

MSACL 2017 EU

Post-Con Exhibitor Report

September 23, 2017

Another great year in Salzburg! Thank you for your participation and your feedback during the week.

This document contains:

1. Statistics on Attendee Demographics and year-over-year growth
2. Take-aways from the on-site Exhibitor Feedback Discussion Group
3. Key Attendee Feedback

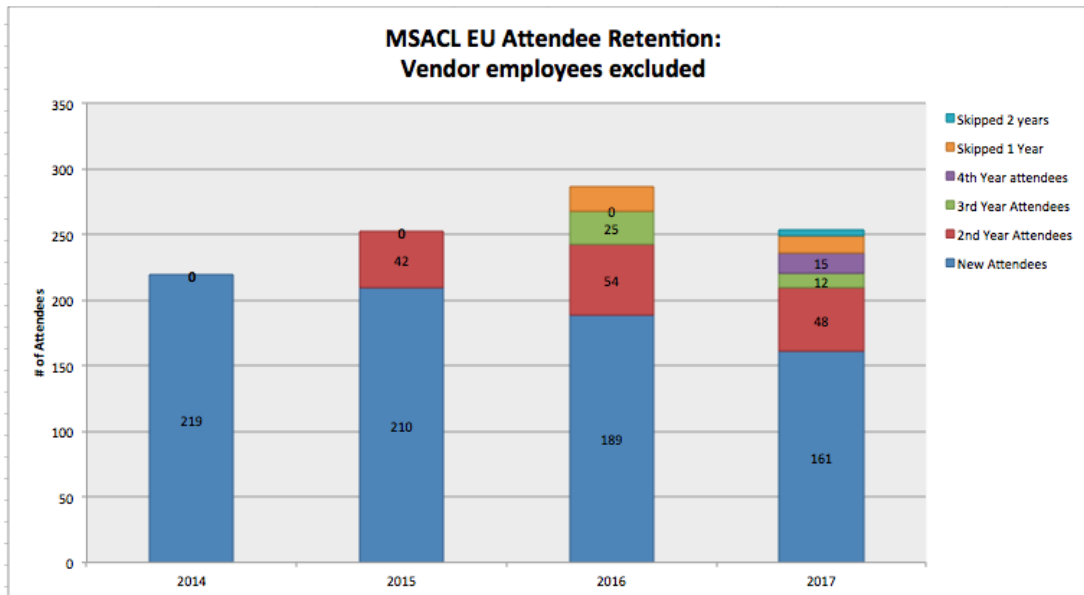
MSACL 2017 EU Statistics and Demographics

* **Known Vendors** referenced in this chart includes attendees registered as Exhibits Only, as well as registrants with email address domains matching email domains of any company that has ever exhibited at an MSACL event.

	2017	2016	2015	2014
Attendees Registered	432 (-4% growth)	451 (12% growth)	403 (13% growth)	357
Attendees On-Site	421 (-3.4% growth)	436 (12% growth)	389 (12% growth)	349
Exhibits-Only Registrants	93 (-6% growth)	99 (32% growth)	75 (14% growth)	66
Registrants (excluding known vendors)	253 (-12% growth) (59% of all registrants)	287 (13% growth) (64% of all registrants)	254 (16% growth) (63% of all registrants)	219 (61% of all registrants)
First-time Registrants (excluding known vendors)	161 (-15% growth) (37% of all registrants) (64% of non-vendor registrants)	189 (-10% growth) (42% of all registrants) (66% of non-vendor registrants)	210 (-4% growth) (52% of all registrants) (83% of non-vendor registrants)	219
Returning Registrants (excluding known vendors)	96 (-1% growth) (22% of all registrants) (38% of non-vendor registrants)	97 (131% growth) (22% of all registrants) (34% of non-vendor registrants)	42 (10% of all registrants) (17% of non-vendor registrants)	0
Lab Director Grantees	8 (2% of all registrants)	13 (3% of all registrants)	11 (3% of all registrants)	0
Young Investigator Grantees	45 (10% of all registrants)	43 (10% of all registrants)	41 (11% of all registrants)	29 (8% of all registrants)
Trainee Grantees	8 (2% of all registrants)	8 (2% of all registrants)	9 (2% of all registrants)	10 (3% of all registrants)
Academic/Govt	120 (28% of all registrants)	129 (30% of all registrants)	100 (26% of all registrants)	91 (28% of all registrants)
Students	22 (5% of all registrants)	25 (6% of all registrants)	21 (5% of all registrants)	18 (5% of all registrants)
Industry	213 (49% of all registrants)	206 (47% of all registrants)	189 (49% of all registrants)	178 (53% of all registrants)
Press	0	0	2 (1% of all registrants)	2 (1% of all registrants)
Staff	4 (1% of all registrants)	9 (2% of all registrants)	9 (2% of all registrants)	5 (1% of all registrants)
Accompanying Ind	0 (0% of all registrants)	3 (1% of all registrants)	6 (2% of all registrants)	2 (1% of all registrants)
Posters	107	117	112	126
Podium presentations	65	58	65	41
Exhibitors	20 (28 booths)	21 (28 booths)	20 (24 booths)	22 (29 booths)

