

## EVENT NETWORK AUDIT


**DATES OF EVENT:**

Conference: **2006 Calendar**

|  |                   |
|--|-------------------|
| 2006 CFO Leadership Forum                      | April 3, 2006     |
| 2006 Leadership In Real Estate Markets         | May 4, 2006       |
| 2006 Hedge Fund Leadership Forum               | May 18, 2006      |
| 2006 Marketing Trends in Retail Forum          | October 18, 2006  |
| 2006 Leadership in the Private Capital Markets | November 16, 2006 |
| 2006 Leadership in Healthcare Markets          | December 5, 2006  |

**LOCATION:**

New York, NY & Greenwich, CT

**EVENT PRODUCER/MANAGER:**

Company Name: Argyle Executive Forum  
 Address and Website (Show): 122 East 57<sup>th</sup> Street  
 3<sup>rd</sup> Floor  
 New York, NY 10022

Phone: 212.812.4469  
 Website (Show): www.execforum.net

**REGISTRATION COMPANY:**

RegOnline  
 Phone: 888.351.9948

**YEAR EVENT ESTABLISHED:**

2004

**FREQUENCY:**

6 shows in 2006, 18 shows in 2007

**DATES OF NEXT EVENT:**

Conference **2007 Calendar (this is only a partial list of all 18 conferences for 2007)**

|  |                    |
|--|--------------------|
| 2007 CMO Leadership Forum                      | January 25, 2007   |
| 2007 Leadership In the Distressed Markets      | February 7, 2007   |
| 2007 CLO Leadership Forum                      | March 14, 2007     |
| 2007 CFO Leadership Forum                      | April 11, 2007     |
| 2007 Leadership in Real Estate Capital Markets | April 25, 2007     |
| 2007 Market Trends in Media                    | May 23, 2007       |
| 2007 Hedge Fund Leadership Forum               | May 24, 2007       |
| 2007 CTO Leadership Forum                      | June 7, 2007       |
| 2007 Investing in the Energy Markets           | June 12, 2007      |
| 2007 Alternative Thinking about Investments    | September 18, 2007 |

**LOCATION:**

New York City, NY

**1. STATEMENT OF MARKET SERVED:**

Argyle Executive Forum produces professional conferences, continuing education (CPE/CLE) seminars and workshops, as well as informal gatherings for the senior operating executives and Board members of private and public firms, investment professionals, as well as for policy makers. The events are by invitation only.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

Registration was done primarily on-line and prior to the event. All registrants were previously qualified to attend by Argyle Executive Forum. Upon arriving at the conferences, attendees were asked to show either an id or a business card before they received their badge. The badge is perforated and can be separated into 2 pieces. After the attendees showed proof of id, they were asked to sign one side of the badge (both sides contained Name, Title and Company Name). The signature side was then separated from the unsigned portion and kept by the conference organizers as verification of attendance. The unsigned portion was given to the attendees in a badge holder for use at the conference. Confirmation of attendance was done later through the audit by matching signed badges with database records of registrants.

**3. AUDITED ATTENDEE ANALYSIS**

| Year which Event was Held | Event Location               | Conference Attendees | *Speakers | Media | Sponsors and their Support Staff | Total |
|---------------------------|------------------------------|----------------------|-----------|-------|----------------------------------|-------|
| 2006                      | New York, NY & Greenwich, CT | 878                  | 83        | 25    | 140                              | 1,126 |

\* Speakers from the Argyle Executive Forum Series Events were also high level attendees

**PURPOSE - NETWORK**

This Network Report contains combined gross attendance data for the 6 conferences reported herein. No attempt has been made to identify or eliminate duplicate names that may exist between conferences.

**3a. CONFERENCE BREAKOUT BY ATTENDEE TYPE**

| ATTENDEE TYPE   | 2006 CFO Leadership Forum | 2006 Leadership in Real Estate Markets | 2006 Hedge Fund Leadership Forum | 2006 Marketing Trends in Retail Forum | 2006 Leadership in Private Capital Markets | 2006 Leadership in Healthcare Markets | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB TITLE |
|---|---------------------------|--|----------------------------------|---------------------------------------|--|---------------------------------------|-----------------|------------------|---------------------------------|
| Conference Attendees  | 138                       | 89                                     | 201                              | 201                                   | 135  | 102                                   | 866             | 76.9             | 77.7                            |
| <b>Subtotal of Conference Attendees</b>                                       | <b>138</b>                | <b>89</b>                              | <b>201</b>                       | <b>201</b>                            | <b>135</b>                                 | <b>102</b>                            | <b>866</b>      | <b>76.9</b>      | <b>77.7</b>                     |
| * Speakers  | 6                         | 17                                     | 7                                | 16                                    | 20   | 17                                    | 83              | 7.4              | 7.5                             |
| * Media   | 10                        | 6                                      | 1                                | -                                     | -  | 8                                     | 25              | 2.2              | 2.2                             |
| * Sponsors  | 18                        | 18                                     | 15                               | 9                                     | 10   | 7                                     | 77              | 6.8              | 6.9                             |
| * Staff (Argyle)  | 17                        | 8                                      | 8                                | 10                                    | 12   | 8                                     | 63              | 5.6              | 5.7                             |
| Total Argyle Executive Forum Series Attendees Identified by Attendee Type     | 189                       | 138                                    | 232                              | 236                                   | 177  | 142                                   | 1,114           | 98.9             | 100.0                           |
| Total Argyle Executive Forum Series Attendees Not Identified by Attendee Type | 7                         | -                                      | 4                                | -                                     | -  | 1                                     | 12              | 1.1              | -                               |
| <b>TOTAL ARGYLE EXECUTIVE FORUM SERIES ATTENDEES</b>                          | <b>196</b>                | <b>138</b>                             | <b>236</b>                       | <b>236</b>                            | <b>177</b>                                 | <b>143</b>                            | <b>1,126</b>    | <b>100.0</b>     | <b>100.0</b>                    |

\* Speakers, Media and Sponsors are not included in the "Primary Title/Function" tables for 4a and 4b.

**4a. PRIMARY TITLE/FUNCTION**

| PRIMARY TITLE/FUNCTION  | Total Attendees | Percent of Total | Percent Identified by Title/Function |
|---|-----------------|------------------|--------------------------------------|
| Principal/Partner   | 170             | 19.4             | 19.6                                 |
| President/C-Titles  | 187             | 21.3             | 21.6                                 |
| V.P./Sr. V.P.   | 170             | 19.4             | 19.6                                 |
| Director  | 188             | 21.4             | 21.7                                 |
| Manager   | 42              | 4.8              | 4.8                                  |
| Other   | 109             | 12.4             | 12.6                                 |
| Total Conference Attendees Identified by Primary Title/Function     | 866             | 98.6             | 100.0                                |
| Total Conference Attendees Not Identified by Primary Title/Function | 12              | 1.4              |                                      |
| <b>TOTAL CONFERENCE ATTENDEES</b>                                   | <b>878</b>      | <b>100.0</b>     |                                      |

**4b. CONFERENCE BREAKOUT BY PRIMARY TITLE/FUNCTION**

| PRIMARY TITLE/FUNCTION  | 2006 CFO Leadership Forum | 2006 Leadership in Real Estate Markets | 2006 Hedge Fund Leadership Forum | 2006 Marketing Trends in Retail Forum | 2006 Leadership in Private Capital Markets | 2006 Leadership in Healthcare Markets | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TITLE/FUNCTION |
|---|---------------------------|--|----------------------------------|---------------------------------------|--|---------------------------------------|-----------------|------------------|--------------------------------------|
| Principal/Partner   | 18                        | 20                                     | 52                               | 32                                    | 34   | 14                                    | 170             | 19.4             | 19.6                                 |
| President/C-Titles  | 44                        | 16                                     | 41                               | 45                                    | 18   | 23                                    | 187             | 21.3             | 21.6                                 |
| V.P./Sr. V.P.   | 27                        | 7                                      | 28                               | 56                                    | 28   | 24                                    | 170             | 19.4             | 19.6                                 |
| Director  | 33                        | 27                                     | 45                               | 39                                    | 26   | 18                                    | 188             | 21.4             | 21.7                                 |
| Manager   | 8                         | 6                                      | 14                               | 2                                     | 6  | 6                                     | 42              | 4.8              | 4.8                                  |
| Other   | 8                         | 13                                     | 21                               | 27                                    | 23   | 17                                    | 109             | 12.4             | 12.6                                 |
| Total Conference Attendees Identified by Primary Title/Function     | 138                       | 89                                     | 201                              | 201                                   | 135  | 102                                   | 866             | 98.6             | 100.0                                |
| Total Conference Attendees Not Identified by Primary Title/Function | 7                         | -                                      | 4                                | -                                     | -  | 1                                     | 12              | 1.4              | -                                    |
| <b>TOTAL CONFERENCE ATTENDEES</b>                                   | <b>145</b>                | <b>89</b>                              | <b>205</b>                       | <b>201</b>                            | <b>135</b>                                 | <b>103</b>                            | <b>878</b>      | <b>100.0</b>     | <b>100.0</b>                         |

# ARGYLE EXECUTIVE FORUM<sup>SM</sup>

## 2007 Leadership in the Distressed Markets (Event Details)

### Personal Information

\* = required field

\*Email:

\*First Name:

Middle Name:

\*Last Name:

\*Job Title:

\* Company/Organization:

\*Address Line 1:

Address Line 2:

\*City:

US State/Canadian Province:

Zip (Postal Code):

Country:

\*Work Phone:

Extension:

Fax:

**Your Password:**

Please create your own password below (6-20 characters long).

This will ensure the security of your personal information.

It will also enable automatic recall of your personal information the next time you register.

\*Password:

\*Re-enter Password:

**Other Personal Information:**

\*Have you attended a prior event?

\*Who referred you to the event?

\*Professional Function

\*Please insert your bio/resume here. If none available, type N/A.

\*Argyle Executive Forum will make every effort to incorporate your ideas on content into the agenda for our event. If there is a particular topic you'd like to see addressed by our keynote speakers or panelists, please submit it here.

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**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events 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 corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, 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.

BPA Worldwide

Shelton, CT

ID Number: E955X0A7