Pittcon 2021 General Committee Meeting

20210323

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Welcome

1st virtual Pittcon in our 72 year history*

Live portion of Pittcon 2021 now closed

Pittcon 2021 on demand will remain open through June 12

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Meeting Focus/Goals

Share info regarding Pittcon 2021

- Stats
- Exhibitor survey data

Discuss expectations for knowledge sharing between Chairs and Chair-Elects

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Status Updates

Exhibitors: 172

Booths: 182

Presentations: 994

Short Courses: 37

of Countries represented: 49*

Platform Provider - Labroots

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High Level Statistics

March 10th/15th		3 Day	7 Day
Attendance			
	Total Attendees	2,523	2,582
	Total Attendance	4,928	7,336
	Total Views of Content	139,784	213,975
Exhibitors			
	Total Visits	77,715	98,899
	Total Unique Visits	40,702	
Technical Program			
	Total Views	22,172	32,764
	Total Live Views	6,959	
	Total On Demand Views	15,213	
Poster Hall			
	Poster Hall Visits	4,783	6,997

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Feedback Updates

Each Exhibitor received a booth report for 3-day live show

Extensive information provided - See the excel worksheet tabs:

Jacques	LaBrosse	jacques.la	MKS Instr	MSS NA S	651 Lowell St	Methuen	
Sharon	Sember	sembse@	UPMC Hil	Sr Special	110 Fernvue Dr	Coraopoli	PA
Philip	Poston	philip.pos	DRUGSCA	Laborator	200 PRECISION RD S	HORSHAN	Pe
Ruth	Marfil-Veg	rmmarfilv	Shimadzu	Environm	7102 Riverwood Dri	Columbia	M
Morgan	Eldridge	morgan.el	Texas Tecl	Research	1207 Gilbert Drive	Lubbock	Te
Rebecca	England	rengland@	West Virg	Chemist	313 Gus R Douglass	Charlestoı	W
Ana	De La Ree	ana.delare	Avient Co	Senior An	33587 Walker Road	Avon Lake	Oh

Booth Entries | Content | CTA 1 | CTA 2 | CTA 3 | CTA 4

Columns V through CI in each worksheet show

data on items viewed in each booth

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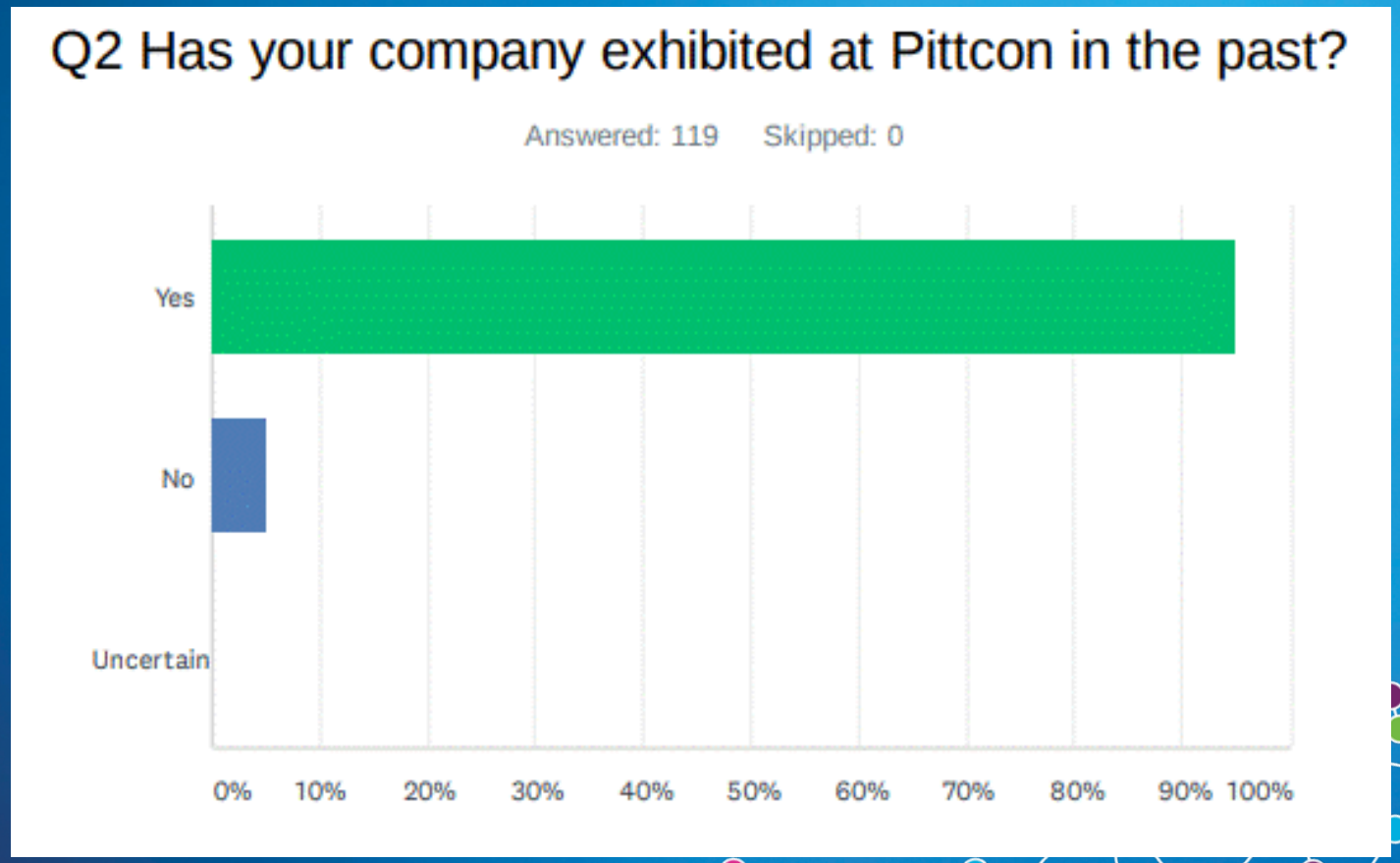
Exhibitor Survey



