

EVENT AUDIT



DATES OF EVENT:
 Conference: March 5 - 9, 2006
 Exhibits: March 6 - 8, 2006

LOCATION: Mandalay Bay Convention Center, Las Vegas

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

REGISTRATION COMPANY: CompuSystems, Inc.

YEAR EVENT ESTABLISHED: 1989

FREQUENCY: Annual

DATES OF NEXT EVENT:
 Conference: March 25 - 29, 2007
 Exhibits: March 26 - 28, 2007

LOCATION: Mandalay Bay Convention Center, Las Vegas

1. STATEMENT OF MARKET SERVED

Corporate exhibit, events and trade show managers and suppliers to the exhibition industry.

Qualified attendees are corporate exhibit and event managers, sales and marketing communication managers, and others who plan and execute any part of their organization's trade show and event marketing program.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All registrants picked up their badge onsite and were verified when their badge was printed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2006	Las Vegas	1,623	1,995	3,618	132	26	1,946*	5,722
2005	Las Vegas	1,256	2,160	3,416	125	38	1,139*	4,718
2004	Las Vegas	***	***	3,286	175*	**	1,569*	5,030
2003	Las Vegas	***	***	2,814	198*	**	1,625*	4,637

* Not audited.

** Included with speakers.

*** Not available.

4. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Manufacturing	1,995	55.14	62.67
Electronics/Computer/Communications	486	13.43	15.27
Industrial Equipment/Machinery	143	3.95	4.49
Instrumentation/Medical	180	4.98	5.66
Other	1,186	32.78	37.25
Non-manufacturing	1,188	32.84	37.33
Service Industry	1,092	30.18	34.31
Internet Products/Services	96	2.66	3.02
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,183	87.98	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	435	12.02	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Exhibit/Event Manager/Coordinator	1,168	32.28	33.08
Marketing Management	529	14.62	14.98
Owner/President/Partner	726	20.07	20.56
Advertising/Promotion Management	90	2.49	2.55
General Management	243	6.72	6.88
Designer	171	4.73	4.84
Sales Management	363	10.03	10.28
Other	241	6.66	6.83
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,531	97.60	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	87	2.40	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EXHIBITS AND RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,383	38.23	39.26
Specify	571	15.78	16.21
Recommend	1,155	31.92	32.78
No Role	414	11.44	11.75
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,523	97.37	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	95	2.63	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

6b. BUYING INFLUENCES FOR EVENT-RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EVENT-RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,369	37.84	38.83
Specify	582	16.09	16.51
Recommend	1,102	30.46	31.25
No Role	473	13.07	13.41
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,526	97.46	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	92	2.54	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

6c. ANNUAL TRADE SHOW BUDGET

CLASSIFICATION OF ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Up to \$50,000	1,400	38.70	39.75
\$50,001 - \$100,000	630	17.41	17.89
\$100,001 - \$200,000	501	13.85	14.22
\$200,001 - \$500,000	344	9.51	9.77
\$500,001 - \$1,000,000	290	8.02	8.23
Over \$1,000,000	357	9.87	10.14
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,522	97.36	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	96	2.64	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

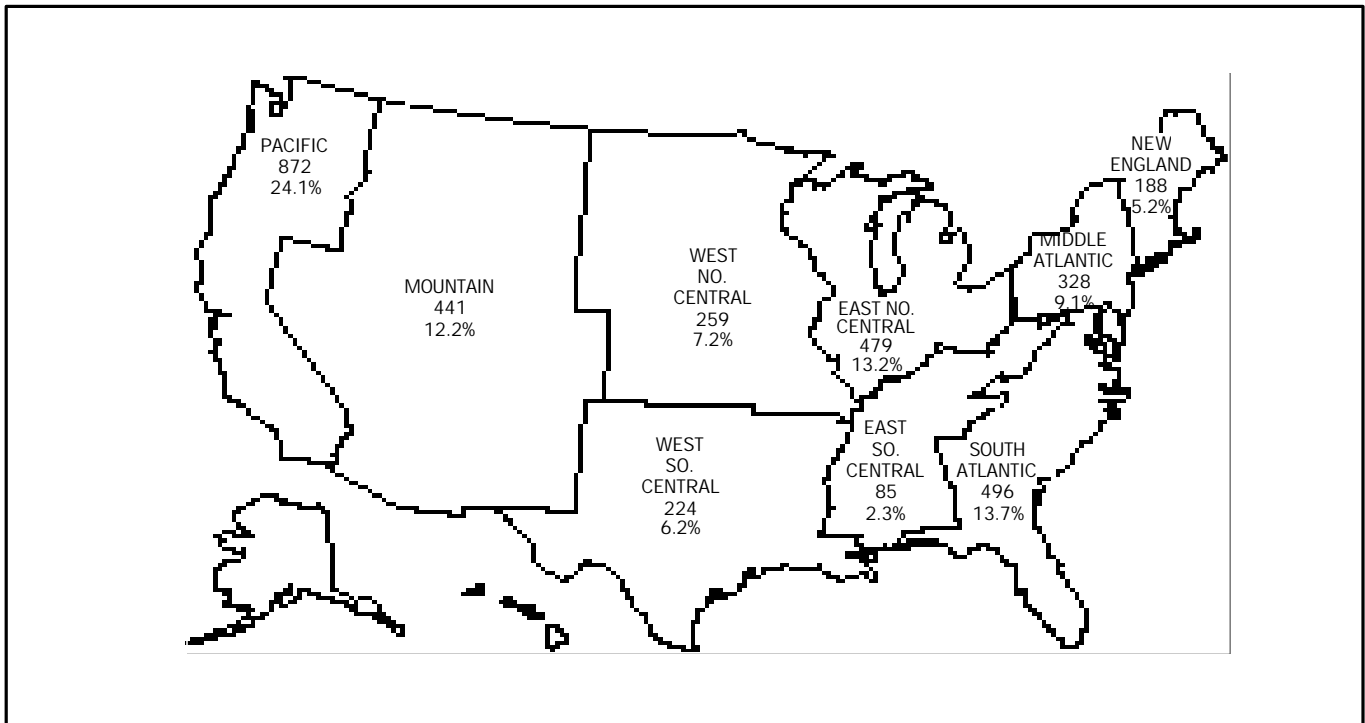
7. ENROLLED IN EXHIBITOR'S CTSM PROGRAM

CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED ENROLLED IN CTSM PROGRAM
Yes	449	12.41	12.77
No	3,020	83.47	85.87
Graduate	48	1.33	1.36
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,517	97.21	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	101	2.79	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,618	100.00	100.00

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	188	5.20
Maine	8	
New Hampshire	15	
Vermont	2	
Massachusetts	123	
Rhode Island	4	
Connecticut	36	
MIDDLE ATLANTIC	328	9.06
New York	125	
New Jersey	113	
Pennsylvania	90	
EAST NO. CENTRAL	479	13.24
Ohio	133	
Indiana	39	
Illinois	162	
Michigan	83	
Wisconsin	62	
WEST NO. CENTRAL	259	7.16
Minnesota	99	
Iowa	23	
Missouri	94	
North Dakota	2	
South Dakota	2	
Nebraska	13	
Kansas	26	
SOUTH ATLANTIC	496	13.71
Delaware	5	
Maryland	49	
Washington, DC	22	
Virginia	78	
West Virginia	5	
North Carolina	62	
South Carolina	25	
Georgia	146	
Florida	104	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	85	2.35
Kentucky	26	
Tennessee	32	
Alabama	26	
Mississippi	1	
WEST SO. CENTRAL	224	6.19
Arkansas	9	
Louisiana	7	
Oklahoma	19	
Texas	189	
MOUNTAIN	441	12.19
Montana	--	
Idaho	17	
Wyoming	3	
Colorado	92	
New Mexico	19	
Arizona	74	
Utah	48	
Nevada	188	
PACIFIC	872	24.10
Alaska	--	
Washington	94	
Oregon	55	
California	721	
Hawaii	2	
UNITED STATES	--	--
INTERNATIONAL	246	6.80
Canada	141	
Mexico	21	
Other International	84	
Not Identified	--	--
Total Conference & Exhibit Attendees	3,618	100.00



EXHIBITOR2006 CONFERENCE REGISTRATION FORM

Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2006.com/HallOnly.asp
 Registrations will be processed only if all requested information is provided and accompanied by full payment.

Check if form has been faxed previously

REGISTRANT INFORMATION

FIRST NAME _____
 LAST NAME _____
 TITLE _____
 COMPANY _____
 STREET _____
 CITY _____ STATE/PROV _____ ZIP _____
 COUNTRY _____ PHONE _____ FAX _____
 E-MAIL _____ I do not wish to receive special promotional offers and product information via e-mail from the exhibitors.

REGISTRATION OPTIONS

(Workshops are not included in passports)	EARLY BIRD DISCOUNT BY JAN 24, 2006	AFTER JAN 24, 2006	ONSITE	
<input type="checkbox"/> GOLD PASSPORT – Save \$1,340 Up to 13 seminars, 3 Peer2Peer Roundtables, exhibit hall, 4 lunch vouchers, and admission to all events	\$1,295	\$1,495	\$1,595	\$
<input type="checkbox"/> SILVER PASSPORT – Save \$855 Up to 10 seminars, 2 Peer2Peer Roundtables, exhibit hall, 3 lunch vouchers, and admission to all events	\$1,225	\$1,425	\$1,495	\$
<input type="checkbox"/> ONE-DAY PASSPORT – Save \$210 (Valid one day only) 3 seminars, 1 Peer2Peer Roundtable, exhibit hall, lunch voucher, and admission to all events	\$510	\$610	\$695	\$
<input type="checkbox"/> INDIVIDUAL SEMINARS multiply number _____ X	\$195	\$215	\$235	\$
<input type="checkbox"/> ALL-DAY WORKSHOPS Sunday, 8:15 AM - 4:15 PM	\$545	\$645	\$745	\$
<input type="checkbox"/> HALF-DAY WORKSHOPS Sunday, 8:15 AM - 11:45 AM; 12:45 PM - 4:15 PM	\$325	\$425	\$525	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS – save \$80 (includes lunch)	\$550	\$650	\$750	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save \$140 (includes lunch)	\$490	\$590	\$690	\$
<input type="checkbox"/> EXCURSION (W604) Wed. 3:30 PM - 10:30 PM (includes dinner and transportation)	\$545	\$645	\$745	\$
<input type="checkbox"/> ONE-TO-ONE WITH JIM GILMORE (W601, R601) Wednesday and Thursday (see pp. 35 and 41 for additional information)	\$750	\$850	N/A	\$
PROCESSING FEE (covers all seminar materials)				\$ 70.00
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (Required for CTSM Candidates. See p. 12)	\$90	\$90	\$90	\$
OPENING AND WELCOME RECEPTIONS free to conference registrants				FREE
KEYNOTE AND TWO ORIENTATION SESSIONS free to conference registrants				FREE
EXHIBIT HALL ADMISSION free to conference registrants				FREE
THE FEBRUARY ISSUE OF EXHIBITOR MAGAZINE free to conference registrants				FREE
DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (If applying for team discount, forms must be submitted together) Applies to Gold and Silver Passports only. See p. 50 for discount information.				\$ -
<input type="checkbox"/> EXHIBITOR magazine subscription: 12 issues / \$78 (save \$67) U.S. only.				\$
<input type="checkbox"/> Corporate EVENT magazine subscription: 4 issues / \$28 U.S. only.				\$
TOTAL				\$

SESSION SELECTIONS (example: W510)

ALL-DAY WORKSHOPS (not included with passports)
 Sun 8:15 AM – 4:15 PM _____

HALF-DAY WORKSHOPS (not included with passports)
 Sun 8:15 AM – 11:45 AM _____
 Sun 12:45 PM – 4:15 PM _____

EXCURSION W604 (not included with passports)
 Wed. 3:30 PM – 10:30 PM _____

ONE-TO-ONE WITH JIM GILMORE W601, R601 (not included in passports)
 W601 8:00 AM – Noon (call to schedule 1 hr session) _____
 R601 8:00 AM – Noon (call to schedule 1 hr session) _____

FIELD TRIPS
 Tues 8:00 AM – 11:30 AM (T203) _____
 Wed 8:30 AM – 11:30 AM (W403) _____
 Thurs 8:00 AM – 11:30 AM (R404) _____

PEER2PEER ROUNDTABLES FIRST CHOICE SECOND CHOICE
 *Mon P2P 5:15 PM – 6:15 PM _____
 *Tues P2P 5:15 PM – 6:15 PM _____
 *Wed P2P 5:15 PM – 6:15 PM _____

SESSIONS	FIRST CHOICE	SECOND CHOICE
Mon 8:00 AM – 9:30 AM	_____	_____
Mon 10:00 AM – 11:30 AM	_____	_____
Mon 3:30 PM – 5:00 PM	_____	_____
Tues 8:00 AM – 9:30 AM	_____	_____
Tues 10:00 AM – 11:30 AM	_____	_____
Tues 3:30 PM – 5:00 PM	_____	_____
Wed 8:00 AM – 9:30 AM	_____	_____
Wed 10:00 AM – 11:30 AM	_____	_____
Wed 3:30 PM – 5:00 PM	_____	_____
Thur 8:00 AM – 9:30 AM	_____	_____
Thur 10:00 AM – 11:30 AM	_____	_____
Thur 1:00 PM – 2:30 PM	_____	_____
Thur 3:00 PM – 4:30 PM	_____	_____

* Peer2Peer (P2P) Roundtable topics found on page 9.
 Please enter topic number. Available only to passport registrants.

ONLINE: www.Exhibitor2006.com
 FAX: 630.434.1216
 QUESTIONS: 800.752.6312 or 630.434.7779
 MAIL: EXHIBITOR2006 Registration
 Hall-Erickson Inc, 98 E. Naperville Rd., Westmont, IL 60559

PAYMENT OPTIONS

CHECK (please make checks payable to EXHIBITOR2006)
 VISA MASTERCARD AMERICAN EXPRESS

U.S. funds only
 CARDHOLDER NAME _____
 CARD NUMBER _____
 EXP DATE _____

SIGNATURE _____

REGISTRANT PROFILE (required information)

Industry Role (check one)
 a) Corporate Exhibit Mgr. (Buyer)
 b) Corporate Event Mgr. (Buyer)
 c) Both A & B
 d) Press
 e) EXHIBITOR SHOW Exhibitor
 m) Display Manufacturer/Builder
 r) Dealer/Distributor/Rep
 s) Exhibit/Event Supplier

How many TRADE SHOWS does your company exhibit in each year?
 a) 0-4 d) 25-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

How many EVENTS does your company produce each year?
 a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

Primary Job Function (check one)
 a) Marketing Mgmt.
 b) Owner/President/Partner
 c) Advertising/Promotion Mgmt.
 d) General Mgmt.
 e) Designer
 f) Sales Management

Does your company exhibit in shows overseas?
 a) Yes b) No
 If not, are they considering it?
 c) Yes d) No

Number of Company Employees (check one)
 a) 1-4 g) 250-499
 b) 5-9 h) 500-999
 c) 10-19 i) 1,000-4,999
 d) 20-49 j) 5,000-9,999
 e) 50-99 k) 10,000 or more
 f) 100-249

Number of people who plan and execute TRADE SHOWS company-wide (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

What is your role in the purchase of EXHIBITS and related products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

What is your role in the purchase of EVENT-RELATED products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

Is this your first EXHIBITOR SHOW?
 a) Yes b) No

Which industry conferences have you attended in the past two years?
 a) EXHIBITOR SHOW
 b) EXHIBITORFastTrack
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR'S CTSM Program?
 a) Yes b) No
 c) Graduate

Annual Trade Show Budget
 a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

Annual Corporate Event Budget
 a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

PRIORITY NUMBER

113b



Please check here if you have special needs that require attention.

CONFIRMATION/CANCELLATION REFUNDS:
 All registrations received by February 23, 2006 will be confirmed by fax and/or mail. If you must cancel for any reason, notify us in writing by February 16, 2006 to receive a full refund minus \$50 cancellation fee. After February 16, 2006, an additional 10% service charge will be deducted from the total cost. Because many of the sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5:00PM, February 23, 2006.

OFFICE USE ONLY

\$ _____ REC'D
 CK# _____
 REF. _____

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 www.exhibitsurveys.com



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.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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, 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

Exhibit Surveys, Inc.

Red Bank, NJ

April 20, 2006