

ABA TECHSHOW 2010

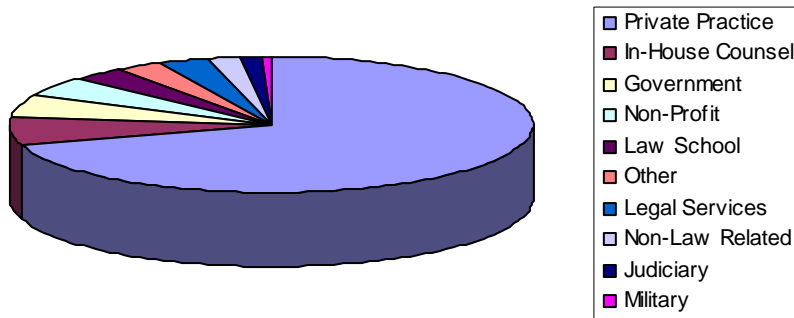
CONFERENCE AND EXPO • MARCH 25-27, 2010

Demographics from ABA TECHSHOW 2009

Paid conference attendance: **1,325**

Exhibit hall attendance: **1,800**

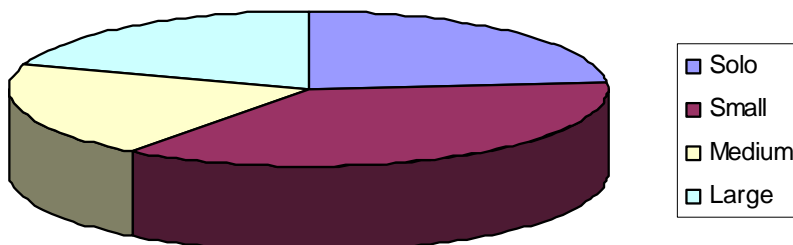
70% of 2009 ABA TECHSHOW attendees* work in Private Practice



Private Practice	70%
In-House Counsel	7%
Government	5%
Non-Profit	5%
Law School	3%
Other	3%
Legal Services	3%
Non-Law Related	2%
Judiciary	1.50%
Military	0.50%

**Of those reporting at registration*

60% of 2009 ABA TECHSHOW attendees* work in a solo or small practice



Solo	24%
Small	36%
Medium	20%
Large	20%

**Of those reporting at registration*

Following are the evaluation survey responses to questions relevant to vendor/exhibitors

Why did you attend ABA TECHSHOW? (Check all that apply)

#	Answer		%
1	Educational Sessions/CLE		81%
2	Exhibit Hall/Vendors		77%
3	Keynote Address		21%
4	Networking Opportunities		35%
5	Other, please specify:		10%

Did you make a purchasing decision based on what you learned in the exhibit hall at ABA TECHSHOW 2009?

#	Answer		%
1	Yes		51%
2	No		49%
	Total		100%

Will you purchase legal software this year?

#	Answer		%
1	Yes		71%
2	No		29%
	Total		100%

Testimonials From Attendees

“This was my first time experiencing the show. I really liked it and enjoyed it! It allowed me to gain insight about the latest legal technology and how the legal industry is becoming ever so depended on technology... overall, it was a great show! I am looking forward to next year. Thank you for putting on a great show!”

“I only went to the exhibits, but learned a lot. I was able to discuss the new enhancements and other programs in detail and I thought the exhibits were more informative this year.”