

Spa & Resort/Medical Spa Expo & Conference 2006



EVENT AUDIT



DATES OF EVENT:

Conference: April 8 – 9, 2006
Exhibits: April 8 – 9, 2006

LOCATION:

Miami Beach Convention Center, Miami Beach, FL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

2004

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 15 – 16, 2007
Exhibits: April 15 – 16, 2007

LOCATION:

Miami Beach Convention Center, Miami Beach, FL

1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Spa Conferences and Expos reflect and support the convergence of the Traditional and Medical segments of the Spa & Resort industry. The events include cutting edge medical techniques and a diverse array of spa products and services.

Qualified attendees are all medical and spa professionals including dermatologists, plastic surgeons, chiropractors, dentists, massage therapists, nurses, acupuncturists, naturopaths, estheticians, and medical spa and spa owners and/or managers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Scanning guns were used to scan attendees' badges as they entered the exhibit hall and the 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*	Total
2006	Miami, FL	313	806	1,119	57	37	479	1,692
2005	Miami, FL	358	961	1,319	52	45	740	2,156

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

4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Day Spa	273	24.4	32.7
Health/Fitness Center	32	2.9	3.8
Hospital/Medical Institution	12	1.1	1.4
Medical Practice	86	7.7	10.3
Medical Spa	188	16.8	22.5
Resort/Destination Spa	70	6.2	8.4
Other	174	15.5	20.9
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	835	74.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	284	25.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,119	100.0	100.0

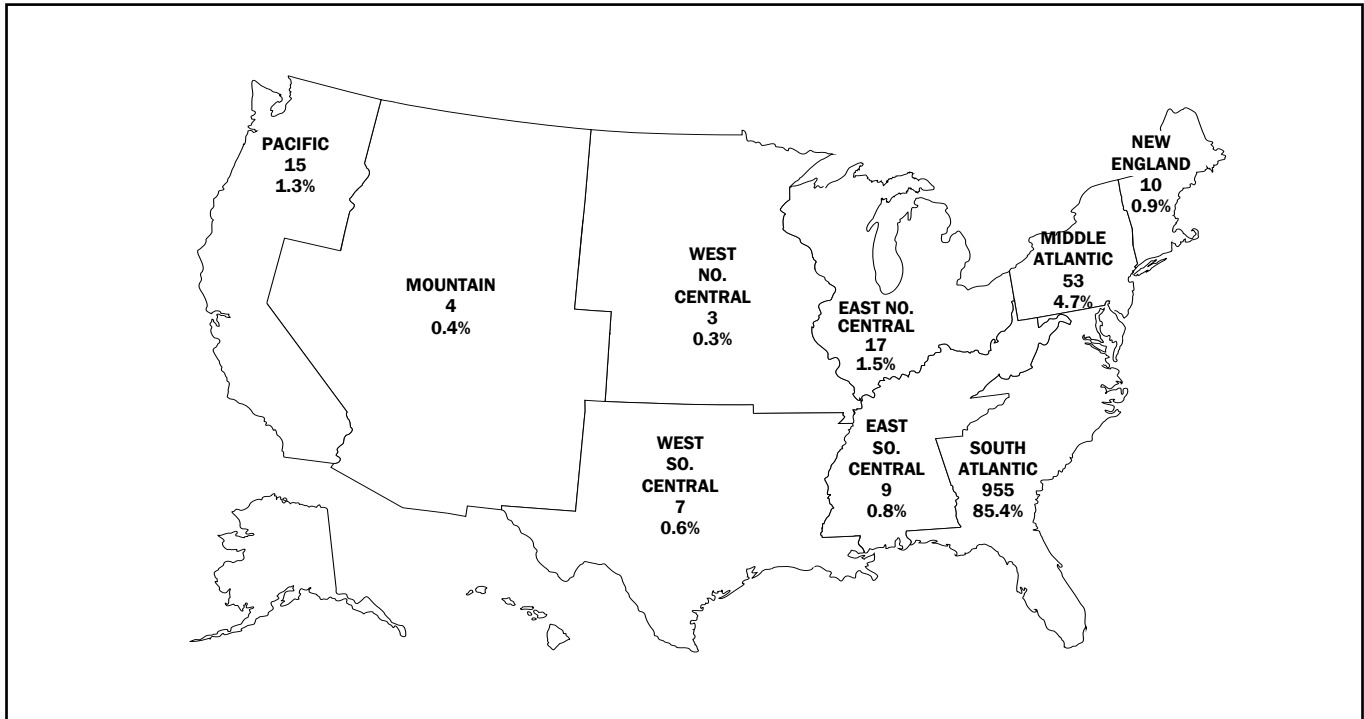
5. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Acupuncturist	8	0.7	1.0
Administration/Manager	185	16.5	22.8
Chiropractor	6	0.5	0.7
Esthetician	221	19.8	27.3
Holistic Therapist	5	0.5	0.6
Massage Therapist	73	6.5	9.0
Medical Massage Therapist	7	0.6	0.9
Nutritionist	5	0.5	0.6
Physician's Assistant	8	0.7	1.0
Registered Nurse	13	1.2	1.6
Other	174	15.5	21.4
Physician	106	9.5	13.1
Dentist	8	0.7	1.0
Dermatologist	10	0.9	1.2
General Physician	26	2.3	3.2
Obstetrics & Gynecology	4	0.4	0.5
Oncology	-	-	-
Plastic Surgeon	12	1.1	1.5
Other	46	4.1	5.7
Total Conference and Exhibit Only Attendees Identified by Job Function	811	72.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	308	27.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,119	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Director/Manager	180	16.1	21.6
Owner	285	25.5	34.2
Employee	288	25.7	34.6
Buyer	17	1.5	2.0
Physician	63	5.6	7.6
Total Conference and Exhibit Only Attendees Identified by Job Classification	833	74.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Classification	286	25.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,119	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	10	0.9
Maine	-	
New Hampshire	-	
Vermont	-	
Massachusetts	8	
Rhode Island	-	
Connecticut	2	
MIDDLE ATLANTIC	53	4.7
New York	34	
New Jersey	12	
Pennsylvania	7	
EAST NO. CENTRAL	17	1.5
Ohio	3	
Indiana	-	
Illinois	9	
Michigan	-	
Wisconsin	5	
WEST NO. CENTRAL	3	0.3
Minnesota	2	
Iowa	-	
Missouri	1	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	-	
SOUTH ATLANTIC	955	85.4
Delaware	5	
Maryland	8	
Washington, DC	2	
Virginia	7	
West Virginia	3	
North Carolina	2	
South Carolina	5	
Georgia	11	
Florida	912	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	9	0.8
Kentucky	-	
Tennessee	3	
Alabama	2	
Mississippi	4	
WEST SO. CENTRAL	7	0.6
Arkansas	-	
Louisiana	-	
Oklahoma	1	
Texas	6	
MOUNTAIN	4	0.4
Montana	-	
Idaho	-	
Wyoming	1	
Colorado	2	
New Mexico	-	
Arizona	-	
Utah	-	
Nevada	1	
PACIFIC	15	1.3
Alaska	-	
Washington	-	
Oregon	1	
California	14	
Hawaii	-	
UNITED STATES	1,073	95.9
INTERNATIONAL	37	3.3
Canada	2	
Mexico	2	
Other International	33	
Not Identified	9	0.8
Total Conference & Exhibit Attendees	1,119	100.0



