



## BY THE NUMBERS

### 2011 NMSDC Conference and Business Opportunity Fair

The 2011 NMSDC Conference and Business Opportunity Fair in Atlanta was a great success! The total attendance of 6,706 is the fifth-highest turnout in the 36-year history of the event. Attendance was strong at the 22 workshops and plenary sessions, and attendees praised the quality of the event speakers. A preliminary survey of attendees also revealed 82% rated the event “good to excellent;” 71% registered online; 54 % were return attendees; 36% were first-time attendees; 38% were NMSDC-certified minority business enterprises (MBEs); and 46% were corporate members.

This year’s conference also featured a mobile app for the Web as well as iPhone, iPad, Android, BlackBerry and other Smartphones. The app registered nearly 1,500 downloads and online page views – a strong showing for its debut. It also generated positive feedback from event attendees.

Below is a snapshot of the event.

	2011	2010	Net Change	Percent Change
<b>Attendees</b>	6,706	6,228	+ 478	7.6%
<b>Total Exhibitors*</b>	499	456	+ 43	9.4%
<b>Total Booths</b>	787	720	+ 67	9%
<b>Corporate Exhibitors</b>	228	210	+ 18	8.5%
<b>Corporate Booths</b>	458	437	+ 21	5%
<b>MBE Exhibitors</b>	243	207	+ 36	17%
<b>MBE Booths</b>	298	253	+ 45	18%
<b>Resource Organization Exhibitors</b>	28	27	+ 1	3%
<b>Resource Organization Booths</b>	31	30	+ 1	3%

\* at Business Opportunity Fair