

National Hardware Show 2006



EVENT AUDIT



DATES OF EVENT:

Conference: May 9 - 11, 2006
Exhibits: May 9 - 11, 2006

LOCATION:

Las Vegas Convention Center

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1946

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 8 - 10, 2007
Exhibits: May 8 - 10, 2007
LOCATION: Orange County Convention Center, Orlando, FL

1. STATEMENT OF MARKET SERVED

An annual marketplace for hardware products, hand and power tools, electrical and plumbing supplies, building materials, paint, sundries, housewares, safety equipment, security systems, automotive parts and accessories, information technology, outdoor power equipment, outdoor-living products, lawn and garden equipment, grills and outdoor furniture.

Qualified attendees are home improvement wholesalers, retailers, home centers, specialty distributors, mass merchandisers, lawn and garden retailers, pro dealers and exporters.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Badges printed on-site were automatically verified at the Express Badge counter and the Exhibitor, Attendee and Conference registration counters. Hand-held badge scanners were used at the show entrances and conference areas. Lead retrieval units used at the exhibitors booths were also downloaded into the database to assist in verification.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Gourmet Housewares Show Attendee Cross-Over	Gourmet Housewares Show Exhibitor Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Las Vegas	248	16,525	1,332	366	18,471	35	327	14,848	33,681
2005	Las Vegas	105	16,712	1,455	--	18,272	37	358	15,516	34,183
2004	Las Vegas	261	13,590	--	--	13,851	--	--	8,840	22,691

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

NOTE: The 2004 Attendance Analysis was not conducted under the current EEIAC Standards.



4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Retailer	5,765	31.2	34.9
Automotive	192	1.0	1.2
Catalog, Mail Order & Internet	694	3.8	4.2
Discount Store	162	0.9	1.0
Hardware Store	817	4.4	4.9
Home Center	459	2.5	2.8
Home Décor	187	1.0	1.1
Kitchen & Bath	138	0.7	0.8
Lawn & Garden	793	4.3	4.8
Lumber & Building Supply	243	1.3	1.5
Mass Merchandiser	227	1.2	1.4
Paint & Wallcovering	290	1.6	1.7
Pool & Spa	34	0.2	0.2
Specialty Store	377	2.0	2.3
Supermarket/Drugstore	74	0.4	0.5
Wholesale Club	157	0.9	0.9
Other Retailer	921	5.0	5.6
Non-Retailers	10,744	58.2	65.1
Architect & Designer	161	0.9	1.0
Builder, Remodeler & Contractor	419	2.3	2.5
Consultant	666	3.6	4.0
Government	59	0.3	0.4
Interior Design	78	0.4	0.5
Importer & Exporter	1,011	5.5	6.1
Manufacturer's Representative	2,903	15.7	17.6
Manufacturer	2,665	14.4	16.1
Wholesaler & Distributor	2,674	14.5	16.2
Media	108	0.6	0.7
Total Conference and Exhibit Only Attendees Identified by Primary Business	16,509	89.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	264	1.4	-
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	1,698	9.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	18,471	100.0	100.0

5a. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Executive Management	8,423	45.6	54.6
Chairman	259	1.4	1.7
President	2,256	12.2	14.6
Owner/Partner	3,172	17.2	20.6
Vice President	1,633	8.8	10.6
General Manager	1,103	6.0	7.1
Operations Manager	705	3.8	4.6
Regional Manager	259	1.4	1.7
Store Manager	131	0.7	0.9
Department Manager	315	1.7	2.0
Purchasing Management	3,163	17.1	20.5
Merchandise Manager	491	2.6	3.2
Purchasing Director/Agent	378	2.0	2.4
Buyer	1,618	8.8	10.5
Product Manager	444	2.4	2.9
Advertising/Marketing Manager	232	1.3	1.5
Other Managers	1,923	10.4	12.5
Sales Manager	1,794	9.7	11.6
Training Manager	55	0.3	0.4
Personnel Manager	74	0.4	0.5
Non-Buyers	1,201	6.5	7.8
Editor/Publisher	38	0.2	0.2
Spouse	333	1.8	2.2
Other	830	4.5	5.4
Total Conference and Exhibit Only Attendees Identified by Job Title	15,415	83.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	1,358	7.4	--
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	1,698	9.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	18,471	100.0	100.0