MSACL 2017 EU Year to Year Attendee Retention

* Attendees reported in this chart exclude people associated with known vendors; this includes attendees registered as Exhibits Only, as well as registrants with email addresses matching known vendor domains.



MSACL 2017 EU Countries of Origin Excluding Known Vendors

Attendees originated from 48 different countries over the past 4 meetings. Known Vendors excluded from this chart include attendees registered as Exhibits Only, as well as registrants with email address domains matching email domains of any company that has ever exhibited at an MSACL event.

Country	2017	2016	2015	2014
Argentina	0	0	0	1
Australia	3	4	2	0
Austria	14	9	16	4
Bahrain	0	0	1	0
Belgium	8	4	8	7
Brazil	0	1	2	2
Canada	12	10	6	9
China	2	1	1	3
Croatia	10	5	6	2
Czech Republic	5	4	2	0
Denmark	7	7	2	9
Egypt	1	0	0	2
Ethiopia	0	0	1	0
Finland	4	2	0	0
France	9	11	9	5
Germany	35	34	19	38
Hong Kong	0	2	0	0
Hungary	1	0	1	1
Iceland	5	5	2	0
India	1	3	1	1
Ireland	0	1	4	2
Israel	0	0	0	2
Italy	21	19	8	4
Japan	6	7	2	2
Korea, Republic of	7	6	11	7
Latvia	0	0	1	0
Lithuania	0	0	1	0
Luxembourg	1	1	3	2
Malaysia	0	1	0	0
Mexico	1	0	0	0
Netherlands	16	28	24	18
New Zealand	3	0	1	1
Norway	7	4	6	5
Poland	3	4	2	0
Qatar	1	0	0	0

Romania	0	1	1	0
Russian Federation	4	10	4	1
Serbia	1	0	0	0
Slovenia	1	0	1	0
South Africa	1	0	0	0
Spain	3	1	4	3
Sweden	5	9	5	6
Switzerland	14	13	20	6
Taiwan	0	6	3	0
Turkey	0	1	2	0
United Arab Emirates	0	1	0	0
United Kingdom	29	29	29	29
United States	16	25	23	29

MSACL 2017 EU Attendee Organizations, Excluding Known Vendors

Attendees originate from ~ 200 organizations. Known Vendors excluded from this chart include attendees registered as Exhibits Only, as well as registrants with email address domains matching email domains of any company that has ever exhibited at an MSACL event.

