

ATTENDANCE DEMOGRAPHICS

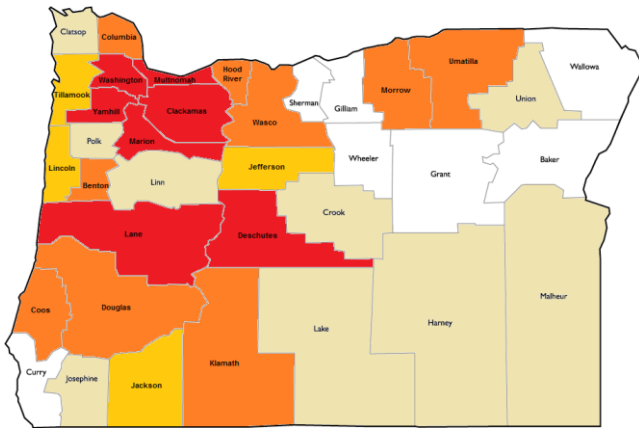
The following information reflects the demographics of those who have registered for the Oregon Flu Summit & More as of July 20th. This information is to guide marketing strategies geared toward increasing attendance.

337

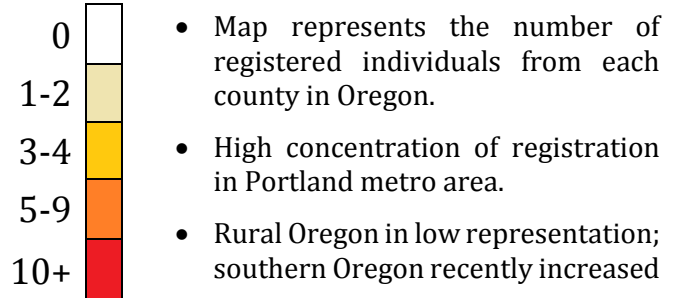
of people registered for the Oregon Flu Summit

60%

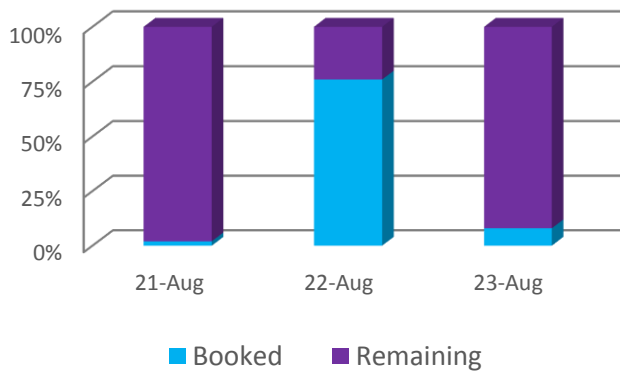
Also registered for "HPV: You Are The Key"



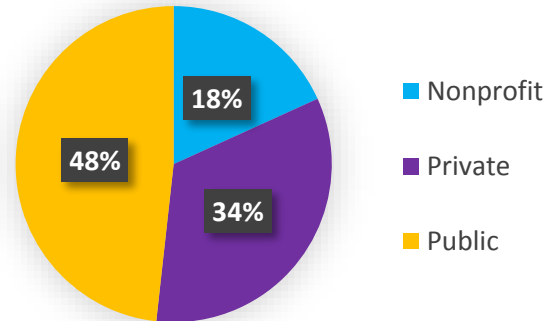
REGISTRATION BY COUNTY



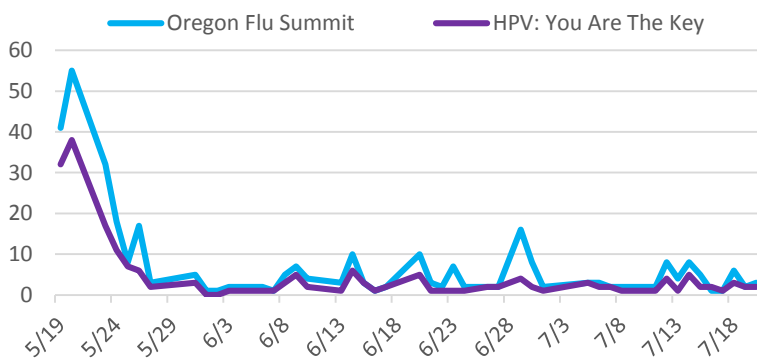
HOTEL RESERVATIONS BY NIGHT



EMPLOYMENT SECTOR OF ATTENDEES



NUMBER OF ATTENDEES WHO REGISTERED BY DATE



- Peaks of registration occurred within the first two weeks announced.
- 6/9: Exhibitors invited to join summit, encouraged registration.
- 6/29: Email invite to 2014 attendees.

OUT OF STATE REGISTRATION

Washington	41
California	2
Idaho	2
Pennsylvania	2
Nevada	1