

<b>% of sample</b>	<b>Prof. dev.</b>	<b>Tech. update</b>	<b>Tech. info.</b>	<b>New sales leads</b>	<b>None</b>	<b>Sales target.</b>	<b>Personal reputation</b>	<b>Other</b>	<b>Sum</b>
<b>Value in attending (individual)</b>	24	15	15	10	15	2	9	10	100
<b>Value in attending (employer)</b>	15	10	12	20	18	6	10	9	100
	<b>Relevant subject</b>	<b>Technical update</b>	<b>New sales leads</b>	<b>Meet new people</b>	<b>Colleague attending</b>	<b>SNAME Cttee. Mtg.</b>	<b>Business meetings</b>		
<b>Decision to attend</b>	37	23	13	11	8	5	3		100
	<b>Cost to attend</b>	<b>Location</b>	<b>Event conflict</b>	<b>Subject relevance</b>	<b>Colleague attending</b>	<b>No interest</b>			
<b>Decision not to attend</b>	40	28	16	11	1	4			100

**Table 1: Annual meeting results for the whole sample**