

# MSACL 2018 US Exhibitor Report

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Prepared by MSACL  
January 31, 2018

This document contains:

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

You are encouraged to respond to MSACL with your feedback. If you liked something, let us know. We are in the process of evaluating the effectiveness of several changes to the program this year, including:

1. Addition of a Poster and Exhibitor Lightning talk session.
2. Addition of ***Future of Clinical Mass Spec*** plenary panel discussion.
3. Addition of option to hold long-format corporate workshops prior to the start of the conference (Sunday from 8am -12pm).
4. Addition of Single-Day registration type.
5. Shortening of scheduled programming Wednesday evening to allow for off-site meetings. (Program ended at 6:00pm)
6. Return to scheduling events in the Exhibit Hall Thursday Afternoon and closed Exhibit Hall at 6:00pm. (Exhibits closed at 7pm in 2016 and earlier years, we tested ending at 1:30pm for 2017)
7. Addition of ***Meet-the-Experts*** program and meeting area in the Exhibit Hall.
8. Placement of ping-pong table inside the Exhibit Hall rather than on the lawn outside.
9. Option for to Exhibitors to purchase coffee to serve at their booths rather than MSACL providing coffee. Shimadzu sponsored an espresso cart, but MSACL still needed to supplement with coffee in the center of the hall. Coffee can be a key traffic driver. *Is there a way to make this work, perhaps providing extra booth space for coffee sponsors?*

Your feedback is an important tool for shaping the next event. A successful event raises awareness of Clinical MS, and contributes to improved patient outcomes.

## Statistics and Demographics

**Table 1. Attendance Stats**

Known vendors are all Exhibits Only attendees, as well as any attendee that is registered with an email address domain matching an exhibitor email domain.

\* First-Time attendee status is now being self-reported during registration, reducing errors due to changing email addresses year to year.

	<b>2018</b> January Palm Springs	<b>2017</b> January Palm Springs	<b>2016</b> February Palm Springs	<b>2015</b> March San Diego	<b>2014</b> March San Diego	<b>2013</b> February San Diego
<b>Total Registrants</b>	837	884	1013	1034	907	832
<b>Attendees On-Site</b>	822	827	971	969	861	787
<b>Exhibits-Only Attendees</b>	170	163	186	185	150	135
<b>Attendees (excluding known vendors)</b>	581 (71% of all attendees)	547 (66% of all attendees)	633 (65% of all attendees)	657 (67.8% of all attendees)	582 (67.6% of all attendees)	590 (75% of all attendees)
<b>First-time Attendees (excluding known vendors)</b>	239 (more accurate than prior years*) (41% of non-vendor attendees)	288 (52.6% of non-vendor attendees)	355 (56% of non-vendor attendees)	425 (64.6% of non-vendor attendees)	372 (63.9% of non-vendor attendees)	413 (70% of non-vendor attendees)
<b>Returning Attendees (excluding known vendors)</b>	391 (more accurate than prior years*)	259	278	232	210	177
<b>Lab Director Travel Grantees</b>	17	24	32	16	6	13
<b>Young Investigator Travel Grantees</b>	81	73	69	80	59	55
<b>Trainee Travel Grantees</b>	33	36	41	48	33	31
<b>Posters</b>	182	193	237	249	220	237
<b>Podium presentations</b>	143	108	118	105	69	68
<b>Exhibitors</b>	47	48	55	43	40	40

**Table 2. Country of origin of ALL MSACL US attendees (both exhibitor-employed and non-exhibitor employed) over the past seven years. EB Registration rate included.**

