



THE AMERICAN ASSOCIATION OF PHYSICISTS IN MEDICINE
Advancing the Science, Education and Professional Practice of Medical Physics

Welcome

**2014 AAPM Annual Meeting:
Traffic Monitoring Project Review**

AAPM Webinar - January 12, 2015



THE AMERICAN ASSOCIATION OF PHYSICISTS IN MEDICINE

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Agenda

- **Introduction**

Lisa Rose Sullivan, Director, Meetings and Programs

- **Program Results**

Shannon Rosenberg, ethnoMetrics

- **Changes for 2015**

- **Questions / Comments**

- **Contact Info**



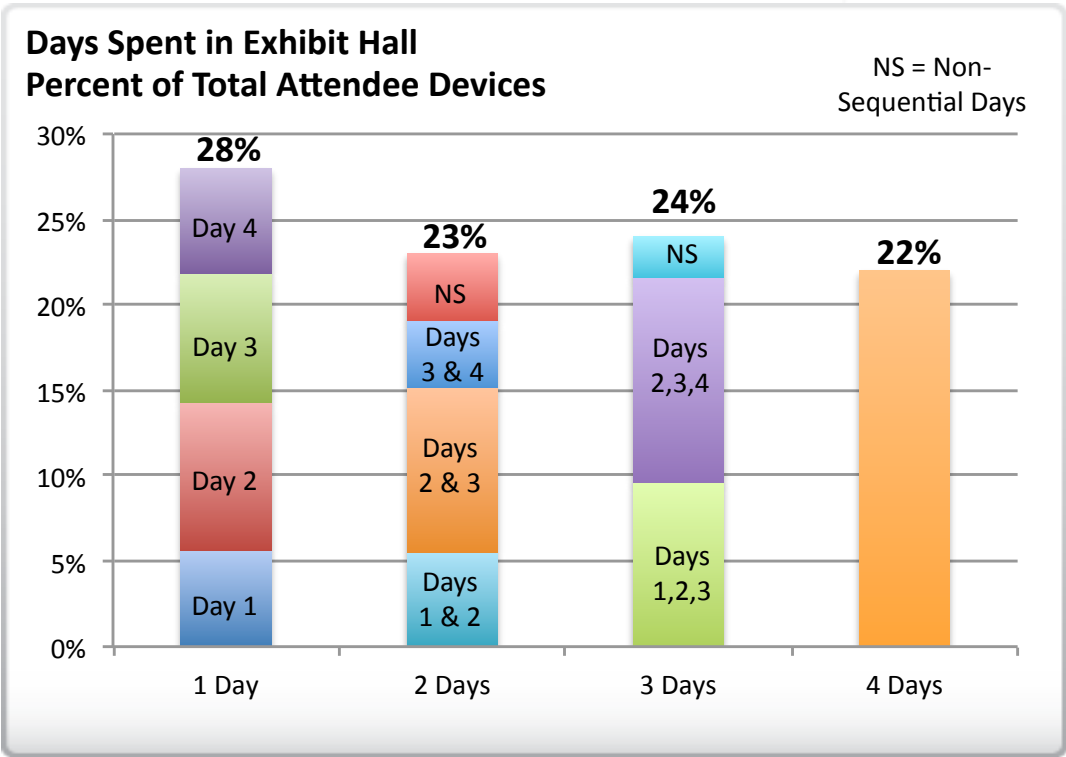
ethnoMetrics Analysis





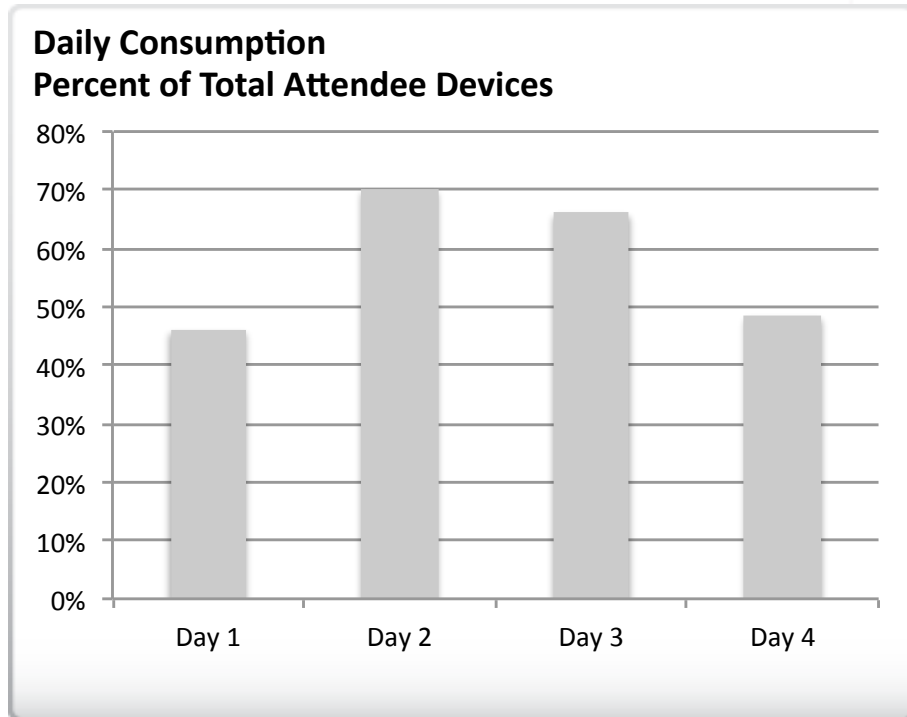
Exhibit Hall Visitation

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

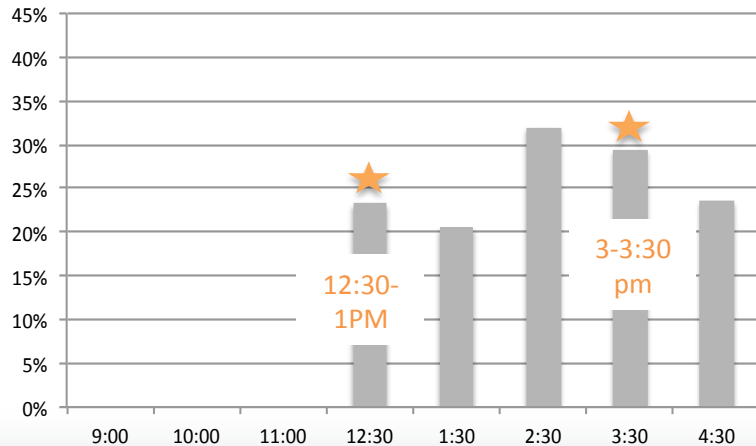


- Overall, 97% of attendees visited the exhibit hall
- Traffic within exhibit hall strongest days 2 & 3 (~70% consumption)
- Last day traffic decline softer than industry average (27% vs. 40-45%), dedicated hours encouraged visitation

