

**ASTRO 2023**

# PAY IT FORWARD

PARTNERING WITH OUR PATIENTS

**ASTRO 65TH ANNUAL MEETING**

October 1-4, 2023

San Diego Convention Center

San Diego

MEETING **ANALYSIS**

OF THE 2023 ANNUAL MEETING

# MEETING ANALYSIS

## ASTRO 2023 Registration

IN-PERSON REGISTRATION	
Professional	6,555
Exhibitors	2,959
<b>Total</b>	<b>9,514</b>

VIRTUAL REGISTRATION	
Virtual	479
<b>Total</b>	<b>479</b>

<b>GRAND TOTAL</b> (in-person and virtual)	<b>9,993</b>
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## Attendee Hours in the Exhibit Hall



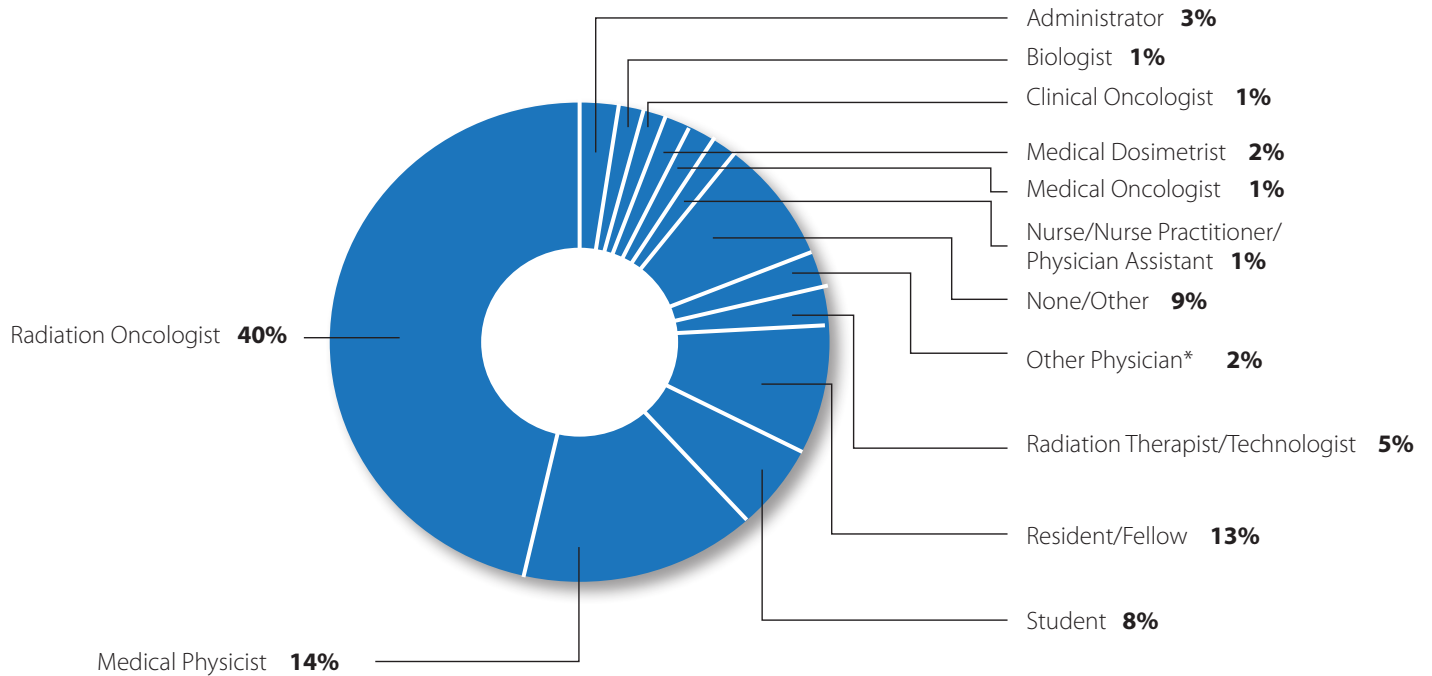
## Attendee Buying Influence

**82%** of attendees describe their role in purchasing as being the final decision maker, specifying suppliers or recommending purchases.

**71%** of attendees plan to try a product or purchase capital equipment as a result of visiting the Exhibit Hall.

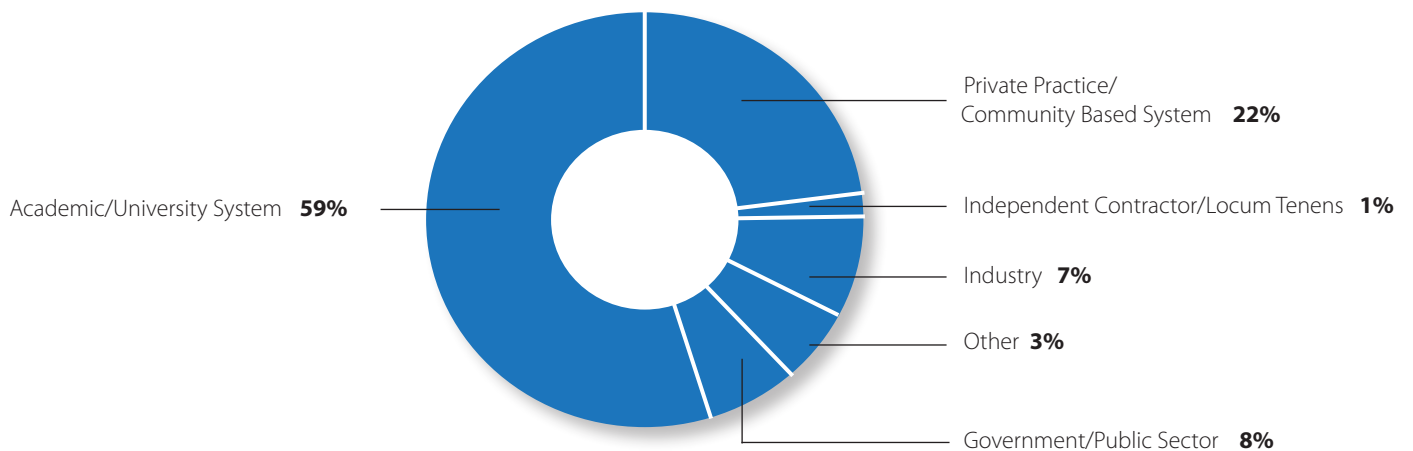
# IN-PERSON ANALYSIS

## Registration by Occupation



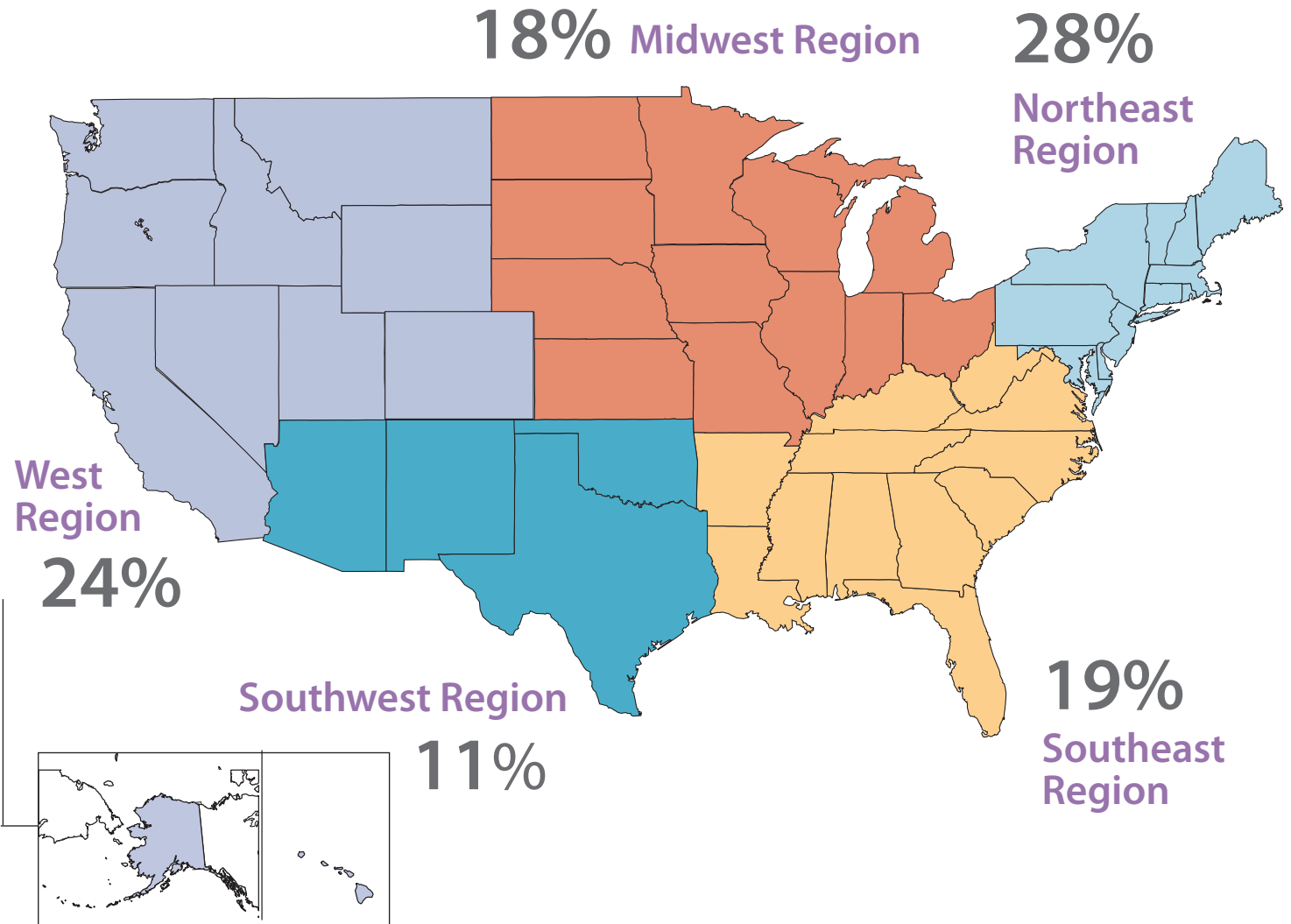
*\*(Dentist, Diagnostic Radiologist, Nuclear Medicine Physician, Surgical Oncologist, Urologist, Veterinarian)*

## Registration by Primary Employer



# IN-PERSON ANALYSIS

## United States Registration



# IN-PERSON ANALYSIS

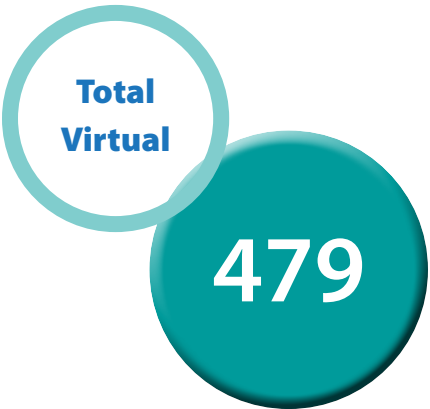
## International Registration

World Region	Count	Percentage from World Region
East Asia and Pacific	449	34%
Europe and Central Asia	373	28%
Latin America and Caribbean	169	13%
Middle East and North Africa	60	4%
North America	227	17%
South Asia	43	3%
Sub-Saharan Africa	9	Less than 1%



# VIRTUAL ANALYSIS

## Virtual Registration



## Virtual International Registration

World Region	Count	Percentage from World Region
East Asia and Pacific	62	37%
Europe and Central Asia	42	25%
Latin America and Caribbean	16	10%
Middle East and North Africa	7	4%
North America	39	23%
South Asia	2	1%
Sub-Saharan Africa	0	0%



## Virtual United States Registration