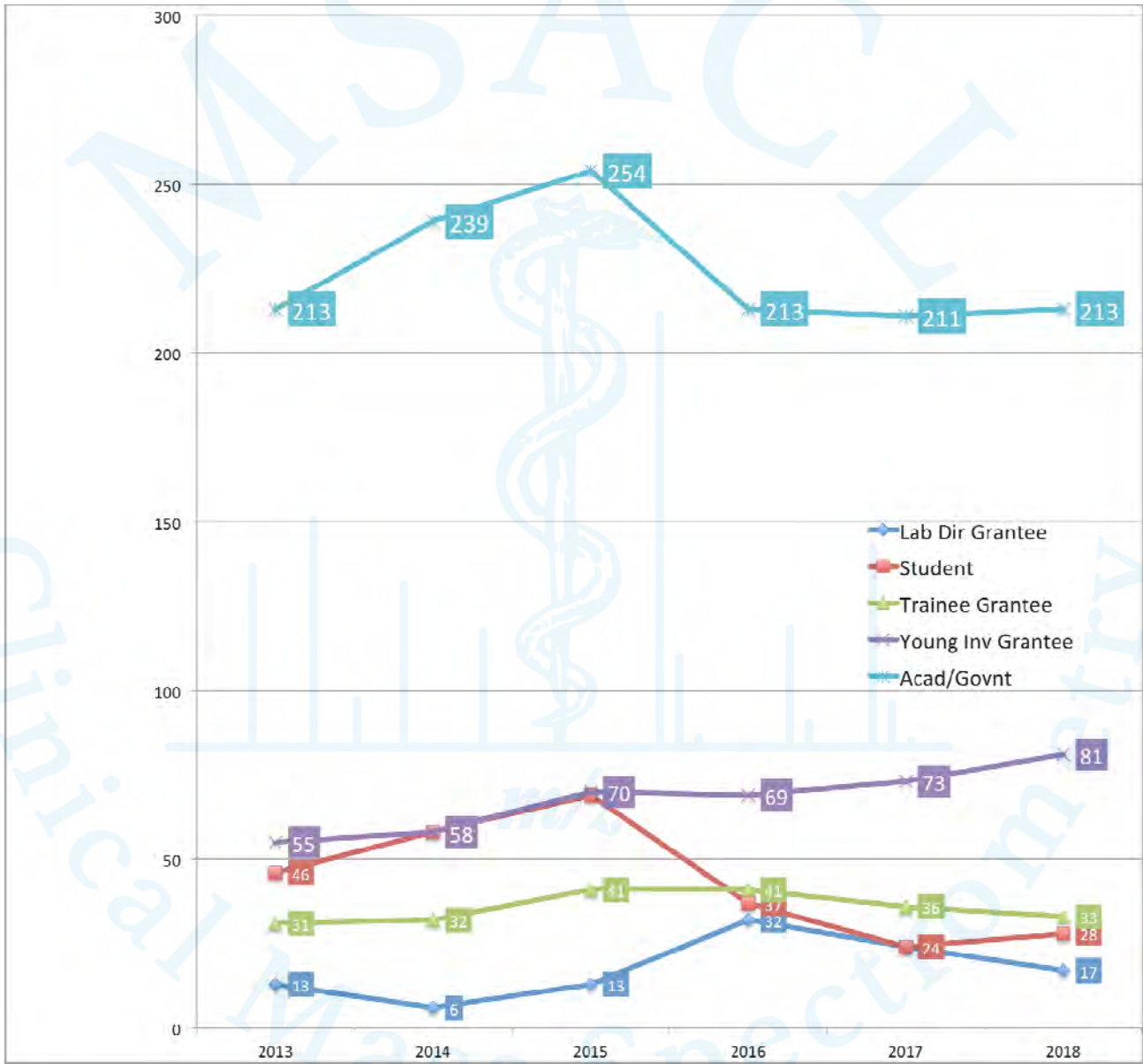
	2018 (Jan) \$1200	2017 (Jan) \$1200	2016 (Feb) \$1200	2015 (Mar) \$1100	2014 (Mar) \$1100	2013 (Feb) \$1100	2012 (Jan) \$1000	2011 (Feb) \$800
Armenia								1
Australia	2	3	4	2	6	3	2	1
Austria	3		1	1	2		1	4
Belgium	1	1	1		3	1	1	1
Brazil	5	1		3			2	2
Canada	45	46	42	49	39	34	26	22
China	15	9	8	12	5	1		
Croatia		2						
Czech Rep	1		1	2				
Denmark	5	1	1	4	1	3	1	3
Egypt				1				
Estonia	2	2		1				
Finland	2	2	3	1		1	1	3
France	4	3	2	6	2	5	3	2
Germany	15	10	10	15	12	16	9	13
Hong Kong				2	1	1	2	
Hungary				1		3		
Iceland	2	1	1	2	1			
India	2		1	1	1		1	
Ireland	1	1		1			1	1
Israel	1				1	1	1	
Italy		4	4	1	1			
Japan	9	5	6	3	6	10	7	1
Kenya				1				
Korea, Re	19	20	29	21	29	20	13	5
Liechtens			1					1
Luxembour				1	1		1	
Malaysia							1	
Mexico				1				
Morocco		1						
Netherlan	12	16	12	11	8	10	10	4
New Zeala	1				1	1	1	
Poland		1						
Qatar					2		1	

