

# National Manufacturing Week® 2006



## EVENT AUDIT



### DATES OF EVENT:

Conference: March 20 – 23, 2006  
Exhibits: March 21 – 23, 2006

### LOCATION:

Donald E. Stephens Convention Center, Rosemont (Chicago), IL

### EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions  
Address: 383 Main Avenue, Norwalk, CT 06851  
Phone: (203) 840-4800  
Website (Show): [www.manufacturingweek.com](http://www.manufacturingweek.com)

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1991

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 12 – 15, 2007  
Exhibits: March 13 – 15, 2007  
LOCATION: Donald E. Stephens Convention Center, Rosemont (Chicago), IL

### 1. STATEMENT OF MARKET SERVED

Engineering teams and executives responsible for design to manufacturing process to finished goods.

**Qualified attendees** are senior, middle, and technical management engineering and design, IT, supply chain and logistics, plant/facility management, manufacturing automation and production, and purchasing.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Advanced registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Staff and Board*	Total
2006	Rosemont, IL	689	9,944	10,633	450	255	3,764	66	15,168
2005	Chicago, IL	880	14,521	15,401	469	341	5,972	96	22,729

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



<b>4. PRIMARY INDUSTRY</b>			
PRIMARY INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY INDUSTRY
<b>Manufacturing</b>	<b>4,494</b>	<b>42.3</b>	<b>61.9</b>
Aircraft & Aerospace	161	1.5	2.2
Chemical/Pharmaceutical	216	2.0	3.0
Computers and Communication Equipment	149	1.4	2.0
Electronic Components	327	3.1	4.5
Power Generation & Transmission Equipment	123	1.2	1.7
Fabricated Metal Products	593	5.6	8.2
Food & Beverage	202	1.9	2.8
Furniture & Fixtures	96	0.9	1.3
Industrial, Commercial, Agricultural & Other Machinery	704	6.6	9.7
Instrumentation, Measurement, & Control Systems and Devices	223	2.1	3.1
Medical Equipment & Instruments	298	2.8	4.1
Motor Vehicles & Components	384	3.6	5.3
Other Electronic Products & Equipment	238	2.3	3.3
Other Transportation Equipment & Manufacturing	143	1.3	2.0
Paper/Printing	142	1.3	2.0
Petroleum, Refining	24	0.2	0.3
Plastics & Rubber	314	3.0	4.3
Primary Metals	124	1.2	1.7
Textiles/Apparel	33	0.3	0.4
<b>Non-Manufacturing</b>	<b>2,768</b>	<b>26.0</b>	<b>38.1</b>
Construction Services	176	1.6	2.4
Engineering, Systems Integration, & Architectural Services	422	4.0	5.8
Government & Military	273	2.6	3.8
Information, Data Processing, & Software Services	206	1.9	2.8
Mining	47	0.4	0.6
Municipal or Infrastructure Services	93	0.9	1.3
Scientific & Research Services	115	1.1	1.6
Training & Education	360	3.4	5.0
Transportation Services	123	1.2	1.7
Utilities	141	1.3	1.9
Other	812	7.6	11.2
Total Conference and Exhibit Only Attendees Identified by Primary Industry	7,262	68.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Industry	3,371	31.7	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,633</b>	<b>100.0</b>	<b>100.0</b>

<b>5a. JOB TITLE</b>			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Corporate Management (Pres., CEO, CFO, CIO, COO, CTO, GM, Corp. VP)	1,123	10.6	14.9
Senior Management (VP Manufacturing, VP Engineering, VP Operations, VP MIS, VP Purchasing, VP R&D, etc.)	581	5.5	7.7
Middle Management (Manager, Director, Department Head, Supervisor)	1,990	18.7	26.4
Project Manager/Leader (Engineering, Operations, IT, etc.)	1,528	14.4	20.3
Technical or Business Specialist	1,355	12.7	18.0
Other	958	9.0	12.7
Total Conference and Exhibit Only Attendees Identified by Job Title	7,535	70.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	3,098	29.1	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,633</b>	<b>100.0</b>	<b>100.0</b>