Organization	Number
Luigi Sacco University Hospital ASST Fatebenefra...	1
Aalborg Universityhospital	1
Aarhus University	1
ADL Qatar	1
Agriculture Research Center	1
Ampath Laboratories	1
ANAQUANT	1
Anzac research institute,Sydney,Australia	1
AP-HM	1
Applied Surface Technology Ascend	1
Atalmedial	1
Axel Semrau GmbH & Co.KG	1
Azabu University	1
B.S.N. SRL	5
BGI-Research	1
Biological Research Centre	1
bioMerieux	1
Canterbury Health Laboratories	1
CEA	1
Centre Hospitalier de l'Universite de Sherbrooke	1
Chiba University	1
Chonnam National University Hwasun Hospital	1
CHU Lyon	1
CHU of Liege	1
CIUSSS de l'Estrie-CHUS	1
Cleveland Heart Lab	1
Clinical Hospital Center Merkur	1
Clinical Hospital Center Osijek	1
Clinical Hospital Center Rijeka	1
Clinical Hospital Center Split	1
Clinical Hospital Center Zagreb	2
Cold Spring Harbor Laboratory	1
Collegium Medicum Nicolaus Copernicus Univ.	1
CTC Analytics AG	1
CWZ Hospital Nijmegen	1

De Montfort University UK	1
Diametra (IDS)	1
Diatech Korea Co. Ltd.	1
Duke University	1
Elsevier	1
EMBL-EBI	1
Ente Ospedaliero Cantonale	2
Essential Testing	1
EURAC Research - Institute For Biomedicine	1
Eurisotop	1
F?rst Medical Laboratory	2
F?rst Medisinsk Laboratorium	2
Federal Institute for Materials Research and Testi...	1
Fondazione I.R.C.C.S. Istituto Neurologico Carlo B...	2
Gelderse Vallei Hospital	1
GHdC	1
Ghent University	1
Glycotope GmbH	2
Haukeland University Hospital	1
HCUVA	2
Helmholtz Zentrum Muenchen	1
Hitachi High-Technologies Europe GmbH	1
HUSLAB	3
IARC/WHO	1
IDS	2
Imperial College London	11
Inst. of Lab Medicine - Ludwig-Maximilians-Univ. o...	1
Institute of Microbiology	1
Joanneum Research Forschungsges.mbH	2
KBC Zagreb	1
Klinikum der LMU Muenchen	1
Kobe University Graduate School of Medicine	1
Korea Basic Science Institute	3
Kratos Analytical	1
KU Leuven	1
LabCorp	2
Laboratoire National de Sant?	1
Landspitali University Hospital	3
Leibniz-Institut f?r Analytische Wissenschaften	1
Leipzig University	2
Lillebaelt Hospital, Vejle	3
Lomonosov Moscow State University	2
Ludwig-Maximilians-University	1
LUMC	2

Maastricht University	3
Masaryk University	1
Max Planck Institute of Biochemistry	1
McGill University	1
MCL	1
Medical laboratory Medilab	1
Medical University of Vienna	4
Merck	1
Metanomics Health GmbH	1
Metropolitan Laboratory	1
Moscow State University	1
Murdoch University	1
Naogyia University	2
Necker University Paris Hospital	1
NEST, Scuola Normale Superiore	1
Netherlands Organization for Applied Scientific Re...	1
NHS Wales	1
North West London Pathology	1
Odense University Hospital	1
Owlstone Medical Ltd.	2
Pharmaceutical Sciences University of Iceland	1
PRISM, INSERM U1192, University of Lille	2
Resrch Ctr for Obstetrics, Gynecology & Perinatolo...	1
Rijnstate hospital	2
Roche	10
Rockwood Scientific Consulting	1
Rotes Kreuz, Landesverband O?	1
Sahlgrenska Academy, University of Gothenburg	2
Samsung Changwon Hospital	1
Sapienza Universit? di Roma	1
Scilifelab KTH - Royal Institute of Technology	1
Scuola Normale Superiore	1
SEALS Department of Clinical Chemistry and Endocri...	1
Sharp Life Science	1
Southern Community Laboratories	2
SPADIA Lab a.s.	2
St. Paul's Hospital	2
St.Olavs Hospital	1
Stavanger University Hospital	1
STRATEC Consumables GmbH	1
Tata Medical Center	1
The Binding Site Group Ltd	2
The Ipswich Hospital NHS Trust	1

