

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

EVENT NAME:	San Antonio Breast Cancer Symposium
DATES OF EVENT:	
Conference & Exhibits:	December 10-14, 2019
LOCATION:	Henry B. Gonzalez Convention Center; San Antonio, TX
EVENT PRODUCER/MANAGER:	
Company Name:	Cancer Therapy & Research Center at UT Health Science Center San Antonio
Address:	7979 Wurzbach Road, Mail Code 8224 San Antonio, TX 78229
Phone:	210-450-1550
Website (Show):	www.sabcs.org
REGISTRATION COMPANY:	
Company Name:	UT Health San Antonio MD Anderson Cancer Center
Phone:	210-450-1550
YEAR EVENT ESTABLISHED:	1977
FREQUENCY:	Annual
DATES OF NEXT EVENT:	
Conference & Exhibits:	December 8-12, 2020
LOCATION:	Henry B. Gonzalez Convention Center; San Antonio, TX



1. STATEMENT OF MARKET SERVED:

San Antonio Breast Cancer Symposium is presented by the UT Health San Antonio, the American Association for Cancer Research, and Baylor College of Medicine. The shared mission of the organizations is to advance the field of breast cancer research and treatment and to present current information for basic, translational and clinical cancer research professionals. The symposium is designed to provide information on the experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and premalignant breast disease to an international audience of academic and private physicians and researchers involved in breast cancer in medical, surgical, gynecologic, and radiation oncology, as well as other appropriate health care professionals.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-registered attendees receive their badge onsite by visiting a manned station. When arriving on-site pre-registrants receive a badge holder and the barcode on their badge is scanned which inserts a date stamp into the record. At a manned station an attendant will look-up their record, verify the attendee and then print the badge. When the badge is printed it is also verified at the same time with the date and time stamp of when they printed their badge. If a badge was re-printed the original data and time stamp is retained.

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Grand Total
SAN ANTONIO BREAST CANCER SYMPOSIUM (1 event in the period)	8,786

3. AUDITED UNIQUE ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Subtotal: Conference Attendees	Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total Unique Attendance
2019	Henry B. Gonzalez Convention Center; San Antonio, TX	7,987	7,987	176	623	8,786
2018	Henry B. Gonzalez Convention Center; San Antonio, TX	7,066	7,066	129	554	7,749
2017	Henry B. Gonzalez Convention Center; San Antonio, TX	6,869	6,869	140	444	7,453
2016	Henry B. Gonzalez Convention Center; San Antonio, TX	7,011	7,011	136	323	7,470
2015	Henry B. Gonzalez Convention Center; San Antonio, TX	7,004	7,004	167	405	7,576
2014	Henry B. Gonzalez Convention Center; San Antonio, TX	7,362	7,362	206	345	7,913
2013	Henry B. Gonzalez Convention Center; San Antonio, TX	7,403	7,403	85	137	7,625
2012	Henry B. Gonzalez Convention Center; San Antonio, TX	7,121	7,121	151	312	7,584
2011	Henry B. Gonzalez Convention Center; San Antonio, TX	7,131	7,131	170	423	7,724

4a. PRIMARY PROFESSIONAL OCCUPATION

Primary Professional Occupation	Total Conference Attendees	Percent of Total	Percent Identified by Professional Classification
Medical Practice/Clinical Research			
Medical Oncologist	2,414	30.2	30.5
Surgical Oncologist/General Surgeon	559	7.0	7.0
Radiation Oncologist	128	1.6	1.6
Gynecologic Oncologist	239	3.0	3.0
Reconstructive Surgeon	10	0.1	0.1
Pathologist	117	1.5	1.5
Radiologist	28	0.4	0.4
Oncology Nurse	29	0.4	0.4
Research Nurse	11	0.1	0.1
Data Manager	25	0.3	0.3
Other Physician	201	2.5	2.5
Other Nurse	8	0.1	0.1
Trainee (Clinical Fellow)	90	1.1	1.1
Nurse Practitioner	47	0.6	0.6
Physician's Assistant	19	0.2	0.2
Physician Scientist	110	1.4	1.4
Clinical Geneticist	54	0.7	0.7
Basic Research			
Laboratory Scientist	288	3.6	3.6
Statistician	49	0.6	0.6
Epidemiologist	58	0.7	0.7
Research Assistant	70	0.9	0.9
Basic Research Trainee	259	3.2	3.3
Industry			
Corporate Research	396	5.0	5.0
Marketing/Sales	342	4.3	4.3
Industry Nurse	14	0.2	0.2
Pharmaceutical Rep	114	1.4	1.5
Industry PR	66	0.8	0.8
Other Industry	1,279	16.0	16.1
Other Professional			
Patient Advocate	248	3.1	3.1
Administrator	151	1.9	1.9
Other PR	62	0.8	0.8
Medical Writer	56	0.7	0.7
Pharmacist	74	0.9	0.9
Other Occupation	326	4.1	4.1
Total Conference Attendees Identified by Primary Professional Occupation	7,941	99.4	100.0
Total Conference Attendees Not Identified by Primary Professional Occupation	46	0.6	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

4b. PRIMARY PROFESSIONAL FOCUS

Primary Professional Focus	Total Conference Attendees	Percent of Total	Percent Identified by Primary Focus
Basic Research	557	7.0	7.0
Clinical Research	2,362	29.6	29.7
Epidemiology	70	0.9	0.9
Medical Practice	2,240	28.0	28.2
Prevention	62	0.8	0.8
Translational Research	629	7.9	7.9
Other	2,022	25.3	25.5
Total Conference Attendees Identified by Primary Professional Focus	7,942	99.4	100.0
Total Conference Attendees Not Identified by Primary Professional Focus	45	0.6	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

4c. PRIMARY DEGREE

Primary Degree	Total Conference Attendees	Percent of Total	Percent Identified by Primary Degree
BS	174	2.2	3.4
BSc	75	0.9	1.5
BSN	29	0.4	0.6
ChB	1	-	-
DO	40	0.5	0.8
Dr Med	215	2.7	4.2
DSc	9	0.1	0.2
MBBS	92	1.2	1.8
MB ChB	36	0.5	0.7
MD	1,884	23.6	37.0
MD/MPH	72	0.9	1.4
MD/MSc	74	0.9	1.5
MD/PhD	487	6.1	9.6
NP	64	0.8	1.3
PA	18	0.2	0.4
PharmD	117	1.5	2.3
PhD	915	11.5	18.0
RN	37	0.5	0.7
Other (Including but not limited to BA, MBA, etc.)	757	9.5	14.9
Total Conference Attendees Identified by Primary Degree	5,096	63.8	100.0
Total Conference Attendees Not Identified by Primary Degree	2,891	36.2	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

4d. AGE OF ATTENDEES

Age	Total Conference Attendees	Percent of Total	Percent Identified by Age
18 - 30 Years Old	260	3.3	8.4
31 - 45 Years Old	1,261	15.8	40.6
46 - 55 Years Old	817	10.2	26.3
56 - 65 Years Old	558	7.0	18.0
66 Years Old and Over	209	2.6	6.7
Total Conference Attendees Identified by Age	3,105	38.9	100.0
Total Conference Attendees Not Identified by Age	4,882	61.1	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

4e. GENDER OF ATTENDEES

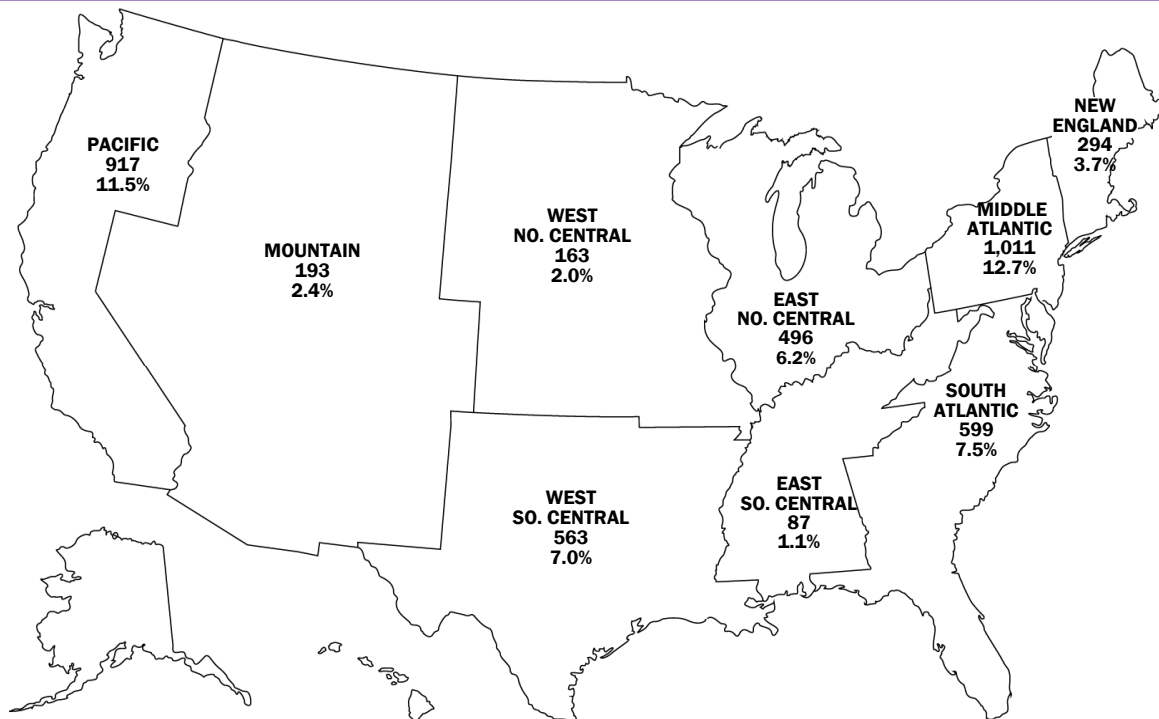
Gender	Total Conference Attendees	Percent of Total	Percent Identified by Gender
Female	1,758	22.0	56.4
Male	1,360	17.0	43.6
Total Conference Attendees Identified by Gender	3,118	39.0	100.0
Total Conference Attendees Not Identified by Gender	4,869	61.0	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

4f. RACE OF ATTENDEES

Race	Total Conference Attendees	Percent of Total	Percent Identified by Race
African American/Black	96	1.2	3.1
American Indian/Alaskan Native	4	0.1	0.1
Asian	822	10.3	26.4
Caucasian/White	1,830	22.9	58.9
Hispanic/Latino	315	3.9	10.1
Native Hawaiian/Pacific Islander	5	0.1	0.2
Other Races	37	0.5	1.2
Total Conference Attendees Identified by Race	3,109	38.9	100.0
Total Conference Attendees Not Identified by Race	4,878	61.1	
TOTAL CONFERENCE ATTENDEES	7,987	100.0	