SPA & RESORT EXPO / MEDICAL SPA EXPO ON-SITE REGISTRATION FORM



APRIL 8-9, 2006 ♦ MIAMI BEACH CONVENTION CENTER ♦ MIAMI BEACH, FL

SPECIAL PROGRAMS | APRIL 7, 2006
 MEDICAL SPA & SPA TOURS | APRIL 8-9, 2006
 EXHIBITION & EDUCATION | APRIL 8-9, 2006



First Name _____
 Last Name _____
 Spa/Resort, Hotel or Company Name _____
 Title _____
 Street _____
 City _____ State _____
 Postal Code _____ Country _____
 Phone _____ Fax _____
 E-mail _____

PLEASE CHECK ONE:
 Enclosed is my check payable to Reed Exhibitions
 Charge my credit card: AmEx MasterCard Visa

Print Name _____
 Account # _____ Expiration Date _____
 Signature _____

Please check the box that best fits your profession, and complete the registration section.

Code: OS

REGISTRATION TYPE		Total
EXHIBIT HALL ONLY <i>(includes Spa and Medical Spa exhibits and cocktail reception)</i>	\$40	_____
EDUCATION REGISTRATION		
Spa/Medical Spa/Business/Trends Full Day* - Saturday	\$329	_____
Spa/Medical Spa/Business Full Day* - Sunday	\$329	_____
Spa/Medical Spa/Business Two Days - Saturday & Sunday <i>(2-day pass includes a FREE 6 month trial membership with the Medical Spa Society - a \$150 value)</i>	\$549	_____
1/2 Day Saturday AM	\$160	_____
1/2 Day Saturday PM	\$160	_____
1/2 Day Sunday AM	\$160	_____
1/2 Day Sunday PM	\$160	_____
<i>*Conference binders are available for all 1/2 day or full day conference packages</i>		
SPECIAL PROGRAMS - FRIDAY, APRIL 7 <i>(10 AM - 4 PM)</i>		
Spa Management Training - SS1	\$499	_____
Medical Spa Start-Up - MS1	\$499	_____
MEDICAL/SPA TOURS		
Medical Spa Tour - Saturday	\$75	_____
Spa Tour - Sunday <i>(Tours depart at 7:30 am and return by 11 am)</i>	\$75	_____
Full Day Passes grant you access to all education sessions that day.		
TOTAL		_____

Privacy Policy: We collect this data in order to provide you with information about the Spa and Medical Spa Expo and Conference. If you prefer not to receive further information, please see our Privacy Statement at www.spaandresortspas.com or www.medicalspas.com or call our Privacy Administrator at 1-202-80-8910. Children under 18 years of age are not permitted, including infants. For the trade only.

JOB FUNCTION:

(check one)

- A. Acupuncturist
 B. Administration Manager
 C. Chiropractor
 D. Esthetician
 E. Holistic Therapist
 F. Massage Therapist
 G. Medical Massage Therapist
 H. Nutritionist
 I. Physician's Assistant
 J. Registered Nurse
 K. Other _____

PHYSICIANS

(check one)

- L. Dentist
 M. Dermatologist
 N. General Physician
 O. Obstetrics & Gynecology
 P. Oncology
 Q. Plastic Surgeon
 R. Other _____

NOTE: All registration fees are non-refundable. Badges are non-transferable. Complete all sections of the form. Photocopy for additional registrants. Badges will not be received in the mail. Badges can be picked up on-site at the Registration Counters.

TYPE OF BUSINESS/PRACTICE:

(check one)

- A. Day Spa
 B. Health/Fitness Center
 C. Hospital/Medical Institution
 D. Medical Practice
 E. Medical Spa
 F. Resort/Destination Spa
 G. Other _____

YOU ARE:

(check one)

- A. Director/Manager
 B. Owner
 C. Employee
 D. Buyer
 E. Physician

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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 31, 2006