The University of Electro-Communications	1
The University of Texas	1
Tirol-Kliniken ZIMCL	1
TU Munich	1
TU Wein	3
UC San Diego	3
UMC Utrecht	1
UMGL UMG Goettingen	1
UNAM	1
UNIL	1
Unilabs	1
Universit? de Sherbrooke	3
Universit? degli Studi di Torino	1
Universit?tsklinikum Erlangen	2
Universitat de Girona	1
University Children's Hospital Heidelberg	2
University Hospital Bern	2
University Hospital Carl Gustav Carus	1
University Hospital Center Sestre milosrdnice	2
University Hospital Center Zagreb	1
University Hospital Heidelberg	1
University Hospital of Liege	1
University Hospital of South Manchester	3
University Hospital Sant'Orsola-Malpighi	1
University Hospital Schleswig-Holstein	1
University Hospital, LMU Munich, Institute of Lab ...	2
University Hospitals of Leicester	2
University Medical Center Groningen	1
University Medical Center Utrecht	1
University Medical Centre Ljubljana	1
University of Alberta	2
University of Bologna	2
University of Copenhagen	1
University of Gothenburg	1
University of Groningen	1
University of Helsinki	1
University of Iceland	1
University of Lausanne	1
University of Leipzig	1
University of Li?ge, CHU de Li?ge	1
University of Masaryk	1
University of Texas Medical Branch	1
University of Turin	3
University of Victoria	1

University of Victoria - Genome BC Proteomics Cent...	1
University of Vienna	1
University of Warsaw	1
University of Washington	1
University of Yonsei	1
Uniwersytet Mikołaja Kopernika	1
UW Laboratory Medicine	1
V?stra G?talandsregionen	1
Vanderbilt University	1
Weill Cornell Medicine	1
Wythenshawe Hospital	1
Zentrum f?r Labormedizin St. Gallen	1

Corporate Workshop Attendance

*Note – numbers are approximate as recorded by MSACL staff

Some vendors expressed interest in learning what types of workshops tend to attract more attendees. We have shared our recorded room counts with all vendors, as well as the following points:

1. Workshops led by unaffiliated users of the vendor's products, presenting a talk on their own science, tend to be better attended.
2. Top-quality, well-known speakers, even if their talk is not related to the vendor's product any way, will almost always draw a crowd and create positive branding for the host company.
3. Having a reputation for providing high-quality give-aways helps.
4. Listing a clear topic with broad appeal helps.

Corporate Workshops				
	Mozart 4-5	Papagena	Paracelsus	Trakl
Wednesday 8:15 - 08:45	Cascadion all-in-one LC-MS/MS solution Thermo Scientific 70	SWATH-MS for quant & ID in clinical prot/lipid/metabolomics SCIEX 6		
Wednesday 4:00 - 14:30	Disruptive technologies & creative solutions in clinical MS Shimadzu 80	Topaz, a CE-marked integrated LCMS-based IVD system SCIEX 37	Improved assays with LCMS for protein quantitation in the clinical laboratory Hitachi 29	(1) 16-plex VAMS for anti- epileptic drugs, (2) Mitra for steroid collection Neoteryx 28
Wednesday 6:00 - 16:30	Quantitation of endocrine markers using HRMS Thermo Scientific 31	Automation in clinical labs Tecan 54	Multiplexed proteomic analysis Agilent 12	Targeted metabolomics in personalized cancer medicine Biocrates Life Sciences 25
Thursday 8:15 - 08:45		New advances and technologies in MS for clinical research SCIEX 34		

Exhibitor Feedback Meeting: Take-Aways

This information was previously sent to you via email. It is included here for completeness.

(1) MSACL should consider returning at least some of the the Corporate Workshops to their previous 45 minute format.

MSACL --> Noted and to be further evaluated.

(2) Vendors expressed concern regarding travel to Salzburg.

MSACL --> The organizational situation at Salzburg Congress is unusual and allows MSACL to provide a unique experience for the attendees and exhibitors in terms of food&beverage and ancillary services. [This was generally agreed by Vendors.]

