



ASAE Reports Strong Showing at Annual Gathering

August 2013

ASAE has announced the final figures in its wrap-up of its Annual Meeting & Exposition, held August 3-6, in Atlanta, with positive indicators all around.

More than 5,400 association professionals and industry partners attended the show, and ASAE had the highest number of association executives since the 2008 gathering in San Diego.

The final attendance breakdown includes: 2,918 executives, 1,808 exhibitors, 705 others, including guests, spouses, press, volunteers, vendors and staff, for a grand total of 5,431.

A total of 409 companies representing 701 booths exhibited in the expo hall this year, which resulted in a healthy ratio of 62 percent buyers (association staff) to 38 percent sellers (industry partners).

"We had our highest number of association executives in five years, which demonstrates the value of professional development and face-to-face meetings," said ASAE President & CEO John H. Graham IV, CAE.

Highlights included the Opening General Session on August 4, where Susan Cain, author of *Quiet: The Power of Introverts in a World That Can't Stop Talking*, gave attendees insight on how to rethink differently about social interaction, hiring and leadership, public speaking, designing conferences, and diversity with respect to introverts.

During the Closing General Session on August 6, Dan Heath, a Senior Fellow at Duke University's CASE Center, encouraged attendees to think differently, to test their assumptions, and to find more than one good option when trying to make a decision because it increases the chances of a successful decision. Heath walked attendees through the four-step process on how to make better choices.

ASAE also raised \$34,500 for Hands On Atlanta, an organization that helps strengthen the Greater Atlanta area through volunteer service and civic engagement. ASAE presented the check after the Closing General Session.

The three-day conference included more than 120 education sessions, exhibits, and networking opportunities. The 2014 ASAE Annual Meeting & Exposition will be in Nashville, Tenn., on August 9-12.

ASAE is a membership organization of more than 21,000 association executives and industry partners representing 10,000 organizations.

<http://www.meetingsfocus.com/NewsEvents/IndustryNews/IndustryNewsDetails/tabid/138/ArticleID/21663/Default.aspx>