

## Internal Medicine 2010 is the World's Largest Internal Medicine Meeting.

The 2009 meeting's attendance of physicians and allied health professionals was 6,433\* . Most attendees are high-prescribing primary care practitioners, an excellent source of prequalified leads. Internal Medicine 2010 is the ideal setting for your personal interaction with this distinctive and desirable group of physicians.

### 2009 Professional Attendance

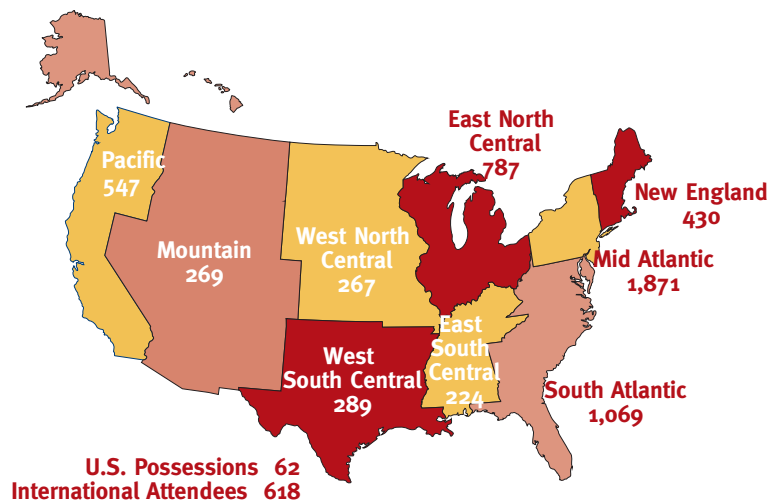
Members, Fellows, Masters .....	3,790
Associates .....	1,265
Life Members .....	66
Affiliate Members .....	7
Residents .....	24
Nonmember Physicians .....	638
Medical Student Members.....	557
Nonmember Medical Students .....	8
Allied Health Professionals .....	78
<b>Total</b> .....	<b>6,433</b>

### Other Attendees

Guest/Spouses .....	487
ACP Staff.....	230
ACP Vendors.....	179
Exhibitors .....	1,454
Exhibit Hall Guests.....	59
Press.....	73
<b>Total</b> .....	<b>2,482</b>

**Total 2009 Meeting Attendance 8,915**

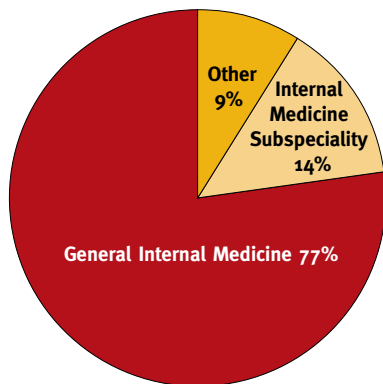
### Registration by Geographical Region\*



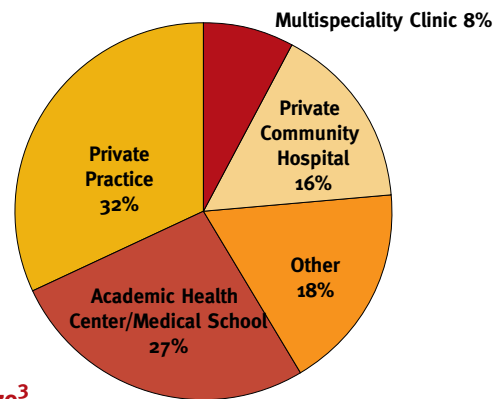
\*Geographical Region Count does not include Guest/Spouse. Includes Physicians, Medical Students, Medical Student Members, Allied Health Professional, and Residents.

Visit [www.acponline.org/exhibits](http://www.acponline.org/exhibits) for more information.

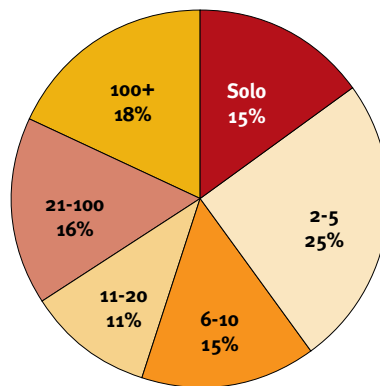
**Attendees by Speciality<sup>1</sup>**



**Attendees by Practice Type<sup>2</sup>**



**Attendees by Practice Size<sup>3</sup>**



## A recent survey of Internal Medicine attendees found VALUE:

- 81% of attendees rated their return on investment as “very good” to “excellent”.
- 64% said they were likely to recommend the meeting to a friend or colleague.
- Approximately 49% do not attend any other medical meeting/conference. Internal Medicine is the only opportunity to meet face to face with this audience.
- When asked about their role in the buying process, 43% of attendees have the final say in purchasing the types of products and services exhibited. Compared with the medical meeting average of 32%, we’ve got the decision makers on the floor.
- 70% reported spending 3 or more hours on the show floor.
- Attendees traveled an average of 865 miles to participate in Internal Medicine 2008.

Source: 2008 Internal Medicine Attendee Survey conducted by Exhibit Surveys, Inc.

Based on ACP Member records:

<sup>1</sup>Data available for 69% of attendees. <sup>2</sup>Data available for 56% of non-retired attendees.

<sup>3</sup>Data available for 50% of attendees who are not retired and spend some time in patient care.

Note: Percentages may not equal 100 due to rounding.

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