MSACL --> Since travel is generally not direct, it creates a situation where people come to stay for more than one or two days, thereby creating a more cohesive community environment on-site.

MSACL --> We will continue to explore other sites in preparation for when we exceed the capacity of the Salzburg congress, or for when the congress center becomes untenable for another unforeseen reason. Some recommended locations to investigate were Prague, Berlin (Estrelle) and Lisbon.

MSACL --> Planning to put more detailed travel directions on MSACL site. Reports received that attendees from Italy were on the train for 11 hours. Possibly didn't realize they could fly into Munich??

(3) Mild concern over the lower number of attendees at 2017 EU versus 2016 EU? 421 vs. 436 (-3.4%)

MSACL --> This was somewhat curious given the recent proclamation by Roche that they are now focused on implementing mass spectrometry for clinical analyzers, and the unveiling by Thermo of the Cascadion (although a lag time should be expected). However, 2017 was also a EuroMedLab congress year, and we were in direct conflict with the international TIAFT/SOFT meeting (postponed). Generally, the attitude and ambiance of the 2017 EU meeting was positive and no significant concern was noted.

(4) Career Information Event

MSACL --> Idea proposed, based on Meet-the-Experts concept, to have sessions where industry representatives provide 30-min workshops on how they arrived at their current positions.

(5) Vendor Lightning Talks

MSACL --> Well-received. 90 seconds is adequate. Slide number should be restricted; final number not yet determined, but possibly 1, or up to 3. Slides should be submitted as PDF files, no animation.

(6) Exhibit Hall and/or Poster Set-up

MSACL --> No concerns noted, outside of the poorly coordinated food placement that left the areas around SCIEX and Shimadzu booths wanting for attendee presence on Tuesday evening.

(7) Proposed Future Merging of US and EU Congress in Canadian City, like Montreal

MSACL --> Not recommended by Vendors.

Key Attendee Feedback

Selected feedback results with 37% of attendees responding, thus far, are represented below. You can view all responses and comments here:

https://www.msac.org/questionnaire_responses_conference_2017EU_PUBLIC.php

I found value in the Vendor Lightning Talks.

Average: 2.19

0=Not at All (n=2)

1=Somewhat (n=17)

2=Mostly (n=46)

3=Definitely (n=41)

Responses: 106

Declared Not Applicable: 42

I found the congress to be beneficial for networking.

Average: 2.67

0=Not at All (n=0)

1=Somewhat (n=8)

2=Mostly (n=26)

3=Definitely (n=95)

Responses: 129

Declared Not Applicable: 6

I would prefer this congress to take place every other year.

Average: 1.32

0=Not at All (n=44)

1=Somewhat (n=18)

2=Mostly (n=22)

3=Definitely (n=29)

Responses: 113

Declared Not Applicable: 23

This meeting competes with other meetings for my interest. --> Please list other meetings you enjoy attending in the Comments section.

Average: 0.66

0=Not at All (n=56)

1=Somewhat (n=16)

2=Mostly (n=6)

3=Definitely (n=10)

Responses: 88

Declared Not Applicable: 46

If there is a 2018 Congress in Salzburg, I plan to attend; dates would be September 9-13, 2018.

Average: 2.26

0=Not at All (n=2)

1=Somewhat (n=20)

2=Mostly (n=45)

3=Definitely (n=56)

Responses: 123

Declared Not Applicable: 10

I valued the opportunity to chat with Vendors in the Exhibit Hall.

Average: 2.53

0=Not at All (n=0)

1=Somewhat (n=9)

2=Mostly (n=32)

3=Definitely (n=65)

Responses: 106

Declared Not Applicable: 18

I attended a corporate workshop and found it worthwhile.

Average: 2.11

0=Not at All (n=6)

1=Somewhat (n=4)

2=Mostly (n=42)

3=Definitely (n=24)

Responses: 76

Declared Not Applicable: 48

END OF DOCUMENT