Welcome

2014 AAPM Annual Meeting:
Traffic Monitoring Project Review

AAPM Webinar - January 12, 2015
Agenda

• Introduction
  Lisa Rose Sullivan, Director, Meetings and Programs

• Program Results
  Shannon Rosenberg, ethnoMetrics

• Changes for 2015

• Questions / Comments

• Contact Info
Exhibit Hall Visitation
Exhibit Hall Visitation

- Slight majority (28%) spent only one day in the exhibit hall – of which, 30% visited day 2, 30% visited day 3

- 40% of two-day attendees visited days 2 & 3; 50% of three-day attendees visited days 2 – 4

- Proportion of four-day attendees much greater than industry average (22% vs. 10-15%)
Exhibit Hall Traffic – by Day

- Overall, 97% of attendees visited the exhibit hall
- Traffic within exhibit hall strongest days 2 & 3 (~70% consumption)
- Last day traffic decline softer than industry average (27% vs. 40-45%), dedicated hours encouraged visitation
Exhibit Hall Traffic – by Hour

- Unopposed time & F&B breaks key to multiple hourly peaks (at least 2x daily)
- Strong opening hours (1st peak 3 of 4 days), 27% increase 9-10am day 4 (vs. 70% threshold)
- Day 1 post-peak hourly decline softer than industry average (14% vs. 20%) despite competing poster session (3-6pm); days 2-4 slightly above (26-35%)
Traffic within exhibit halls 3 & 4 evenly distributed, however, “L” shape segmented far right, resulted in low visitation

- On average, each exhibitor zone visited by 54% of attendees
- Zone visitation varied 11-100% (vs. 15-100% industry average)
- 50% of zones visited by ≥50% of attendees (vs. 65% industry average)
- 75% of attendees visited “back” of hall zones vs. 20% average
Exhibit Hall Density – Exhibitor Activities, F&B, Lounges

Zones with exhibitor activity, F&B, and/or lounges received ~2x more visitation than those without

Average visitation in zones with:
- Exhibitor activity: 65%
- F&B: 69%
- Lounge: 63%
- Nothing: 36%
Exhibit Hall Dwell Time – Show Average by Zone

Average dwell time greatest in zones with seating
Poster Visitation
Poster Visitation – by Day

- Overall, 75% of attendees visited posters
- Poster visitation peaked day 2 (40%+ consumption)
- Poster visitation declined 70% post-expo; <10% of attendees visited on the last day
Poster Hall Traffic – by Hour

Day 1 – Hourly Consumption
Percent of Total Attendee Devices

Days 2-4 – Hourly Consumption
Percent of Total Attendee Devices

Post-Expo Day – Hourly Consumption
Percent of Total Attendee Devices

- Hourly poster visitation peaked during Poster & Best in Physics sessions (day 1)
- Days 2-4 – poster visitation peaked during refreshment breaks & lunch
- Once exhibit hall closed on day 4, virtually no poster visitation (<5% each hour)
Changes for 2015

• Exhibit Hall Hours Reduced:

  The Exhibit Hall will close one hour earlier on Sunday, Monday and Tuesday:

<table>
<thead>
<tr>
<th>2014 Exhibit Hours</th>
<th>2015 Exhibit Hours</th>
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<tbody>
<tr>
<td>Sunday 12:30 pm – 6:00 pm</td>
<td>Sunday 12:30 pm – 5:00 pm</td>
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<tr>
<td>Monday 9:00 am – 6:00 pm</td>
<td>Monday 9:00 am – 5:00 pm</td>
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<td>Tuesday 9:00 am – 6:00 pm</td>
<td>Tuesday 9:00 am – 5:00 pm</td>
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<tr>
<td>Wednesday 9:00 am – 2:00 pm</td>
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• Poster Viewing Hours Reduced:

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<thead>
<tr>
<th>2014 Poster Viewing Hours</th>
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<tbody>
<tr>
<td>Sunday 12:00 pm – 7:00 pm</td>
<td>Sunday 12:00 pm – 6:00 pm</td>
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<td>Monday - Wednesday 7:00 am – 7:00 pm</td>
<td>Monday - Tuesday 9:00 am – 6:00 pm</td>
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<td>Thursday 7:00 am – 2:50 pm</td>
<td>Wednesday 9:00 am – 2:00 pm</td>
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<td></td>
<td>Thursday No poster displays</td>
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Questions/Comments
Contact Info

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Shannon Rosenberg  SRosenberg@ges.com

www.aapm.org

Thank you for participating