



DATES OF EVENT:

Conference: August 14-17, 2006
Exhibits: August 15-17, 2006

LOCATION:

San Francisco, CA

EVENT PRODUCER/MANAGER:

Company Name: IDG World Expo
Address and Website (Show): 3 Speen Street
Suite 320
Framingham, MA 01701
508-424-4853
www.linuxworldexpo.com
Phone:
Website (show):

REGISTRATION COMPANY:

RCS
Phone: 805-207-3022

YEAR EVENT ESTABLISHED:

1999

FREQUENCY:

Semi-Annual

DATES OF NEXT EVENT:

Conference: February 14-15, 2007
Exhibits: February 14-15, 2007

LOCATION:

New York, NY

1. STATEMENT OF MARKET SERVED

LinuxWorld Conference Expo is the open source community event bringing together IT professionals using Linux and open source technologies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, or swiping their badge at any conference access control. A review of the entire database to eliminate duplicate records and check for missing data was performed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Special Program Attendees*	Exhibitors, Non-Exhibiting Sponsors and their Support Staff**	Total
2006	San Francisco, CA	969	5,481	6,450	132	175	406	2,526	9,689

*Includes verified special program attendees from HP and IBM. These attendees are not included in the audited demographic data.

** Verified and Non-Verified counts taken from the registration database provided by the registration company.

4. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY	CLASSIFICATION BY JOB FUNCTION																
				CEO	President	CIO, CTO, CSO, COO	Government Agency Executive	Vice President	CFO/Finance/Attorney/VC	IT/MIS Management/Director	IT/MIS Staff	Systems Programmer/Analyst	Programmer/Developer	System Administrator	R&D - Scientific	Line of Business Management	Sales/Marketing	Consultant	Other	
				Consultant-Business Services	794	12.3	12.7	117	67	39	-	12	8	44	25	10	48	29	7	11
Energy-Transportation-Utilities	74	1.1	1.2	1	2	2	1	-	-	14	12	3	10	12	2	1	3	7	4	
Finance-Banking-Investment-VC	286	4.4	4.6	12	5	7	1	9	34	50	33	17	16	34	3	2	8	26	29	
Government-Military-Public Administration	272	4.2	4.3	3	-	2	13	-	1	16	61	15	35	63	21	3	3	12	24	
Healthcare-Medical	186	2.9	3.0	9	4	5	1	3	-	26	19	8	38	23	7	1	6	23	13	
ISP-WebHost-IT Services Outsourcer	190	2.9	3.0	23	10	9	-	2	-	22	21	4	22	43	2	2	7	17	6	
Legal-Insurance-Accounting	63	1.0	1.0	3	1	1	-	-	6	7	18	3	5	9	-	1	-	4	5	
Manufacturing (computer related)	563	8.7	9.0	21	6	10	-	22	3	31	49	13	109	29	42	21	137	17	53	
Manufacturing (non-computer related)	127	2.0	2.0	2	3	5	-	4	2	20	19	4	19	17	7	4	6	5	10	
Marketing-Sales	309	4.8	4.9	16	10	3	-	12	-	13	4	1	9	10	-	16	164	37	14	
Media-Publication-Broadcasting	191	3.0	3.0	11	13	9	-	8	-	20	13	6	19	15	4	2	42	9	20	
Non-Profit-Trade Association-User Group	67	1.0	1.1	1	2	2	-	4	1	10	7	1	12	8	1	-	1	9	8	
Research & Development-Scientific	215	3.3	3.4	9	6	7	1	2	-	8	9	7	39	23	63	6	6	10	19	
Reseller-VAR-Sys Integrator	138	2.1	2.2	10	12	7	-	6	1	13	6	7	3	6	2	1	49	11	4	
Retail-Wholesale-Distributor	133	2.1	2.1	3	6	3	-	3	3	23	23	5	6	17	2	1	22	8	8	
Software/Application Development-ISV	1372	21.3	21.9	83	29	64	-	67	14	83	63	54	378	94	40	34	206	77	86	
Telecommunications-Carrier	156	2.4	2.5	2	-	5	2	2	-	21	10	8	36	20	13	3	9	8	17	
Web Services/Design/Content	254	3.9	4.1	26	9	9	1	7	-	16	19	10	53	35	2	5	11	25	26	
Education	403	6.2	6.4	9	7	7	1	3	4	36	55	11	38	65	20	4	6	41	96	
Other	477	7.4	7.6	19	8	13	1	15	4	33	29	6	45	45	9	3	29	27	191	
SUB-TOTAL: PRIMARY BUSINESS/INDUSTRY	6,270	97.2	100	380	200	209	22	181	81	506	495	193	940	597	247	121	746	672	680	
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,270	97.2	-	5.9	3.1	3.2	0.3	2.8	1.3	7.8	7.7	3.0	14.6	9.3	3.8	1.9	11.6	10.4	10.5	
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	180	2.8	-																	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	6,450	100.0	-																	

