2021 VIRTUAL CONFERENCE POST REPORT

ATTENDEE PROFILE

TOTAL ATTENDEES
2,131

Highest number of paid registrants in 5 years

PAID REGISTRANT BREAKDOWN

- Physicians (51%)
- Dietitians (30%)
- Pharmacists (8%)
- Nurses (1%)
- Physician extenders (2%)
- Other (8%)*

*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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South America
367

Middle East
110

Asia
287

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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 301.920.9155 or valeriem@nutritioncare.org