

## EVENT AUDIT



# ATS 2016

*Where today's science  
meets tomorrow's care™*

**DATES OF EVENT:**

Conference: May 13 – May 18, 2016  
Exhibits: May 15 – May 17, 2016

**LOCATION:**

Moscone Center, San Francisco

**EVENT PRODUCER/MANAGER:**

Company Name: American Thoracic Society  
Address: 25 Broadway, 18<sup>th</sup> Fl; New York NY 10004  
Phone: 212-315-8699  
Website (Show): <http://conference.thoracic.org/>

**REGISTRATION COMPANY:**

Convention Data Services (CDS)

**YEAR EVENT ESTABLISHED:**

1905

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: May 19 – 24, 2017  
Exhibits: May 21 – 23, 2017

**LOCATION:**

Walter E. Washington Convention Center, Washington D.C.

### 1. STATEMENT OF MARKET SERVED

The ATS International Conference is a gathering of pulmonary, critical care and sleep clinicians and researchers. The Conference program presents developments in clinical practice; clinical, basic, and translation research; health advocacy; and patient and professional education. The ATS presents an interactive venue for the presentation of original research from scientific abstracts and provides clinicians and researchers the opportunity to interact and exchange ideas, so that the meeting is “Where Today’s Science Meets Tomorrow’s Care.”

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

No badges were pre-mailed before the show. Pre-registered attendees picked up their badge and credentials on-site via electronic will-call or by visiting a manned registration station. When arriving onsite they scanned the bar code in their confirmation or looked up their name at the self-registration kiosk to print their badge. At a manned station an attendant researched their record, verified them and then printed their badge. When the badge was printed, it created a time/date stamp at the same time that was captured within the electronic registration database. If a badge was re-printed the original data and time stamp was retained.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees (includes session speakers)	Exhibit Only Attendees	Sub-Total: Conference & Exhibit-Only Attendees	Guests*	Media	Verified Exhibitors*	Total
2016	San Francisco, CA	13,697	15	13,712	195	65	2,143	16,115
2015	Denver, CO	11,216	14	11,230	151	45	2,184	13,610
2014	San Diego, CA	12,339	35	12,374	119	96	1,799	14,388
2013	Philadelphia, PA	11,656	34	11,690	211	77	1,618	13,596
2012	San Francisco, CA	12,477	37	12,514	379	72	1,696	14,661

\*Unaudited verified registration numbers provided by the registration company.

4. MAJOR AREAS/NATURE OF PROFESSIONAL WORK/TRAINING			
Major Areas/Nature of Professional Work/Training	Total Attendees	Percent of Total	Percent Identified by Major Areas
Administration/Management	940	6.9	7.0
Advocacy	86	0.6	0.6
Allergy/Immunology	1,267	9.2	9.5
Anesthesiology	150	1.1	1.1
Assistant Professor	558	4.1	4.2
Associate Professor	451	3.3	3.4
Basic Microbiology	119	0.9	0.9
Behavioral Science	113	0.8	0.8
Biochemistry	369	2.7	2.8
Biomedical Engineering	252	1.8	1.9
Biophysics	123	0.9	0.9
Biostatistics	237	1.7	1.8
Cardiology (Adult)	433	3.2	3.2
Cardiology (Pediatric)	101	0.7	0.8
Cardiology (Other)	94	0.7	0.7
Cell & Molecular Biology	1,067	7.8	8.0
Clinical Microbiology	106	0.8	0.8
Clinical Research Coordinator	169	1.2	1.3
Critical Care (Adult)	3,129	22.8	23.3
Critical Care (Pediatric)	173	1.3	1.3
Critical Care (Other)	144	1.1	1.1
Dentistry	50	0.4	0.4
Education/Teaching	754	5.5	5.6
Emergency Medicine	132	1.0	1.0
Environmental Medicine	225	1.6	1.7
Epidemiology	401	2.9	3.0
Family Medicine	251	1.8	1.9
Fellow	503	3.7	3.8
Full Professor	602	4.4	4.5
Genetics	308	2.2	2.3
Geriatrics	78	0.6	0.6
Health Policy	160	1.2	1.2
Health Regulation	54	0.4	0.4
Hospitalist Practice	220	1.6	1.6
Immunology	850	6.2	6.3
Infectious Disease	558	4.1	4.2
Informatics/Info. Systems	120	0.9	0.9
Internal Medicine	1,263	9.2	9.4
Journalism	28	0.2	0.2
Law	17	0.1	0.1
Marketing or Commercial	242	1.8	1.8