5b. JOB FUNCTIONS*			
CLASSIFICATION OF JOB FUNCTIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTIONS
Automation Engineering	1,649	15.5	22.0
Business/Economic Development	690	6.5	9.2
Business/Plant Information Systems	553	5.2	7.4
Compliance	443	4.2	5.9
Consulting	1,089	10.2	14.6
Control Engineering	734	6.9	9.8
Design Engineering	2,646	24.9	35.4
Distributor/Agent	310	2.9	4.1
e-Business/e-Commerce	299	2.8	4.0
Education & Training	717	6.7	9.6
Electrical/Electronic Engineering	1,132	10.6	15.1
Engineering	1,788	16.8	23.9
Environmental Control	425	4.0	5.7
Environmental Engineering	263	2.5	3.5
Environmental, Health, & Safety Specialist	349	3.3	4.7
Facilities Engineering	707	6.6	9.5
Facility/Plant Maintenance	1,300	12.2	17.4
Hazmat Management	261	2.5	3.5
Industrial Engineering	1,086	10.2	14.5
Instrument Engineering	347	3.3	4.6
Instrumentation Engineering	481	4.5	6.4
Investment Analyst	98	0.9	1.3
IT/IS/Networking Management	329	3.1	4.4
Logistics	250	2.4	3.3
Manufacturing & Production Engineering	1,675	15.8	22.4
Marketing/Sales	1,237	11.6	16.5
Mechanical Engineering	1,705	16.0	22.8
Networking/Communications Systems	250	2.4	3.3
Plant Engineering, Operations, Maintenance & Repair	1,200	11.3	16.0
Process Engineering	900	8.5	12.0
Product Engineering	1,393	13.1	18.6
Project Engineering	1,444	13.6	19.3
Purchasing, Procurement, Outsourcing	891	8.4	11.9
Quality, Testing, Measurement, Standards	669	6.3	8.9
Reliability Engineering	357	3.4	4.8
Research & Development	1,047	9.8	14.0
Safety Engineering	616	5.8	8.2
Scientist	132	1.2	1.8
Security	328	3.1	4.4
Software Engineering	323	3.0	4.3
Supply Chain Management	416	3.9	5.6
Systems Integrator	375	3.5	5.0
Systems Engineering	510	4.8	6.8
Technical or Engineering Support	1,153	10.8	15.4
Waste Stream Treatment Engineering	189	1.8	2.5
Warehousing	423	4.0	5.7