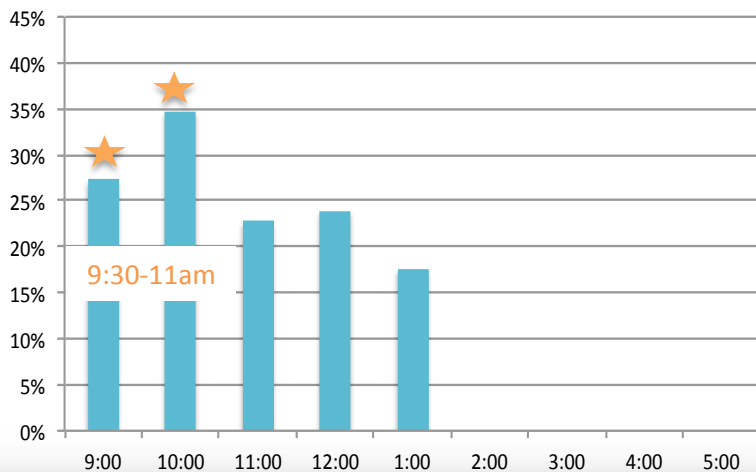
Exhibit Hall Traffic – by Hour

★ Break

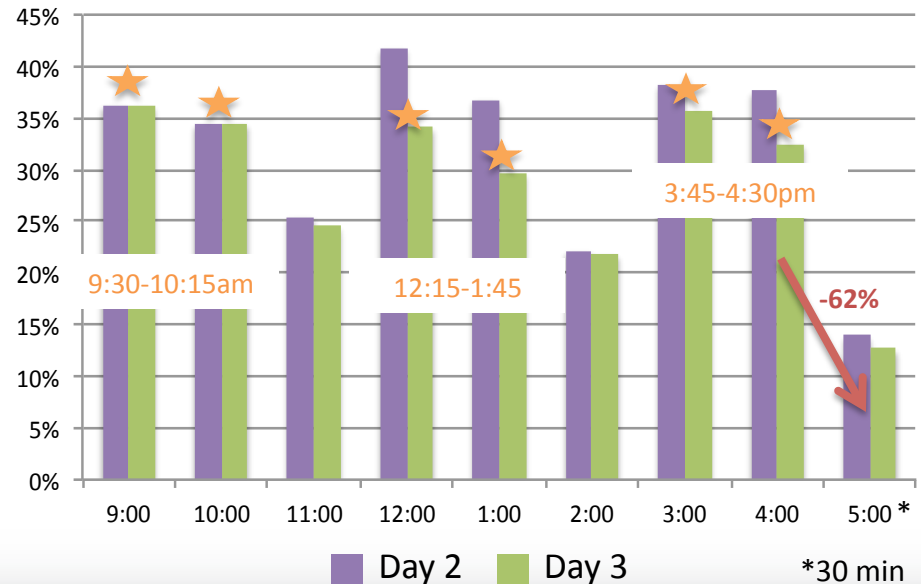
Day 1 – Hourly Consumption
Percent of Total Attendee Devices



Day 4 – Hourly Consumption
Percent of Total Attendee Devices



Days 2 & 3 – Hourly Consumption
Percent of Total Attendee Devices



- 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%)

Exhibit Hall Density – Show Average (Days 1-4)

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 $\geq 50\%$ of attendees (vs. 65% industry average)
- 75% of attendees visited “back” of hall zones vs. 20% average