Major Areas/Nature of Professional Work/Training Continued on Next Page

<b>4. MAJOR AREAS/NATURE OF PROFESSIONAL WORK/TRAINING (Continued)</b>			
Major Areas/Nature of Professional Work/Training	Total Attendees	Percent of Total	Percent Identified by Major Areas
Neonatology	129	0.9	1.0
Neuroscience	104	0.8	0.8
Nursing	149	1.1	1.1
Occupational Medicine	134	1.0	1.0
Oncology	314	2.3	2.3
Palliative Care	136	1.0	1.0
Pathology	184	1.3	1.4
Pediatrics	665	4.8	5.0
Pharmacology	462	3.4	3.4
Pharmacy	195	1.4	1.5
Physical Therapy	114	0.8	0.9
Physician Assistant	34	0.2	0.3
Physiology, Cellular	296	2.2	2.2
Physiology, Integrative/Organ System	367	2.7	2.7
Post-Doctoral	305	2.2	2.3
Preventive Medicine	72	0.5	0.5
Psychiatry	24	0.2	0.2
Psychology	42	0.3	0.3
Public Health	411	3.0	3.1
Pulmonary (Adult)	5,889	42.9	43.9
Pulmonary (Interventional)	874	6.4	6.5
Pulmonary (Pediatric)	1,207	8.8	9.0
Quality Improvement	193	1.4	1.4
Radiology	126	0.9	0.9
Rehabilitation	207	1.5	1.5
Research (Basic Science)	1,759	12.8	13.1
Research (Clinical)	1,670	12.2	12.5
Research (Epidemiology)	549	4.0	4.1
Resident	289	2.1	2.2
Respiratory Therapy	790	5.8	5.9
Retired	32	0.2	0.2
Sleep Medicine	1,071	7.8	8.0
Social Sciences	40	0.3	0.3
Student (Non-Physician)	259	1.9	1.9
Student (Physician)	135	1.0	1.0
Surgery, Thoracic	108	0.8	0.8
Surgery, Other	47	0.3	0.4
Technician/Technical Support	59	0.4	0.4
Veterinary Medicine	35	0.3	0.3
Other	355	2.6	2.6
Total Conference and Exhibit Only Attendees Identified by Major Areas	13,406	97.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Major Areas	306	2.2	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,712</b>	<b>100.0</b>	<b>100.0</b>

<b>5. WORK SETTING</b>			
Work Setting	Total Attendees	Percent of Total	Percent Identified by Work Setting
Academic, Private	2,408	17.6	18.0
Academic, Public	3,348	24.4	25.0
Community Health Center	195	1.4	1.5
Government, Federal	305	2.2	2.3
Government, International	78	0.6	0.6
Government, Local	142	1.0	1.1
Government, State	285	2.1	2.1
Government, Other	57	0.4	0.4
Health Maintenance Organization	102	0.7	0.8
Hospital, Community	1,296	9.5	9.7
Hospital, University	4,934	36.0	36.8
Hospital, Other	1,047	7.6	7.8
Industry/Device	249	1.8	1.9
Industry/Pharmaceuticals	1,369	10.0	10.2
Industry/Research	726	5.3	5.4
Military	43	0.3	0.3
Practice/Group	562	4.1	4.2
Practice/Individual	333	2.4	2.5
Professional Society (employee)	89	0.6	0.7
Veterans Affairs	420	3.1	3.1
Other	309	2.3	2.3
Total Conference and Exhibit Only Attendees Identified by Work Setting	13,407	97.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Work Setting	305	2.2	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,712</b>	<b>100.0</b>	<b>100.0</b>

