

The Motivation Show 2006



EVENT AUDIT

**DATES OF EVENT:**

Conference: September 26 – 28, 2006
Exhibits: September 26 – 28, 2006

LOCATION:

McCormick Place South, Chicago, IL

EVENT PRODUCER/MANAGER:

Company Name: Hall Erickson, Inc.
Address: 98 E. Naperville Road
Westmont, IL 60559
Phone: (630) 434-7779
Website (Show): www.motivationshow.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1929

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 25 – 27, 2007
Exhibits: September 25 – 27, 2007
LOCATION: McCormick Place South, Chicago, IL

1. STATEMENT OF MARKET SERVED

Incentive merchandise, travel and meeting destinations, recognition rewards, promotional products, performance improvement services, and business gifts.

Qualified attendees are executives from sales and marketing, human resources, meeting planning and event marketing, who are responsible for incentive, meeting, and recognition programs for their employees and customers. Also attending are resellers of incentives, distributors of promotional products, and travel fulfillment companies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants received a badge in the mail that included a bar code that was scanned as they entered the exhibit hall and seminar sessions. The advance registrant was then entered into the registration system as verified. On-site registrants were automatically entered as verified. In addition, downloaded leads captured by exhibitors were entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Chicago, IL	8,839	47	128	6,465	15,479
2005	Chicago, IL	9,472	66	156	6,417	16,111

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

4. PRIMARY PRODUCT/SERVICE		
PRIMARY PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL
End-Buyer Categories	3,204	36.2
Manufacturer	587	6.6
Retailer/Food/Lodging Service	312	3.5
Financial/Insurance/Real Estate	447	5.1
Medical/Pharmaceutical/Healthcare	204	2.3
Media/Publishing/Internet	197	2.2
Transportation/Communications/Utilities	122	1.4
Services (Business or Professional)	706	8.0
Other	629	7.1
Supplier Categories	5,635	63.8
Incentive Company	1,393	15.7
Promotional Products Distributor - PPAI Member	521	5.9
Promotional Products Distributor - Non-Member	157	1.8
Ad/Marketing/Sales Promo Agency	589	6.7
Meeting Planner	969	10.9
Travel Agency	477	5.4
Incentive Representative	387	4.4
Catalog/Mail Order	86	1.0
Incentive Manufacturer (non-exhibitor)	123	1.4
Travel Services (non-exhibitor)	370	4.2
Other	563	6.4
Total Conference and Exhibit Only Attendees Identified by Primary Product/Service	8,839	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Product/Service	0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,839	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/Owner/CEO/COO/Chairman	2,295	26.0	26.7
Sales/Marketing VP, Director or Manager	2,490	28.2	28.9
HR/Training Director or Manager	305	3.4	3.6
Advertising/Sales Promotion Director or Manager	341	3.8	4.0
Meeting/Convention/Travel Manager	604	6.8	7.0
Purchasing/Production Manager	415	4.7	4.8
Event Planner/Marketer/Sponsorship Manager	680	7.7	7.9
Other	1,473	16.7	17.1
Total Conference and Exhibit Only Attendees Identified by Job Title	8,603	97.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	236	2.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,839	100.0	100.0

6. INVOLVEMENT WITH INCENTIVES/MEETINGS			
INVOLVEMENT WITH INCENTIVES/MEETINGS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT WITH INCENTIVES/MEETINGS
NET INVOLVEMENT	7,419	84.0	86.5
Recommend	5,988	67.7	69.8
Purchase	3,873	43.8	45.1
Approve	3,067	34.7	35.8
None	1,160	13.1	13.5
Total Conference and Exhibit Only Attendees Identified by Involvement with Incentives/Meetings	8,579	97.1	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement with Incentives/Meetings	260	2.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,839	100.0	--

The above counts and percentages are based on 8,839 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