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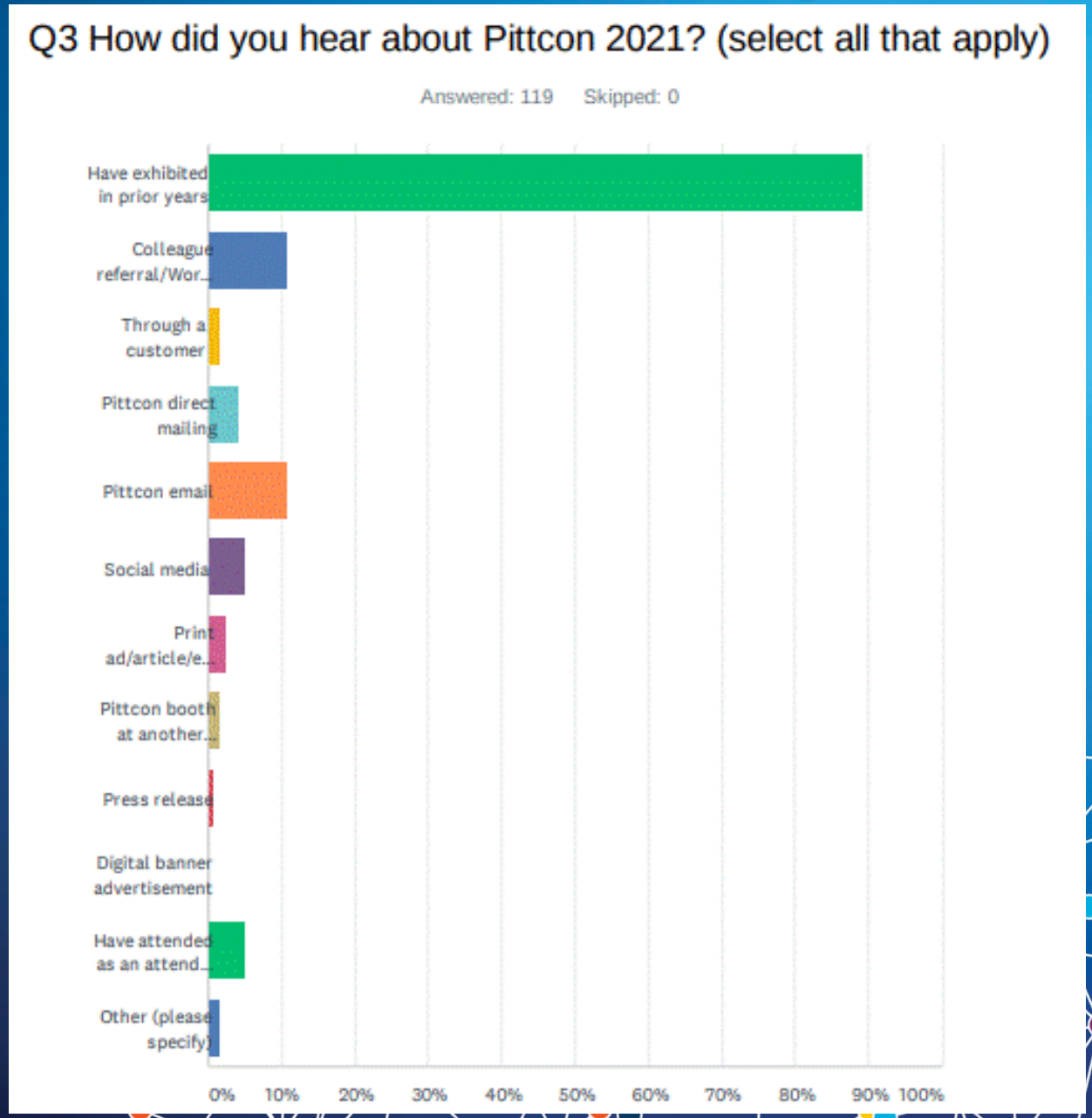
Exhibitor Survey