6. ADDITIONAL DATA

CLASSIFICATION OF COMPANY SIZE

CLASSIFICATION OF COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
Under 50	2,334	36.2	37.2
50-99	535	8.3	8.5
100-499	721	11.2	11.5
500-999	306	4.7	4.9
1,000-4,999	573	8.9	9.1
5,000-9,999	250	3.9	4.0
10,000 or More	1,080	16.7	17.2
Do Not Know	472	7.3	7.5
Total Conference and Exhibit Only Attendees Identified by Company Size	6,271	97.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	179	2.8	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	6,450	100.0	-

6. ADDITIONAL DATA

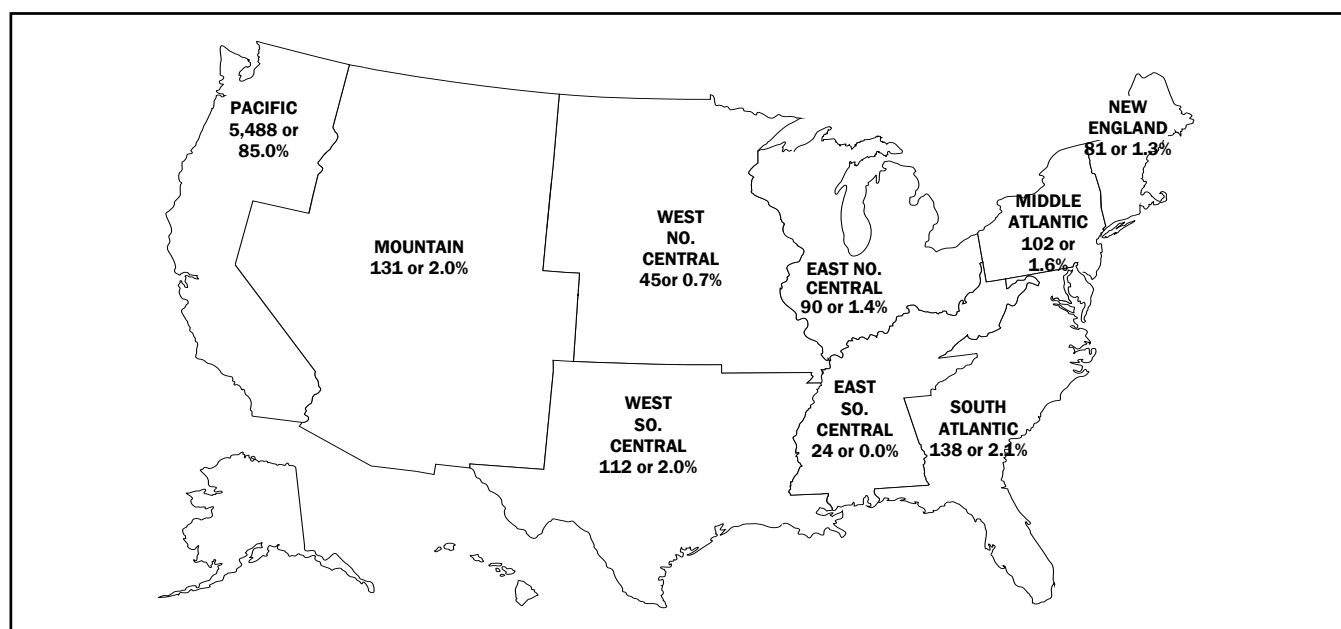
CLASSIFICATION OF ANNUAL PURCHASING BUDGET