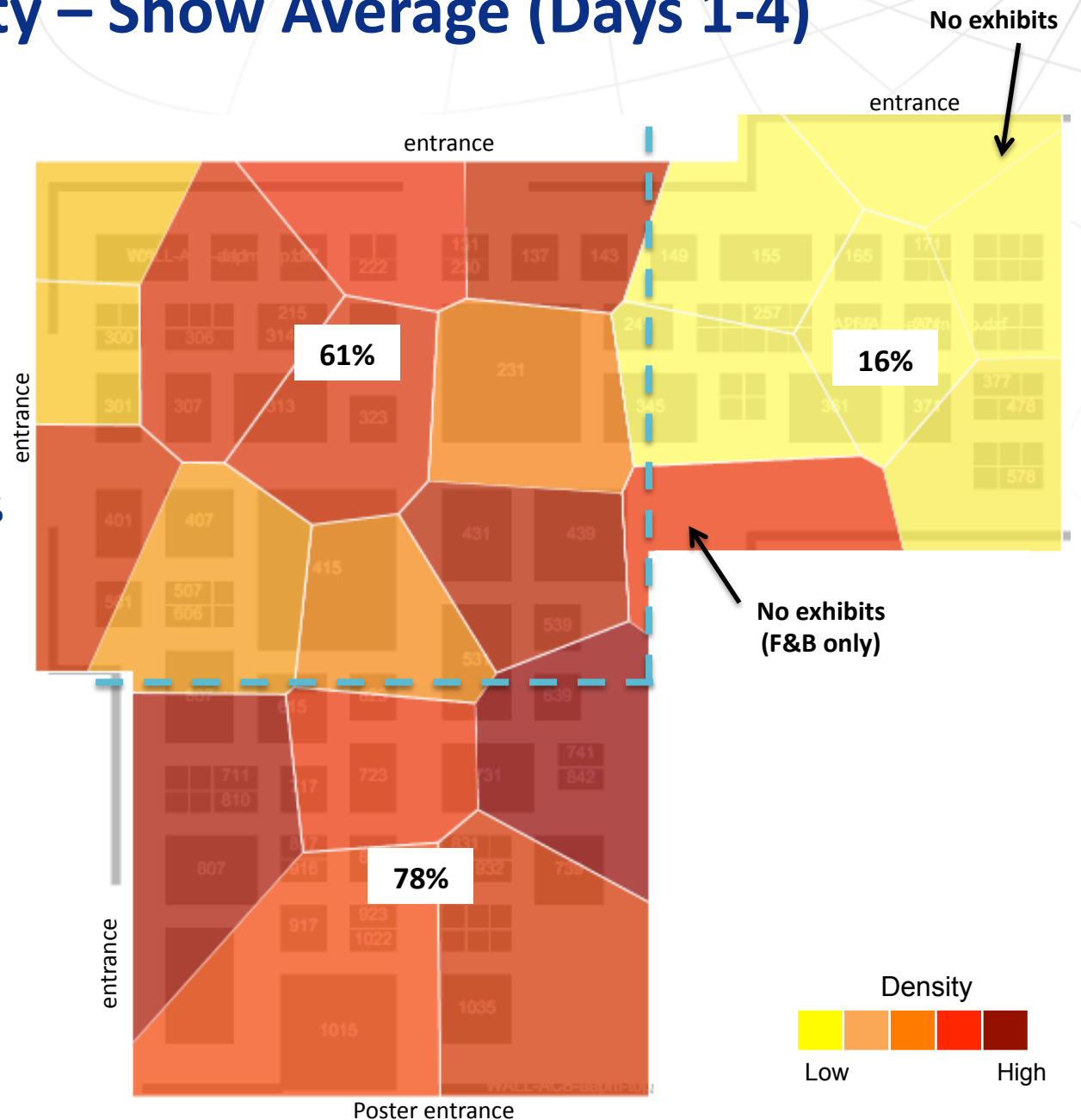


Exhibit Hall Density – Exhibitor Activities, F&B, Lounges

