

Expo! Expo!

IAEM's Annual Meeting & Exhibition 2006

EVENT AUDIT



DATES OF EVENT:

Conference: November 28 – 30, 2006
 Exhibits: November 29, 2006

LOCATION:

San Diego Convention Center, San Diego, CA

EVENT PRODUCER/MANAGER:

Company Name: International Association for Exhibition Management
 Address: 8111 LBJ Freeway, Suite 750 Dallas, TX 75251
 Phone: (972) 458-8002
 Website (Show): www.iaem.org

REGISTRATION COMPANY:

Experient

YEAR EVENT ESTABLISHED:

1992

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: December 10 – 12, 2007
 Exhibits: December 11, 2007
 LOCATION: Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition organizers; suppliers to the exhibition industry.

Qualified attendees are exhibition managers and suppliers to the exposition industry.

2. STATEMENT OF VERIFICATION METHODOLOGY:

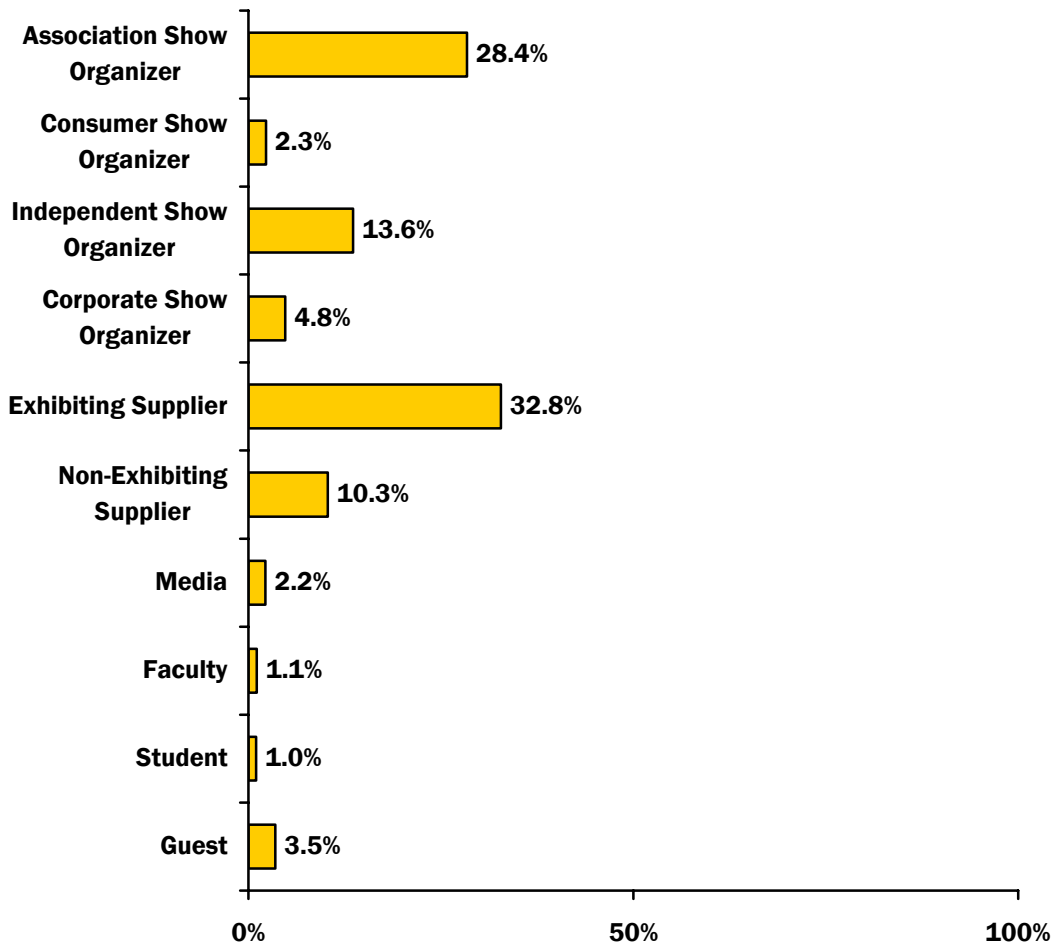
All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