CLASSIFICATION OF ANNUAL PURCHASING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL PURCHASING BUDGET
\$0-\$25,000	1,343	20.8	21.4
\$25,000-\$100,000	857	13.3	13.7
\$100,000-\$500,000	617	9.6	9.8
\$500,001-\$999,999	442	6.9	7.1
\$1 Million-\$4,999,999	535	8.3	8.5
\$5 Million-\$9,999,999	183	2.8	2.9
\$10 Million-\$50 Million	248	3.8	4.0
More than \$50 Million	564	8.7	9.0
N/A	1,478	22.9	23.6
Total Conference and Exhibit Only Attendees Identified by Annual Purchasing Budget	6,267	97.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Purchasing Budget	183	2.8	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	6,450	100.0	-

8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	81	1.3
Maine	2	
New Hampshire	7	
Vermont	1	
Massachusetts	62	
Rhode Island	1	
Connecticut	8	
MIDDLE ATLANTIC	102	1.6
New York	68	
New Jersey	18	
Pennsylvania	16	
EAST NO. CENTRAL	90	1.4
Ohio	12	
Indiana	15	
Illinois	40	
Michigan	10	
Wisconsin	13	
WEST NO. CENTRAL	45	0.7
Minnesota	17	
Iowa	2	
Missouri	15	
North Dakota	-	
South Dakota	-	
Nebraska	5	
Kansas	6	
SOUTH ATLANTIC	138	2.1
Delaware	1	
Maryland	29	
Washington, DC	3	
Virginia	16	
West Virginia	-	
North Carolina	34	
South Carolina	1	
Georgia	26	
Florida	28	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	24	-
Kentucky	9	
Tennessee	8	
Alabama	6	
Mississippi	1	
WEST SO. CENTRAL	112	2.0
Arkansas	1	
Louisiana	3	
Oklahoma	3	
Texas	105	
MOUNTAIN	131	2.0
Montana	3	
Idaho	2	
Wyoming	-	
Colorado	44	
New Mexico	1	
Arizona	31	
Utah	33	
Nevada	17	
PACIFIC	5,488	85.0
Alaska	2	
Washington	49	
Oregon	59	
California	5,375	
Hawaii	3	
UNITED STATES	6,211	96.0
INTERNATIONAL	239	4.0
Canada	51	
Mexico	-	
Other International	-	
Not Identified	188	
Total Conference & Exhibit Attendees	6,450	100.0



Registration Information



Conference: August 14 – 17, 2006 | Expo: August 15 – 17, 2006

Moscone Center, San Francisco

Instructions: Please make your package selection(s) on the following page. Remember to indicate your half-day Tutorial or Hands-on Lab codes (if applicable) and total the costs at the bottom of the registration form before submitting for processing. The Passport Pass and Exhibit Hall pass CANNOT be combined with any other packages.

How to Register Use ONE of the following methods to register for LinuxWorld Conference & Expo, San Francisco 2006.



linuxworldexpo.com
Through August 13, 2006.



LinuxWorld
Conference & Expo
PO Box 414229
Boston, MA 02241-4229
Through July 23, 2006.



(805) 654-1676
Faxed registration forms
must include credit card
information. Through
July 30, 2006 ONLY.

Confirmations

If registering via Web/mail/fax, an e-mail confirmation will follow once your registration has been processed successfully. Please PRINT the confirmation for your records. To confirm your registration or if you have a question about your badge status, please call (800) 657-1474 (within the U.S.) or (805) 677-4287 (outside the U.S.) and press "1" to speak with a customer service representative.