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%

Activities

- ★ Exhibitor Gimmick
- Exhibitor Presentation
- F&B
- Lounge

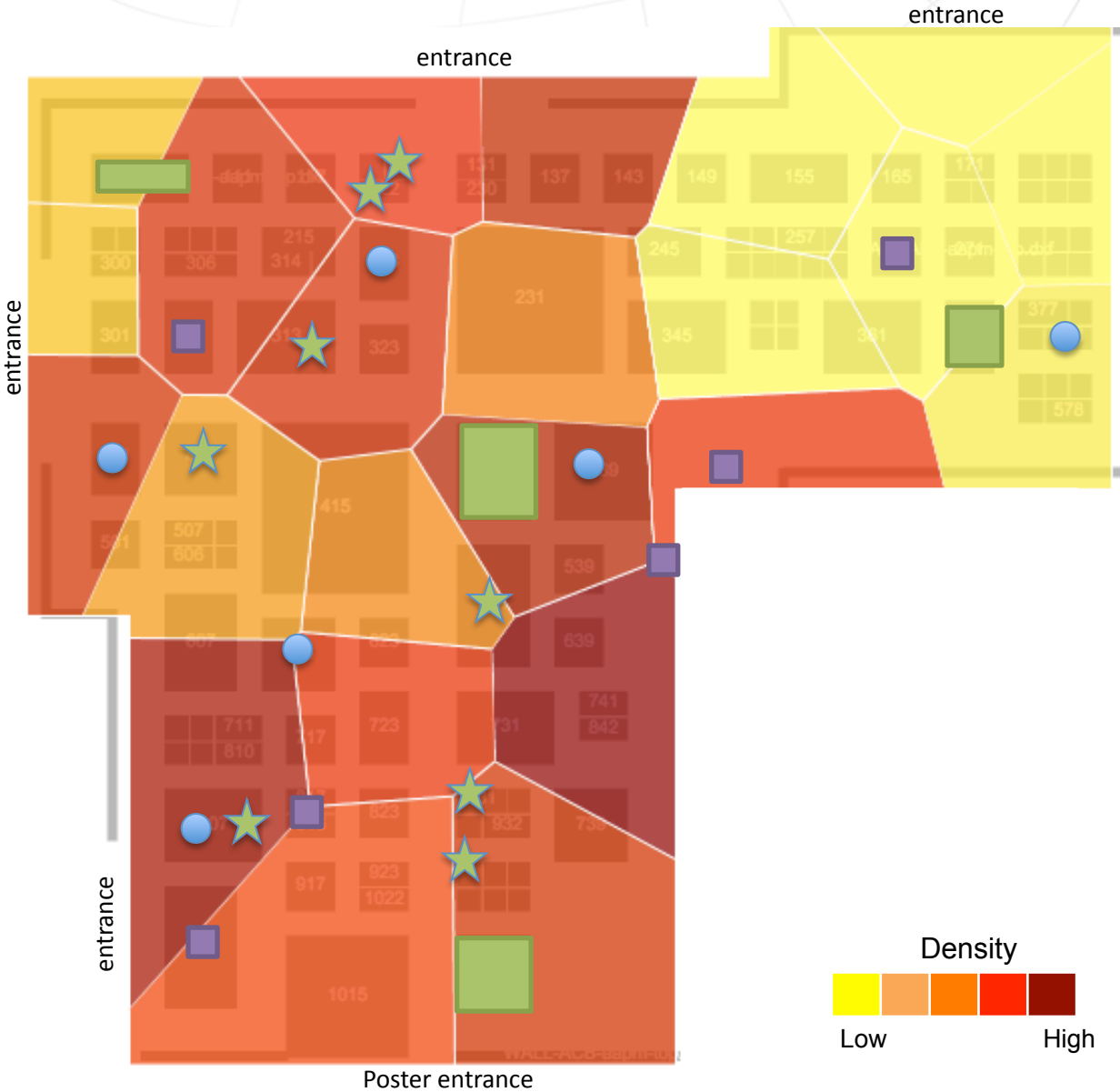
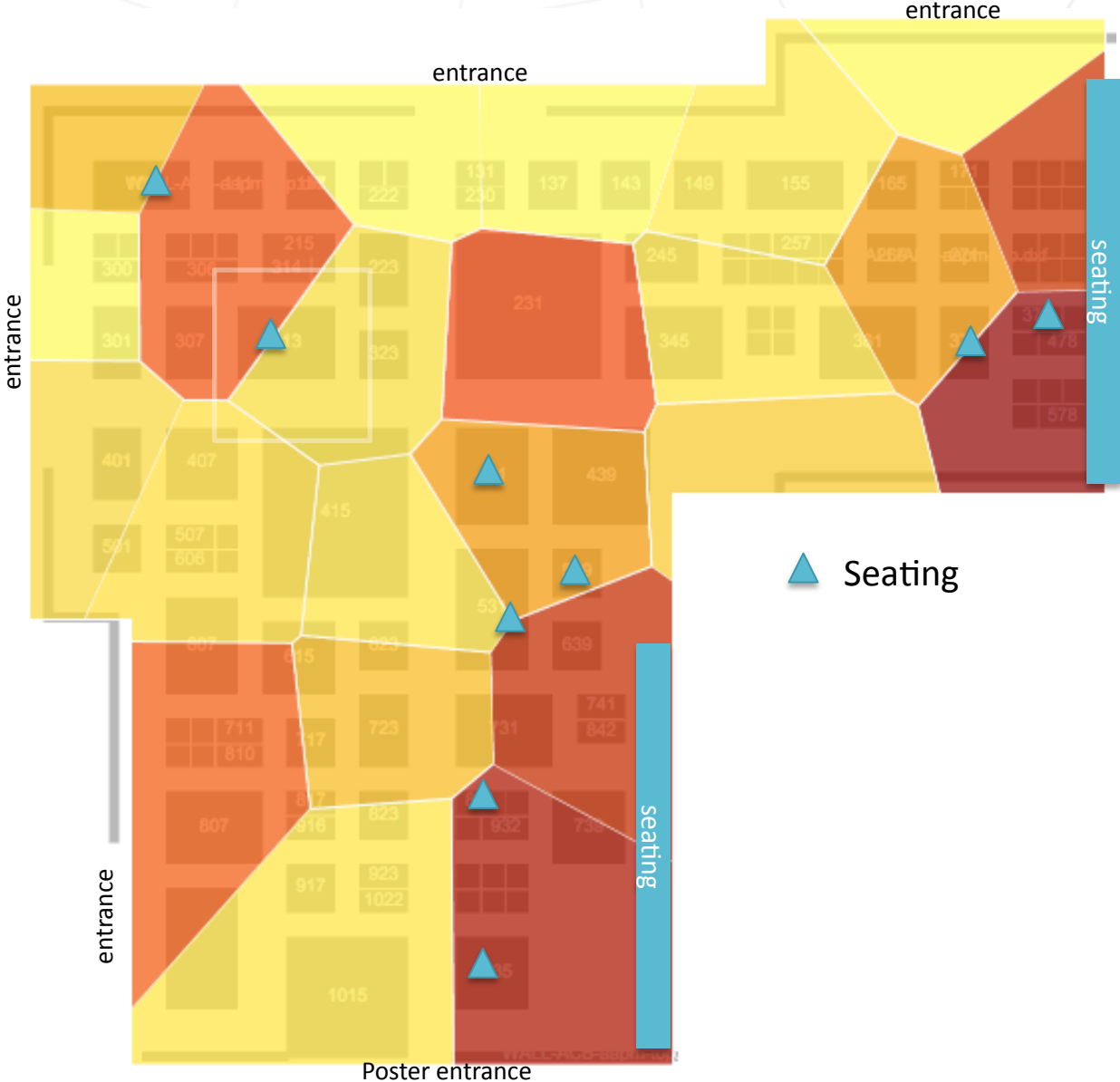