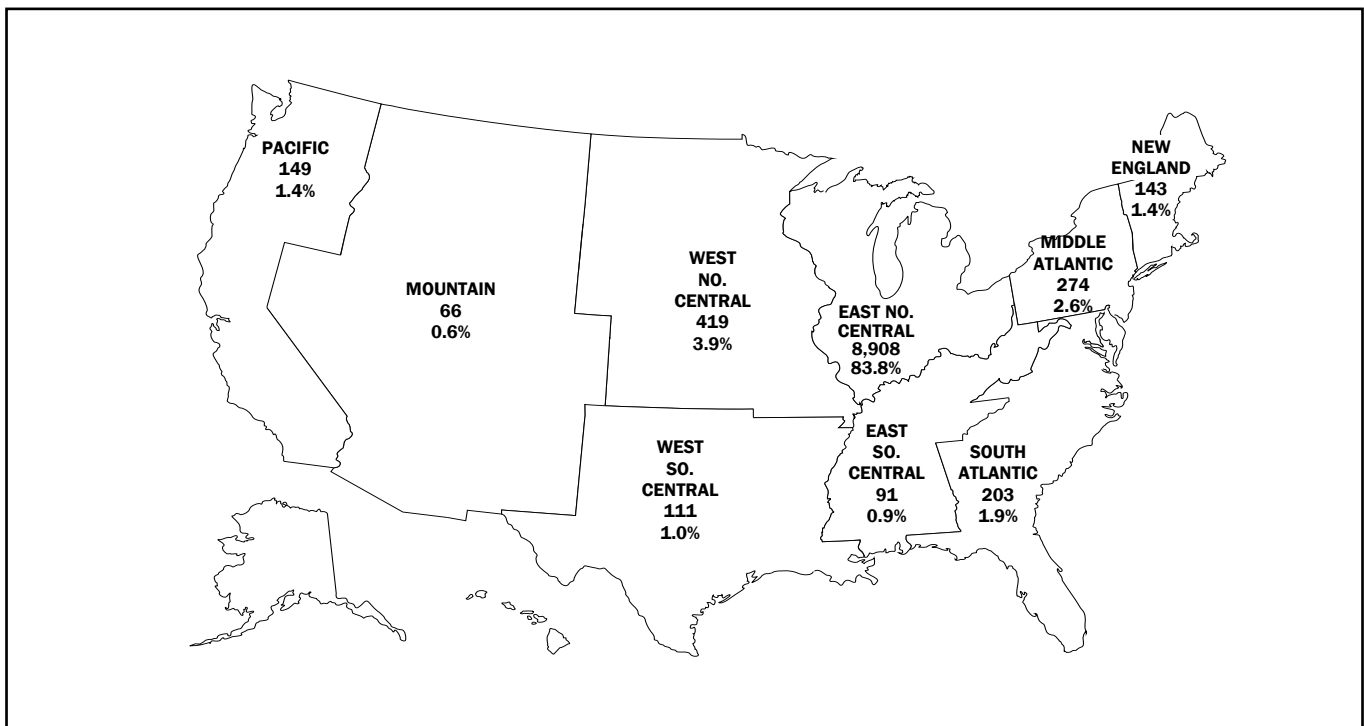
\* Based on 10,633 Conference and Exhibit Only Attendees. Counts and percentages include multiple responses.

<b>5c. PRIMARY AREA OF RESPONSIBILITY</b>			
PRIMARY AREA OF RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY AREA OF RESPONSIBILITY
Design Engineering	3,757	35.4	46.6
Industrial Automation	1,360	12.8	16.8
Enterprise IT	587	5.5	7.3
Plant Engineering & Maintenance	2,364	22.2	29.3
Total Conference and Exhibit Only Attendees Identified by Primary Area of Responsibility	8,068	75.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Area of Responsibility	2,565	24.1	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,633</b>	<b>100.0</b>	<b>100.0</b>

**8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>143</b>	<b>1.4</b>
Maine	7	
New Hampshire	18	
Vermont	3	
Massachusetts	59	
Rhode Island	8	
Connecticut	48	
<b>MIDDLE ATLANTIC</b>	<b>274</b>	<b>2.6</b>
New York	98	
New Jersey	60	
Pennsylvania	116	
<b>EAST NO. CENTRAL</b>	<b>8,908</b>	<b>83.8</b>
Ohio	323	
Indiana	829	
Illinois	5,928	
Michigan	584	
Wisconsin	1,244	
<b>WEST NO. CENTRAL</b>	<b>419</b>	<b>3.9</b>
Minnesota	111	
Iowa	172	
Missouri	85	
North Dakota	9	
South Dakota	2	
Nebraska	18	
Kansas	22	
<b>SOUTH ATLANTIC</b>	<b>203</b>	<b>1.9</b>
Delaware	7	
Maryland	29	
Washington, DC	2	
Virginia	23	
West Virginia	5	
North Carolina	44	
South Carolina	12	
Georgia	47	
Florida	34	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>91</b>	<b>0.9</b>
Kentucky	33	
Tennessee	39	
Alabama	17	
Mississippi	2	
<b>WEST SO. CENTRAL</b>	<b>111</b>	<b>1.0</b>
Arkansas	13	
Louisiana	9	
Oklahoma	18	
Texas	71	
<b>MOUNTAIN</b>	<b>66</b>	<b>0.6</b>
Montana	3	
Idaho	7	
Wyoming	1	
Colorado	20	
New Mexico	12	
Arizona	15	
Utah	5	
Nevada	3	
<b>PACIFIC</b>	<b>149</b>	<b>1.4</b>
Alaska	-	
Washington	21	
Oregon	9	
California	119	
Hawaii	-	
<b>INTERNATIONAL</b>	<b>162</b>	<b>1.5</b>
Canada	63	
Mexico	14	
Other International	85	
<b>NOT IDENTIFIED</b>	<b>107</b>	<b>1.0</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>10,633</b>	<b>100.0</b>