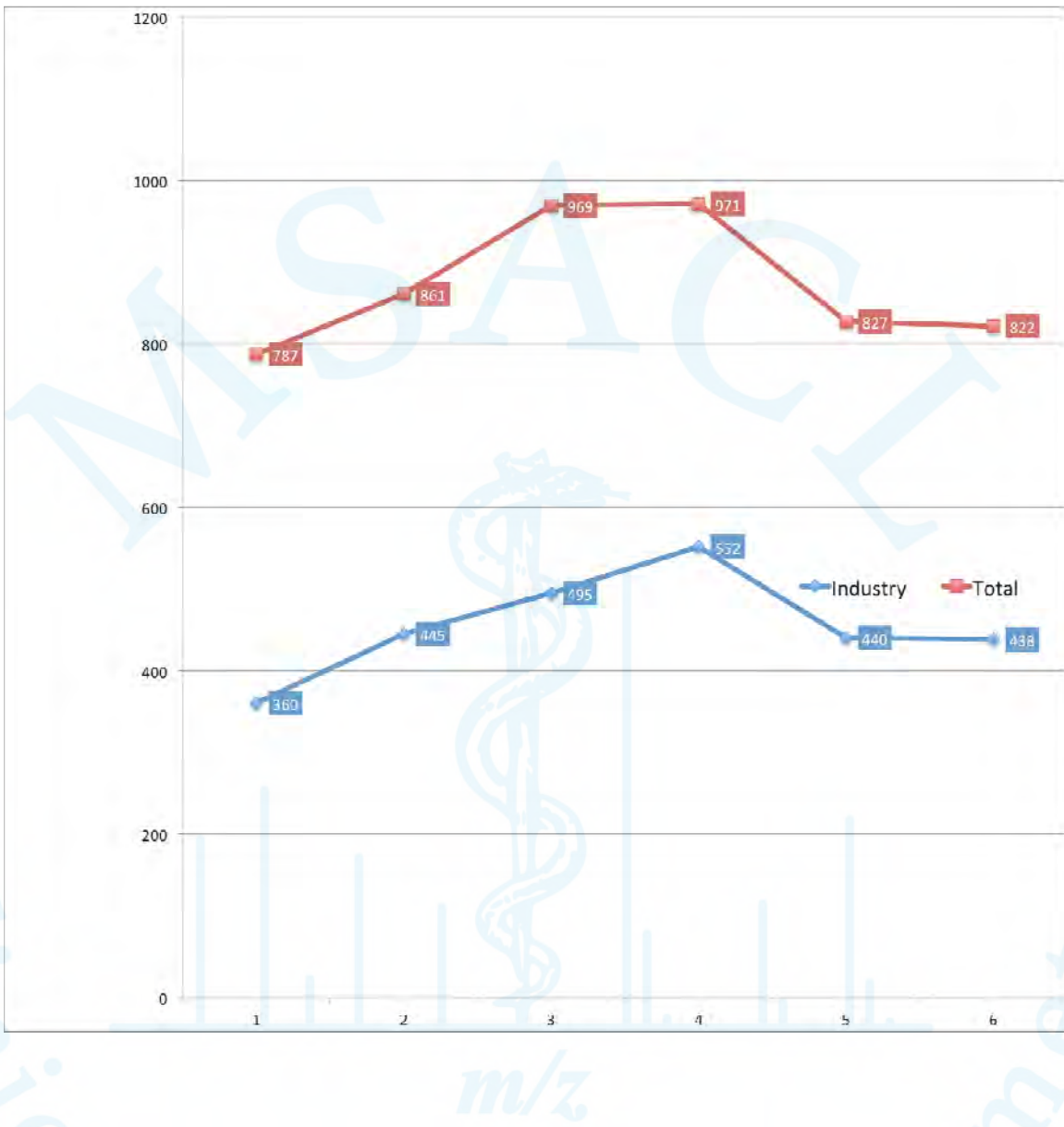
Russian F		2	2	2			1	2
Saudi Ara				5	1	2		2
Singapore	4	1				1	1	
Spain						3		
Slovenia			1					
South Africa	2							
Sweden	4	2	8	5	4	2	2	3
Switzerla	9	3	4	7	3	7	6	8
Taiwan	3	3	6	12	2			
Thailand			1					
Turkey	4		4	2	1			
United Ki	25	31	35	28	30	30	13	5
United St	624	656	783	765	698	632	559	531
Unknown								42
Total non-US	198	171	188	204	163	155	108	83
Total Attendees	822	827	971	969	861	787	667	657

**Table 3. Registration Type**

<b>Reg Type</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Lab Dir Grantee	13	6	13	32	24	17
Student	46	58	69	37	24	28
Trainee Grantee	31	32	41	41	36	33
YI Grantee	55	58	70	69	73	81
Acad/Govt	213	239	254	213	211	213
Industry	360	445	495	552	440	438
<b>Total</b>	<b>787</b>	<b>861</b>	<b>969</b>	<b>971</b>	<b>827</b>	<b>822</b>





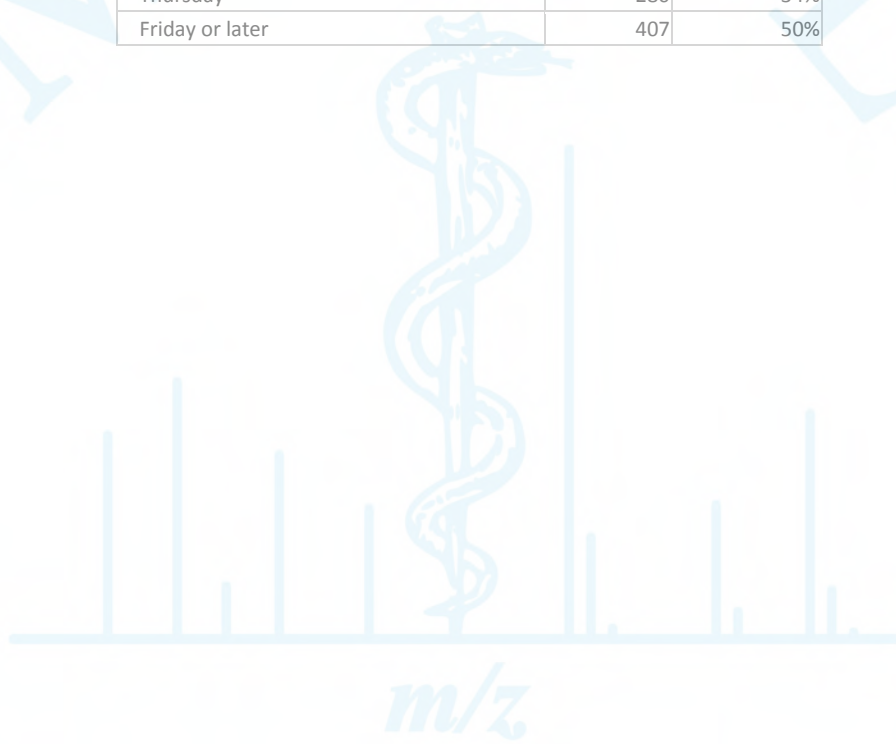


**Table 4. Registration Survey results**

Question	Total	% of Total
Vendor Email Opt-In?	<b>822</b>	<b>100%</b>
Yes	409	50%
No	413	50%
My level of expertise in clinical mass spectrometr	<b>822</b>	<b>100%</b>
Low	157	19%
Medium	359	44%
High	306	37%
I make purchasing decisions for a clinical lab.	<b>822</b>	<b>100%</b>
Yes	251	31%
No	571	69%
I work in a lab with a Mass Spectrometer.	<b>822</b>	<b>100%</b>
Yes	590	72%
No	232	28%
I operate a Mass Spectrometer.	<b>361</b>	<b>44%</b>
Yes	161	20%
No	200	24%
I operate a Mass Spectrometer in a clinical lab.	<b>822</b>	<b>100%</b>
Yes	269	33%
No	553	67%
I prepare samples that are run on a MS	<b>361</b>	<b>44%</b>
Yes	141	17%
No	220	27%
I am a first-time attendee.	<b>822</b>	<b>100%</b>
Yes	280	34%
No	542	66%
I am an employee of an MSACL Exhibitor.	<b>822</b>	<b>100%</b>
Yes	241	29%
No	581	71%
I have a PhD or similar.	<b>822</b>	<b>100%</b>
Yes	473	58%
No	349	42%
I have an MD or similar.	<b>822</b>	<b>100%</b>
Yes	86	10%
No	736	90%
My awareness of MSACL mostly comes from:	<b>822</b>	<b>100%</b>
Other	160	19%
Friend or Colleague	402	49%
Chris' very engaging informati...	196	24%
Facebook	2	0%
Linked In	3	0%
Web Search	18	2%
Newsletter / Journal Ad	5	1%



While Attending Another Congre...	36	4%
Biography	<b>256</b>	<b>31%</b>
Estimated Arrival	<b>747</b>	<b>91%</b>
Saturday or earlier	262	32%
Sunday	212	26%
Monday	174	21%
Tuesday	88	11%
Wednesday	11	1%
Estimated Departure	<b>747</b>	<b>91%</b>
Sunday	1	0%
Monday	1	0%
Tuesday	18	2%
Wednesday	40	5%
Thursday	280	34%
Friday or later	407	50%



## Exhibitor Feedback Discussion Group Take-Aways

At least 16 exhibitor representatives joined the feedback meeting held from 9:00 - 10:00 am on Thursday morning January 25, 2018 in Mesquite H. Main points of discussion were as follows:

1. **Schedule** - Several people noted that the 6pm tear-down time is a bit late as it requires using overtime labor. For 2017 US we ended the Exhibit Hall activities at 1:30pm, which was the first year that we tore down earlier than 7:00pm. It was noted that ending by 3 or 4:00pm would be ideal. We will explore this for 2019.
2. **Schedule** – One exhibitor expressed frustration that non-exhibitors are allowed in the Exhibit Hall prior to the official opening of the Hall during which time attendees can pickup displayed literature without a representative present. This is a difficult situation to change, since poster presenters must hang their posters prior to the official opening time, however, now that we are aware of this concern, we can try to limit the amount of time that open access is given in the Hall. Possibly also provide different badge type for Booth Working Exhibitors to gate access to Hall.
3. **Layout and Flow** – Exhibitors were happy with the layout of the Hall with the exception that they felt there may have been less flow than prior years. The placement of tables around the periphery of the Hall were mentioned as a possible issue, however tables have been placed in a similar manner for 2016 and 201. Several noted that it might be better to have tables more centrally integrated. We do place many belly bars throughout the Exhibit Area, which have the advantage of allowing a higher density. that do not take up as much space. Larger sit-down tables require at least 10 feet of buffer space to meet fire code, which will reduce overall density if placed between booths. Possible that tables were more of a focus this year since we served a full meal on opening night rather than just appetizer stations, which are easier to consume at a belly bar.
4. **Signage** – there was a request to have an Agenda poster placed prominently in the Exhibit Hall. We can do this.
5. **Badges** – there was a request to place attendee City and State on the badges about the same size as the green text next to the QR Code. We will try to make this happen.
6. **Workshops** – Vendors would like the ability to give a survey during workshops like the Fundamentals track did. This can be done, we will include instructions on the website.
7. **Leads** – Some vendors claimed a 50% decrease in scans from last year, although we also received messages after the conference that scans were actually 50% more than last year by the end of the conference -- *last day surge*.

8. **Getting People into Booths** – there is a suggestion to hand out drink coupons from booths, so people need to go to a booth before going to the bar. MSACL is all about creating a low stress environment for those of us who suffer from social anxiety, and this idea may not work well with that. We'll need to give it more thought.
9. **Seeking Meeting Leads Outside of Booth** - MSACL is focused on creating an environment where the Exhibitors can become one of the crowd. It is our belief that in situations where you meet contacts as people first, you are more likely to begin the establishment of a relationship that will lead to a sale. We highly encourage a two-pronged approach to lead capture -- > place one booth worker in the booth and another on the floor playing foosball, ping pong, checking out the posters, and meeting people. MSACL is unusual in that almost every single person at the conference is a potential lead, which makes this method of lead pursuit not only reasonable, but also more likely to have a higher return on time-investment (ROTI).
10. **Posters** – suggestion to place QR Codes on posters with presenter contact info. This can be added to the Poster instructions.
11. **Games** – suggestion to move the games (pin-pong and foosball) to be spread out around the Hall. We initially put them off to the side because we were not sure if vendors would like to be located next to them. Now that we know, we can try to make this happen.
12. **2019 Dates** – we were reminded to ensure that our meeting in March 2019 does not conflict with US HUPO. We have just received word that US HUPO will be signing a contract for March 3-6, 2019. MSACL is currently targetting to sign a contract for March 31-April 4 (or the week following), which is also two weeks after the start of PittCon and three weeks prior to Easter.
13. **2019 Location** – We have received some negative feedback from several exhibitors that they have had poor experiences at Town and Country in San Diego. The venue is in the middle of renovations, so we are leaning toward trying Palm Springs one more year with the later date in March/April to see if there is a jump in attendance just with the date change and to give the San Diego venue another year to complete upgrades before attempting to return.

## Key Attendee Feedback

You can view all of the post-conference feedback, as well as responses from MSACL staff, at the following link:

[https://www.msacl.org/msacl\\_control/questionnaire\\_responses\\_conference\\_2018US.php](https://www.msacl.org/msacl_control/questionnaire_responses_conference_2018US.php)

Selected feedback results with 27.86% of attendees responding are below.

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### MSACL is the primary meeting that I attend to get information on Clinical MS

**Average:** 2.35

0=Not at All (n=6)

1=Somewhat (n=23)

2=Mostly (n=81)

3=Definitely (n=113)

**Responses:** 223

**Declared Not Applicable:** 13

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### I found the congress to be beneficial for networking.

**Average:** 2.47

0=Not at All (n=2)

1=Somewhat (n=21)

2=Mostly (n=64)

3=Definitely (n=124)

**Responses:** 211

**Declared Not Applicable:** 14

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### I found the congress to be intellectually stimulating.

**Average:** 2.53

0=Not at All (n=1)

1=Somewhat (n=17)

2=Mostly (n=59)

3=Definitely (n=129)

**Responses:** 206

**Declared Not Applicable:** 13

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**I found the Scientific Program strong.**

**Average:** 2.34

0=Not at All (n=0)

1=Somewhat (n=27)

2=Mostly (n=76)

3=Definitely (n=94)

**Responses:** 197

**Declared Not Applicable:** 18

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**I enjoyed the Vendor Lightning Talks.**

**Average:** 2.11

0=Not at All (n=5)

1=Somewhat (n=27)

2=Mostly (n=43)

3=Definitely (n=51)

**Responses:** 126

**Declared Not Applicable:** 76

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**I enjoyed the Sunday morning pre-conference Corporate Workshop with Agilent.**

**Average:** 2.11

0=Not at All (n=6)

1=Somewhat (n=3)

2=Mostly (n=10)

3=Definitely (n=19)

**Responses:** 38

**Declared Not Applicable:** 158

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**I attended a Corporate Workshop during the conference and found it worthwhile.**

**Average:** 2.41

0=Not at All (n=3)

1=Somewhat (n=9)

2=Mostly (n=44)

3=Definitely (n=65)

**Responses:** 121

**Declared Not Applicable:** 71

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**I enjoyed the Exhibit Hall layout.**

**Average:** 2.55

0=Not at All (n=4)

1=Somewhat (n=9)

2=Mostly (n=55)

3=Definitely (n=123)

**Responses:** 191

**Declared Not Applicable:** 5

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**MSACL feels over-commercialized. Too many exhibitors. Too many corporate logos.**

**Average:** 0.26

0=Not at All (n=150)

1=Somewhat (n=31)

2=Mostly (n=4)

3=Definitely (n=3)

**Responses:** 188

**Declared Not Applicable:** 9

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**I enjoyed the opportunity to chat with Vendors in the Exhibit Hall.**

**Average:** 2.55

0=Not at All (n=0)

1=Somewhat (n=14)

2=Mostly (n=52)

3=Definitely (n=112)

**Responses:** 178

**Declared Not Applicable:** 16

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