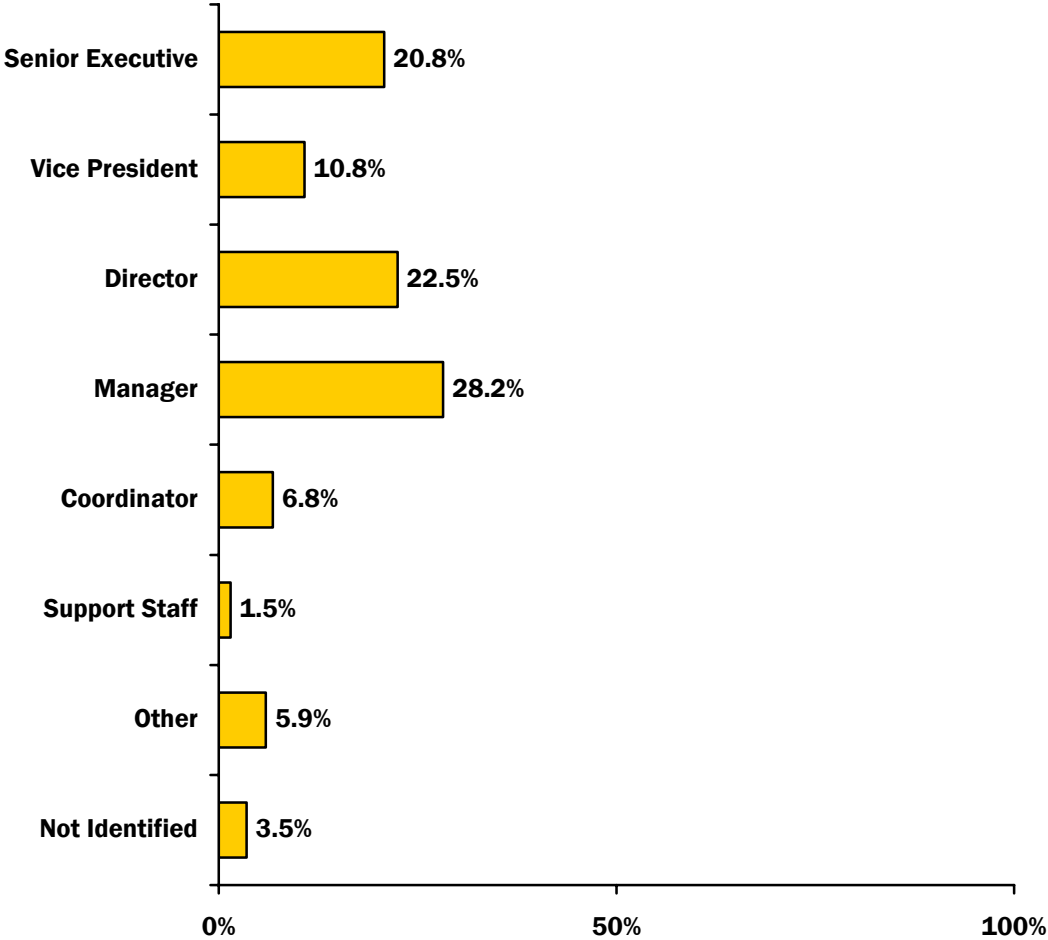
Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Media*	Speakers*	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2006	San Diego, CA	1,234	28	14	1,276	712	1,988
2005	Atlanta, GA	1,221	16	40	1,277	715	1,992
2004	San Antonio, TX	1,155	18	6	1,179	483	1,662
2003	Las Vegas, NV	1,337	30	19	1,386	581	1,967
2002	Orlando, FL	1,371	21	26	1,418	425	1,843

* Counts reflect the Badge Code category counts in the database.

