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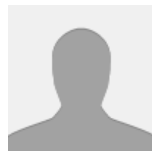
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TSNN Awards

HCEA's Top 50 Medical Meetings List Indicates Healthy Industry

September 27, 2010

The past few years have been anything but kind to the trade show and meetings industry, but if there's one sector that may have fared better than others it's the medical and pharmaceutical markets.



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When the Healthcare Convention & Exhibitors Association released its annual ranking of top medical/pharma meetings for 2009 at the end of the summer, the list of events had some strong attendance figures.

The Greater New York Dental Meeting scored the No. 1 spot, with 59,166 attendees (including exhibitor personnel), followed by the Radiological Society of North America, which drew 56,824 attendees (including exhibitor personnel) and was on top of the list the year before, according to Frank Skinner, HCEA director of marketing and information systems.

There were a few meetings that saw major jumps up the list: the American Academy of Orthopaedic Surgeons rose from No. 6 to No. 3, and FIME Intermed USA rose from No. 11 to No. 7, Skinner added.

Overall, even though health care meetings haven't been as impacted as other trade show and meeting sectors, such as building and construction, they still have been challenged.

"Some health care shows appear to be weathering the economic conditions well, while others struggle," Skinner said. "There are many factors that can impact attendance, (which) include the perception of educational content, location, travel time (and) cost."

He added, "In some cases, certain leading U.S. conventions are the pinnacle events globally for a particular medical specialty and draw from a much larger attendee base, while other medical shows may primarily only draw from the U.S."

Medical/pharma meeting planners and show managers likely will continue to work harder than ever to ensure attendees keep coming to their events.

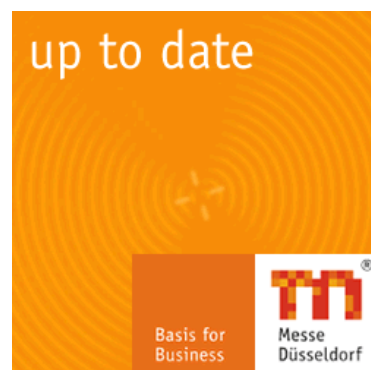
"They will remain vigilant in providing the best educational content possible to keep reinforcing the value of their events in good times and in challenging times," Skinner said. "Medical professionals will continue to analyze what forms of education research new procedures and exposure to new medical technologies are

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