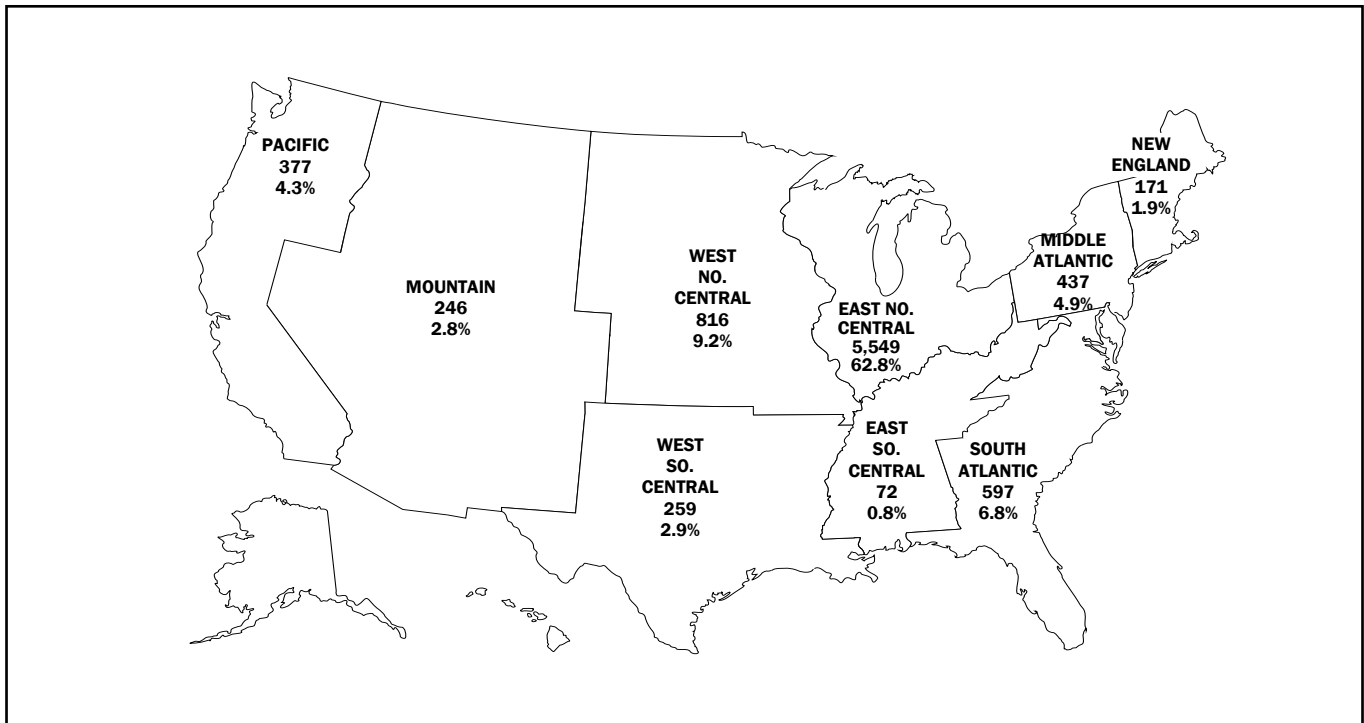
7. INVOLVEMENT INCLUDES			
INVOLVEMENT INCLUDES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT INCLUDES
Merchandise Incentives/Awards	4,880	55.2	57.1
Promotional Products/Ad Specialties	4,456	50.4	52.1
Gift Cards/Debit Cards	3,086	34.9	36.1
Travel Incentives	3,904	44.2	45.7
Meeting Services/Sites	3,720	42.1	43.5
Event Marketing/Services	2,978	33.7	34.8
Total Conference and Exhibit Only Attendees Identified by Involvement Includes	8,551	96.7	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement Includes	288	3.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,839	100.0	--

The above counts and percentages are based on 8,839 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	171	1.9
Maine	7	
New Hampshire	7	
Vermont	5	
Massachusetts	87	
Rhode Island	6	
Connecticut	59	
MIDDLE ATLANTIC	437	4.9
New York	249	
New Jersey	119	
Pennsylvania	69	
EAST NO. CENTRAL	5,549	62.8
Ohio	249	
Indiana	318	
Illinois	4,187	
Michigan	297	
Wisconsin	498	
WEST NO. CENTRAL	816	9.2
Minnesota	353	
Iowa	110	
Missouri	236	
North Dakota	2	
South Dakota	5	
Nebraska	40	
Kansas	70	
SOUTH ATLANTIC	597	6.8
Delaware	2	
Maryland	25	
Washington, DC	11	
Virginia	45	
West Virginia	2	
North Carolina	45	
South Carolina	21	
Georgia	195	
Florida	251	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	72	0.8
Kentucky	24	
Tennessee	27	
Alabama	21	
Mississippi	-	
WEST SO. CENTRAL	259	2.9
Arkansas	13	
Louisiana	6	
Oklahoma	10	
Texas	230	
MOUNTAIN	246	2.8
Montana	1	
Idaho	2	
Wyoming	1	
Colorado	87	
New Mexico	2	
Arizona	78	
Utah	47	
Nevada	28	
PACIFIC	377	4.3
Alaska	-	
Washington	53	
Oregon	13	
California	305	
Hawaii	6	
UNITED STATES	8,524	96.4
INTERNATIONAL	315	3.6
Canada	141	
Mexico	37	
Other International	137	
Total Conference & Exhibit Attendees	8,839	100.0





September 26, 27, 28, 2006

SAVE \$15

Register by Sept. 16 and Your Badge Is Just \$10

3 WAYS TO REGISTER

www.motivationshow.com

FAX: 1-708-344-4444

MAIL: The Motivation Show
c/o CompuSystems, Inc.
P.O. Box 571,
Brookfield, IL 60513-0571

FAX REGISTRATION FORM

Registration for the Exhibit Hall is \$10 if this form is filled out completely and received by **SEPTEMBER 16**. Registration is \$25 after **September 16**. To register additional personnel, photocopy this form or list names and titles on a separate sheet(s).

- 1** Your registration will be confirmed within 5 days. Please provide email address for receipt.

EMAIL _____

- 2** PLEASE PRINT:

NAME, FIRST _____

LAST _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE/PROV. _____

ZIP/POSTAL CODE _____

COUNTRY _____

PHONE _____

FAX _____

Please check here if you **DO NOT** wish to also receive...

- A FREE subscription to *Motivation Strategies*, the "official" publication & e-mail newsletter of The Motivation Show.
 Special e-mail offers from exhibiting companies at The Motivation Show.

- 3** PLEASE ANSWER THE FOLLOWING QUESTIONS: Are You a First Time Attendee? Yes No

Your Firm's Primary Product/Service
(Check One Only—Printed on Badge)

End Buyer Categories:

01. Manufacturer
02. Retailer/Food/Lodging Service
03. Financial/Insurance/Real Estate
04. Medical/Pharmaceutical/Healthcare
05. Media/Publishing/Internet
06. Transportation/Communications/Utilities
07. Services (Business or Professional)
08. Other _____

Supplier Categories:

09. Incentive Company
Promotional Products Distributor
10a. PPAI Member PPAI/UPIC # _____
10b. Non-Member
11. Ad/Marketing/Sales Promo Agency
12. Meeting Planner
13. Travel Agency
14. Incentive Representative
15. Catalog/Mail Order

Your Firm's Primary Product/Service
continued (Check One Only)

16. Incentive Manufacturer (non-exh)
17. Travel Services (non-exh)
18. Other _____

Your Title (Check One Only)

- A. President/Owner/CEO/COO/Chairman
B. Sales/Marketing VP, Director or Manager
C. HR/Training Director or Manager
D. Advertising/Sales Promotion Director or Manager
E. Meeting/Convention/Travel Manager
F. Purchasing/Production Manager
G. Event Planner/Marketer/Sponsorship Manager
H. Other _____

Your Involvement with Incentives/
Meetings (Check All that Apply)

- I. Recommend
J. Purchase
K. Approve
L. None

This Involvement Includes
(Check All that Apply)

- M. Merchandise Incentives/Awards
N. Promotional Products/Ad Specialties
O. Gift Cards/Debit Cards
P. Travel Incentives
Q. Meeting Services/Sites
R. Event Marketing/Services

Incentives You Use, or Plan to Use
(Check All that Apply)

- S. Dealer/Sales Incentives
T. Consumer Promotions
U. Employee Recognition/Awards
V. Business/Corporate Gifts
W. Cash

Travel/Meeting Destinations You Use,
or Plan to Use (Check All that Apply)

- X. Domestic USA
Y. Canada, Mexico & Caribbean
Z. Europe
AA. Pacific/Asia
BB. Africa/Middle East
CC. South/Central America

Travel/Meeting Special Interest
(Check All that Apply)

- DD. Golf Facilities & Products
EE. Gaming Facilities
FF. Cruises
RR. Adventure Travel

Travel/Meeting Group Sizes
(Check All that Apply)

- GG. Individual Travel
HH. Less than 50
II. 50-199
JJ. 200-500
KK. More than 500

Your Annual Expenditure for Incentive
Programs, Meetings, Business Gifts
and Promotional Products (Check One
Only)

- LL. Less than \$25,000
MM. \$25,000 to \$99,999
NN. \$100,000 to \$499,999
OO. \$500,000 to \$999,999
PP. \$1,000,000 TO \$5,000,000
QQ. More than \$5,000,000

SEMINARS & WORKSHOPS:

For complete seminar details,
visit www.motivationshow.com

FOR ADDITIONAL INFO:

Visit our website at
www.motivationshow.com or
email: moti@heexpo.com.

Questions? Call Hall-Erickson at
1-800-752-6312

- 4** PAYMENT INFORMATION: Full payment is required before processing. Multiple registrations can be combined with one payment. List names and titles on a separate sheet of paper and send with this form.

(by September 16) (after September 16)
_____ badges @ \$10.00 each @ \$25.00 each = \$ _____

Method of Payment: Visa MC Amex Check (payable: *The Motivation Show*)

CARD NO. _____

EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

I agree to pay the above amount according to my card issuer agreement.

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 Shelton, CT 06484-6259
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 Fax: +1 203.447.2900
www.bpaww.com



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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