<b>6. EDUCATIONAL CREDENTIALS (1<sup>st</sup> choice)</b>			
Educational Credentials (1 <sup>st</sup> choice)	Total Attendees	Percent of Total	Percent Identified by Educational Credentials
ACNS-BC	12	0.1	0.1
BA	170	1.2	1.3
BM	10	0.1	0.1
BM BCH	13	0.1	0.1
BPharm	38	0.3	0.3
BS	224	1.6	1.7
BSc	215	1.6	1.6
BSN	31	0.2	0.2
CRT	2	<0.1	<0.1
DDS	34	0.3	0.2
DMD	13	0.1	0.1
DO	195	1.4	1.4
DPhil	49	0.4	0.4
DrMed	609	4.4	4.5
DrPH	125	0.9	0.9
DrPT	6	<0.1	<0.1
DSc	15	0.1	0.1
DVM	30	0.2	0.2
JD	8	0.1	0.1
MA	41	0.3	0.3
MBA	112	0.8	0.8
MBBS	321	2.3	2.4
MBChB	147	1.1	1.1
MD	7,570	55.2	56.3
MHS	13	0.1	0.1
MPH	63	0.5	0.5
MRCP	30	0.2	0.2
MS	213	1.6	1.6
MSc	270	2.0	2.0
MSN	33	0.2	0.2
NP	61	0.4	0.4
PA	24	0.2	0.2
PharmD	183	1.3	1.4
PhD	1,868	13.6	13.9
PT	48	0.4	0.4
RN	56	0.4	0.4
RPh	6	<0.1	<0.1
RRT	35	0.3	0.3
ScD	8	0.1	0.1
Other	547	4.0	4.1
Total Conference and Exhibit Only Attendees Identified by Educational Credentials	13,448	98.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Educational Credentials	264	1.9	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,712</b>	<b>100.0</b>	<b>100.0</b>

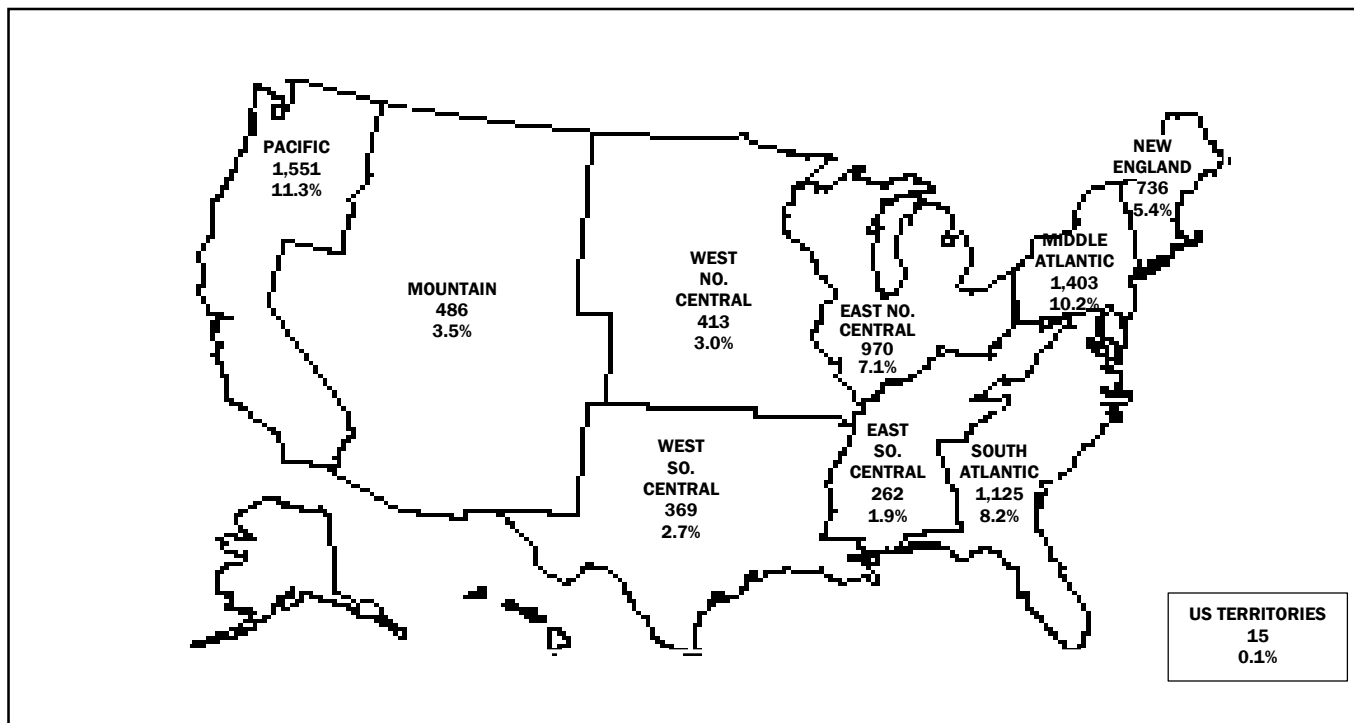
<b>7. TOPICS OF INTEREST</b>			
Topics of Interest	Total Attendees	Percent of Total	Percent Identified by Topics of Interest
ARDS	3,652	26.6	27.3
Sepsis	2,936	21.4	21.9
Shock	2,186	15.9	16.3
Other Respiratory Failure/Injury	1,952	14.2	14.6
Alpha-1 Antitrypsin	842	6.1	6.3
Asthma	5,518	40.2	41.2
Bronchiectasis	2,106	15.4	15.7
COPD	5,511	40.2	41.1
Other Diseases of Air Movement and Airways	988	7.2	7.4
Chronic Thromboembolic Pulmonary Hypertension	1,308	9.5	9.8
Pulmonary Hypertension	3,369	24.6	25.2
Other Pulmonary Vascular Diseases	1,298	9.5	9.7
Cystic Fibrosis	1,806	13.2	13.5
Other Congenital, Genetic and Developmental Lung Diseases	805	5.9	6.0
Environmental, Exposure-Related and Occupational Lung Diseases	1,197	8.7	8.9
Fungal Lung Diseases	1,056	7.7	7.9
Nontuberculous Mycobacterial Infection	1,190	8.7	8.9
Pleural Infections	1,199	8.7	9.0
Pneumonia	2,956	21.6	22.1
Tuberculosis	1,499	10.9	11.2
Other Infectious Lung Diseases	1,674	12.2	12.5
HIV/AIDS	714	5.2	5.3
Other Systemic Diseases Affecting the Respiratory System	1,200	8.8	9.0
Idiopathic Pulmonary Fibrosis	3,192	23.3	23.8
Other Interstitial Lung Diseases	2,313	16.9	17.3
Lung Cancers	2,503	18.3	18.7
Lymphangioleiomyomatosis	568	4.1	4.2
Sarcoidosis	1,664	12.1	12.4
Other Nonspecific Interstitial Pneumonitis	791	5.8	5.9
Mesothelioma	556	4.1	4.2
Pleural Effusion	1,365	10.0	10.2
Other Diseases of the Pleura and Chest Wall	528	3.9	3.9
Myasthenia Gravis	288	2.1	2.2
Narcolepsy	575	4.2	4.3
Obstructive Sleep Apnea	1,888	13.8	14.1
Parasomnias	462	3.4	3.4
Restless Leg Syndrome	532	3.9	4.0
Other Sleep-Related and Neuromuscular Breathing Disorders	971	7.1	7.2
Pulmonary Embolism/Deep Vein Thrombosis	1,680	12.3	12.5
Rare Lung Diseases	1,518	11.1	11.3
Transplantation	1,117	8.1	8.3
Total Conference and Exhibit Only Attendees Identified by Topics of Interest	13,395	97.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Topics of Interest	317	2.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,712</b>	<b>100.0</b>	<b>100.0</b>

