

CBDAIF Report

September 10, 2009

Attendance Comparisons

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Gov't	318	288	295
Industry	226	295	266
Exhibitor	<u>277</u>	<u>377</u>	<u>452</u>
TOTAL	821	960	1013
Exhibiting Organizations	118	116	134
View Exhibits Only (VEO)	406	718	926

- Surveys submitted by 83 attendees (561 total attendees)
 - 41 Industry, 36 Gov't, 4 Allied, 2 Academia
 - Survey Statistics
 - 89% rated event as meeting their expectations (81% in 2008)
 - 87% rated networking as above average (91% in 2008)
 - 63% rated value of briefings as above average (59% in 2008)

- Surveys submitted by 32 exhibitors (452 total exhibitors)
 - Survey Statistics
 - 41% rated their ROI as Good
 - 84% met their objectives
 - 84% should exhibit in 2010

- **Program Comments**
 - Need more specific information from operational level
 - Focus more on training, capabilities, and limitations
 - Attendance by Army PMs and procurement folks too low
 - Need more Joint Service participation in briefings
 - Would like to see more Demonstrations

- **Other**
 - Need more cooling in tent or move conference earlier
 - Need breakout areas for private discussions
 - Move out of Ft. Leonard Wood

- **AAR scheduled for 14 Sep**

- In discussion with JPM-COLPRO for a possible conference & exhibition in April 2010
- Joint CBRN (15-17 June / Ft. Leonard Wood)
 - Expect continued strong attendance ~ 1000 attendees/exhibitors
 - Next year's tent & General Session will probably be in the area of Abrams Theater
- JPEO-CBD APBI (8-9 Sept / National Harbor, MD)
 - 1st day – General Session
 - 2nd day – JPM one-on-ones at Gaylord National Resort
- Executive Roundtable Breakfast(s) - TBD