# National Manufacturing Week® 2006 Registration Form

First Name (As you would like it to appear on your badge)		M.I.	Last Name	
Job Title		Company Name		
Address 1				
Address 2				
City		State	Zip/Postal Code	
Country				
Business Phone (Do not include international dialing codes)			Fax	
Email				Priority Code <b>OS</b>

**Don't miss these low limited time rates!**

Please register me for the following:

**Purchase Options:** All conference registrations include FREE admission to the exhibit hall, keynote sessions, and FREE sessions.

	ON-SITE	TOTAL
<input type="checkbox"/> Exhibit Hall	.....\$50 =	_____
<input type="checkbox"/> All sessions (Tue, Wed, Thur)	.....\$795 =	_____
<input type="checkbox"/> 1 day (Tue, Wed, Thur)	.....\$395 =	_____
<input type="checkbox"/> 1/2 Day Monday	.....\$325 =	_____
<input type="checkbox"/> Full Day Monday	.....\$445 =	_____
<input type="checkbox"/> Full Day Monday + One Day	.....\$595 =	_____
<input type="checkbox"/> Full Conference (all 4 days)	.....\$895 =	_____
<b>TOTAL AMOUNT DUE =</b>		_____

*For the trade only: Children under 18 years of age, including infants, are not permitted inside the exhibit hall.*

**Method of Payment**

Enclosed is my check payable to Reed Exhibitions      Check# \_\_\_\_\_

Card Holder Name (as it appears on the card) \_\_\_\_\_

Please charge this to my credit card     AMEX     VISA     MasterCard

Signature \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

I agree to pay the total amount according to my credit card issuer agreement. No Purchase Orders or Invoicing accepted.

**Cancellation Policy:** Conference cancellations received prior to February 14, 2006, are subject to a \$50 service charge. Cancellations must be in writing for a refund to be processed. Cancellations received after February 14, 2006, and "no-shows" are subject to the full registration fee.

**1. My primary area of responsibility is most closely related to: (check one only)**

- CA  Design Engineering
- CB  Industrial Automation
- CC  Enterprise IT
- CD  Plant Engineering & Maintenance

**2. I plan to visit the following show(s) while at National Manufacturing Week: (check all that apply)**

- AA  Design Engineering
- AC  Industrial Automation
- AD  Enterprise IT
- AB  Plant Engineering & Maintenance

**3. Please indicate your job title: (check one only)**

- BA  Corporate Management (Pres., CEO, CFO, CIO, COO, CTO, GM, Corp. VP)
- BB  Senior Management (VP Manufacturing, VP Engineering, VP Operations, VP MIS, VP Purchasing, VP R&D, etc.)
- BC  Middle Management (manager, director, department head, supervisor)
- BD  Project Manager/Leader (engineering, operations, IT, etc.)
- BE  Technical or Business specialist
- BF  Other

**4. Please indicate your job function(s): (check all that apply)**

- DA  Automation Engineering
- DB  Business/Economic Development
- DC  Business/Plant Information Systems
- DD  Compliance
- DE  Consulting
- DF  Control Engineering
- DG  Design Engineering
- DH  Distributor/Agent
- DI  e-business/e-commerce
- DK  Education & Training
- DM  Electrical/Electronic Engineering
- DN  Engineering
- DP  Environmental Control
- DQ  Environmental Engineering
- DR  Environmental, Health, & Safety Specialist
- DS  Facilities Engineering
- DT  Facility/Plant Maintenance
- DU  Hazmat Management
- DV  Industrial Engineering
- DW  Instrument Engineering
- DX  Instrumentation Engineering
- DY  Investment Analyst
- DZ  IT/IS/Networking Management
- EA  Logistics
- EB  Manufacturing & Production Engineering
- EC  Marketing/Sales
- ED  Mechanical Engineering