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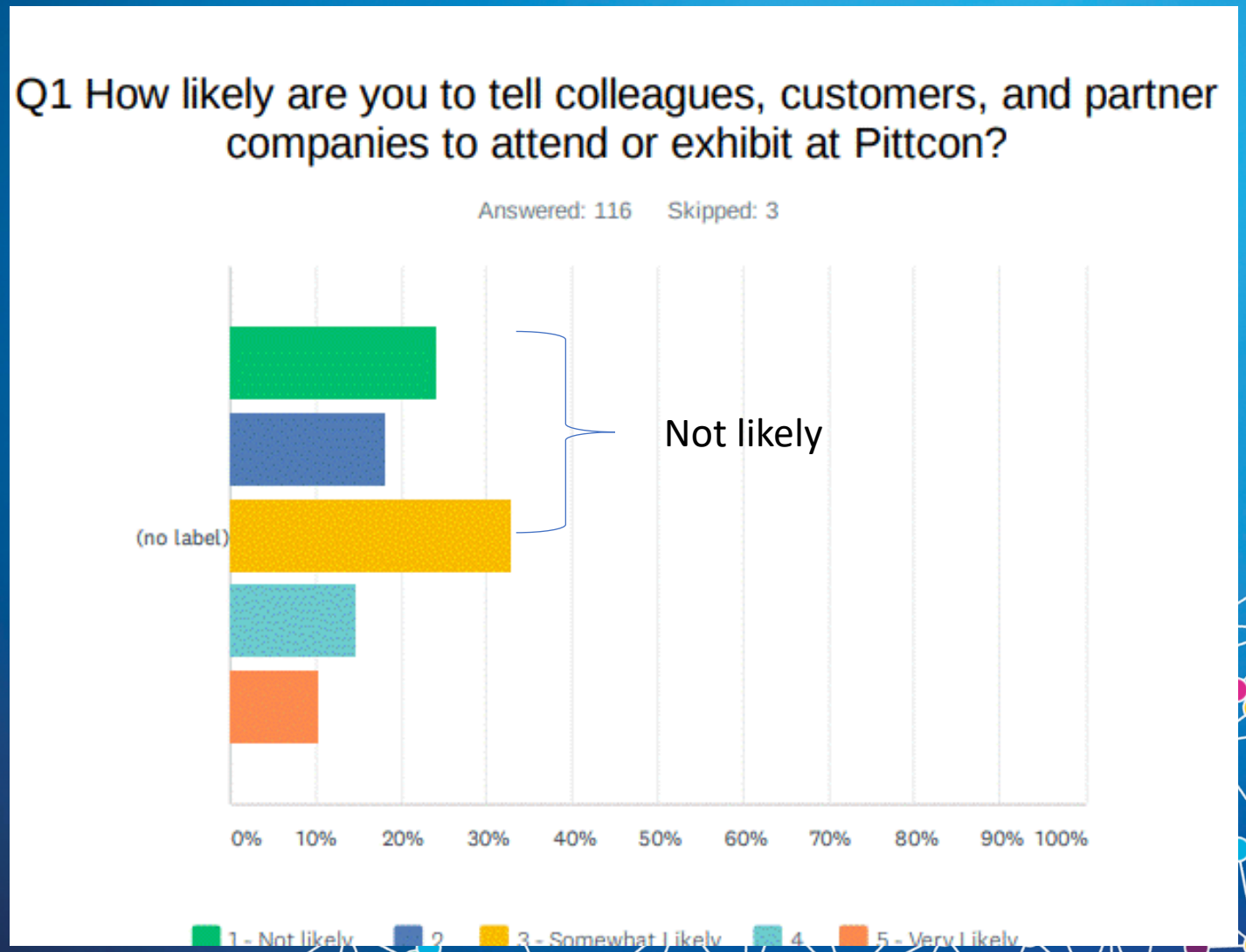
Exhibitor Survey