Receipts

(800) 657-1474 (within the U.S.)
or (805) 677-4287 (outside the
U.S.) and press "1" to speak with
a customer service representative.

Packages & Pricing

All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.

The Passport package also includes an iPod® nano if paid for by 7/14/06. (Retail value \$150).

PACKAGES	INCLUDES	EARLY BIRD On or before 7/14	ADVANCE 7/15 – 8/13	ON-SITE 8/14 – 8/17
Passport *Best Value*	3 days of conference sessions (choose 2 - 1/2 day tutorials and/or 1/2 day hands-on labs)	\$1,495	\$1,795	\$1,995
3-Day Conference Pass	3 days of sessions	\$995	\$1,195	\$1,295
Conference Day Pass	Choose Day(s)	\$395	\$495	\$595
Exhibits Only		FREE	FREE	\$50
Tutorials & Hands-On Labs	1/2 day Monday	\$375.00 each	\$425.00 each	\$450.00 each
Healthcare Day/ Financial Service Day	For employees of respective industries – must show ID onsite	\$95.00	\$145.00	\$195.00

Tutorial Key

Monday 9:00 AM - 12:00 PM
TA: Linux Systems Administration Part 1
TC: Hands-On Hacking: Attacks and Countermeasures
TD: Introduction to SELinux
TE: Towards Highly Available, Scalable, and Secure HPC Clusters with HA-OSCAR
TF: Securing Linux/UNIX Systems - Part I: Core Operating System

Monday 1:00 PM - 4:00 PM
TB: Best Practices in Network Monitoring and Management
TG: Linux Systems Administration Part 2
TL: How to Create, Destroy and Recover Software RAID's under Linux
TM: Google-driven Web Development
TN: Securing Linux/UNIX Systems-Part II: Applications and Network Daemons

Hands-on Lab Key

Monday 9:00 AM - 12:00 PM
HA: Write a Real Working Linux Driver
HB: Comparative Cluster Construction using FreeWare Packages
HC: Nagios Hands On Workshop: Monitoring the Enterprise

Monday 1:00 PM - 4:00 PM
HD: Open Source Database Development with Apache Derby, Eclipse and PHP
HF: OpenLDAP Hands On Workshop: Enterprise Identity Management

*Incomplete mail and fax forms will be returned unprocessed and will delay your registration.

LinuxWorld is open to business professionals only. No one under 18 years of age will be admitted.

Register by
August 13 and SAVE!

Registration Form

Attendee Information

(Use one registration form per person. Make photocopies to register additional colleagues.)

First Name _____ MI _____ Last Name _____
 Title _____
 Company _____
 Street Address, P.O. Box, Apt. #, Mail Stop, etc. _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone Business Residential _____ Fax _____
 E-mail address _____

Save up to \$500 off conference prices by registering early! Early-bird registration savings are valid on or before July 14, 2006

For your convenience, on-line registration is available until August 13, 2006

Check here if you would like to receive info from approved industry related third parties via e-mail. Prefer to receive HTML Text e-mails

Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions, Half-day Tutorial codes, Half-day Hands-on Labs codes and pricing. If applicable, indicate Tutorial AND/OR Hands-on Lab selection(s) listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.
 Group Discounts: Register for four conference packages and receive the fifth of equal or lesser value for FREE (all forms must be received together by mail/fax ONLY)

Conference Packages
 (P1) Passport Choose 2 included Tutorials or Half-Day Labs
 (L3) 3-Day Conference Pass 3-Day Conference
 (1D) One-Day Conference Pass (Please indicate day) Tues Wed Thur
 Please enter Tutorial or Lab codes _____

Tutorials and Hands-On Labs
 (T1) Half-Day Tutorial AND/OR
 (H1) Half-Day Hands-on Lab Please enter up to 2 Codes _____

Financial Services Day/Healthcare Day
 (FS) Financial Services Day (HC) Healthcare Day

Exhibits Only
 (EO) Exhibit Hall Pass

If you selected a Conference Package, please answer the following: Would you like to register for the LPI Linux Certification testing FREE of charge (\$150 value)? YES or NO.

