

# SPA & RESORT/MEDICAL AESTHETICS EXPO & CONFERENCE 2008



## EVENT AUDIT



### DATES OF EVENT:

Conference: September 20 - 22, 2008  
Exhibits: September 21 - 22, 2008

### LOCATION:

Jacob Javits Convention Center, New York, NY

### EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions  
Address: 383 Main Avenue, Norwalk, CT 06851  
Phone: (203) 840-4800  
Website (Show): [www.spaandresortexpo.com](http://www.spaandresortexpo.com)

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

2001

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: October 18 - 19, 2009  
Exhibits: October 18 - 19, 2009  
LOCATION: Jacob Javits Convention Center, New York, NY

### 1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Aesthetics Conferences and Expos reflect and support the convergence of the Traditional and Medical segments of the Spa & Resort industry. The events include cutting edge medical techniques and a diverse array of spa products and services.

**Qualified attendees are** all medical and spa professionals including dermatologists, plastic surgeons, chiropractors, dentists, massage therapists, nurses, acupuncturists, naturopaths, estheticians, and medical spa and spa owners and/or managers.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

### 3. AUDITED ATTENDEE ANALYSIS

| Year which Event was Held | Event Location | Conference Attendees | Exhibit Only Attendees | Sub-Total: Conference & Exhibit Only Attendees | Speakers | Media | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff | Total |
|---------------------------|----------------|----------------------|------------------------|--|----------|-------|--|-------|
| 2008                      | New York       | 409                  | 2,313                  | 2,722  | 39       | 145   | 1,018  | 3,924 |
| 2007                      | New York       | 533                  | 2,422                  | 2,955  | 47       | 193   | 1,147  | 4,342 |
| 2006                      | New York       | 600                  | 2,714                  | 3,314  | 41       | 109   | 1,204  | 4,668 |

\* Not audited. Verified and on-site counts taken from registration database provided by the registration company.



| <b>4. TYPE OF BUSINESS/PRACTICE</b>   |                 |                  |   |
|---|-----------------|------------------|---|
| TYPE OF BUSINESS/PRACTICE   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE |
| Alternative/Holistic Health Center  | 77              | 2.8              | 3.6   |
| Casino Spa  | 9               | 0.3              | 0.4   |
| Cruise Ship Spa   | --              | --               | --  |
| Day Spa   | 831             | 30.5             | 38.5  |
| Dental Spa  | 14              | 0.5              | 0.6   |
| Destination Spa   | 5               | 0.2              | 0.2   |
| Health/Fitness Center   | 34              | 1.3              | 1.6   |
| Hospital/Medical Institution  | 26              | 1.0              | 1.2   |
| Massage Therapy   | 107             | 3.9              | 5.0   |
| Medical Practice  | 191             | 7.0              | 8.8   |
| Medical Spa Cosmetic  | 295             | 10.9             | 13.7  |
| Medical Spa Wellness  | 98              | 3.6              | 4.5   |
| Mobile Spa  | 17              | 0.6              | 0.8   |
| Resort/Hotel Spa  | 69              | 2.5              | 3.2   |
| Retail Boutique   | 34              | 1.3              | 1.6   |
| Other   | 352             | 12.9             | 16.3  |
| Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice     | 2,159           | 79.3             | 100.0   |
| Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice | 563             | 20.7             | --  |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                                      | <b>2,722</b>    | <b>100.0</b>     | <b>100.0</b>                                    |

| <b>5. TITLE/POSITION</b>   |                 |                  |                                      |
|--|-----------------|------------------|--------------------------------------|
| TITLE/POSITION   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TITLE/POSITION |
| <b>SPA Professional:</b>   | <b>1,759</b>    | <b>64.6</b>      | <b>78.3</b>                          |
| Acupuncturist  | 5               | 0.2              | 0.2                                  |
| Buyer/Retail Manager   | 58              | 2.1              | 2.6                                  |
| C.E.O.   | 69              | 2.5              | 3.1                                  |
| Coordinator/Assistant  | 51              | 1.9              | 2.3                                  |
| Chiropractor   | 7               | 0.3              | 0.3                                  |
| Esthetician  | 510             | 18.7             | 22.7                                 |
| Holistic Therapist   | 2               | 0.1              | 0.1                                  |
| Manager/Director   | 254             | 9.3              | 11.3                                 |
| Marketing/Advertising  | 88              | 3.2              | 3.9                                  |
| Massage Therapist  | 162             | 6.0              | 7.2                                  |
| Nutritionist   | 9               | 0.3              | 0.4                                  |
| Office/Practice Manager  | 41              | 1.5              | 1.8                                  |
| Owner  | 330             | 12.1             | 14.7                                 |
| Other Spa Professional   | 173             | 6.4              | 7.7                                  |
| <b>Medical Professional:</b>   | <b>486</b>      | <b>17.9</b>      | <b>21.7</b>                          |
| Physician  | 94              | 3.4              | 4.2                                  |
| Physicians Assistant   | 12              | 0.4              | 0.5                                  |
| Medical Esthetician  | 154             | 5.7              | 6.9                                  |
| Medical Massage Therapist  | 26              | 1.0              | 1.2                                  |
| Medical Director   | 22              | 0.8              | 1.0                                  |
| Medical Spa Owner  | 34              | 1.2              | 1.5                                  |
| Nurse Practitioner   | 10              | 0.4              | 0.5                                  |
| Registered Nurse/LPN   | 32              | 1.2              | 1.4                                  |
| Other Medical Professional   | 67              | 2.5              | 3.0                                  |
| Medical Student  | 16              | 0.6              | 0.7                                  |
| Scientist/Research & Development   | 19              | 0.7              | 0.8                                  |
| Total Conference and Exhibit Only Attendees Identified by Title/Position     | 2,245           | 82.5             | 100.0                                |
| Total Conference and Exhibit Only Attendees Not Identified by Title/Position | 477             | 17.5             | --                                   |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                           | <b>2,722</b>    | <b>100.0</b>     | <b>100.0</b>                         |

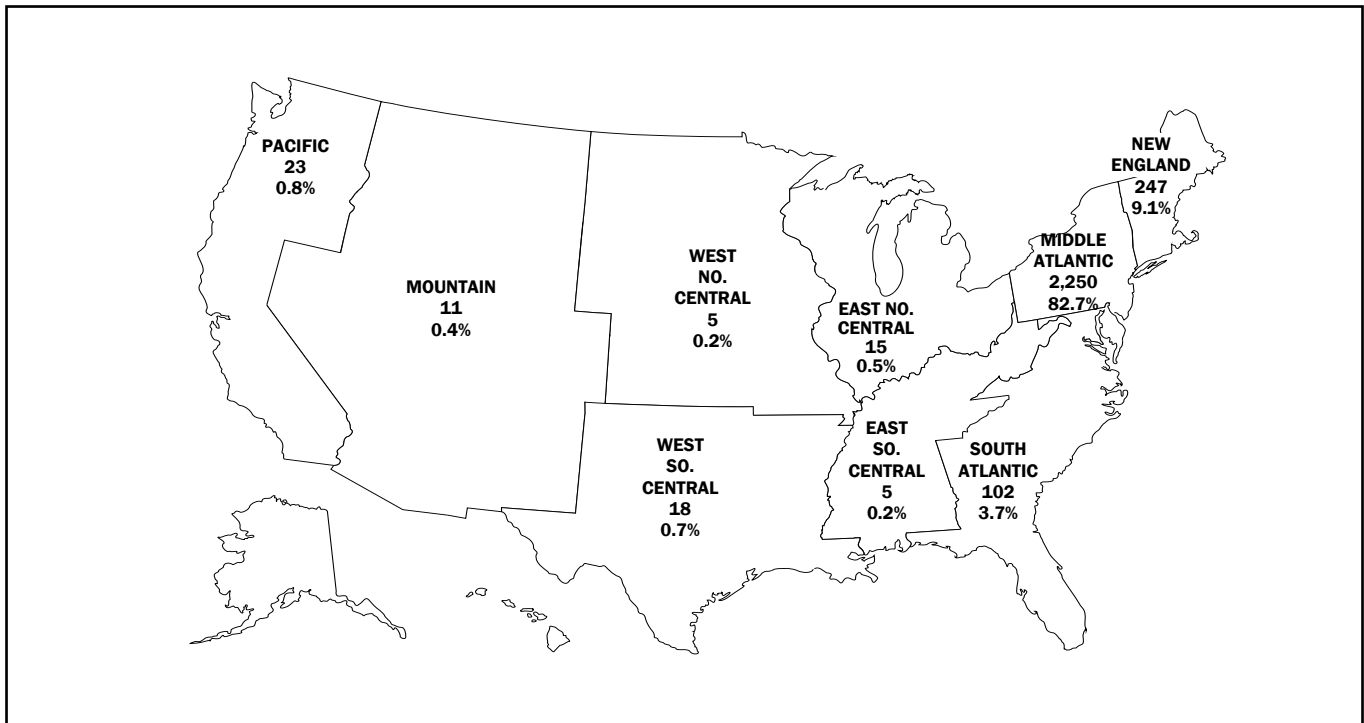
| <b>6. ROLE IN PURCHASING PROCESS</b>                               |                 |                  |                            |
|--|-----------------|------------------|----------------------------|
| ROLE IN PURCHASING PROCESS   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY ROLE |
| <b>ROLE IN PURCHASING PROCESS (TOTAL)</b>                          | <b>1,618</b>    | <b>59.5</b>      | <b>83.9</b>                |
| Can approve/sign off on all purchases                              | 854             | 31.4             | 44.3                       |
| Can approve up to a certain amount                                 | 174             | 6.4              | 9.0                        |
| Can recommend  | 590             | 21.7             | 30.6                       |
| <b>Not involved in the purchasing process</b>                      | <b>311</b>      | <b>11.4</b>      | <b>16.1</b>                |
| Total Conference and Exhibit Only Attendees Identified by Role     | 1,929           | 70.9             | 100.0                      |
| Total Conference and Exhibit Only Attendees Not Identified by Role | 793             | 29.1             | --                         |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                 | <b>2,722</b>    | <b>100.0</b>     | <b>100.0</b>               |

The above question only appeared on the on-line registration form.

**7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

| STATE                   | TOTAL        | PERCENT     |
|-------------------------|--------------|-------------|
| <b>NEW ENGLAND</b>      | <b>247</b>   | <b>9.1</b>  |
| Maine                   | -            |             |
| New Hampshire           | 5            |             |
| Vermont                 | 3            |             |
| Massachusetts           | 45           |             |
| Rhode Island            | 8            |             |
| Connecticut             | 186          |             |
| <b>MIDDLE ATLANTIC</b>  | <b>2,250</b> | <b>82.7</b> |
| New York                | 1,598        |             |
| New Jersey              | 544          |             |
| Pennsylvania            | 108          |             |
| <b>EAST NO. CENTRAL</b> | <b>15</b>    | <b>0.5</b>  |
| Ohio                    | 3            |             |
| Indiana                 | -            |             |
| Illinois                | 4            |             |
| Michigan                | 5            |             |
| Wisconsin               | 3            |             |
| <b>WEST NO. CENTRAL</b> | <b>5</b>     | <b>0.2</b>  |
| Minnesota               | -            |             |
| Iowa                    | 2            |             |
| Missouri                | 1            |             |
| North Dakota            | 1            |             |
| South Dakota            | -            |             |
| Nebraska                | -            |             |
| Kansas                  | 1            |             |
| <b>SOUTH ATLANTIC</b>   | <b>102</b>   | <b>3.7</b>  |
| Delaware                | 4            |             |
| Maryland                | 32           |             |
| Washington, DC          | 2            |             |
| Virginia                | 18           |             |
| West Virginia           | 1            |             |
| North Carolina          | 11           |             |
| South Carolina          | 1            |             |
| Georgia                 | 6            |             |
| Florida                 | 27           |             |

| STATE   | TOTAL        | PERCENT      |
|---|--------------|--------------|
| <b>EAST SO. CENTRAL</b>                         | <b>5</b>     | <b>0.2</b>   |
| Kentucky  | -            |              |
| Tennessee                                       | 5            |              |
| Alabama   | -            |              |
| Mississippi                                     | -            |              |
| <b>WEST SO. CENTRAL</b>                         | <b>18</b>    | <b>0.7</b>   |
| Arkansas  | -            |              |
| Louisiana                                       | 4            |              |
| Oklahoma  | -            |              |
| Texas   | 14           |              |
| <b>MOUNTAIN</b>                                 | <b>11</b>    | <b>0.4</b>   |
| Montana   | -            |              |
| Idaho   | -            |              |
| Wyoming   | -            |              |
| Colorado  | 1            |              |
| New Mexico                                      | 8            |              |
| Arizona   | 1            |              |
| Utah  | 1            |              |
| Nevada  | -            |              |
| <b>PACIFIC</b>                                  | <b>23</b>    | <b>0.8</b>   |
| Alaska  | -            |              |
| Washington                                      | 1            |              |
| Oregon  | -            |              |
| California                                      | 21           |              |
| Hawaii  | 1            |              |
| <b>UNITED STATES</b>                            | <b>2,676</b> | <b>98.3</b>  |
| <b>INTERNATIONAL</b>                            | <b>46</b>    | <b>1.7</b>   |
| Canada  | 14           |              |
| Mexico  | 3            |              |
| Other International                             | 29           |              |
| <b>Total Conference &amp; Exhibit Attendees</b> | <b>2,722</b> | <b>100.0</b> |







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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.**

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.  
Red Bank, NJ