2023 Annual Meeting & Exposition Attendee Snapshot

This year’s ASAE Annual Meeting & Exposition in Atlanta was a fantastic experience for both attendees and exhibitors. Our host, Atlanta CVB, helped ASAE welcome **5,270 total attendees**, including (2,868) association professionals/consultants/speakers, (1,823) exhibitors/sponsors; and (579) others, which included guests, press, staff, vendors, and volunteers. There were over **400 participating exhibiting/sponsoring companies** utilizing 642 (10x10) booths and 27 sponsorship opportunities inside and outside the Expo Hall, which resulted in a strong ratio of 65% buyers to 35% sellers. Below you will find additional demographics surrounding the audience we attract.

### Position Levels

- Director: 26%
- C-Level, Exec Team, VP: 23%
- Assn CEO / Executive Director: 19%
- Manager: 14%
- Employee (non-ma...): 9%
- Other: 7%
- Unknown: 2%
Organization Staff Size

- Medium Staff: 29%
- Large Staff: 26%
- Small Staff: 23%
- Unknown: 22%

Primary Area of Responsibility

- Executive Management, Strategic...: 21%
- Chief Staff Officer (#1): 12%
- Membership, Customer Service, an...: 10%
- Operations and Administration: 9%
- Convention, Expositions and Meeti...: 8%
- Professional Development, Creden...: 8%
- Marketing: 6%
- Sales: 6%
- Technology: 5%
- Communications, Public Relations, ...: 4%
- Finance: 4%
Organization Type

- Professional Association: 39%
- Trade Association: 19%
- Consultant: 12%
- AMC: 10%
- Combo Profession: 10%
- Other: 6%
- Charitable: 3%
- Unknown: 1%
- Federation of Associations: 1%

Number of Years Attended Annual Meeting

- 1 - 5: 41%
- 6 - 10: 13%
- 11 - 15: 7%
- 16 - 20: 4%
- First time: 32%
DID YOU KNOW?

68% of Annual Meeting attendees are final decision makers or significantly influence purchasing decisions

Next Purchase

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No purchases</td>
<td>62%</td>
</tr>
<tr>
<td>&gt; 1 Year</td>
<td>10%</td>
</tr>
<tr>
<td>7 months - 1 year</td>
<td>10%</td>
</tr>
<tr>
<td>4 months - 6 months</td>
<td>9%</td>
</tr>
<tr>
<td>1 month - 3 months</td>
<td>7%</td>
</tr>
<tr>
<td>Immediate</td>
<td>2%</td>
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</tbody>
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Annual Technology Budget

- Less than $100,000: 46%
- $100,001 - $499,999: 29%
- $500,000 - $999,999: 12%
- $1,000,000 - $1,999,999: 8%
- $2,000,000+: 6%

Meetings Booked per Year

- 10 or less meetings, plus annual meeting: 60%
- 11-20 meetings, plus annual meeting: 14%
- 21 or more meetings, plus annual meeting: 16%
- Annual meeting only: 10%
Average Number of Hotel Rooms on Peak Night

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1-100</td>
<td>22%</td>
</tr>
<tr>
<td>1,001+</td>
<td>22%</td>
</tr>
<tr>
<td>101-300</td>
<td>20%</td>
</tr>
<tr>
<td>301-500</td>
<td>14%</td>
</tr>
<tr>
<td>501-700</td>
<td>11%</td>
</tr>
<tr>
<td>701-1,000</td>
<td>11%</td>
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Exhibit Gross Square Footage

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>10,000 or less</td>
<td>32%</td>
</tr>
<tr>
<td>10,001 - 50,000</td>
<td>22%</td>
</tr>
<tr>
<td>100,001 - 300,000</td>
<td>17%</td>
</tr>
<tr>
<td>50,001 - 100,000</td>
<td>17%</td>
</tr>
<tr>
<td>300,001 - 500,000</td>
<td>6%</td>
</tr>
<tr>
<td>500,001+</td>
<td>6%</td>
</tr>
</tbody>
</table>
Preferred US Locations

- Southeast: 63%
- Midwest: 56%
- Northeast: 55%
- Mid-Atlantic: 54%
- South Central: 48%
- Northwest: 44%

International Destinations Considered

- Canada
- Europe
- Asia
- Mexico
- Caribbean
- Puerto Rico
- South America
- Australia
- Middle East
- Central America
- Africa