

EVENT AUDIT


DATES OF EVENT:

Conference: March 21 - 25, 2006
 Exhibits: March 24 - 25, 2006

LOCATION:

Baltimore Convention Center, Baltimore, MD

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1982

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 6 - 10, 2007
 Exhibits: March 9 - 10, 2007
 LOCATION: Baltimore Convention Center, Baltimore, MD

1. STATEMENT OF MARKET SERVED

Manufacturers and suppliers of emergency medical products and services.

Qualified attendees are professionals involved in providing prehospital emergency medical services.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance 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 the conference sessions.

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	Total
2006	Baltimore	1,965	906	2,871	87	6	1,139	4,103

4. EMPLOYER/AFFILIATION			
EMPLOYER/AFFILIATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY EMPLOYER/AFFILIATION
Hospital	290	10.1	13.3
Private Ambulance	339	11.8	15.6
Fire Dept./Rescue Squad	657	22.9	30.2
Third Service/Municipal Agency	226	7.9	10.4
Industrial/Commercial	99	3.5	4.5
Educational Institution	121	4.2	5.6
Military	37	1.3	1.7
Volunteer	377	13.1	17.3
Other	224	7.8	10.3
Total Conference and Exhibit Only Attendees Identified by Employer/Affiliation	2,179*	75.9*	-
Total Conference and Exhibit Only Attendees Not Identified by Employer/Affiliation	692	24.1	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,871	100.0	-

* Based on 2,871 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.

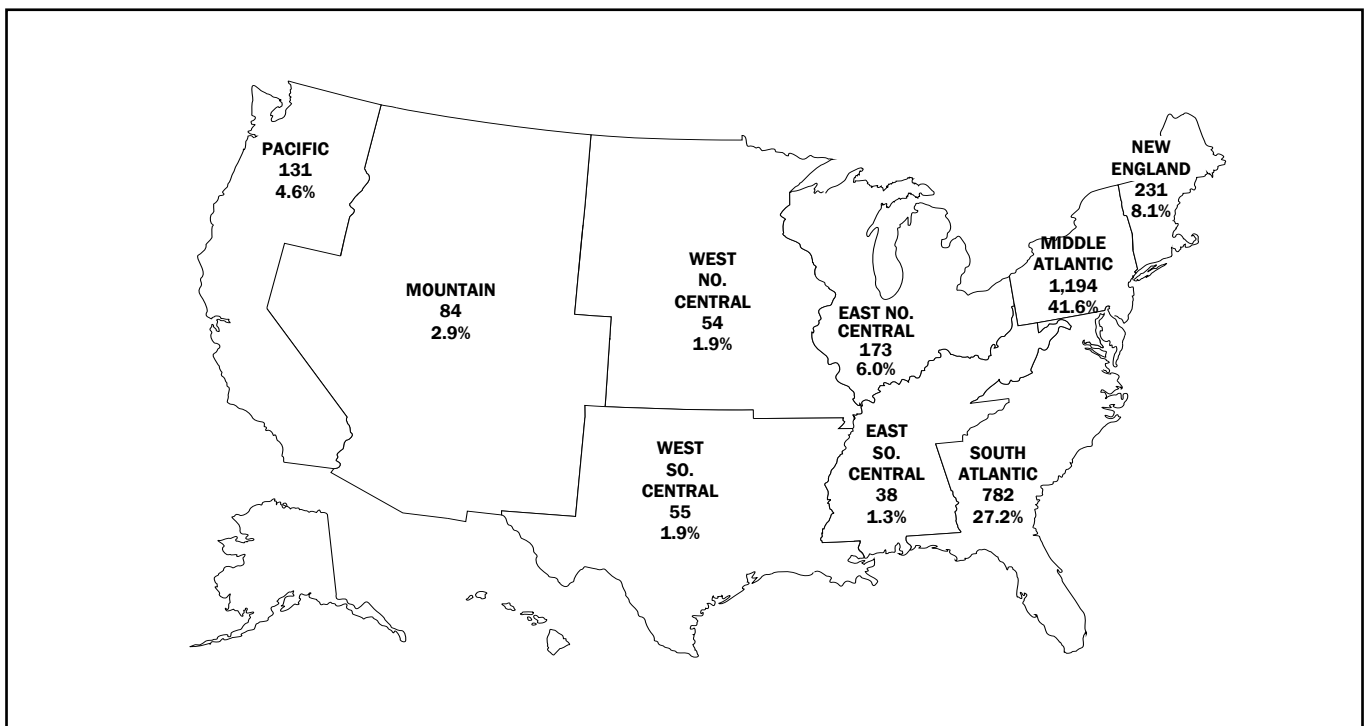
5. OCCUPATION/POSITION			
OCCUPATION/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OCCUPATION/POSITION
Physician	22	0.8	1.4
Nurse	109	3.8	6.7
Administrator/Supervisor	386	13.4	23.8
Paramedic	865	30.1	53.4
EMT (Basic, 1st Responder)	595	20.7	36.7
Military	13	0.5	0.8
Student	39	1.4	2.4
Instructor/Coordinator	139	4.8	8.6
EMT-I / EMT-D	164	5.7	10.1
Other	246	8.6	15.2
Total Conference and Exhibit Only Attendees Identified by Occupation/Position	2,313*	80.6*	-
Total Conference and Exhibit Only Attendees Not Identified by Occupation/Position	558	19.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,871	100.0	-

