Booth Flow

All CHEST 2018 exhibitors now have improved understanding of the flow of attendee traffic throughout the conference, including time spent in the exhibit hall. Through this report you can gain additional insights into visitors’ general interests and behaviors. We believe this report will be a helpful asset to you as you assess last year’s booth performance and marketing impact and prepare for future meetings.

The great news is that we can help you identify additional insights relevant to your business beyond this CHEST 2018 Booth Flow Report. The CHEST team is able to design and create custom reports to give you a deeper look into your target audience, which competitor booths they visited at CHEST 2018, courses they have completed with CHEST, and where and how they spent their time at CHEST 2018. We can help you uncover and refine trends and preferences for future planning, and demonstrate ROI for this past meeting.

The real question is: What strategic problems can we help you solve? Let’s start by looking at your Booth Flow Report, and then we can discover more answers together with CHEST Analytics.
CHEST 2018
Attendees by the Numbers

Total Annual Meeting Attendance: 4,415
US Attendees: 3,469
International Attendees: 946

Total Attendees to Exhibit Hall: 4,162
Exhibit Hall Day 1: 3,685
Exhibit Hall Day 2: 3,307
Exhibit Hall Day 3: 2,241
A Look at
US Visitors

CHEST 2018 drew health-care professionals from all regions of the United States.
Exhibit Hall
Attendance

Exhibit Hall Attendance

- Physician: 56.6%
- Fellow: 11.0%
- Intern/Resident: 12.1%
- Industry Representative: 7.9%
- Non-Physician Clinician: 6.3%
- Medical Student: 4.1%
- Non-Physician Doctoral: 0.9%
- Retired: 0.9%
### Annual Meeting

**Diversity of Subspecialties**

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulmonary Disease/Respirology</td>
<td>2,224</td>
</tr>
<tr>
<td>Critical Care/Intensive Care</td>
<td>1,598</td>
</tr>
<tr>
<td>Sleep Medicine</td>
<td>385</td>
</tr>
<tr>
<td>Interventional Pulmonology</td>
<td>203</td>
</tr>
<tr>
<td>Pulmonary Respiratory Oncology</td>
<td>115</td>
</tr>
<tr>
<td>Cardiovascular Disease</td>
<td>81</td>
</tr>
<tr>
<td>Pediatric Pulmonology</td>
<td>81</td>
</tr>
<tr>
<td>Transplant</td>
<td>59</td>
</tr>
<tr>
<td>Advanced Cardiac Life Support</td>
<td>58</td>
</tr>
<tr>
<td>Clinical Pharmacology</td>
<td>49</td>
</tr>
</tbody>
</table>
Exhibit Hall

Diversity of Subspecialties

- Pulmonary Disease/Respirology: 2,168
- Critical Care/Intensive Care: 1,562
- Sleep Medicine: 369
- Interventional Pulmonology: 196
- Pulmonary Respiratory Oncology: 112
- Cardiovascular Disease: 79
- Pediatric Pulmonology: 79
- Transplant: 58
- Advanced Cardiac Life Support: 57
- Clinical Pharmacology: 46
Annual Meeting Visitors

Employment Type
Exhibit Hall Visitors

Employment Type

- Teaching/Academic: 44.60%
- Group Practice: 12.56%
- Private Hospital: 12.31%
- Government/VA Hospital: 8.92%
- Industry - Pharmacologic: 6.39%
- Retired/Not Practicing: 5.69%
- Industry - Equipment/Device: 1.60%
- Sleep: 0.04%
Visitors Day by Day
Traffic Day 1

Each dot represents an individual person at a point in time plotted based on stay time in minutes.
Visitors Day by Day

Traffic Day 2

Each dot represents an individual person at a point in time plotted based on stay time in minutes.
Visitors Day by Day

Traffic Day 3

Each dot represents an individual person at a point in time plotted based on stay time in minutes.
Ready to dive into deeper insights, or have questions on your report? Contact:

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