**8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>736</b>	<b>5.4</b>
Maine	7	
New Hampshire	17	
Vermont	33	
Massachusetts	458	
Rhode Island	55	
Connecticut	166	
<b>MIDDLE ATLANTIC</b>	<b>1,403</b>	<b>10.2</b>
New York	659	
New Jersey	195	
Pennsylvania	549	
<b>EAST NO. CENTRAL</b>	<b>970</b>	<b>7.1</b>
Ohio	312	
Indiana	84	
Illinois	323	
Michigan	178	
Wisconsin	73	
<b>WEST NO. CENTRAL</b>	<b>413</b>	<b>3.0</b>
Minnesota	175	
Iowa	61	
Missouri	103	
North Dakota	5	
South Dakota	6	
Nebraska	38	
Kansas	25	
<b>SOUTH ATLANTIC</b>	<b>1,125</b>	<b>8.2</b>
Delaware	35	
Maryland	293	
Washington, DC	36	
Virginia	95	
West Virginia	33	
North Carolina	276	
South Carolina	50	
Georgia	102	
Florida	205	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>262</b>	<b>1.9</b>
Kentucky	55	
Tennessee	102	
Alabama	94	
Mississippi	11	
<b>WEST SO. CENTRAL</b>	<b>369</b>	<b>2.7</b>
Arkansas	22	
Louisiana	62	
Oklahoma	35	
Texas	250	
<b>MOUNTAIN</b>	<b>486</b>	<b>3.5</b>
Montana	2	
Idaho	11	
Wyoming	1	
Colorado	244	
New Mexico	33	
Arizona	128	
Utah	54	
Nevada	13	
<b>PACIFIC</b>	<b>1,551</b>	<b>11.3</b>
Alaska	8	
Washington	162	
Oregon	87	
California	1,280	
Hawaii	14	
<b>US TERRITORIES *</b>	<b>15</b>	<b>0.1</b>
<b>UNITED STATES</b>	<b>7,330</b>	<b>53.4</b>
<b>INTERNATIONAL</b>	<b>6,382</b>	<b>46.6</b>
Canada	693	
Mexico	120	
Other International	5,569	
<b>Total Attendees</b>	<b>13,712</b>	<b>100.0</b>