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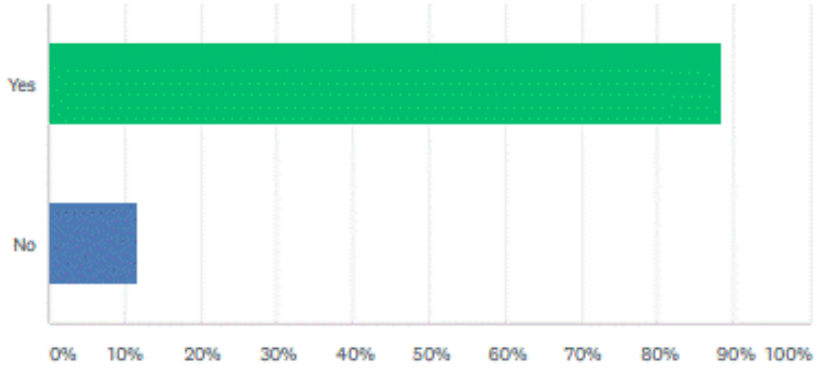
Exhibitor Survey

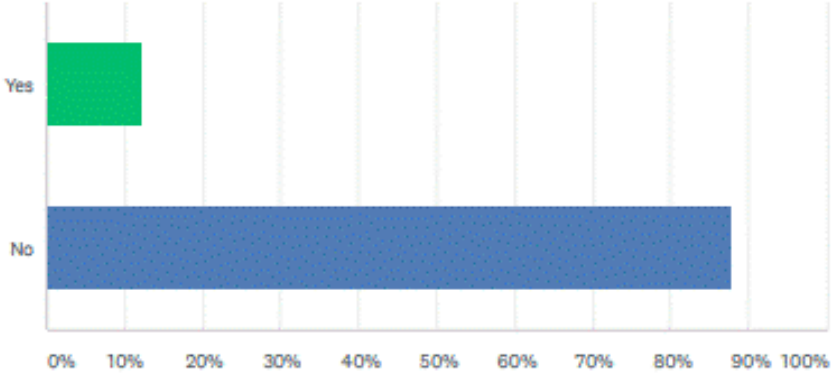
Q5 Did your organization create a plan to drive attendees to your booth at Pittcon 2021?

Answered: 119 Skipped: 0



Q4 Did you achieve your goals of getting key attendees to your booth for Pittcon 2021?

