

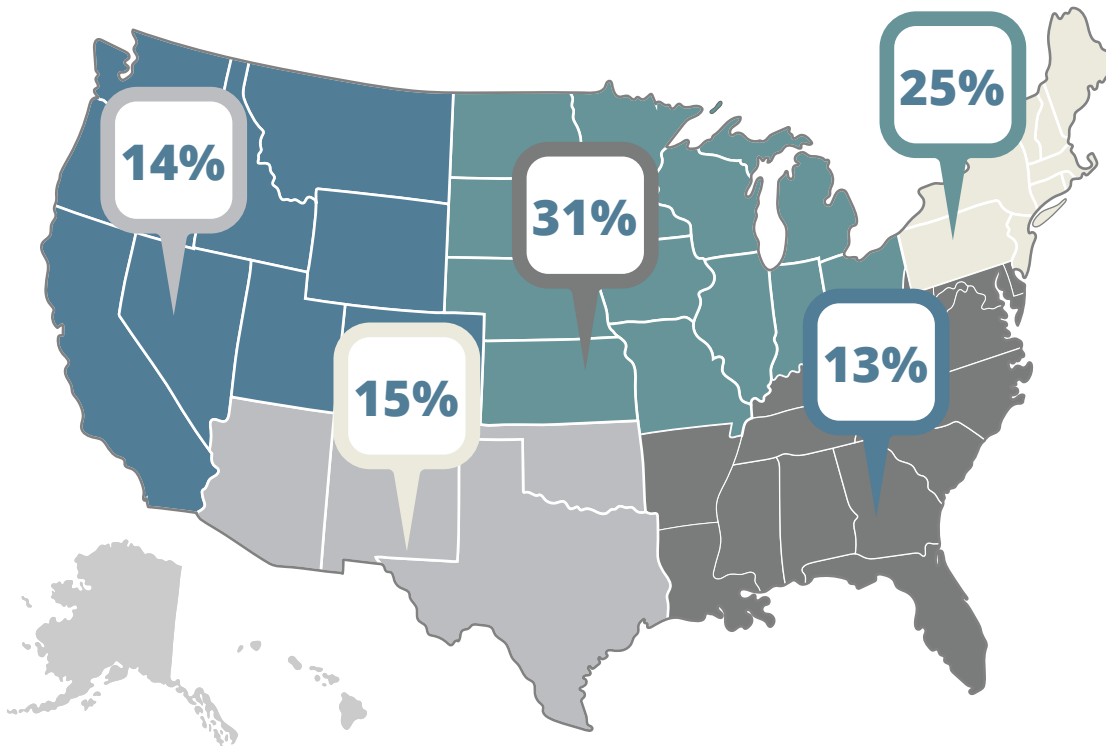
EXHIBITOR ROI SUMMARY

NATIONAL HARBOR, MARYLAND | OCTOBER 19-22, 2023



Nearly **900** individuals attended the 2023 Annual Conference & Expo!

ATTENDEES BY REGION:



Top **10** states with the most registered attendees:

Illinois
New Jersey
Arizona
Pennsylvania
Oklahoma
Iowa
Oregon
Virginia
New York
Maryland

TOP ATTENDEE TITLES

Business Manager

Chief Financial Officer

Assistant/Deputy/
Associate Superintendent

Director of Finance/
Accounting/Business

School Business Administrator

92% of attendees said they are likely or very likely to purchase products or services for their district from the exhibitors in the Expo.

ATTENDEES' MAIN OBJECTIVES IN THE EXPO HALL

81%

NETWORKING and
furthering relationships.

71%

GATHERING industry and
technical knowledge.

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5+ Dedicated Exhibit Hours



76

Education sessions
available for exhibitors
to attend alongside a
global community of
school business
professionals.

"I loved how inclusive [the Annual Conference & Expo] was of exhibitors and it was a great opportunity to meet many different school business officials."

2023 Exhibitor

BALANCE

SAVE THE DATE: SEPTEMBER 18-20, 2024

- ASBO INTERNATIONAL -

ASBO ACE24

ANNUAL CONFERENCE & EXPO | NASHVILLE, TENNESSEE