Attendee Profile

(Must be completed to process your registration)

What is your job function? (select one)
 104 CEO
 105 Chief Financial Officer
 107 CIO, CTO, CSO, COO
 109 Consultant
 111 IT/MIS Management/Director
 114 Finance/Attorney/VC
 115 Government Agency Executive
 118 IT/MIS Staff
 451 Line of Business Management
 128 President
 139 Programmer/Developer
 134 R&D-Scientific
 452 Sales/Marketing
 141 Systems Administrator
 143 Systems Programmer/Analyst
 145 Vice President
 151 Other (Please Specify)

What is your primary business/industry at your location? (select one)
 162 Consultant-Business Service
 453 Education
 166 Energy-Transportation-Utilities

170 Finance-Banking-Investment-VC
 172 Government-Military-Public Administration
 173 Healthcare-Medical
 177 ISP-Web Host-IT Services Outsourcer
 178 Legal-Insurance-Accounting
 179 Manufacturing (computer related)
 180 Manufacturing (non-computer related)
 181 Marketing-Sales
 182 Media-Publication-Broadcasting
 185 Non-Profit-Trade Association-User Group
 189 Research & Development-Scientific
 190 Reseller-VAR-Sys Integrator
 191 Retail-Wholesale-Distributor
 192 Software/Application Development-ISV
 194 Telecommunications-Carrier
 196 Web Services/Design/Content
 198 Other (Please Specify)

What is your annual purchasing budget? (select one)
 199 \$0 - \$25,000
 200 \$25,001 - \$100,000
 201 \$100,001 - \$500,000
 202 \$500,001 - \$1,000,000

454 \$1 million - \$5 million
 455 \$5 million - \$10 million
 456 \$10 million - \$50 million
 457 > \$50 million
 204 N/A

What is your purchasing role? (Select all that apply)
 458 Authorize/approve of acquisitions
 459 Establish business goals/direction/budgets
 460 Evaluate products/vendors/brands
 461 Identify need for products
 462 Other purchasing role
 463 Recommend/specify products/brands
 464 I have no role in the purchasing process

Number of employees in your company/organization? (select one)
 210 Under 50
 211 50 - 99
 212 100 - 499
 213 500 - 999
 214 1,000 - 4,999
 215 5,000 - 9,999

216 > 10,000
 217 Do not know

How did you hear about this event?
 341 E-mail Blast
 342 Article or mention in the Media
 343 Direct Mail Piece
 345 Word of Mouth - Colleague/Friend
 346 WWW search
 347 Other (Please specify)

Please indicate your housing plans? (select one)
 348 Use my own Travel Agent
 349 Book accommodations myself
 350 Use Event Management Housing
 351 Live locally
 352 Staying with friends/family
 353 Not ready yet

Payment Information

(Payment must accompany form for registration to be complete)

CONDITIONS: Registration fees are non-refundable, including all cancellations, and credentials non-transferable. Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of registration. No refunds or credits will be issued for a discount after the initial registration. No purchase orders will be accepted. A \$20 fee will be charged for all returned checks. No checks will be accepted during on-site registration. LinuxWorld is open to business professionals only. No one under 18 years of age will be admitted.

TOTAL Amount \$
 Check Enclosed - make payable to IDG World Expo and enclose the registration form in envelope.
 MasterCard VISA American Express
 Card Holder Signature _____

PRIORITY CODE

Be sure to copy your priority code here.

Account Number _____ Expiration Date _____
 First Name _____ MI _____ Last Name _____

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
 Date: October 25, 2006

ID Number: E993M0AUG



Key Findings

The following results are based on 232 respondents (16% net return) to an attendee survey. These results are projectable to the audited net attendance of 6,450. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

Product Interest & Buying Plans

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)?"
- Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.

