

# Exhibition Organisers Statement

## BioMedica, 27 – 28 March 2023, CCD, Dublin

### Overview

**This was the largest attendance in BioMedica's 25+ year history with the event delivering circa 1400 delegates across the 2 day event, which is a massive 77% increase on the number of delegates delivered since BioMedica was last held back in April 2018.**

BioMedica was originally meant to be held in May 2020, however due to the COVID Lockdown this was postponed a couple of times and with the outbreak of the Omicron variant in November 2021, the decision was taken to delay the BioMedica until March 2023.

The Academy, would like to thank all those companies who kept their nerve and continued their support for BioMedica during this period by not demanding the return of any monies paid, it is only by this action were we able to successfully carry on and plan for 2023.

The unprecedented growth in attendance was the result of many things which differentiated BioMedica from past events. These included:

- Increased Marketing leading up to BioMedica
- A strong Conference Programme
- The CCD as the location for the event, which offered better access by Bus, Train, etc...
- Introduction of new early morning sessions targeting new audiences
- The overall wish of the Medical Science Community to come together following the difficulties and isolation brought on by COVID epidemic.
- CPD accredited content
- The in-person experience rather than the ethereal virtual webinars

The CCD as a venue, provided a quality environment which had a professional look which enhanced the feel of the event.

Exhibitors commented on the quality of attendees present at BioMedica and lack of time wasters at the show, that gave them more time to engage with buyers, discuss their needs and forge lasting business contacts and relationships.

The importance of the Conference sessions to the delivery of quality attendees should not be underestimated, as many attendees had planned the timing and length of stay to allow them to hear particular papers or panel discussions.

Anecdotally, a number of Speakers and Delegates stated that the range of presentations, depth of content and quality of speaker makes BioMedica one of the world leading events from a delegate's perspective.

For more information, analysis or feedback please contact:

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# Organisers Statement of Attendance

An analysis of the attendance profile indicates that BioMedica continues to attract visitors from the laboratories and hospitals in Ireland. The visitor profile includes everyone from Students and Scientists starting out in their professional career to Department Heads and professionals actively involved in higher level decision making in their Hospitals/Laboratories.

Here is a breakdown of the overall attendance figures:

## Total Pre-Registered Visitor/Delegates - 1910

Attendance Summary for BioMedica (including re-entries on Day 2)

	Delegates	Re-Attends Day 1 & 2	Speakers/ Chairs	Total
Day 1 (27 <sup>th</sup> March 2023)	652	-	26	678
Day 2 (27 <sup>th</sup> March 2023)	501	160	21	682
<b>Total Visitor Attendance</b>	<b>1153</b>	<b>160</b>	<b>47</b>	<b>1360</b>

**No. of Exhibitor Stands = 49 Accounting for 267 Exhibition Personnel**

## Total On-Site Attendance for 2023 - 1627

### Visitor/Delegate Attendance Summary for the last 9 BioMedica events held

Year	2004	2006	2008	2010	2012	2014	2016	2018	2023	% Increase From last event
Day 1	422	370	417	541	518	514	509	445	<b>678</b>	+ 52%
Day2	386	315	353	338	317	417	442	331	<b>682</b>	+ 106%
Total Attendance	808	765	824	879	835	931	951	770	<b>1360</b>	<b>+ 77%</b>

### Percentage of Total Attendees by Job Title

Job Title	% of Total Attendance
Administrators	1.42%
CEO	1.24%
Chief Medical Scientist	8.12%
Department Head	1.30%
Laboratory Manager	3.38%
Lecturer	1.30%
Marketing & Sales	5.22%
Medical Scientists (all disciplines)	21.46%
Purchasing	0.71%
Quality Manager	0.83%
R&D	0.83%
Snr Medical Scientist	18.14%
Sp Medical Scientist	2.13%
Students	9.72%
Technical Services	1.19%
Other Job Titles	8.42%
Blanks	14.05%