Exhibit Hall Dwell Time – Show Average by Zone

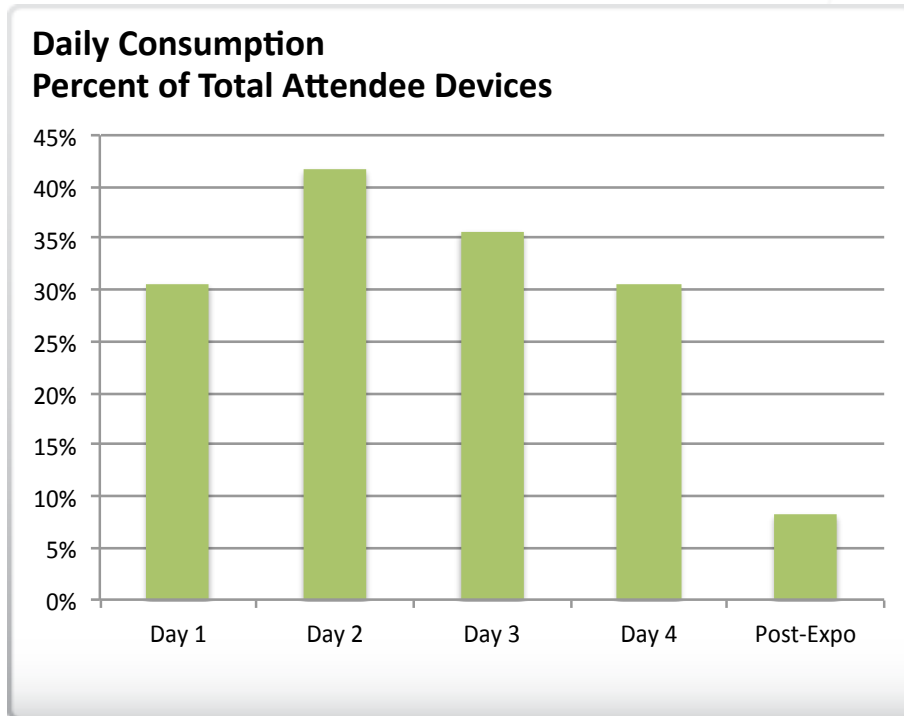
Average dwell time greatest in zones with seating





