

GLOBAL ONCOLOGY:
RADIATION THERAPY IN A CHANGING WORLD

ASTRO

ANNUAL MEETING



ASTRO'S 62ND ANNUAL MEETING
October 25 – October 28, 2020

MEETING ANALYSIS OF THE 2020 ANNUAL MEETING

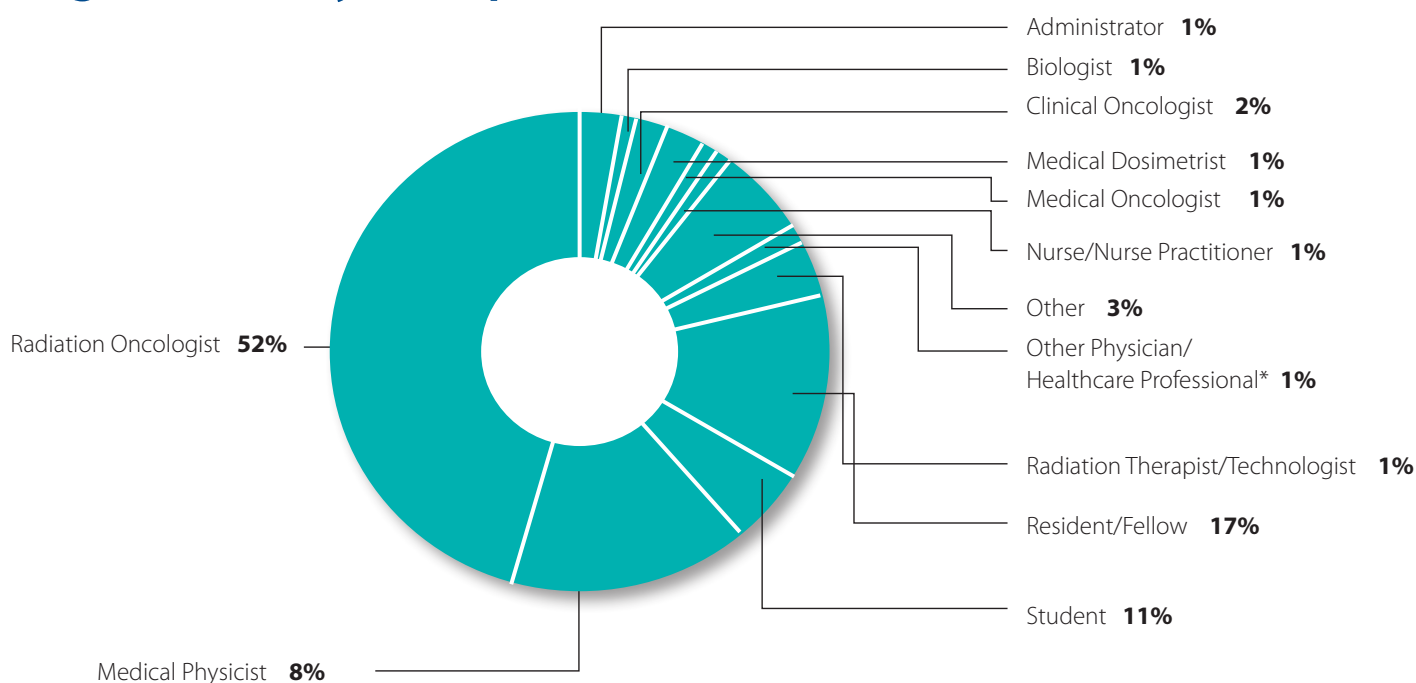


MEETING ANALYSIS

ASTRO 2020 Registration Statistics

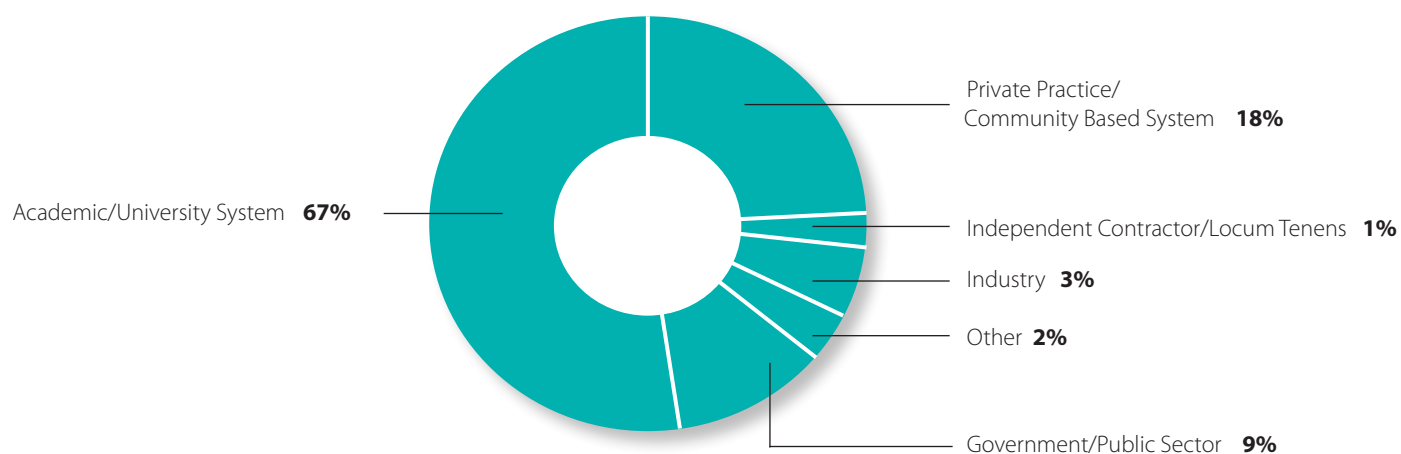
TOTAL NUMBER OF REGISTRANTS	
Professional	4,303
Exhibitors	1,134
Total	5,437

Registration by Occupation



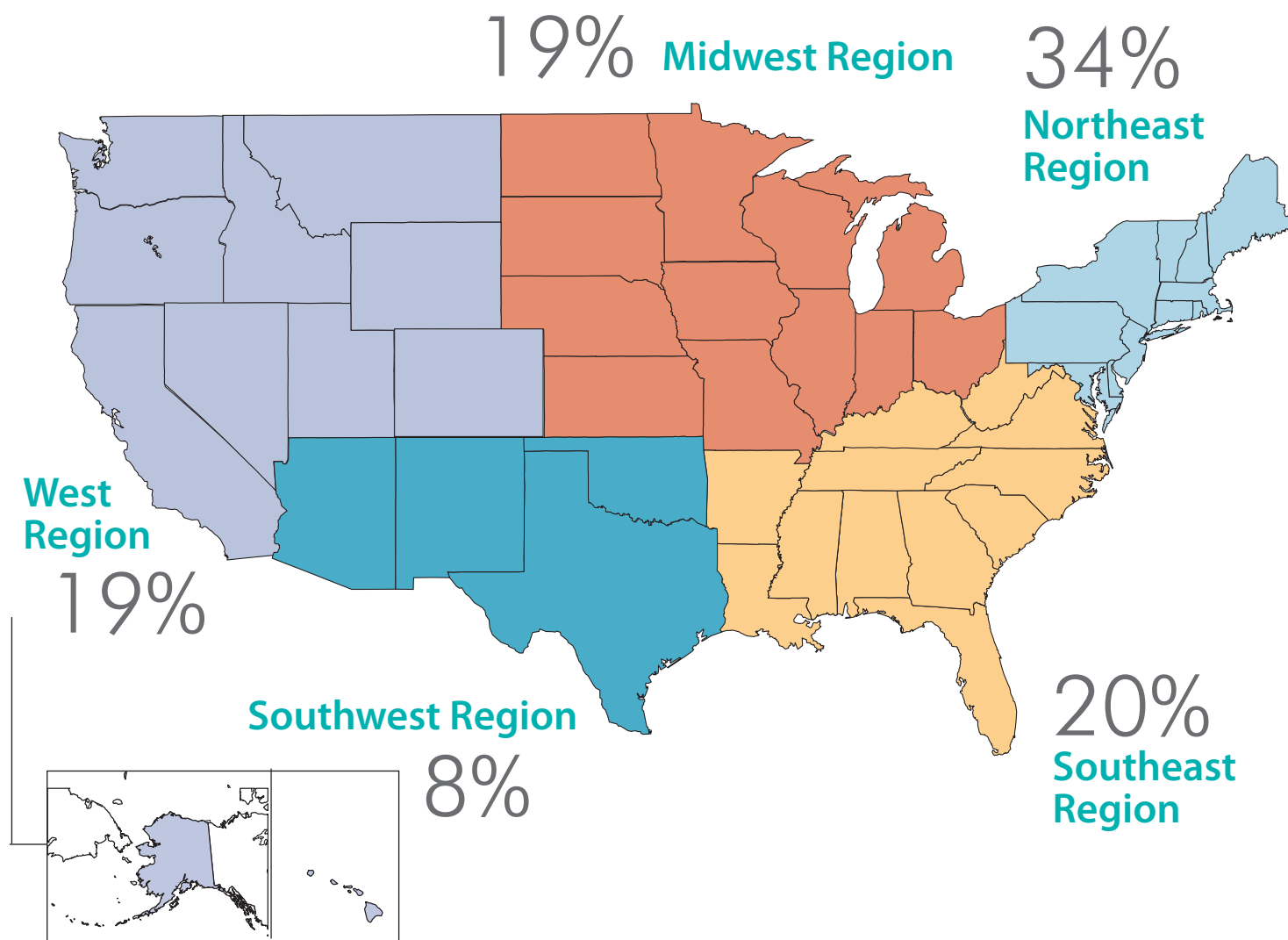
*(Dentist, Nuclear Medicine Physician, Physician Assistant, Pulmonologist, Surgical Oncologist, Urologist, Veterinarian)

Registration by Primary Employer



MEETING ANALYSIS

United States Attendance



MEETING ANALYSIS

International Attendance

World Region	Count	Percentage from World Region
East Asia and Pacific	460	37%
Europe and Central Asia	364	30%
Latin America and Caribbean	101	8%
Middle East and North Africa	34	3%
North America	243	20%
South Asia	21	1%
Sub-Saharan Africa	4	1%



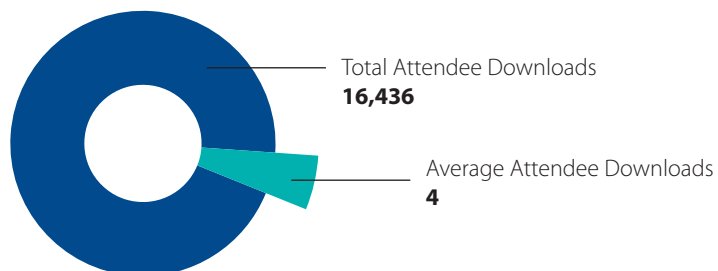
Total International Attendance:
1,227

Top Countries Represented

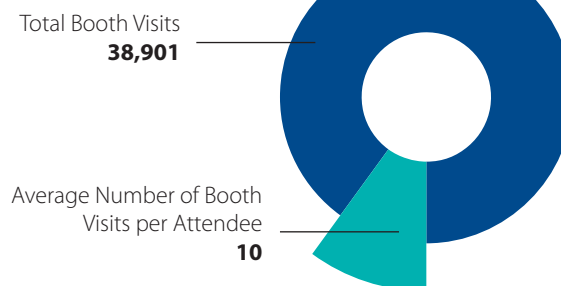
1. Canada
2. Japan
3. China

MEETING ANALYSIS

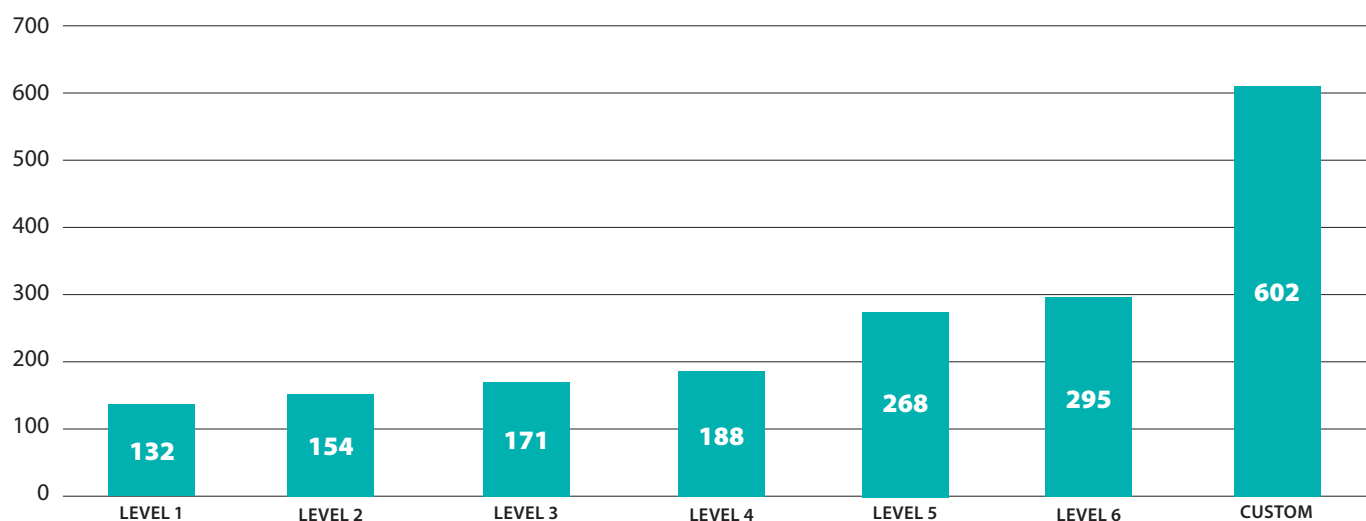
Attendee Downloads



Booth Visits



Average Number of Leads by Booth Level



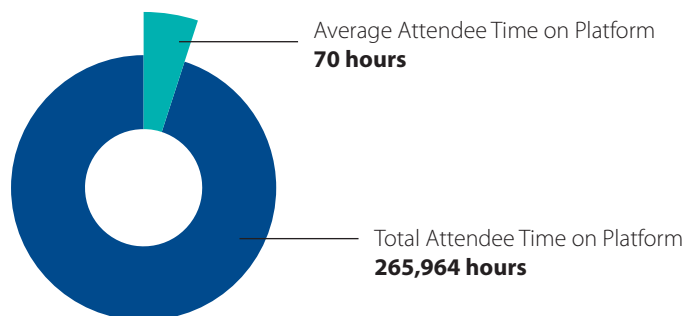
Attendee Buying Influence

63% of attendees describe their role in purchasing as being the final decision maker, specifying suppliers or recommending purchases.

65% of attendees plan to try a product or recommend or purchase capital equipment as a result of visiting the Exhibit Hall.

MEETING ANALYSIS

Attendee Time on Platform



Attendee and Exhibitor Cumulative Logins to the Virtual Platform

