

2021 VIRTUAL CONFERENCE POST REPORT

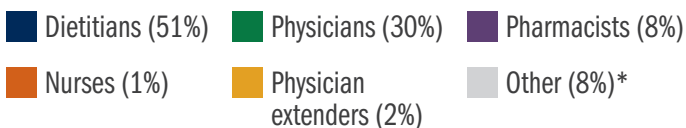
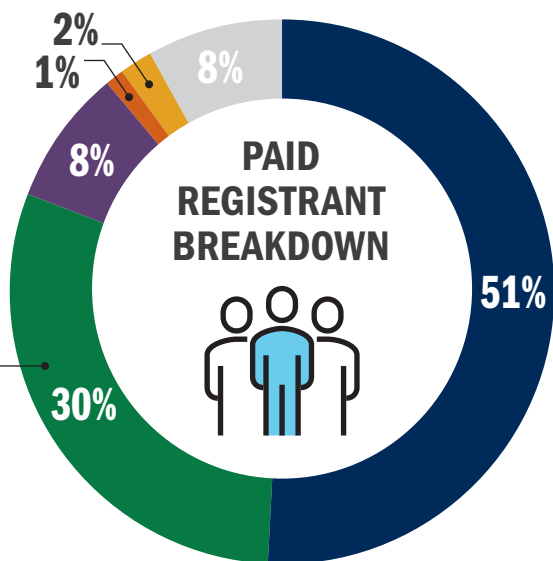
ATTENDEE PROFILE

TOTAL ATTENDEES

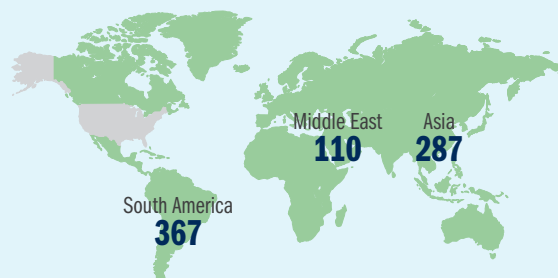
2,131



Highest number of
paid registrants in 5 years



*Includes students and researchers



44% of attendees were from outside the US.

Top 5 non-US countries:

1. Philippines
2. Colombia
3. India
4. Canada
5. United Arab Emirates



55% have been practicing for **10+ years**



69% have **purchasing influence** within their institutions



51% were **first-time attendees**



52% are **members** of ASPEN

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ATTENDEE ENGAGEMENT

89%

Opted in to receive
sponsored emails

384

Average attendance for
Corporate Symposia

202

Average attendance for
all other sponsored events
(Central Stage Presentations,
Zoom Rooms, etc.)

264

Average number of
booth visitors
(includes all booth sizes)

TOP 4 MOST-ATTENDED SPONSORED EVENTS

- 1 Satellite Symposia
- 2 Zoom Rooms
- 3 Central Stage Presentations
- 4 Chat Rooms



Average UNIQUE open rate for sponsored
eblasts was 30%



Highest percentage of physician attendees
in 5+ years



67% of international attendees were
sponsored by private companies

Contact Valerie Mickiewicz, Manager, Organizational Growth,
with any questions or to reserve your booth for ASPEN22 at
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