5. AUDITED U.S. GEOGRAPHIC BREAKOUT OF CONFERENCE ATTENDEES

Region & State	Total of Region/State	Percent of Total	Region & State	Total of Region/State	Percent of Total
NEW ENGLAND	294	3.7	EAST SO. CENTRAL	87	1.1
Connecticut (CT)	67		Alabama (AL)	16	
Maine (ME)	7		Kentucky (KY)	18	
Massachusetts (MA)	199		Mississippi (MS)	3	
New Hampshire (NH)	8		Tennessee (TN)	50	
Rhode Island (RI)	8		WEST SO. CENTRAL	563	7.0
Vermont (VT)	5		Arkansas (AR)	9	
MIDDLE ATLANTIC	1,011	12.7	Louisiana (LA)	31	
New Jersey (NJ)	454		Oklahoma (OK)	13	
New York (NY)	327		Texas (TX)	510	
Pennsylvania (PA)	230		MOUNTAIN	193	2.4
EAST NO. CENTRAL	496	6.2	Arizona (AZ)	49	
Illinois (IL)	157		Colorado (CO)	53	
Indiana (IN)	156		Idaho (ID)	2	
Michigan (MI)	64		Montana (MT)	-	
Ohio (OH)	76		Nevada (NV)	3	
Wisconsin (WI)	43		New Mexico (NM)	11	
WEST NO. CENTRAL	163	2.0	Utah (UT)	74	
Iowa (IA)	19		Wyoming (WY)	1	
Kansas (KS)	22		PACIFIC	917	11.5
Minnesota (MN)	63		Alaska (AK)	3	
Missouri (MO)	38		California (CA)	671	
Nebraska (NE)	9		Hawaii (HI)	7	
North Dakota (ND)	1		Oregon (OR)	21	
South Dakota (SD)	11		Washington (WA)	215	
SOUTH ATLANTIC	599	7.5	STATE NOT IDENTIFIED	-	-
Delaware (DE)	9		UNITED STATES	4,323	54.1
Florida (FL)	125		INTERNATIONAL	3,662	45.9
Georgia (GA)	49		APO & FPO	-	
Maryland (MD)	171		Canada	189	
North Carolina (NC)	109		Mexico	175	
South Carolina (SC)	16		Other International	3,289	
Virginia (VA)	84		US territories	9	
Washington, DC	33		Total Conference Attendees Identified by Region & State	7,985	100.0
West Virginia (WV)	3		Total Conference Attendees Not Identified by Region & State	2	-
			TOTAL CONFERENCE ATTENDEES	7,987	100.0



5a. AUDITED GLOBAL GEOGRAPHIC BREAKOUT OF CONFERENCE ATTENDEES

Region & Country	Total of Region/Country	Percent of Total	Region & Country	Total of Region/Country	Percent of Total
ASIA	865	10.8	Slovenia	1	
Bangladesh	11		Spain	155	
China	272		Sweden	43	
Hong Kong	19		Switzerland	120	
India	22		Turkey	46	
Indonesia	2		Ukraine	2	
Japan	305		United Kingdom	222	
South Korea	91		NORTH AMERICA	4,696	58.8
Macao	1		Canada	189	
Pakistan	4		Mexico	175	
Philippines	20		United States of America (including APO & FPO, & Territories)	4,332	
Singapore	16		CENTRAL AMERICA	25	0.3
Taiwan	65		Costa Rica	10	
Thailand	37		El Salvador	2	
MIDDLE EAST	143	1.8	Guatemala	3	
Iran, Islamic Republic of	1		Honduras	5	
Israel	66		Nicaragua	2	
Jordan	7		Panama	3	
Kuwait	7		AFRICA	40	0.5
Lebanon	6		Algeria	14	
Oman	1		Cabo Verde	1	
Qatar	6		Egypt	4	
Saudi Arabia	30		Kenya	2	
Syrian Arab Republic	1		Malawi	1	
United Arab Emirates	18		Morocco	12	
EUROPE	1,608	20.1	South Africa	2	
Austria	59		Tunisia	4	
Belgium	66		CARIBBEAN	15	0.2
Bulgaria	10		Aruba	2	
Croatia	9		Bahamas	1	
Cyprus	2		Barbados	1	
Czech Republic	31		Dominican Republic	6	
Denmark	36		Jamaica	2	
Estonia	1		Trinidad and Tobago	3	
Finland	18		SOUTH AMERICA	460	5.8
France	136		Argentina	104	
Germany	227		Bolivia	10	
Greece	18		Brazil	200	
Hungary	17		Chile	27	
Iceland	2		Colombia	50	
Ireland	31		Ecuador	20	
Italy	153		Paraguay	2	
Latvia	3		Peru	31	
Macedonia	2		Uruguay	16	
Netherlands	74		ASIA PACIFIC	121	1.5
Norway	24		Australia	103	
Poland	28		New Zealand	18	
Portugal	17		Total Conference Attendees Identified by Region	7,973	99.8
Romania	21		Total Conference Attendees Not Identified by Region	14	0.2
Russian Federation	20		TOTAL CONFERENCE ATTENDEES	7,987	100.0
Serbia	6				
Slovakia	8				