\* NOTE: US Territories include Puerto Rico, Guam, and APO military bases



**9. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (Continued)**

COUNTRY	TOTAL	PERCENT
<b>ASIA</b>	<b>1,372</b>	<b>10.0</b>
People's Republic of China*	337	
Bangladesh	8	
Georgia	4	
India	113	
Indonesia	13	
Japan	544	
Kazakhstan	9	
Korea, Republic Of	133	
Nepal	2	
Pakistan	25	
Philippines	119	
Singapore	23	
Thailand	27	
Uzbekistan	1	
Vietnam	14	
<b>ASIA PACIFIC / OCEANIA</b>	<b>372</b>	<b>2.7</b>
Australia	326	
Fiji	1	
French Polynesia	3	
New Caledonia	2	
New Zealand	40	
<b>CARIBBEAN</b>	<b>12</b>	<b>0.1</b>
Cayman Islands	1	
Curacao	2	
Dominican Republic	5	
Guadeloupe	1	
Martinique	2	
Trinidad And Tobago	1	
<b>CENTRAL AMERICA</b>	<b>29</b>	<b>0.2</b>
Costa Rica	6	
El Salvador	3	
Guatemala	8	
Haiti	2	
Nicaragua	3	
Panama	7	
<b>NORTH AMERICA</b>	<b>8,143</b>	<b>59.4</b>
Canada	693	
Mexico	120	
United States (includes territories)	7,330	
<b>SOUTH AMERICA</b>	<b>431</b>	<b>3.2</b>
Argentina	112	
Brazil	169	
Chile	23	
Colombia	47	
Ecuador	28	
French Guiana	1	
Peru	39	
Uruguay	8	
Venezuela	4	

\*Note: People's Republic of China includes China, Hong Kong-SAR, and Taiwan ROC

COUNTRY	TOTAL	PERCENT
<b>EUROPE</b>	<b>3,131</b>	<b>22.8</b>
Austria	37	
Belgium	71	
Bulgaria	9	
Croatia	3	
Czech Republic	31	
Denmark	63	
Estonia	1	
Finland	17	
France	634	
Germany	371	
Greece	23	
Hungary	5	
Iceland	4	
Ireland	77	
Italy	286	
Latvia	4	
Lithuania	8	
Netherlands	188	
Norway	11	
Poland	22	
Portugal	25	
Romania	13	
Russian Federation	24	
Serbia	11	
Slovakia	3	
Slovenia	2	
Spain	174	
Sweden	78	
Switzerland	99	
Turkey	246	
Ukraine	1	
United Kingdom	590	
<b>MIDDLE EAST</b>	<b>120</b>	<b>0.9</b>
Iran	2	
Israel	49	
Jordan	3	
Lebanon	8	
Qatar	7	
Saudi Arabia	31	
United Arab Emirates	20	
<b>AFRICA</b>	<b>102</b>	<b>0.7</b>
Algeria	2	
Cameroon	3	
Egypt	47	
Ethiopia	2	
Gambia	1	
Kenya	3	
Kuwait	7	
Malawi	1	
Mozambique	1	
Nigeria	17	
Reunion	2	
Rwanda	1	
Saint Helena	1	
South Africa	8	
Sudan	1	
Tanzania	1	
Tunisia	1	
Uganda	3	
<b>Total Attendees</b>	<b>13,712</b>	<b>100.0</b>



### International Audit Data 2016

Nearly half (47%) of those who attended the ATS International Conference hail from outside of the United States, making it a global gathering of the best minds in pulmonary, critical care and sleep medicine.

<u>Region &amp; Country</u>	<u>Verified Attendees</u>	<u>Percent of Total</u>
Asia	1,372	10.0
Asia Pacific/Oceania	372	2.7
Caribbean	12	0.1
Central America	29	0.2
North America	8,143	59.4
United States (includes territories)	7,330	53.4
Canada	693	5.1
Mexico	120	0.9
South America	431	3.2
Europe	3,131	22.8
Middle East	120	0.9
Africa	102	0.7
<b>Total Conference and Exhibit Only Attendees</b>	<b>13,712</b>	<b>100.0</b>

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**Exhibit  
Surveys**

Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.**

We have examined the attendee records of American Thoracic (ATS) 2016 held May 13 – May 18, 2016 held in San Francisco as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.

Red Bank, NJ