- EE  Networking/Communications Systems
- EF  Plant Engineering, Operations, Maintenance & Repair
- EG  Process Engineering
- EH  Product Engineering
- EI  Project Engineering
- EK  Purchasing, Procurement, Outsourcing
- EM  Quality, Testing, Measurement, Standards
- EN  Reliability Engineering
- EP  Research & Development
- EQ  Safety Engineering
- ER  Scientist
- ES  Security
- ET  Software Engineering
- EU  Supply Chain Management
- EV  System Integrator
- EW  Systems Engineering
- EX  Technical or Engineering Support
- EY  Waste Stream Treatment Engineering
- EZ  Warehousing

**5. Please check which of the following product/service categories you specify, recommend, and/or buy in each of the four areas: (check all that apply)**

- Design Engineering Products**
- FA  CAD/CAM/CAE Software
  - FB  Cleaning - Equipment
  - FC  Cleaning - Parts
  - FD  Computer Hardware/Peripherals & Networking
  - FE  Electrical & Electronic Components
  - FG  Fastening, Joining & Assembly Components
  - FH  Ferrous & Nonferrous Metals
  - FJ  Fluid Power & Fluid Handling Devices
  - FK  Micro Components
  - FM  Micro Fluidics
  - FN  Motion Control/Automation
  - FP  Plastics, Elastomers & Nonmetals
  - FQ  Pneumatic Components or Systems
  - FR  Power Transmission Components & Bearings
  - FS  Precision Machining Parts & Services
  - FU  Precision Metrology
  - FV  R&D Test Equipment & Other Engineering Supplies

- Automation & Control Products**
- GA  Analytical Instruments
  - GB  Computers
  - GC  Connectors, Wire & Cable
  - GD  Control Panels, Alarms & Annunciators
  - GE  Control Systems (PC-based & packaged)
  - GF  Controllers & Regulators
  - GG  Conveying Equipment & Accessories
  - GH  Data Acquisition Equipment
  - GJ  Discrete Sensors (includes proximity, photoelectric)

- GK  Embedded Systems
- GM  Enclosures
- GN  Human Machine Interface Equipment
- GP  I/O Products & Systems
- GQ  Motion Control Systems
- GR  Motors & Drives (includes starters & protection devices)
- GS  Power Systems & Supplies
- GT  Process Sensors & Transmitters (includes flow, pressure, temperature & level)
- GU  Programmable Logic Controllers (PLC)
- GV  Recorders & Plotters
- GW  Relays, Switches & Timers
- GX  Robotics
- GY  Safety for Process & Machine Systems
- JV  Software (HMI/SCADA/MES/Batch/Historian/Other)
- GZ  Test & Calibration Equipment
- HA  Valves, Actuators & Positioners
- HB  Vision Systems

- Enterprise IT Products**
- JA  Auto ID or RFID
  - JB  Bar Code Scanners, Printers & Label
  - JC  Business Process Management
  - JD  Business/Manufacturing Intelligence or Analytics
  - JE  Computer Hardware, Peripherals & Networking
  - JF  Customer or Supplier Relationship Management
  - JG  Data Collection
  - JH  Database Management
  - JJ  Document Management
  - JK  e-Commerce
  - JM  EDI
  - JN  ERP
  - JP  Manufacturing Execution Systems (MES)
  - JQ  Networking Hardware (LANs/WANs, modems, bridges, routers, gateways)
  - JR  Product Lifecycle or Data Management (PLM/PDM)
  - JS  Security
  - JT  Services (design, systems integration, consulting, outsourcing)
  - JV  Software (HMI/SCADA/MES/Batch/Historian/Other)
  - JW  Supply Chain Management (including planning & execution)
  - JX  Warehouse & Distribution Management
  - JY  Web Portals & Services

- Plant Engineering Products**
- KA  Adhesives/Sealants
  - KB  Building Materials, Components & Systems
  - KC  Buildings/Ground Maintenance
  - KD  Cleaning - Equipment
  - KE  Cleaning - Parts
  - KF  Cleaning - Supplies

