE* ▲ FAX NUMBER
 ■ E-MAIL ADDRESS*
 ■ MEMBER ID NUMBER (if applicable)*
 ▲ NAME OF SPOUSE/PARTNER/GUEST (FOR BADGE) (See Part 3 for registration fee.)
 Check if attending the International Conference for the first time.
 I have received a Research Program Award from the American Thoracic Society.
 Check if you do not want your contact information available to exhibitors.

METHODS OF PAYMENT

CHECK OR MONEY ORDER:
 Make check or money order payable to American Thoracic Society. NO VOUCHERS OR PURCHASE ORDERS ACCEPTED.
 (Any checks received drawn on an overseas bank will be returned.)
 CREDIT CARD*
 MC AmEx
 VISA Discover
 JCB Diner's Club
 ▲ SIGNATURE
 ▲ PRINT NAME AS IT APPEARS ON CARD

2 PROFESSIONAL ACTIVITIES * Required information

The information collected below is to be used in the planning of future International Conferences.

07 Government, State 30 Neurology
 08 Health Maintenance Organization 31 Neuroscience
 09 Industry/Pharma 32 Nursing
 10 Hospital, Community 33 Occupational Medicine
 11 Hospital, University 34 Oncology
 12 Hospital, Other 35 Pathology
 13 Military 36 Pediatrics
 14 Non-Government Organization 37 Pharmacology
 15 Practice, Group 38 Psychiatry
 16 Practice, Individual 39 Physical Therapy
 17 Professional Society (employee) 40 Physician Assistant
 18 Veterans Affairs 41 Physiology, Cellular
 19 Other 42 Physiology, Integrative/Organ System
 43 Preventive Medicine
 44 Psychiatry
 45 Psychology
 46 Public Health
 47 Pulmonary (Adult)
 48 Pulmonary (Pediatric)
 49 Radiology
 50 Rehabilitation
 51 Respiratory Therapy
 52 Sleep Medicine
 53 Social Sciences
 54 Surgery
 55 Veterinary Medicine
 56 Other

C. Specialties (check all that apply)*
 01 Allergy/Immunology
 02 Anesthesiology
 03 Basic Microbiology
 04 Behavioral Science
 05 Biochemistry
 06 Biomedical Engineering
 07 Biophysics
 08 Biostatistics
 09 Business Management
 10 Cardiology (Adult)
 11 Cardiology (Pediatric)
 12 Cardiology (Other)
 13 Cell & Molecular Biology
 14 Clinical Microbiology
 15 Critical Care (Adult)
 16 Critical Care (Pediatric)
 17 Critical Care (Other)
 18 Environmental Medicine
 19 Epidemiology
 20 Family Medicine
 21 Genetics
 22 Geriatrics
 23 Hospitalist
 24 Immunology
 25 Infectious Disease
 26 Informatics/Info. Systems
 27 Internal Medicine
 28 Journalism
 29 Law
 30 Neurology
 31 Neuroscience
 32 Nursing
 33 Occupational Medicine
 34 Oncology
 35 Pathology
 36 Pediatrics
 37 Pharmacology
 38 Psychiatry
 39 Physical Therapy
 40 Physician Assistant
 41 Physiology, Cellular
 42 Physiology, Integrative/Organ System
 43 Preventive Medicine
 44 Psychiatry
 45 Psychology
 46 Public Health
 47 Pulmonary (Adult)
 48 Pulmonary (Pediatric)
 49 Radiology
 50 Rehabilitation
 51 Respiratory Therapy
 52 Sleep Medicine
 53 Social Sciences
 54 Surgery
 55 Veterinary Medicine
 56 Other

D. Professional Activities (check all that apply)*
 01 Administration/Management
 02 Clinical Practice
 03 Health Policy
 04 Health Regulation
 05 Marketing
 06 Quality Assurance
 07 Research, Basic Science
 08 Research, Clinical
 09 Research, Epidemiology
 10 Teaching/Education
 11 Technical/Regulatory
 12 Other

PAYMENT
All fees must be paid in U.S. Dollars

FOR OFFICE USE ONLY

Amount
Date Check#
Workstation #

3 GENERAL REGISTRATION FEE


▲ REGISTRANT FIRST/GIVEN NAME ▲ MI ▲ LAST/FAMILY NAME
4 TICKETED SESSIONS • Registration Required • Additional Fee Required
 A Postgraduate Courses. Course fees vary, see pages 21-52. If you are only attending a Postgraduate Course and do not plan to attend the Conference, please also check "Postgraduate Course" under Part 3 General Registration Fee. An additional fee of \$50.00 will be charged.
 Please indicate course(s) you wish to register for below:
 Fri, May 14 PG1 PG2 PG3 PG4
 PG5 PG6 PG7 PG8
 PG9 PG10 PG11 PG12
 PG13 PG14 PG15
 Sat, May 15 PG16 PG17 PG18 PG19
 PG20 PG21 PG22 PG23
 PG24 PG25 PG26 PG27
 PG28 PG29 PG30
 SUB-TOTAL Postgraduate Courses \$
B Sunrise Seminars. Fee: \$55 each; 7:00 - 8:00 am. Indicate choices by SS number.
 Mon, May 17 1st Choice SS _____ 2nd Choice SS _____ 3rd Choice SS _____
 Tue, May 18 1st Choice SS _____ 2nd Choice SS _____ 3rd Choice SS _____
 Wed, May 19 1st Choice SS _____ 2nd Choice SS _____ 3rd Choice SS _____
 SUB-TOTAL Sunrise Seminars \$
C Meet the Professor Seminars. Fee: \$70 each; 12:00-1:00 pm. Indicate choices by MP number:
 Sun, May 16 1st Choice MP _____ 2nd Choice MP _____ 3rd Choice MP _____
 Mon, May 17 1st Choice MP _____ 2nd Choice MP _____ 3rd Choice MP _____
 Tue, May 18 1st Choice MP _____ 2nd Choice MP _____ 3rd Choice MP _____
 SUB-TOTAL Meet the Professor Seminars \$
D Workshops. Fee: \$75 each; 12:00-1:30 pm.
 Sun, May 16 W51 W52
 Mon, May 17 W53 W54
 Tue, May 18 W55 W56
 Wed, May 19 W57 W58
 SUB-TOTAL Workshops \$
E Thematic Seminar Series.
 TSS3 Mon, May 17, Tue, May 18, Wed, May 19 7:00-8:00 am Fee \$140
 SUB-TOTAL Thematic Seminar Series \$
TOTAL PART 3 FEES \$

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com



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Red Bank, NJ 07701
Phone: +1 800.224.3170
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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of ATS 2010 International Conference for the date and location of the show/event as reported in this BPA Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not-for-profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary. Based on such examinations, the statements set forth in this report represent fairly and accurately, the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide TYPE: EVERT AUDIT
Shelton CT ID Number: E918X0M0