Poster Visitation

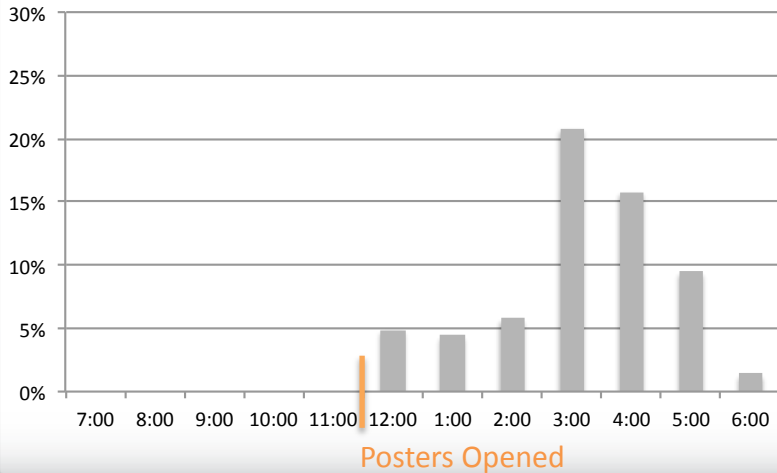
Poster Visitation – by Day



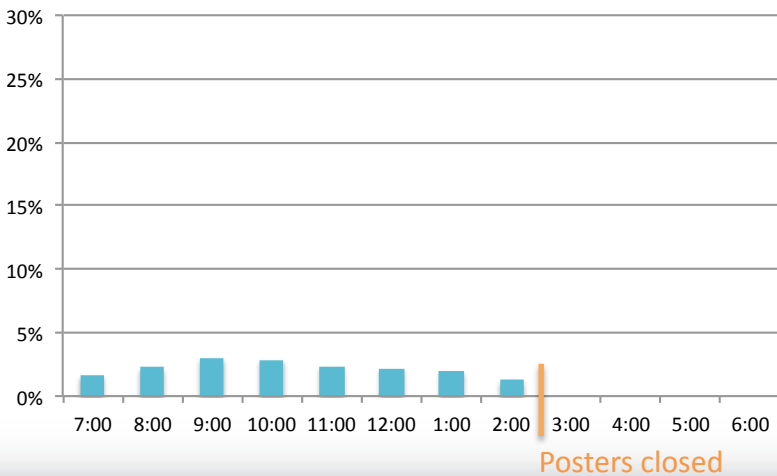
- Overall, 75% of attendees visited posters
- Poster visitation peaked day 2 (40%+ consumption)
- Poster visitation declined 70% post-expo; <10% of attendees visited on the last day

Poster Hall Traffic – by Hour

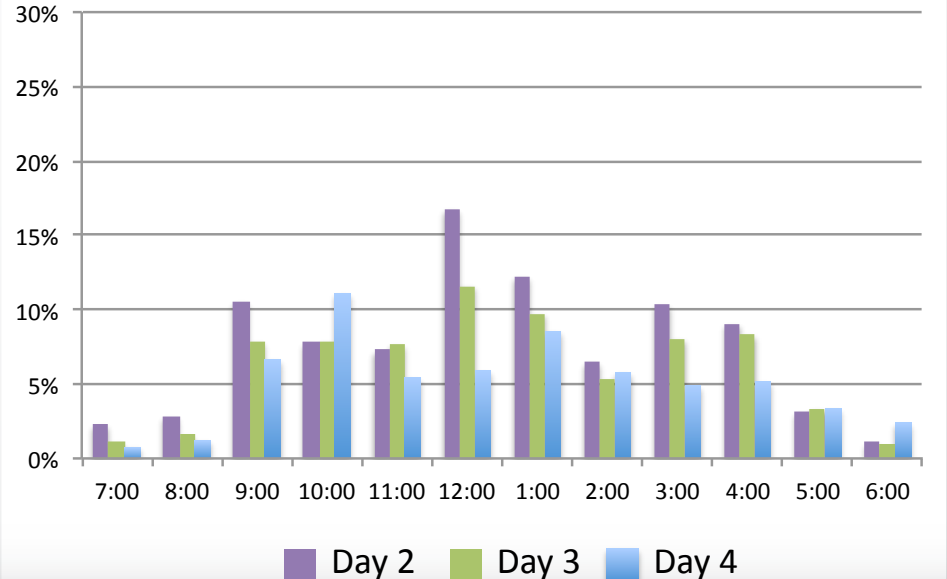
Day 1 – Hourly Consumption
Percent of Total Attendee Devices



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



Days 2-4 – 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:

2014 Exhibit Hours

Sunday 12:30 pm – 6:00 pm
Monday 9:00 am – 6:00 pm
Tuesday 9:00 am – 6:00 pm
Wednesday 9:00 am – 2:00 pm

2015 Exhibit Hours

Sunday 12:30 pm – 5:00 pm
Monday 9:00 am – 5:00 pm
Tuesday 9:00 am – 5:00 pm
Wednesday 9:00 am – 2:00 pm

- **Poster Viewing Hours Reduced:**

2014 Poster Viewing Hours

Sunday 12:00 pm – 7:00 pm
Monday - Wednesday 7:00 am – 7:00 pm
Thursday 7:00 am – 2:50 pm

2015 Poster Viewing Hours

Sunday 12:00 pm – 6:00 pm
Monday - Tuesday 9:00 am – 6:00 pm
Wednesday 9:00 am – 2:00 pm
Thursday No poster displays



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Questions/Comments



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Contact Info

Rachel Smiroldo

rachel@aapm.org

Shannon Rosenberg

SRosenberg@ges.com

www.aapm.org

Thank you for participating