Answered: 116 Skipped: 3



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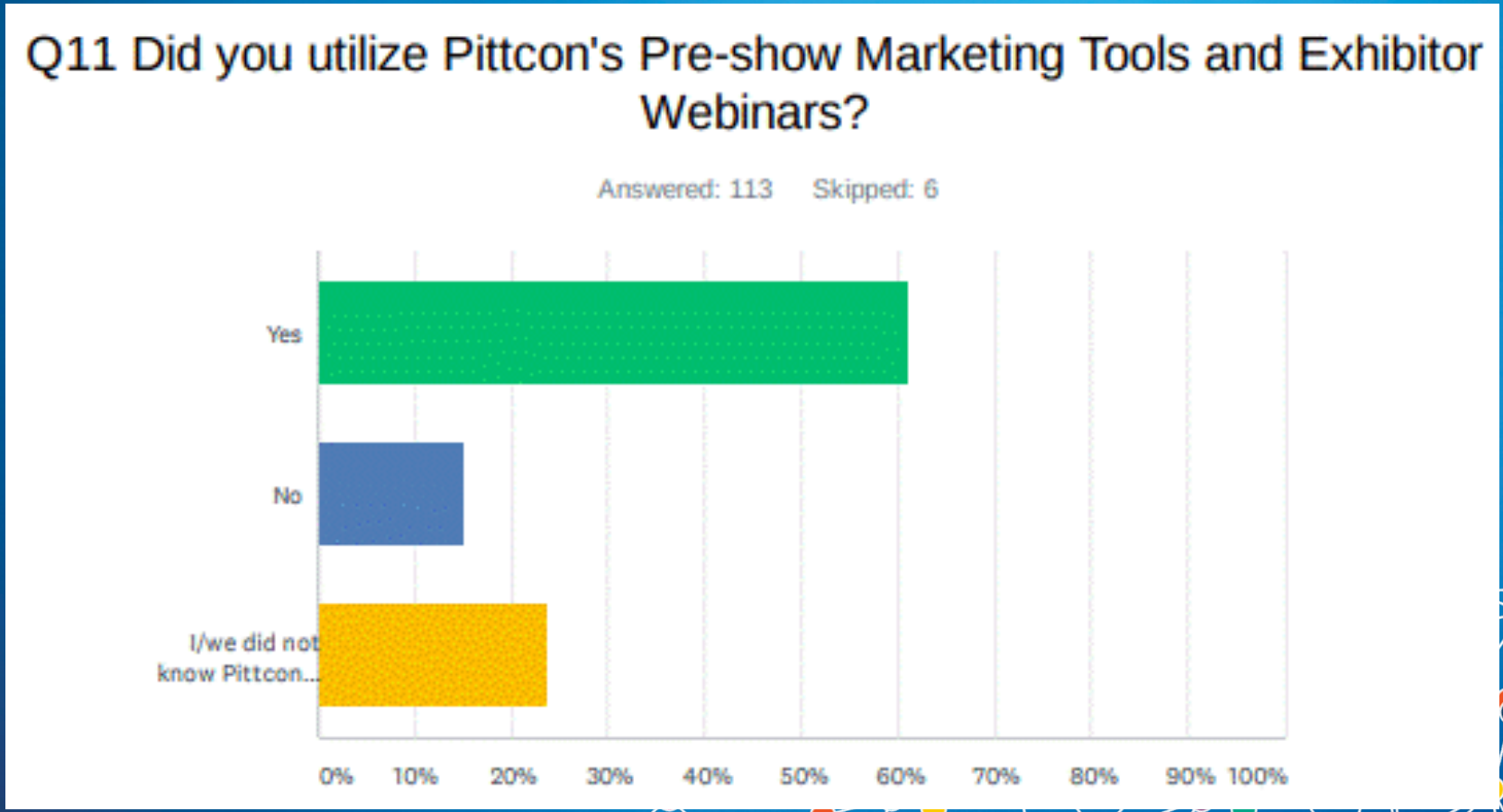
Exhibitor Survey



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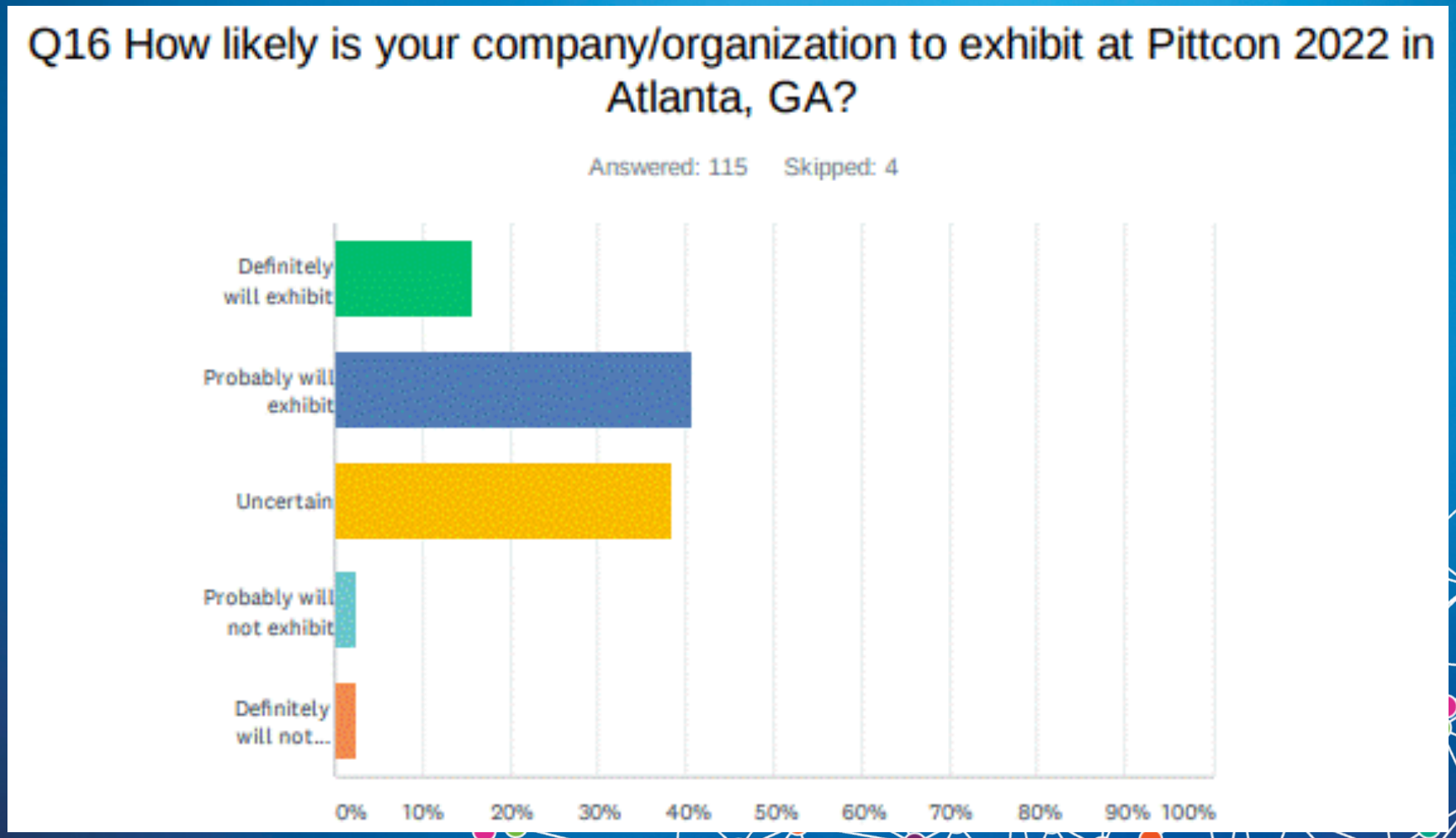
Exhibitor Survey