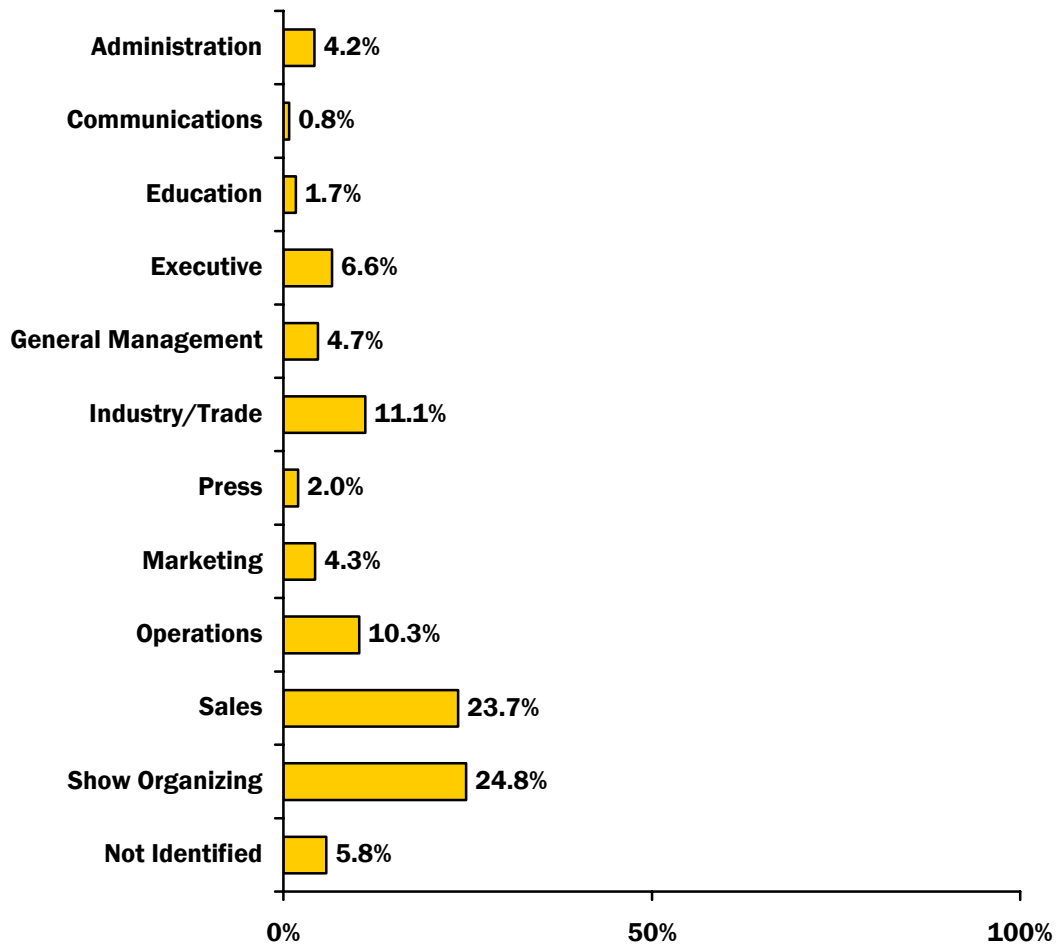
4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Show Organizer	363	28.4
Consumer Show Organizer	29	2.3
Independent Show Organizer	174	13.6
Corporate Show Organizer	61	4.8
Exhibiting Supplier	418	32.8
Non-Exhibiting Supplier	131	10.3
Media	28	2.2
Faculty	14	1.1
Student	13	1.0
Guest	45	3.5
Total Conference and Exhibit Only Attendees Identified by Badge Code	1,276	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Code	--	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,276	100.0



5a. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Senior Executive	265	20.8	21.5
Vice President	138	10.8	11.2
Director	287	22.5	23.3
Manager	360	28.2	29.3
Coordinator	87	6.8	7.1
Support Staff	19	1.5	1.5
Other	75	5.9	6.1
Total Conference and Exhibit Only Attendees Identified by Position	1,231	96.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	45	3.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,276	100.0	100.0

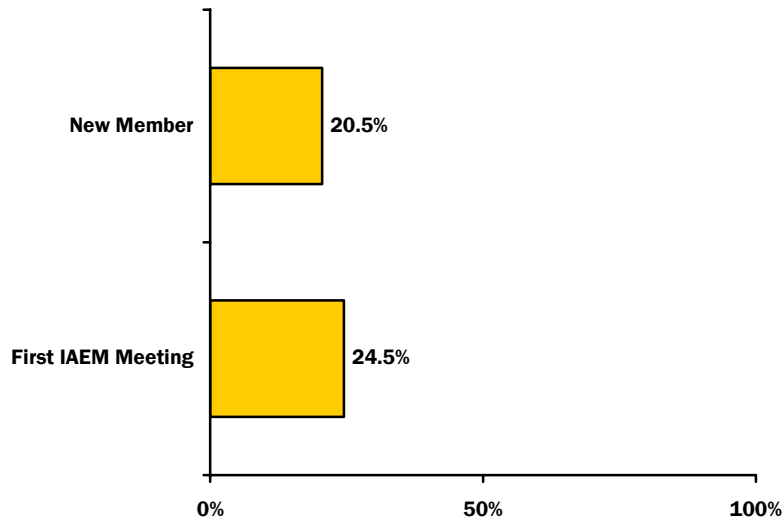


5b. DEPARTMENT			
DEPARTMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DEPARTMENT
Administration	53	4.2	4.4
Communications (Radio/TV/PR/Advertising)	10	0.8	0.8
Education	21	1.7	1.7
Executive	84	6.6	7.0
General Management	60	4.7	5.0
Industry/Trade	142	11.1	11.8
Press	25	2.0	2.1
Marketing	55	4.3	4.6
Operations	132	10.3	11.0
Sales	303	23.7	25.2
Show Organizing	317	24.8	26.4
Total Conference and Exhibit Only Attendees Identified by Department	1,202	94.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Department	74	5.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,276	100.0	100.0



6. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (12-1-05)	261	20.5
First IAEM Meeting	313	24.5

Based on 1,276 Conference and Exhibit Only Attendees



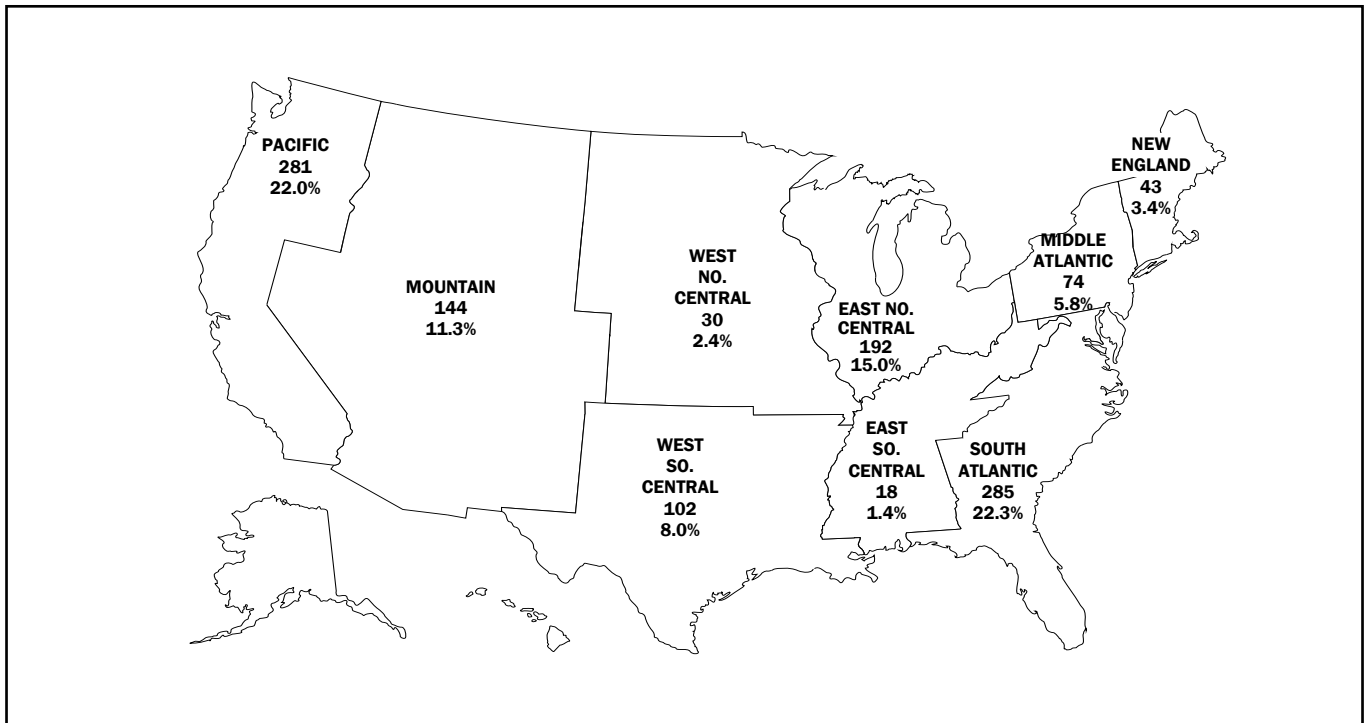
7. ORGANIZATION MEMBERSHIP		
ORGANIZATION MEMBERSHIP	TOTAL ATTENDEES	PERCENT OF TOTAL
AEO Member	5	0.4
AFIDA Member	--	--
AMPROFEC Member	42	3.3
AOCA Member	--	--
AUMA Member	--	--
CAEM Member	14	1.1
EEAA Member	4	0.3
EXSA Member	--	--
FAIRLINK Member	--	--
FBTN Member	--	--
HKECOSA Member	--	--
IEIA Member	--	--
IELA Member	3	0.2
InterEXPO Member	1	0.1
JEA Member	--	--
SACEOS Member	1	0.1
TEA Member	--	--
UFI Member	11	0.9

Based on 1,276 Conference and Exhibit Only Attendees

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	43	3.4
Maine	4	
New Hampshire	2	
Vermont	--	
Massachusetts	16	
Rhode Island	2	
Connecticut	19	
MIDDLE ATLANTIC	74	5.8
New York	28	
New Jersey	31	
Pennsylvania	15	
EAST NO. CENTRAL	192	15.0
Ohio	29	
Indiana	9	
Illinois	121	
Michigan	15	
Wisconsin	18	
WEST NO. CENTRAL	30	2.4
Minnesota	13	
Iowa	2	
Missouri	8	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	7	
SOUTH ATLANTIC	285	22.3
Delaware	2	
Maryland	39	
Washington, DC	55	
Virginia	97	
West Virginia	--	
North Carolina	4	
South Carolina	5	
Georgia	54	
Florida	29	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	18	1.4
Kentucky	7	
Tennessee	3	
Alabama	8	
Mississippi	--	
WEST SO. CENTRAL	102	8.0
Arkansas	--	
Louisiana	6	
Oklahoma	3	
Texas	93	
MOUNTAIN	144	11.3
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	26	
New Mexico	1	
Arizona	9	
Utah	2	
Nevada	106	
PACIFIC	281	22.0
Alaska	--	
Washington	14	
Oregon	--	
California	265	
Hawaii	2	
UNITED STATES	1,169	91.6
INTERNATIONAL	107	8.4
Canada	28	
Mexico	41	
Other International	38	
Total Conference & Exhibit Attendees	1,276	100.0



Expo! Expo! IAEM's Annual Meeting & Exhibition 2006

Registration Form

28-30 November 2006 – San Diego, CA

A06-E'

Section 1 Registration Information

Last Name (Family Name)		First Name (Given Name)	
Current Position/Title		Badge Name (First or Nickname Only)	Member Number (if applicable)
Organization/Company		E-Mail Address	
Mailing Address		City	State/Province
Country		Zip/Postal Code	Company Web Address
Phone (Country Code/Area Code/#)		Fax (Country Code/Area Code/#)	
Cell phone		Emergency Contact	Emergency Phone Number

*Your cell phone number will be used by **event management only** in case of an emergency or if it is necessary to contact you during non-show hours.
If you would like to make your cell phone available to all attendees for networking purposes, please select this box.


Check all that apply: A New Member (Since 12/1/2005) B First IAEM Meeting **Designation(s)** A CEM B Other _____

Section 2 Spouse/Guest Badge Information

This badge is for a spouse, significant other, or adult child in a non-related industry. Spouse/Guest is eligible to attend the same social functions the main registration is eligible to attend. Spouse/Guest is not eligible for any education sessions. (Additional fees apply; see Section 6)

Last Name (Family Name)		First Name (Given Name)		Occupation (Must be in a non-related industry)	
-------------------------	--	-------------------------	--	--	--

Section 3 Demographics

Do you have any special physical , dietary (vegetarian, kosher, etc.), or other needs:
A No
B Yes, please describe:

How did you hear about Expo! Expo!? (choose all that apply)

A <input type="checkbox"/> Attended before	D <input type="checkbox"/> E-mail	G <input type="checkbox"/> Invited Speaker	J <input type="checkbox"/> Registration Brochure
B <input type="checkbox"/> Colleague	E <input type="checkbox"/> Fax	H <input type="checkbox"/> Magazine Ad	K <input type="checkbox"/> Website
C <input type="checkbox"/> Direct Mail	F <input type="checkbox"/> IAEM Employee	I <input type="checkbox"/> Magazine Article	L <input type="checkbox"/> Other _____

Please choose ONE of the following that best describes your position:

A <input type="checkbox"/> Senior Executive	C <input type="checkbox"/> Vice President	E <input type="checkbox"/> Director	G <input type="checkbox"/> Other
B <input type="checkbox"/> Manager	D <input type="checkbox"/> Coordinator	F <input type="checkbox"/> Support Staff	

Please choose ONE of the following that best describes your department

A <input type="checkbox"/> Administration	D <input type="checkbox"/> Executive	G <input type="checkbox"/> Press	J <input type="checkbox"/> Sales
B <input type="checkbox"/> Communications (Radio/TV/PR/Adv.)	E <input type="checkbox"/> General Mgmt.	H <input type="checkbox"/> Marketing	K <input type="checkbox"/> Show Organizing
C <input type="checkbox"/> Education	F <input type="checkbox"/> Industry/Trade	I <input type="checkbox"/> Operations	

Section 4 Global Partners

Members of the following organizations may register at the IAEM Member rate.
Check all that apply.

- AEO Member
- AFIDA Member
- AMPROFEC Member
- AOCA Member
- AUMA Member
- CAEM Member
- EEAA Member
- EXSA Member
- FAIRLINK Member
- FBTN Member
- HKECOSA Member
- IEIA Member
- IELA Member
- InterEXPO Member
- JEA Member
- SACEOS Member
- TEA Member
- UFI Member

Section 5 Badge Code (Select One)

A <input type="checkbox"/> Association Show Organizer	D <input type="checkbox"/> Corporate Show Organizer (Company sponsored show only)	G <input type="checkbox"/> Media *
B <input type="checkbox"/> Consumer Show Organizer	E <input type="checkbox"/> Exhibiting Supplier **	H <input type="checkbox"/> Faculty
C <input type="checkbox"/> Independent Show Organizer	F <input type="checkbox"/> Non-Exhibiting Supplier	I <input type="checkbox"/> Student ***
		J <input type="checkbox"/> Guest

* Before registering, Members of the media must contact IAEM Marketing Communications at +1 (972) 687-9207

** Exhibiting Supplier must provide booth number: _____

*** Students must provide proof of current enrollment with registration form to qualify

Section 6 Registration Fees

Please check the appropriate registration type, and transfer the fee amount to the Payment Information Section (section 9).

	Show Organizer			Exhibiting Supplier *			Non-Exhibiting Supplier		
	Discount by 9/15	Advance by 11/13	After 11/13	Discount by 9/15	Advance by 11/13	After 11/13	Discount by 9/15	Advance by 11/13	After 11/13
<input type="checkbox"/> FM- Member - Full Meeting	\$449	\$540	\$650	\$725	\$870	\$1,050	\$1,260	\$1,520	\$1,830
<input type="checkbox"/> MT- Member: Tuesday Only	\$270	\$330	\$400	\$455	\$535	\$640	\$760	\$920	\$1,110
<input type="checkbox"/> MW- Member: Wednesday Only	\$270	\$330	\$400	\$455	\$535	\$640	\$760	\$920	\$1,110
<input type="checkbox"/> MH- Member: Thursday Only	\$270	\$330	\$400	\$455	\$535	\$640	\$760	\$920	\$1,110
<input type="checkbox"/> FN- Non-Member - Full Meeting	\$899	\$1,080	\$1,300	\$1,080	\$1,300	\$1,560	\$2,020	\$2,430	\$2,920
<input type="checkbox"/> NT- Non-Member: Tuesday Only	\$540	\$650	\$780	\$650	\$780	\$940	\$1,220	\$1,470	\$1,770
<input type="checkbox"/> NW- Non-Member: Wednesday Only	\$540	\$650	\$780	\$650	\$780	\$940	\$1,220	\$1,470	\$1,770
<input type="checkbox"/> NH- Non-Member: Thursday Only	\$540	\$650	\$780	\$650	\$780	\$940	\$1,220	\$1,470	\$1,770
<input type="checkbox"/> ST- Faculty/Student **	\$275	\$275	\$275	N/A	N/A	N/A	N/A	N/A	N/A
<input type="checkbox"/> GF- Guest***	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275

* Exhibiting Suppliers must provide Booth Number _____ ** Must provide proper identification to receive rate. Please fax copy of ID with registration form.
 *** This badge is for a spouse, significant other, or adult child in a non-related industry. Note - children under the age of 16 are not permitted to attend IAEM functions.

Section 7 CEM Learning Program Sessions

These functions are separate from other Meeting sessions and require an additional fee to attend. Please check the desired event you plan to attend, and transfer the amount to the Payment Section (9).

		Member	Non-Member
c1	<input type="checkbox"/> CEM: Attendance Promotion (Tue., 11/28)	\$169	\$320
c2	<input type="checkbox"/> CEM: Crisis Prevention & Mgmt. (Tue., 11/28)	\$169	\$320
c3	<input type="checkbox"/> CEM: Floor Plans & Layouts (Tue., 11/28)	\$169	\$320
c4	<input type="checkbox"/> CEM: Project Management (Tue., 11/28)	\$169	\$320
c5	<input type="checkbox"/> CEM: Selling Exhibit Space (Tue., 11/28)	\$169	\$320
c6	<input type="checkbox"/> CEM: Dev. Exh. Prospectus (Fri., 12/1)	\$169	\$320
c7	<input type="checkbox"/> CEM: Event Operations (Fri., 12/1)	\$169	\$320
c8	<input type="checkbox"/> CEM: Floor Plans & Layouts (Fri., 12/1)	\$169	\$320
c9	<input type="checkbox"/> CEM: Selling Exhibit Space (Fri., 12/1)	\$169	\$320
c10	<input type="checkbox"/> CEM: Site Selection (Fri., 12/1)	\$169	\$320

Section 8 Optional Event

ssv IAEM SSV Tennis Tournament (Tue., 11/28) \$75

Section 9 Sessions & Ticketed Events

Selection of individual education sessions and ticketed events included in your registration fee will be forwarded to you via e-mail approximately 30 days prior to Expo! at which time you will be asked to make your selections.

Section 10 Payment Information

Section 6: Registration Fees \$ _____
 Section 7: CEM Learning Program Sessions \$ _____
 Section 8: Optional Event \$ _____
 Smart Choice Coupon # _____ (- _____)
Total Amount Due: \$ _____

Special Note If you or your organization's IAEM membership lapses between registering and arriving at Expo! Expo! (on or before 28 November 2006), please note that your meeting registration fees will be adjusted to the non-member rate when checking in at the advanced and on-site registration counters in San Diego. IAEM will allow you prior to your arrival if this situation occurs.

Cancellation Policy: For a full refund, written cancellations must be received by Wednesday, 1 November 2006. After 1 November, all approved refunds are subject to a \$50 administrative fee. Cancellations will not be accepted after Monday, 20 November 2006, and registration fees will not be refunded after the meeting begins. Send written cancellation requests to: IAEM Meetings, PO Box 802425, Dallas, TX 75380-2425. IAEM reserves the right to modify this policy. Approved refunds will be processed after the meeting.

Payment must accompany your registration form and must be in US funds drawn on a US bank.

Promo Code _____ Enclosed is check # _____ in the amount of \$ _____ payable to IAEM (Please write registrant's name on check)
 Charge \$ _____ to the following credit card MasterCard VISA American Express Discover

Card Number: _____ Name on Card: _____ Exp. Date: _____

Fees are subject to verification based on member status and other qualifying factors. Additional funds will be charged if the registration amount was miscalculated.

I accept these terms. NOTE: Failure to check this box may delay registration.

NOTICES

Consent to Use of Photographic Images

Registration and attendance at, or participation in, IAEM meetings and other activities constitutes an agreement by the registrant to IAEM's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

RFID - Radio Frequency Identification - Please note that an RFID tag will be imbedded in your registration badge and will not contain any personal data but only an identification number. The ID numbers and their related data collected during Expo! Expo! will be used for internal purposes only by Show Management and will not be sold, bartered or traded.

HOW TO REGISTER - There are 3 easy ways to register! Registration form processing takes 3-5 days.

1. Register via the Internet at www.iaem.org/expo
2. Fax completed registration form with credit card payment information to +1 (301) 694-5124. (IF YOU ARE FAXING, DO NOT MAIL THE ORIGINAL FORM.) Faxed registration forms without payment information will not be processed.
3. Mail completed registration form with check, money order or credit card information to: IAEM, ExpoExchange, PO Box 3379, Frederick, MD 21705-3379 USA

Phone: Domestic, Canada & Mexico toll free- +1 (866)-229-2386 and International- +1 (301) 694-5243 with questions or confirmation requests.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com



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.

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
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.

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