* Based on 2,871 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	231	8.1
Maine	22	
New Hampshire	36	
Vermont	15	
Massachusetts	62	
Rhode Island	18	
Connecticut	78	
MIDDLE ATLANTIC	1,194	41.6
New York	461	
New Jersey	357	
Pennsylvania	376	
EAST NO. CENTRAL	173	6.0
Ohio	97	
Indiana	19	
Illinois	37	
Michigan	7	
Wisconsin	13	
WEST NO. CENTRAL	54	1.9
Minnesota	6	
Iowa	6	
Missouri	20	
North Dakota	-	
South Dakota	2	
Nebraska	3	
Kansas	17	
SOUTH ATLANTIC	782	27.2
Delaware	111	
Maryland	356	
Washington, DC	25	
Virginia	125	
West Virginia	20	
North Carolina	77	
South Carolina	6	
Georgia	14	
Florida	48	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	38	1.3
Kentucky	14	
Tennessee	11	
Alabama	12	
Mississippi	1	
WEST SO. CENTRAL	55	1.9
Arkansas	-	
Louisiana	24	
Oklahoma	-	
Texas	31	
MOUNTAIN	84	2.9
Montana	-	
Idaho	1	
Wyoming	11	
Colorado	33	
New Mexico	6	
Arizona	9	
Utah	7	
Nevada	17	
PACIFIC	131	4.6
Alaska	19	
Washington	34	
Oregon	9	
California	69	
Hawaii	-	
INTERNATIONAL	129	4.5
Canada	54	
Mexico	5	
Other International	70	
Total Conference & Exhibit Attendees	2,871	100.0



EMS TODAY 2006

1. Complete the EMT Training Fund Certificate of Eligibility for an EMT-B Course form.
 2. Submit a copy of your licence/certification card.
 Please note: This offer for reimbursement only pertains to main conference sessions held March 23-25; it does not cover preconference workshops. EMTs should also note that on-site signs will identify sessions that are approved for CE credit for NJ EMTs.

NEW JERSEY EMT REGISTRATION FORM

Please type name and title as you wish them to appear on your name badge:

FIRST NAME _____

LAST NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

This address is my Home Office

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE (_____) _____ FAX (_____) _____

This phone is my Home Office

E-MAIL ADDRESS: _____

REQUIRED—CONFIRMATION SENT VIA EMAIL

PRIORITY CODE:

CERTIFICATION/LICENSE #	
LICENSE STATE	DATE OF BIRTH
LEVEL OF LICENSURE/TYPE OF LICENSE	
LICENSE EXPIRATION DATE	

IF YOU HAVE MULTIPLE CERTIFICATIONS, PLEASE FAX OR EMAIL THEM WITH YOUR FIRST AND LAST NAME TO: 203/840-9663 OR INQUIRY@EMSTODAYEXPO.COM

PLEASE CIRCLE THE NUMBERS OF THE SESSIONS YOU PLAN TO ATTEND:

- Thursday, March 23, 2006—Morning Sessions
 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011
 1012 Prehospital Care Research Forum Luncheon (Limited to the first 120 attendees.)
- Thursday, March 23, 2006—Early Afternoon Sessions
 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012
- Thursday, March 23, 2006—Late Afternoon Sessions
 3001 3002 3003 3004 3005 3006 3007 3008 3009 3010
- Friday, March 24, 2006—Morning Sessions
 4001 4002 4003 4004 4005 4006 4007 4008 4009 4010 4011 4012
- Friday, March 24, 2006—Early Afternoon Sessions
 5001 5002 5003 5004 5005 5006 5007 5008 5009 5010
- Friday, March 24, 2006—Late Afternoon Sessions
 6001 6002 6003 6004 6005 6006 6007 6008 6009 6010
- Saturday, March 25, 2006—Early Afternoon Sessions
 7000 7001 7003 7004 7005 7006 7007 7008 7009 7010 7011 7012 7013
- Saturday, March 25, 2006—Late Afternoon Sessions
 8001 8002 8003 8004 8005 8006 8007 8008 8009 8010 8011

- | | |
|---|--|
| <p>1. OCCUPATION/POSITION</p> <p><input type="checkbox"/> A. PHYSICIAN</p> <p><input type="checkbox"/> B. NURSE</p> <p><input type="checkbox"/> C. ADMINISTRATOR/SUPERVISOR</p> <p><input type="checkbox"/> D. PARAMEDIC</p> <p><input type="checkbox"/> E. EMT (BASIC, 1ST RESPONDER)</p> <p><input type="checkbox"/> F. OTHER _____</p> <p><input type="checkbox"/> H. MILITARY</p> <p><input type="checkbox"/> J. STUDENT</p> <p><input type="checkbox"/> M. INST./COORD.</p> <p><input type="checkbox"/> N. EMT-EMT-D</p> <p><input type="checkbox"/> Yes, I am a member of the American Ambulance Association</p> <p><input type="checkbox"/> Do you have any special needs? Please check here and our staff will contact you.</p> | <p>2. EMPLOYER/AFFILIATION</p> <p><input type="checkbox"/> 1. HOSPITAL</p> <p><input type="checkbox"/> 2. PRIVATE AMBULANCE</p> <p><input type="checkbox"/> 3. FIRE DEPT./RESCUE SQUAD</p> <p><input type="checkbox"/> 4. THIRD SERVICE/MUNICIPAL AGENCY</p> <p><input type="checkbox"/> 5. INDUSTRIAL/COMMERCIAL</p> <p><input type="checkbox"/> 6. EDUCATIONAL INSTITUTION</p> <p><input type="checkbox"/> 7. MILITARY</p> <p><input type="checkbox"/> 8. OTHER _____</p> <p><input type="checkbox"/> 9. VOLUNTEER</p> |
|---|--|

Please check off the events and workshops you will be attending:

- Tuesday, March 21, 2006 & Wednesday, March 22, 2006
 Two-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.
 (0001) National ALS Refresher Core Content Workshop \$285
 (0002) National BLS Refresher Core Content Workshop \$285
 (0003) EMS Supervisor "Boot camp" \$285
- Tuesday, March 21, 2006
 One-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.
 (0004) CAAS Accreditation Workshop: to register, please visit www.caas.org or call 847-657-6828
 (0005) Edutainment 101: Multimedia Magic! \$175
 (0006) Advanced Airway Course (Classroom & Cadaver Lab) \$199
- Wednesday, March 22, 2006
 One-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.
 (0007) Multi-Lead Medics: 12-Lead EDG for Acute & Critical Care Providers \$175
 (0008) Advanced Patient Assessment Workshop \$175
 (0009) Train the Trainer: OSHA Bloodborne Pathogens & Tuberculosis \$175
 (0010) Leadership, Law & Policy 2005 \$175
 (0011) PHTLS Trauma Care Symposium \$175
 (0012) EMS Street Survival Workshop \$175
 (0013) Advanced Airway Course (Classroom & Cadaver Lab) \$199
- Half-Day Preconference Workshop 1:00 p.m. - 5:00 p.m.
 (0014) Effective Ergonomics & Wellness for EMS \$79

JEMS Games
 Yes! Please send me a team registration packet for the JEMS Games!

Subscription to JEMS (please check only one box)
 Yes! Enter my 6-month subscription to JEMS; the cost is included in my registration fee.
 I already subscribe to JEMS. Please send me my coupon to obtain other JEMS Products.

Conference Fees (please check one)

	Early Before Jan. 10	Regular Jan. 11 to March 25
<input type="checkbox"/> Gold Passport 3-Day	\$395	\$455
<input type="checkbox"/> Silver Passport 2-Day	\$290	\$345
<input type="checkbox"/> One-Day Only	\$180	\$245
<input type="checkbox"/> Special Saturday Pass	\$99	\$99
<input type="checkbox"/> Exhibit Hall Only Pass	FREE	\$20
(If you register for the conference your exhibit pass is included)		

Please circle which days you will attend the main conference or exhibit hall:

Thursday	Friday	Saturday
----------	--------	----------

- A Conference/Exhibit Hall Registration Fee \$ _____
- B Preconference Workshop(s) \$ _____
- C Proceedings Manual \$25 (Included with Gold Passport) \$ _____
- D Six-month subscription to JEMS (\$17.50 value) \$ INCLUDED
- E Group Discount: (Groups of 5 or more discount is \$500; 10 or more discount is \$1000) -\$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Payment Information:
 Enclosed is my check for \$ _____ payable in U.S. dollars to Reed Exhibitions.
 Enclosed is my Purchase Order # _____ for \$ _____
 Charge my: VISA MasterCard AMEX

Account # _____
 Exp. Date _____
 Card Holder _____
 Authorized Signature _____

COMPLETE THIS FORM AND . . .
Mail with payment or copy of purchase order to:
 EMS Today 2006 • 350 E. Royal Lane, Suite 100 • Irving, TX 75039-3105
Fax with credit card number or copy of purchase order to: 972/620-3099
 Internet at www.emstodayconference.com
Questions: inquiry@emstodayexpo.com • 800/875-7556 or 203/840-5663



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
 May 1, 2006, 2006

ID #: