2019 AVMA CONVENTION by the numbers

Attendees

- 8,142 total Convention attendees
  - 5,190 Professional attendees
  - 9% Veterinary students
  - 5% Veterinary technicians
  - 1.3% Veterinary tech student
  - 79.5% Veterinarians
  - 5% Nonveterinarians / Practice staff
- 44% were first-time attendees
- 75% said the depth of CE was just right
- 73% Found the AVMA CE valuable
- 5% of attendees were Female
- 37% of attendees were Male
- 90% of Attendees Visited the Exhibit Hall

Experience

- 45% of attendees have been in veterinary medicine more than 20 years
- 52% of attendees have been in veterinary medicine between 5-20 years
- 3% of attendees have been in veterinary medicine less than 5 years

Continuing education

- 1031 sessions
- 729 speakers
- 95% satisfaction rating as a speaker
- 75% said the depth of CE was just right
- 73% Found the AVMA CE valuable
- 57% of attendees are decision makers or make final purchases
- 95% Exhibitor Satisfaction Rating

Highest-rated Convention features

- AVMA’s Battle of the Bands
- Headshot Lounge
- Wellbeing initiatives

- 23 Pts increase in Net Promoter Score

Exhibitors

- 1031 sessions
- 729 speakers
- 95% satisfaction rating as a speaker
- 75% said the depth of CE was just right
- 73% Found the AVMA CE valuable
- 57% of attendees are decision makers or make final purchases
- 95% Exhibitor Satisfaction Rating

Resources:
2019 AVMA Convention final registration reports & attendee survey