6. ANNUAL RETAIL/WHOLESALE SALES VOLUME			
ANNUAL RETAIL/WHOLESALE SALES VOLUME	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL RETAIL/WHOLESALE SALES VOLUME
\$0 - \$9 million	6,080	32.9	39.5
\$10 - \$49 million	2,552	13.8	16.6
\$50 - \$99 million	1,028	5.6	6.7
Over \$100 million	1,754	9.5	11.4
Does Not Apply	3,969	21.5	25.8
Total Conference and Exhibit Only Attendees Identified by Annual Sales Volume	15,383	83.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Sales Volume	1,390	7.5	--
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	1,698	9.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	18,471	100.0	100.0

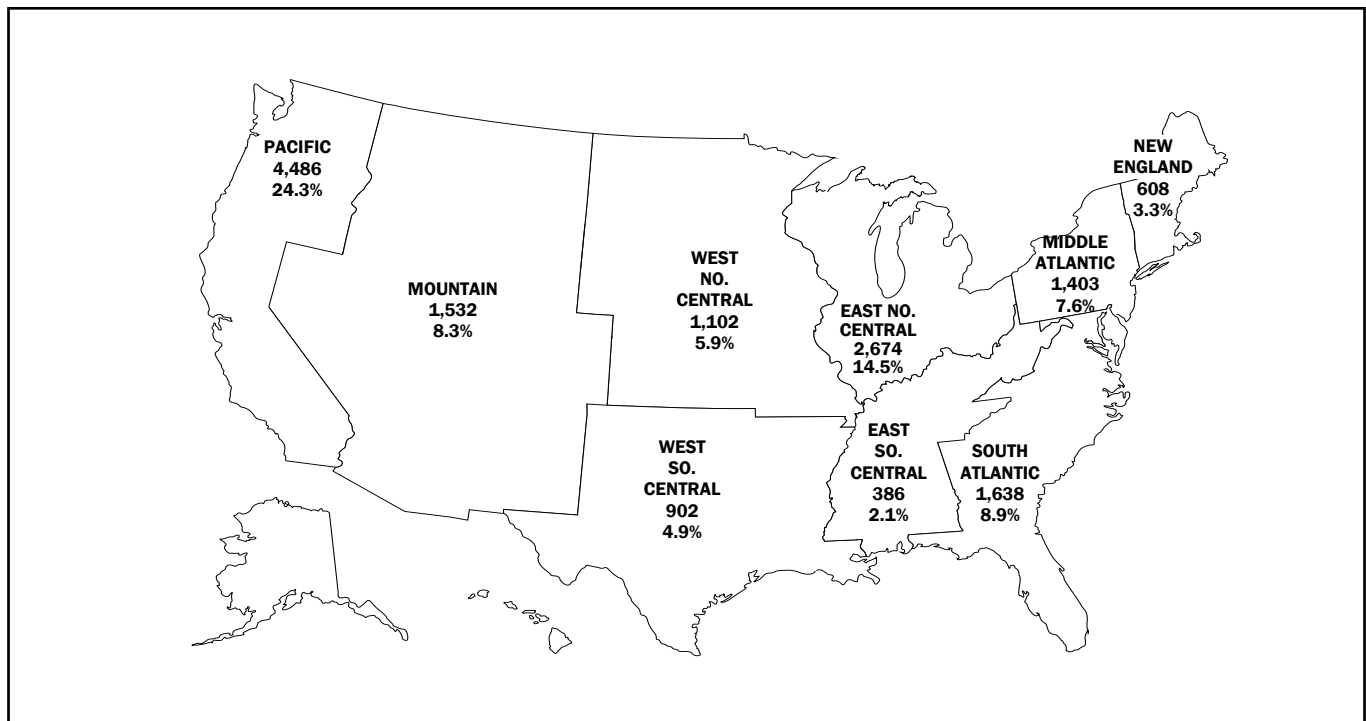
6. SOURCING NEEDS			
SOURCING NEEDS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SOURCING NEEDS
Hardware	9,340	50.6	60.6
Lawn & Garden	7,130	38.6	46.3
Paint & Décor	3,605	19.5	23.4
Housewares	4,003	21.7	26.0
Plumbing and Electrical	3,978	21.5	25.8
House Environment	2,209	12.0	14.3
Seasonal	4,719	25.5	30.6
Pet	1,878	10.2	12.2
Total Conference and Exhibit Only Attendees Identified by Sourcing Needs	15,409*	83.4*	-
Total Conference and Exhibit Only Attendees Not Identified by Sourcing Needs	1,364	7.4	-
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	1,698	9.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	18,471	100.0	-

* Based on 18,471 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	608	3.3
Maine	28	
New Hampshire	39	
Vermont	34	
Massachusetts	330	
Rhode Island	64	
Connecticut	113	
MIDDLE ATLANTIC	1,403	7.6
New York	671	
New Jersey	382	
Pennsylvania	350	
EAST NO. CENTRAL	2,674	14.5
Ohio	600	
Indiana	210	
Illinois	1,166	
Michigan	360	
Wisconsin	338	
WEST NO. CENTRAL	1,102	5.9
Minnesota	514	
Iowa	82	
Missouri	271	
North Dakota	6	
South Dakota	17	
Nebraska	69	
Kansas	143	
SOUTH ATLANTIC	1,638	8.9
Delaware	23	
Maryland	124	
Washington, DC	20	
Virginia	102	
West Virginia	16	
North Carolina	316	
South Carolina	117	
Georgia	372	
Florida	548	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	386	2.1
Kentucky	78	
Tennessee	202	
Alabama	86	
Mississippi	20	
WEST SO. CENTRAL	902	4.9
Arkansas	85	
Louisiana	56	
Oklahoma	88	
Texas	673	
MOUNTAIN	1,532	8.3
Montana	23	
Idaho	44	
Wyoming	10	
Colorado	210	
New Mexico	70	
Arizona	486	
Utah	192	
Nevada	497	
PACIFIC	4,486	24.3
Alaska	14	
Washington	496	
Oregon	263	
California	3,604	
Hawaii	109	
UNITED STATES	14,731	79.8
INTERNATIONAL	3,459	18.7
Canada	1,284	
Mexico	95	
Other International	2,080	
Not Identified Gourmet Housewares Attendees/Exhibitors	281	1.5
Total Conference & Exhibit Attendees	18,471	100.0





NATIONAL HARDWARE SHOW®
And **LAWN & GARDEN WORLD®**
Connecting the Home Marketplace™

MAY 9-11, 2006
LAS VEGAS CONVENTION CENTER

Attendee Registration Form

Register on-line for convenience, ease and a quick confirmation response. It's as easy as: 1) Go to www.nationalhardwareshow.com. 2) Click on register. 3) Click on attendee registration and follow the instructions.

If you need to use this form to register, you can fax it to 708-344-4444 or mail it to National Hardware Show® 2006, P.O. Box 506, Brookfield, IL 60513-0506 by Friday, April 7, 2006.

Complete questions 1-6 for FREE admission to the exhibits. Registration form must be received by **April 7, 2006** to receive your badge by mail, at least two weeks prior to the Show. After *April 7, 2006*, register online using the Priority Code located in the box below and pick up your badge on-site or bring this form with you to the Show to save the \$100 on-site exhibit hall registration fee. You may photocopy this form for additional registrants.

IMPORTANT: You must complete Registrant's Information and questions 1-6 for your admission badge to be issued.

For trade only. No one under 18 admitted. No infants.

Priority Code: **TICKET**

Registrant's Information

First Name	MI	Last Name
Job Title		
Company Name		
Address 1		
Address 2		
City	State	Zip + 4/Postal Codes
Country		
Business Telephone (Do not include international dialing code)		Business Fax (Do not include international dialing code)

E-Mail (For registration confirmation and Show updates only)

We collect this data in order to provide you with information about the National Hardware Show® and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.NationalHardwareShow.com or call our Privacy Administrator at 888-306-2344, or from outside the U.S. at 203-840-5810.

Save \$100 with this form and receive your badge by mail if you register by April 7!

1. Primary Business (check one)

Retailer

- AA. Automotive
- AB. Catalog, Mail Order & Internet
- AC. Discount Store
- AD. Hardware Store
- AE. Home Center
- AF. Home Décor
- AG. Kitchen & Bath
- AH. Lawn & Garden
- AJ. Lumber & Bldg Supply
- AK. Mass Merchandiser
- AM. Paint & Wallcovering
- AP. Specialty Store
- AN. Pool & Spa
- AQ. Supermarket/Drugstore
- AR. Wholesale Club
- AS. Other Retailer

(Please Specify)

Non-Retailer

- AT. Architect & Designer
- AU. Builder, Remodeler & Contractor
- AV. Consultant
- AW. Government
- AX. Interior Design
- AY. Importer & Exporter
- AZ. Manufacturer's Representative
- BA. Manufacturer
- BB. Wholesaler & Distributor
- BC. Media

2. Sourcing Needs (check all that apply)

- A. Hardware
- B. Lawn & Garden
- C. Paint & Décor
- D. Housewares
- E. Plumbing and Electrical
- F. House Environment
- G. Seasonal
- H. Pet

3. Annual Retail/Wholesale Sales Volume (check one)

- A. \$0-\$9 Million
- B. \$10-\$49 Million
- C. \$50-\$99 Million
- D. Over \$100 Million
- E. Does Not Apply

4. Do You Belong to a Co-op? (check one)

- A. ACE
- B. Do-It-Best
- C. True Value
- D. Other

(Please Specify)

- E. No

5. Job Codes (check one)

Executive Management

- A. Chairman
- B. President
- C. Owner/Partner
- D. Vice President
- E. General Manager

Operations Manager

- F. Regional Manager
- G. Store Manager
- H. Department Manager

Purchasing Management

- J. Merchandise Manager
- K. Purchasing Director/Agent
- M. Buyer
- N. Product Manager
- P. Advertising/Marketing Manager

Other Managers

- Q. Sales Manager
- R. Training Manager
- S. Personnel Manager

Non-Buyers

- T. Editor/Publisher
- U. Spouse
- V. Other

(Please Specify)

6. Product Interests (check all that apply)

- A. Appliances
- B. Automotive Aftermarket
- C. Building Supplies
- D. Electrical & Lighting
- E. Hand Tools & Power Tools
- F. Hardware

Housewares:

- G. General
- H. Gourmet

- J. Home & Health Safety
- K. Industry Services
- M. Information Technologies
- N. Kitchen & Bath
- P. Lawn & Garden
- Q. Paint & Home Décor
- R. Pet Supplies
- S. Plumbing, Heating & Cooling
- T. Pool & Spa
- U. Publications
- V. Rental
- W. RTA Furniture
- X. Seasonal

Show Policy:

Show attendees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims.

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FEE SCHEDULE

ATTENDEE:

Badge Pricing:	<u>Pre-show</u>	<u>On-site & after April 7, 2006</u>
With Promotional Vehicle (Exhibitor distributed ticket)	FREE	FREE
Without Promotional Vehicle	FREE	\$100

CONFERENCE:

Badge Pricing: Standard Rates:	<u>Pre-show</u>	<u>On-site & after April 7, 2006</u>
<u>Number of Sessions</u>		
1	\$25	\$35
3	\$75	\$85
6	\$125	\$135
12 (Unlimited access)	\$250	\$275

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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