- KG  Computer Hardware, Peripherals & Networking
  - KH  Electric Motors & Motor Controls
  - KJ  Electrical Equipment & Systems Including Power Distribution & Lighting (except motors)
  - KK  Electronic Controls/Components
  - KM  Fastening/Joining or Welding
  - KN  Flooring/Floor Maintenance
  - KP  Fluid Power
  - KQ  Heating Equipment & Systems (includes steam systems & industrial fuels)
  - KR  HVAC
  - KS  Industrial Control Equipment & Systems (includes process control)
  - KT  Instrumentation (measuring, sensing, recording & indicating devices or systems)
  - KU  Software (Ladders/Scaffold/Work Platform)
  - KV  Lighting
  - KW  Loading Dock Equipment/Doors
  - KX  Lubricants & Lubrication Equipment & Systems
  - KY  Maintenance Equipment, Materials & Supplies (includes maintenance tools & welding)
  - KZ  Material Handling Equipment & Systems
  - MA  Paints & Protective Coatings
  - MB  Piping, Valves & Fittings
  - MC  Plant Engineering Software (includes CMMS, EAM, ERP, CAD, & other programs)
  - MD  Pollution Control Equipment & Systems
  - ME  Power Transmission Equipment & Systems (includes fluid & mechanical power)
  - MF  Predictive Maintenance Equipment & Systems (includes infrared vibration analysis, lube analysis)
  - MG  Pumps & Compressors
  - MH  Racks/Shelving/Storage
  - MJ  Roofing/Insulation
  - MK  Safety/Security/Hazmat
  - MM  Tools/Hand & Power
  - MN  Wireless/Handheld Voice/Data Devices & Systems
- Other**
- PA  Consulting
  - PB  Contract Manufacturing
  - PC  Economic Development
  - PD  Education & Training
  - PE  Outsourced Services

**6. Please choose from the list below what industry your company is primarily involved in: (check only one)**

- Manufacturing**
- QA  Aircraft & Aerospace
  - QB  Chemical/Pharmaceutical
  - QC  Computers & Communication Equipment
  - QD  Electronic Components
  - QE  Power Generation & Transmission Equipment
  - QF  Fabricated Metal Products

- QG  Food & Beverage
- QH  Furniture & Fixtures
- QI  Industrial, Commercial, Agricultural & Other Machinery
- QJ  Instrumentation, Measurement, & Control Systems And Devices
- QM  Medical Equipment & Instruments
- QN  Motor Vehicles & Components
- QP  Other Electronic Products & Equipment
- QQ  Other Transportation Equipment & Manufacturing
- QR  Paper/Printing
- QS  Petroleum, Refining
- QT  Plastics & Rubber
- QU  Primary Metals
- QV  Textiles/Apparel

- Non-Manufacturing**
- QW  Construction Services
  - QY  Engineering, Systems Integration, & Architectural Services
  - QZ  Government & Military
  - RA  Information, Data Processing, & Software Services
  - RB  Mining
  - RC  Municipal or Infrastructure Services
  - RD  Scientific & Research Services
  - RE  Training & Education
  - RF  Transportation Services
  - RG  Utilities

**7. What is your annual budget to spend on products on the show floor?**

- SA  Under \$25K
- SB  \$25K - 49K
- SC  \$50K - 99K
- SD  \$100K - 249K
- SE  \$250K - 499K
- SF  \$500K - 999K
- SG  Over \$1MM

**8. What is the size of your company?**

Number of Employees	At Your Location	At Entire Company
Large 1000+	TA <input type="checkbox"/>	TB <input type="checkbox"/>
Medium 500 - 999	TC <input type="checkbox"/>	TD <input type="checkbox"/>
Mid-Size 100 - 499	TE <input type="checkbox"/>	TF <input type="checkbox"/>
Small 1 - 99	TG <input type="checkbox"/>	TH <input type="checkbox"/>

**9. Please send me information on NAM membership. For immediate details, call 1-800-736-6627.**

- LUA  Yes
- LUB  No



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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  
May 5, 2006

ID #: