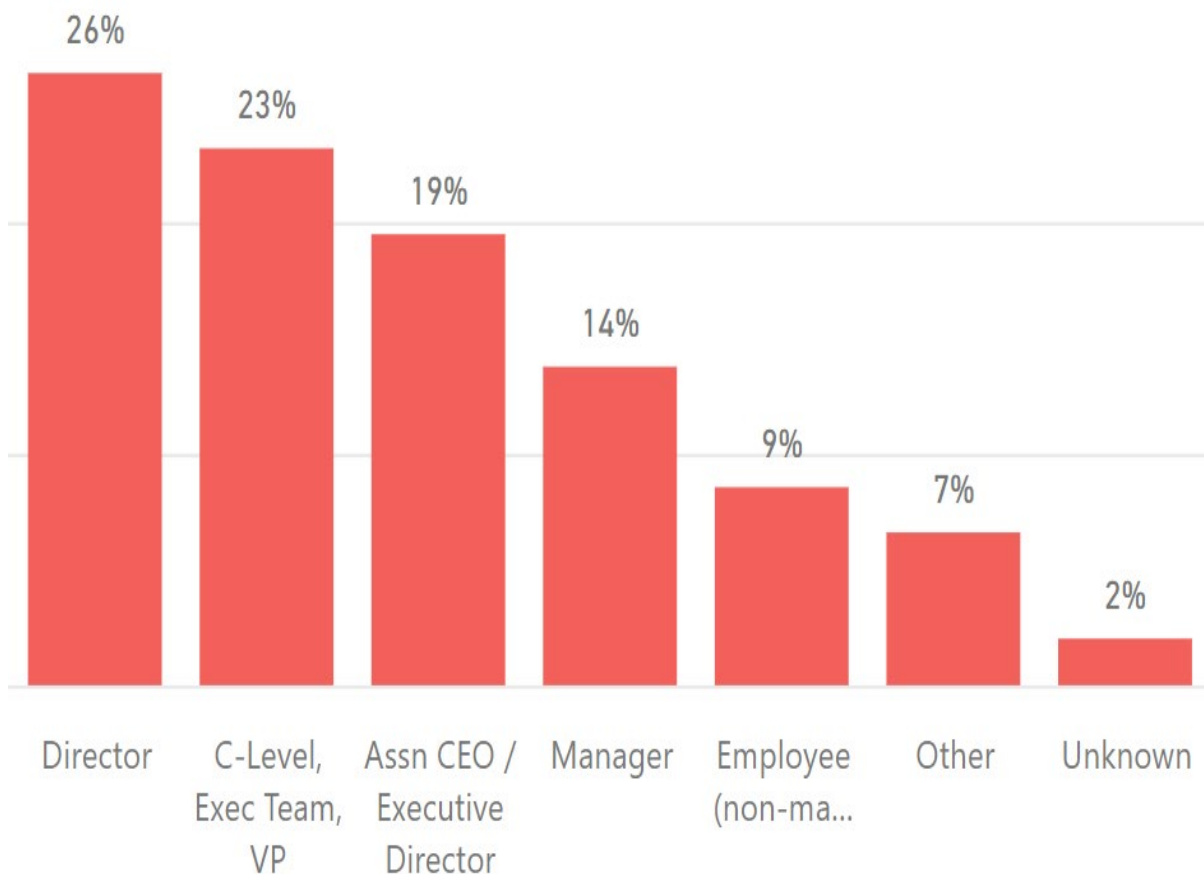




2023 Annual Meeting & Exposition Attendee Snapshot

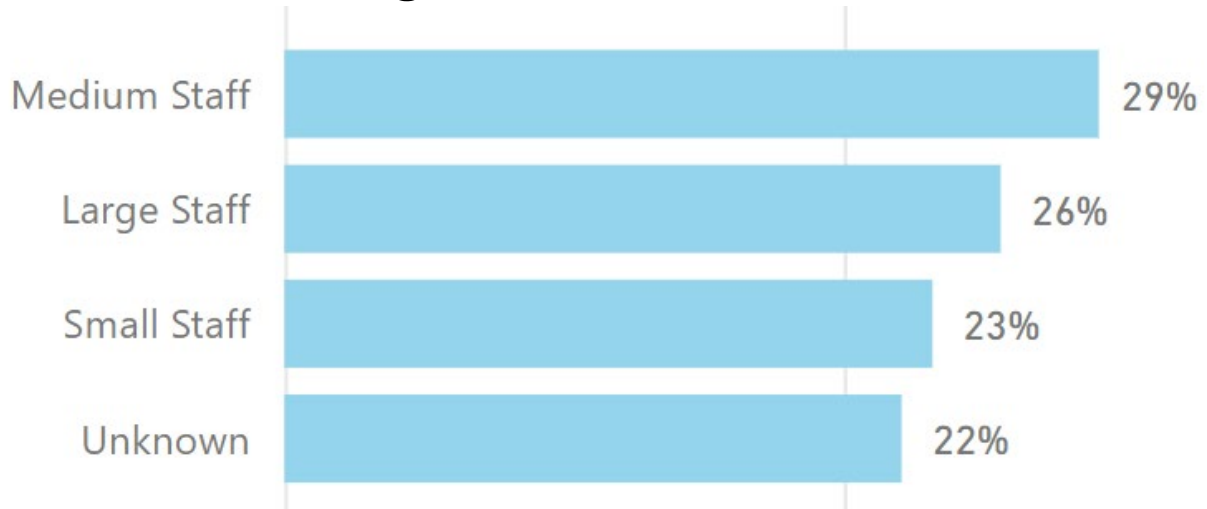
This year's ASAE Annual Meeting & Exposition in Atlanta was a fantastic experience for both attendees and exhibitors. Our host, Atlanta CVB, helped ASAE welcome **5,270 total attendees**, including (2,868) association professionals/consultants/speakers, (1,823) exhibitors/sponsors; and (579) others, 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

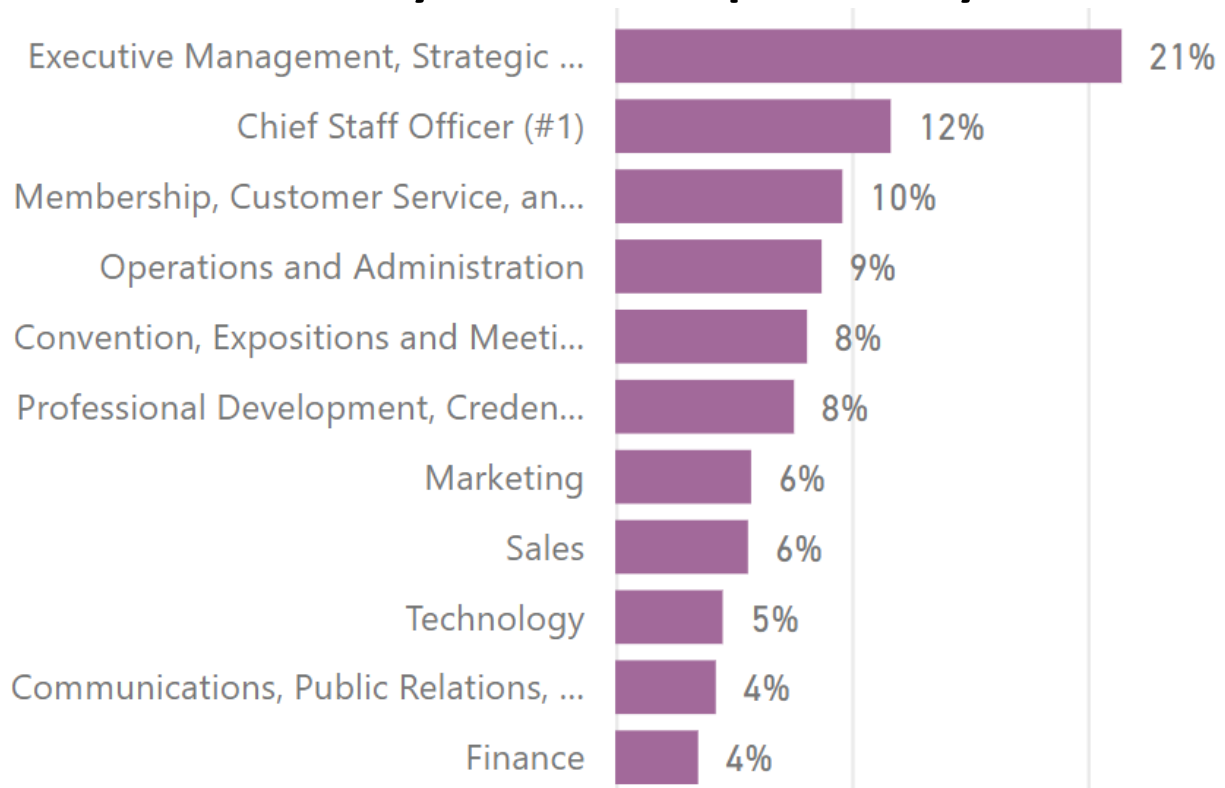




Organization Staff Size

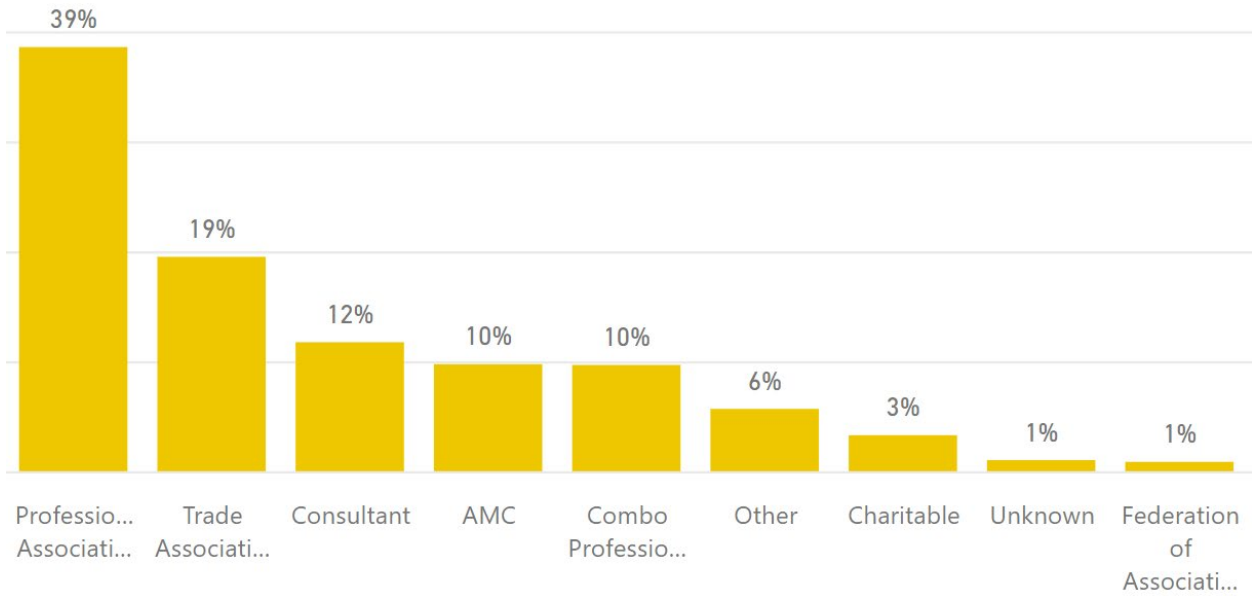


Primary Area of Responsibility

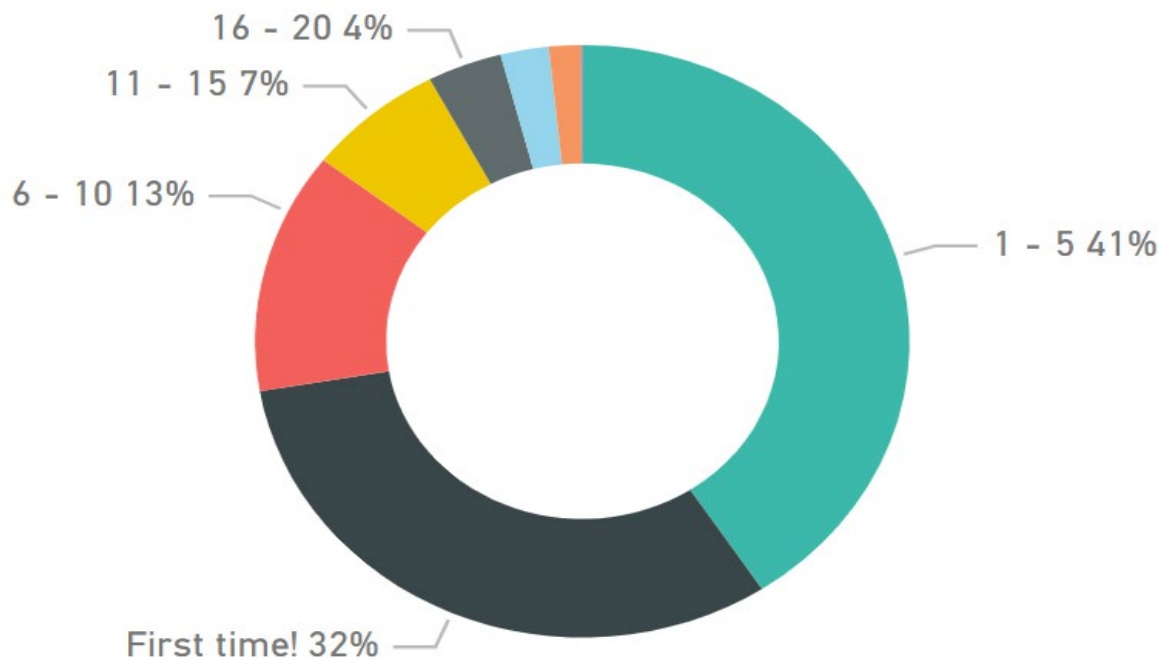




Organization Type



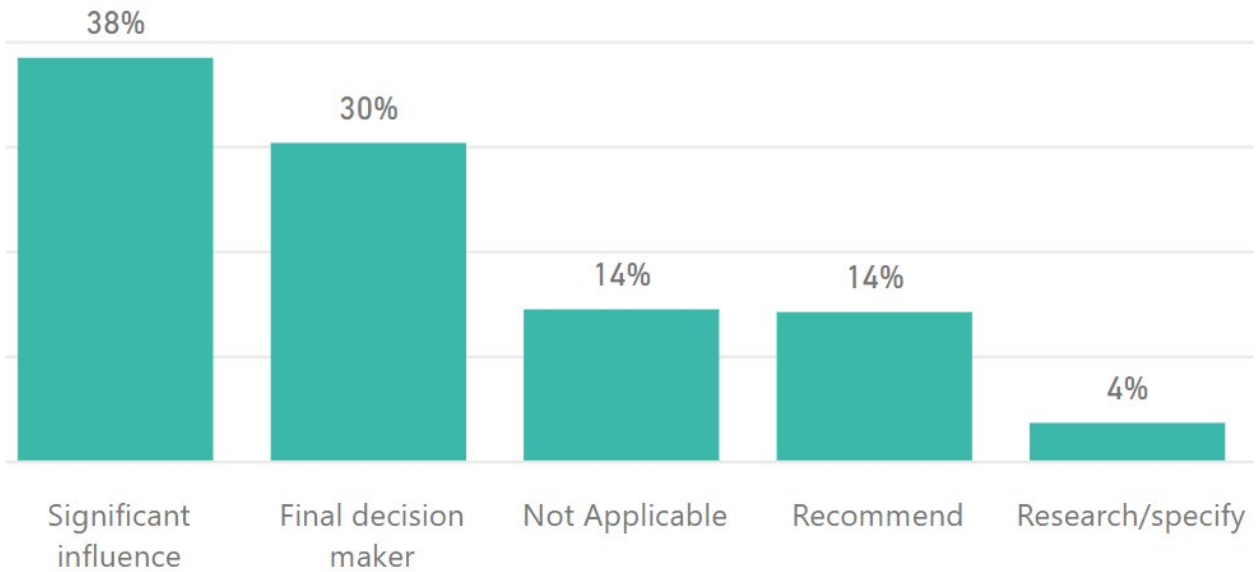
Number of Years Attended Annual Meeting



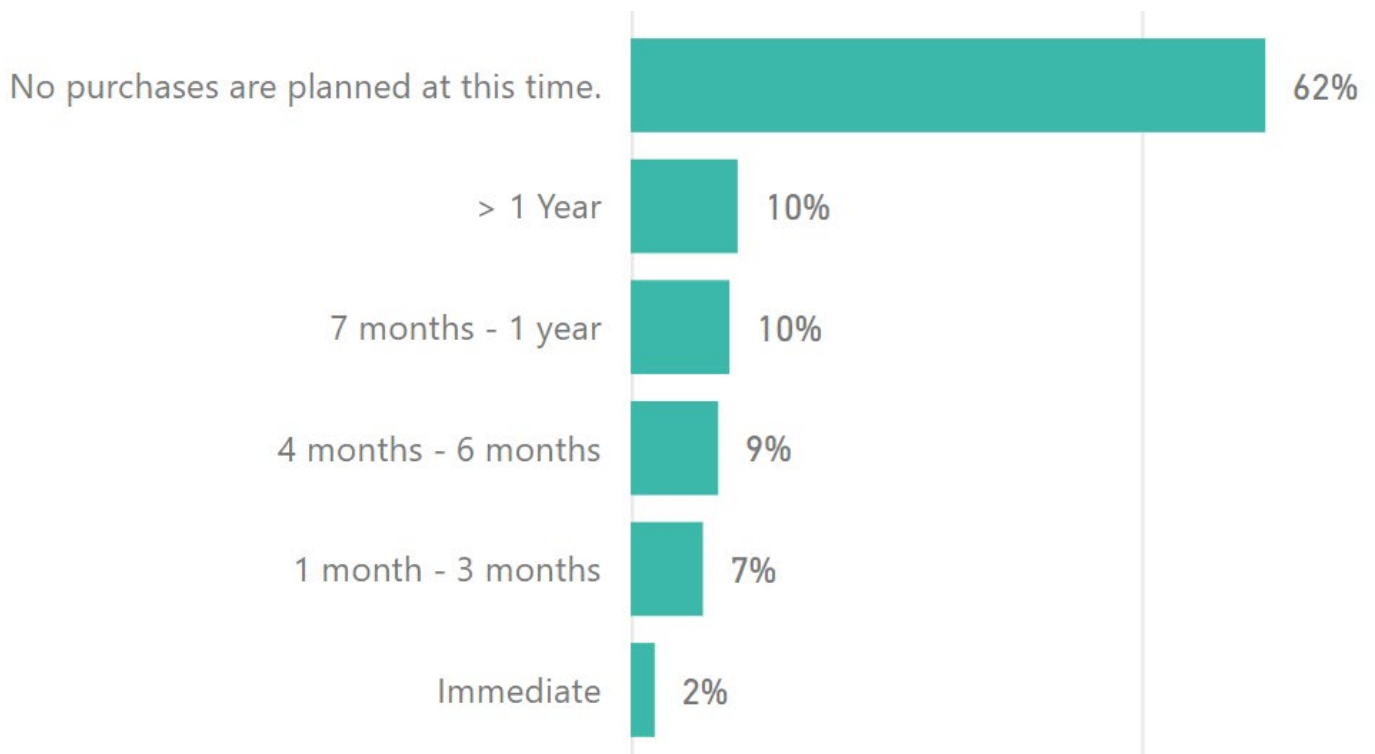


DID YOU KNOW?

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

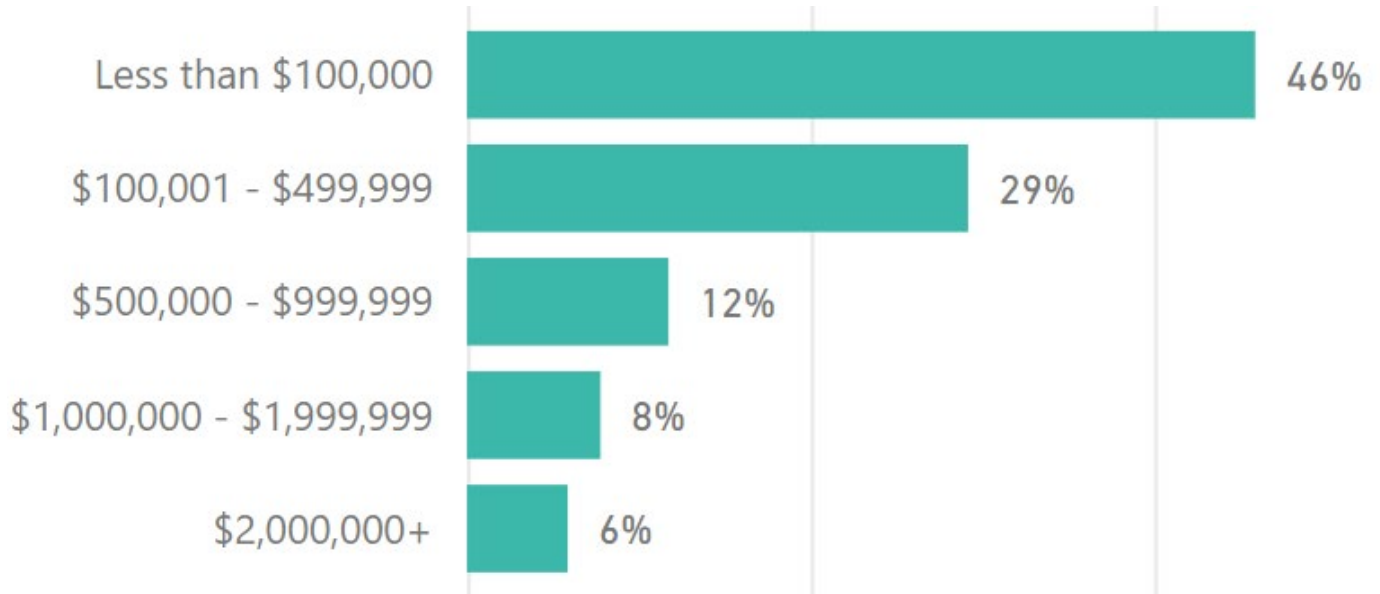


Next Purchase

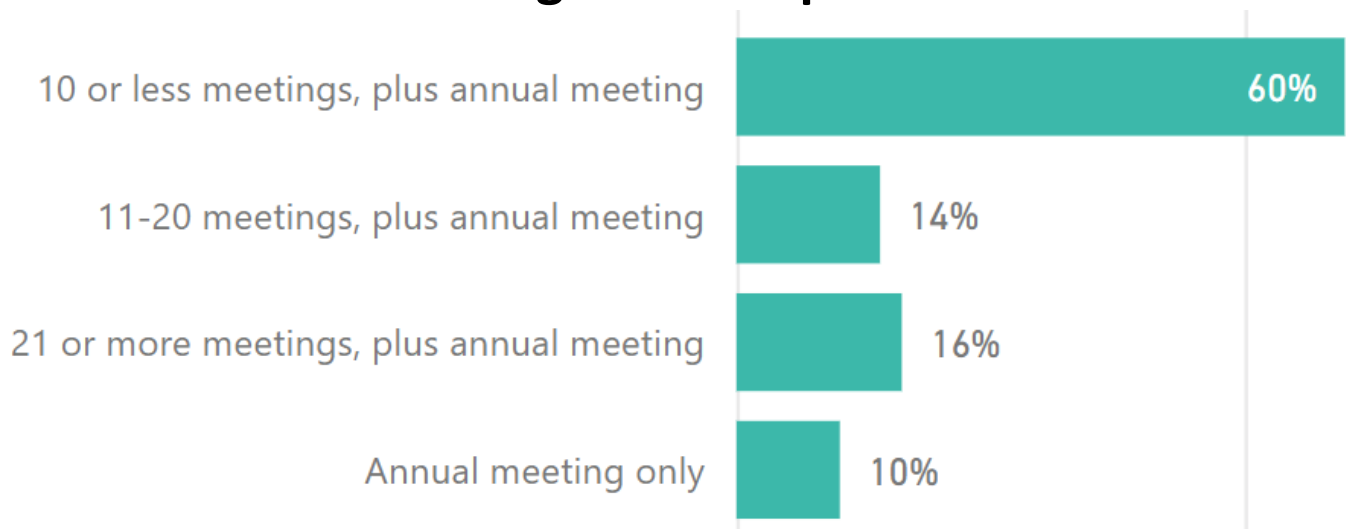




Annual Technology Budget



Meetings Booked per Year





Average Number of Hotel Rooms on Peak Night

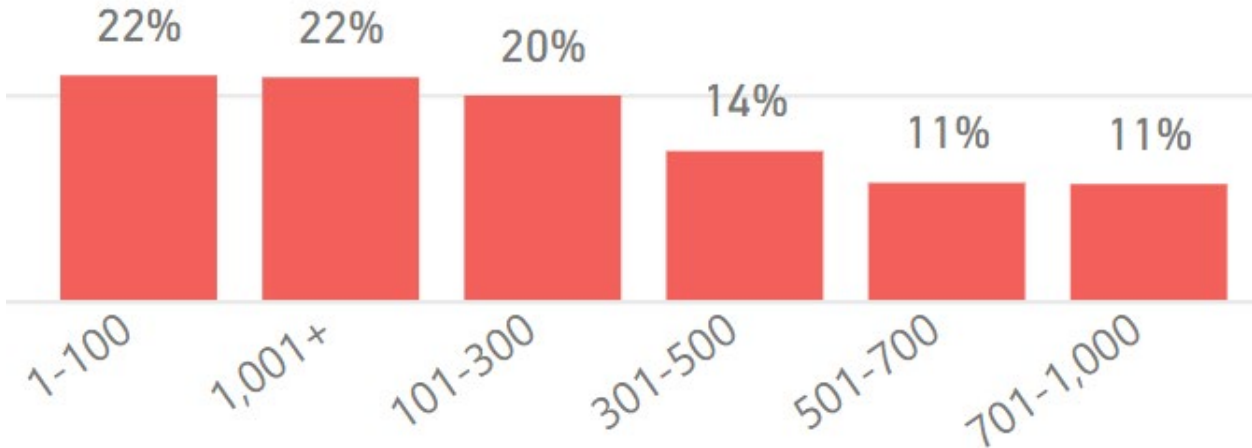
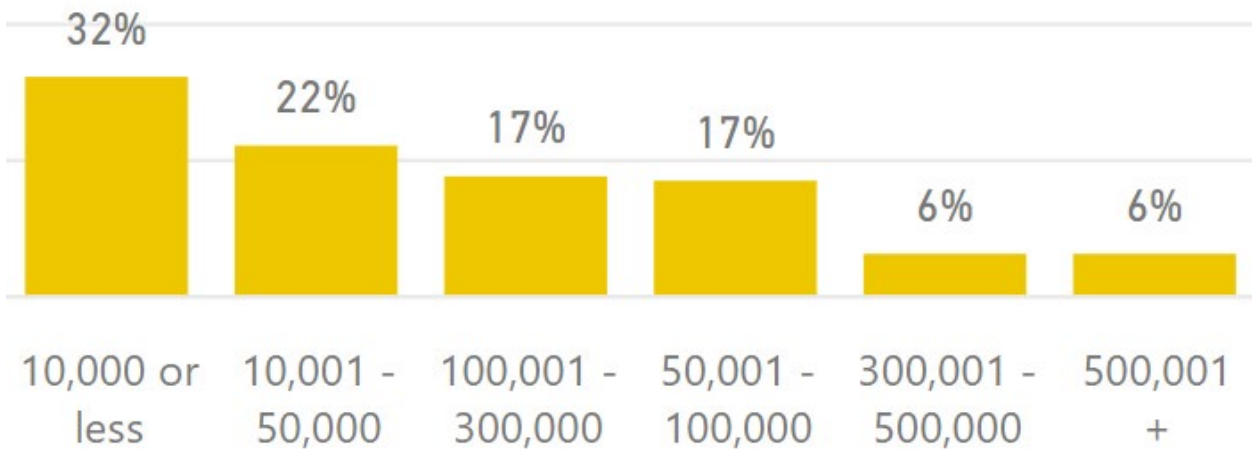
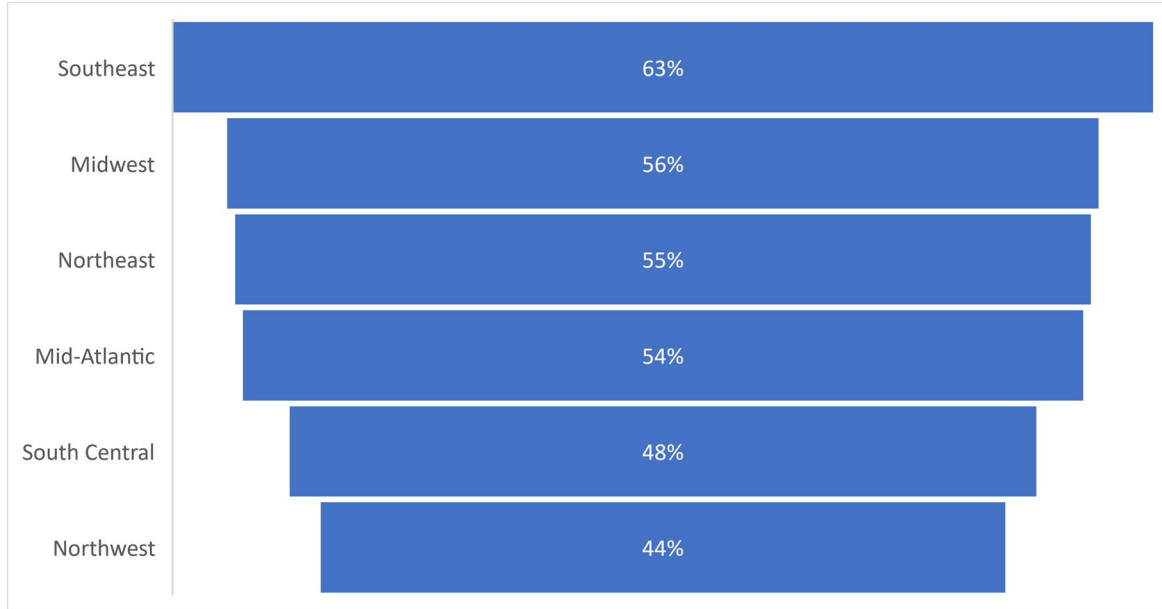


Exhibit Gross Square Footage





Preferred US Locations



International Destinations Considered