Product/Service	%	
	Interested	Plan to Buy
Hardware	67	29
Accelerators-Cards-Memory	19	5
Computers - Desktops	32	13
Displays-Monitors-Projection	22	9
Mobile Computing	31	9
Networking & Connectivity	38	13
Servers & Server Management	43	17
Storage-Drives-Players	27	13
Other Hardware	24	9
Software	82	33
Clusters	29	8
Database	41	11
Desktop Linux	49	15
Development Tools	38	10
Mobile & Embedded	19	6
Internet & E-mail	32	9
Networking & Connectivity	33	9
Productivity & Utilities	29	10
Security	38	13
Server Software	30	9
VOIP	22	5
Web Services	30	9
Other Software	16	6
Net Total	84	40

- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the show. TBP for LinuxWorld San Francisco 2006 is 40%, (our all-show average is 53%).



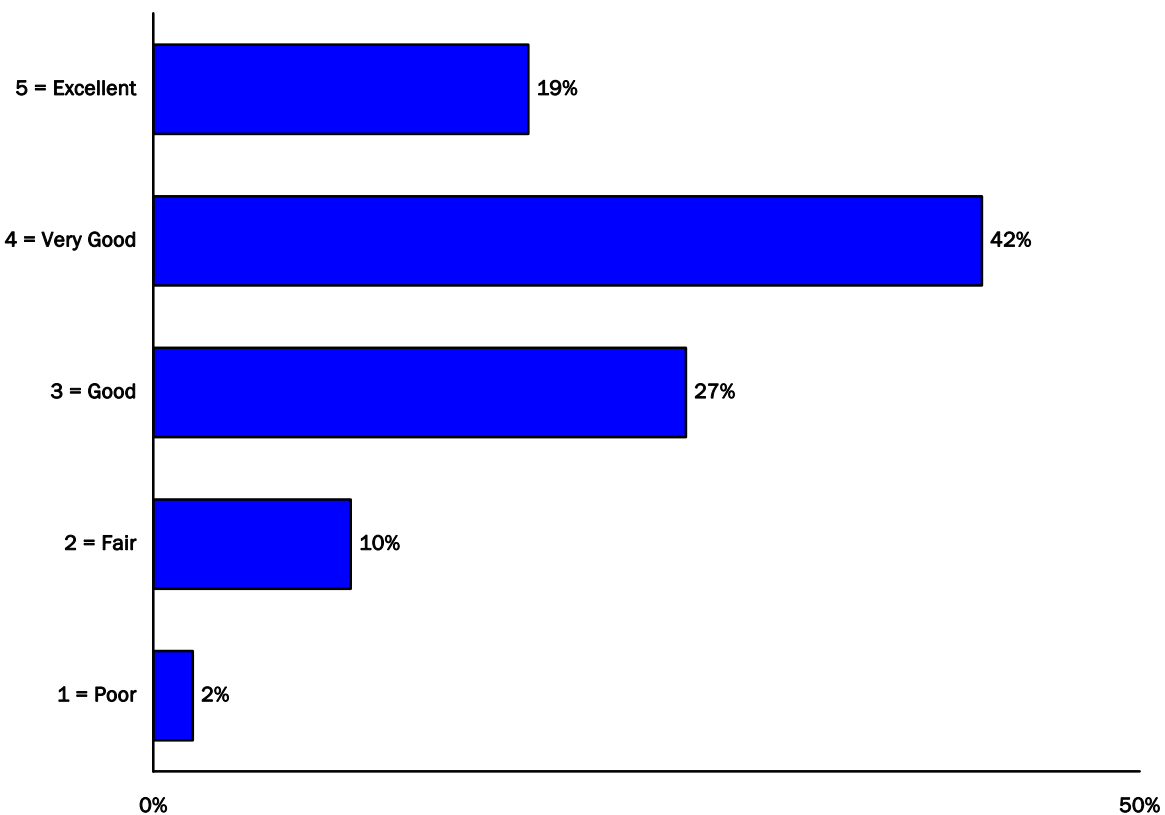
Reasons for Attending

- These results help to determine what will motivate people to attend the show and/or visit specific exhibits and should be used in developing content and attendance promotion.
- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	86
Keep up-to-date on general industry trends/issues	77
Get technical data	60
See specific companies or products	55
Evaluate and compare products for future purchase	50
Network with colleagues and/or vendors	46
Attend the conference program	28
Make a purchase	6
Other	4