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Real Time Feedback

Were there any desirable features/capabilities you've seen at other virtual shows that we lacked?

How could we have better engaged your company?

What would have made Pittcon 2021 more valued by your company?

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How accurate is projected income

"In a few minutes, you're going to meet two nice gentlemen dressed in white coats."

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Projected Income Basis

		Expense	Income	Basis	Pricings
180	Exposition	513,000.00	1,100,000.00	520*2000	1995, 2995, 3995, 4995 4 tiers
245	Marketing/Trade Show Exhibiting	275,000.00	1,000,000.00	500*2000	Booths, Program, Signs, Booth rep
360	Registration	50,000.00	1,000,000.00	5000*200	Reg. $295, Student $145, $45 spkr disc.
395	Short Courses	45,000.00	200,000.00	465*430	≥70 courses, ≥6 attendes ea.

Actual

172/182/523K

~128K

2582/1639/276K
37 / ~174K

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Projected Income Basis

"I keep the door locked. I can't understand how they all got in there!"

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360	Registration	50,000.00	1,000,000.00	5000*200	Reg. $295, Student $145, $45 spkr disc.
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Actual

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Lower than anticipated # of Exhibitors – bad thing
Lower than anticipated # of Attendees – bad thing

Lower than anticipated sponsorships - bad thing
- due to low # of exhibitors
- ~$750/exhibitor (at 500 exhibitor Show ~$375K)
- Sponsorship income needs to be > Marketing expense
- Key enablers (new in 2021)
  - -We own Show Daily (Pittcon Pocket Guide)
  - -We own floor plan
  - -Program sponsorships

Less short courses/more students – close to predicted income

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Pittcon 2021

- Committee Chairs (13/27)
  - Communication Technology
  - Employment
  - Exposition
  - International Affairs
  - Marketing
  - Negotiations
  - Networking
  - Program
  - Registration
  - Science History Institute
  - Science Week*
  - Short Courses
  - Treasurer

- Please write Final Reports
  - -include financial info, where appropriate
  - -copy me, Tammy & your C-E

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- Committee Chairs (27/27)

  -Please make sure your C-E's have a copy of the Pittcon 2020 Final Report for your committee

  - Please meet with your C-Es to discuss any questions they may have regarding the 2020 Final Report

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- Committee Chair-Elects (2022 Chairs)

  -Your most important documents:
  -2020 Final Reports
  -2020 Expense Detail Spreadsheets
  -2021 Final Reports
  -Any relevant contracts

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- To all Chair-Elects: THERE IS NO “TRY” (Yoda)

“You’re supposed to say ‘I do,’ not ‘I’ll try.’”

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