



ASAE Annual Meeting Sets Professional Attendance Record

By Matt Alderton
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More than 5,400 people attended the 2013 ASAE Annual Meeting & Exposition, which took place Aug. 3-6 in Atlanta, the American Society of Association Executives (ASAE) announced last week.

Attendees — who totaled 5,431 — included 1,808 exhibitors; 705 “others,” including guests, spouses, press, volunteers, vendors and staff; and a record 2,918 association executives, the highest number of professional attendees since the 2008 ASAE Annual Meeting & Exposition in San Diego.

“We had our highest number of association executives in five years, which demonstrates the value of professional development and face-to-face meetings,” ASAE President & CEO John H. Graham IV said in a statement. “Throughout the conference, we had terrific speakers, a variety of high-quality content that members found valuable and attendees that were raving about the entire experience.”

The meeting was successful not only for ASAE, but also for Atlanta, according to Graham, who said the three-day event successfully showcased Atlanta as a meeting destination. “Because of the collaboration between ASAE staff, volunteers, leadership, committee members and the entire Atlanta community, it truly made this a fantastic meeting,” he concluded. “Atlanta did an excellent job hosting our event, and our members’ noticed the effort and hospitality. Everyone returned home with key takeaways, an incredible experience, and learned what Atlanta could offer its members.”

The 2014 ASAE Annual Meeting & Exposition will take place Aug. 9-12, 2014, in Nashville.

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