Value Received from Attending

- 61% of the attendees found the exhibition to be “excellent” or “very good”. The average rating is 3.6 (our all-show average is 3.7).



Hours & Days Spent at the Exhibits

- The attendees spent an average of 6.0 hours at the LinuxWorld San Francisco 2006 exhibits, spread over an average of 1.7 days. For comparison, our all-show average is 7.8 hours, spread over 2.4 days.
- Wednesday was the peak day. Exhibitors need additional booth personnel on peak traffic days in order to reach all of their potential audience.

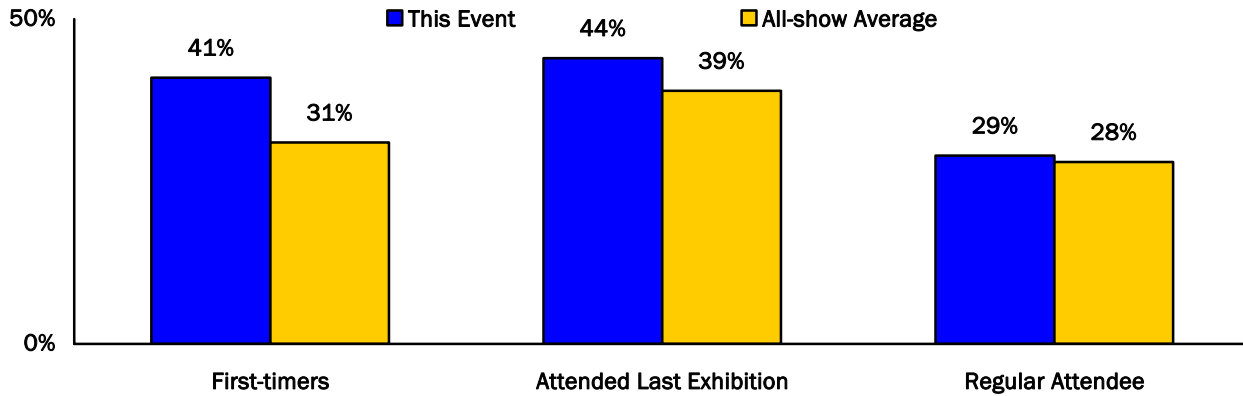
Hours Spent	%
1 - 2	12
3 - 4	29
5 - 6	28
7 - 8	14
More than 8	17
	100
Mean	6.0
All-show Average	7.8

Days Spent	%
1	58
2	16
3	26
	100
Mean	1.7
All-show Average	2.4

Specific Days Spent	%
Tuesday	56
Wednesday	69
Thursday	44

Previous Attendance

- For any show to grow and remain vibrant, there needs to be a good mix of first timers and repeat attendees. When an exhibition has a low percentage of first-timers, it generally means more focus needs to be placed on promoting to new attendees.
- These results indicate that 41% of the attendees are first time visitors. For comparison, our average for all shows is 31%. 44% also attended the last show (39% is average). 29% can be considered regular attendees in that they have attended for the past three years. Our all-show average is 28%.



- Exhibitors should look at the overlap in attendance results from the standpoint of exhibit properties/graphics/promotions/attention-getting techniques re-use. The lower the overlap, the more exhibit properties/graphics/etc. can be re-used without overexposure to the same audience. The higher the overlap in attendance from year to year, the more regularly exhibitors need to provide a fresh approach to attendees in terms of exhibit design, graphics, etc.

Other Shows Attended

- A total of 48% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 33%.

Show	%
Vendor-sponsored events like JavaOne, EclipseWorld, Red Hat Summit, Oracle OpenWorld, etc.	20
Interop	8
USENIX LISA	5
OS Con (O'Reilly)	3
Gartner Open Source Summit	3
Desktop Linux Summit	3
Linux on Wall Street	2
SCALE	1
Other (Please specify)	19
No Other Event Attended in Past Year	48
No Answer	9
All-show Average	33

Role in Buying

- An attendee who recommends products, specifies suppliers, or who makes final purchasing decisions is considered to be a buying influence. For each product category, Total Buying Influences is the percentage of attendees who have at least one buying role. Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Total Buying Influences.

Product/Service Category	%				Net Buying Influence
	Final Say/ Authorize	Specify Supplier	Evaluate Specific	Recommend/ Determine Need	
Hardware	30	20	32	34	71
Networking	26	17	24	30	61
Security	25	17	25	28	59
Software	28	22	34	38	76
Net	32	24	38	43	78
All-show Average	38	28	-	56	82

- More specifically, a net total of 32% of the attendees have the final say in the purchase of at least one of the categories measured, 24% specify the supplier, 38% evaluate specific products or brands, and 43% recommend one or more products for purchase. For comparison, our all show average is 38% for final say, 28% for specify, 56% for recommend, and 82% for Net Buying Influences.

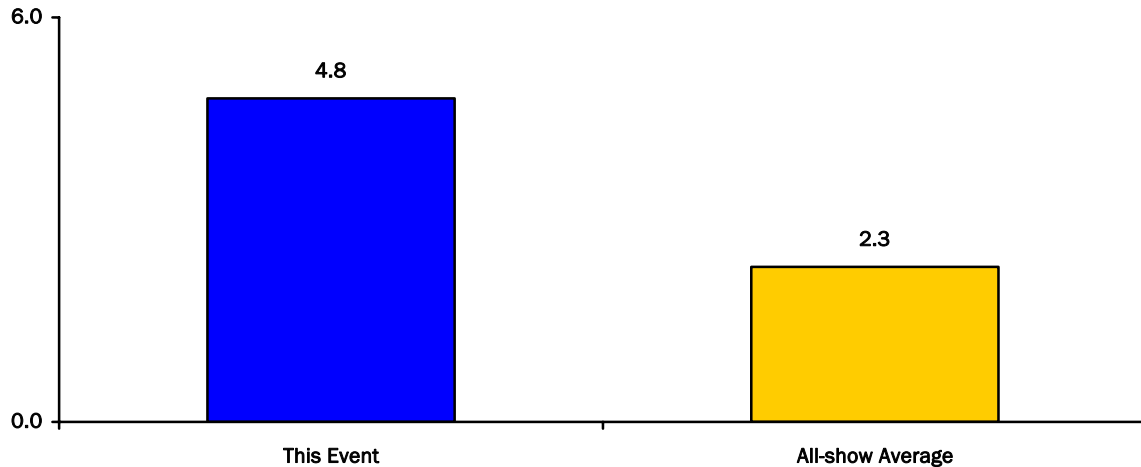
Use of Linux or Open Source Technology

- The following table presents the attendees' use or planned use of Linux or open source technology. 72% currently use or plan to use web/intranet technology and 63% currently use or plan to use desktop Linux.

	%		
	Currently Use	Plan to Use	Net Use
Web/Intranet	61	20	72
Desktop Linux	44	28	63
Network Management/Monitoring	46	18	55
File Serving	47	15	56
Document Management	24	14	35
Print Serving	24	11	32
Business Intelligence/Reporting	19	14	31
Multimedia Production/Design	15	13	25
CRM	13	12	23
Desktop Publishing	13	9	21
ERP	7	10	16

Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.
- The Traffic Density for LinuxWorld San Francisco 2006 was 4.8 (2.3 is average). This means that on average approximately five attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.



- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.