

BUILDINGS NY 2006



EVENT AUDIT



DATES OF EVENT:

Conference: June 14 – 15, 2006
Exhibits: June 14 – 15, 2006

LOCATION:

Jacob Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1983

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 27 – 28, 2007
Exhibits: June 27 – 28, 2007
LOCATION: Jacob Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

Residential, commercial, institutional, and industrial buildings industry in the tri-state area.

Qualified attendees are property managers, building owners, facility managers, architects, engineers, designers, building managers, hospital administrators, and consultants.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Badges printed on-site were automatically entered into the system as verified. Scanning guns were used to scan attendees' badges as they entered the exhibit hall and the conference sessions. In addition, downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	New York	6,455	1	10	3,134	9,600

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



4. TYPE OF PROPERTY			
TYPE OF PROPERTY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF PROPERTY
Commercial	1,789	27.7	30.5
Less than 50,000 sq. ft.	583	9.0	9.9
50,000 - 100,000 sq. ft.	244	3.8	4.2
100,000 - 300,000 sq. ft.	254	3.9	4.3
300,000 - 600,000 sq. ft.	196	3.0	3.4
600,000 - 1 Million sq. ft.	146	2.3	2.5
1 Million+ sq. ft.	366	5.7	6.2
Residential	2,459	38.1	41.9
Under 250 Units	1,354	21.0	23.1
250 - 1,000 Units	533	8.3	9.1
1,000 - 2,500 Units	222	3.4	3.8
2,500 - 5,000 Units	125	1.9	2.1
5,000+ Units	225	3.5	3.8
Industrial	737	11.4	12.6
Institutional	390	6.0	6.6
Hotel/Motel	145	2.3	2.5
Retail	338	5.3	5.8
Government	7	0.1	0.1
Medical	0	0.0	0.0
Total Conference and Exhibit Only Attendees Identified by Type of Property	5,865	90.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Property	590	9.1	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,455	100.0	100.0

5. BUSINESS/TITLE POSITION			
BUSINESS/TITLE POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS/TITLE POSITION
Architect	327	5.1	5.6
Building Manager	512	7.9	8.7
Building Maintenance	274	4.2	4.7
Building Owner	569	8.8	9.7
Consultant	359	5.6	6.1
Contractor	284	4.4	4.8
Designer	113	1.7	1.9
Developer	196	3.0	3.3
Electrical	75	1.2	1.3
Engineer	269	4.2	4.6
Executive Management	430	6.6	7.3
Facility Manager	221	3.4	3.8
Fiber Optics	7	0.1	0.1
Hotel/Motel Management	15	0.2	0.2
Hospital Administrative	21	0.3	0.4
Information Systems	38	0.6	0.6
Press/Media	24	0.4	0.4
Project Manager	251	3.9	4.3
Property Manager	368	5.7	6.2
Sales	510	7.9	8.7
Security	153	2.4	2.6
Superintendent	79	1.2	1.3
Telecommunications	44	0.7	0.7
Plant Manager	17	0.3	0.3
Plant Engineer	17	0.3	0.3
Maintenance Manager	82	1.3	1.4
Other	628	9.7	10.7
Total Conference and Exhibit Only Attendees Identified by Business/Title Position	5,883	91.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business/Title Position	572	8.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,455	100.0	100.0

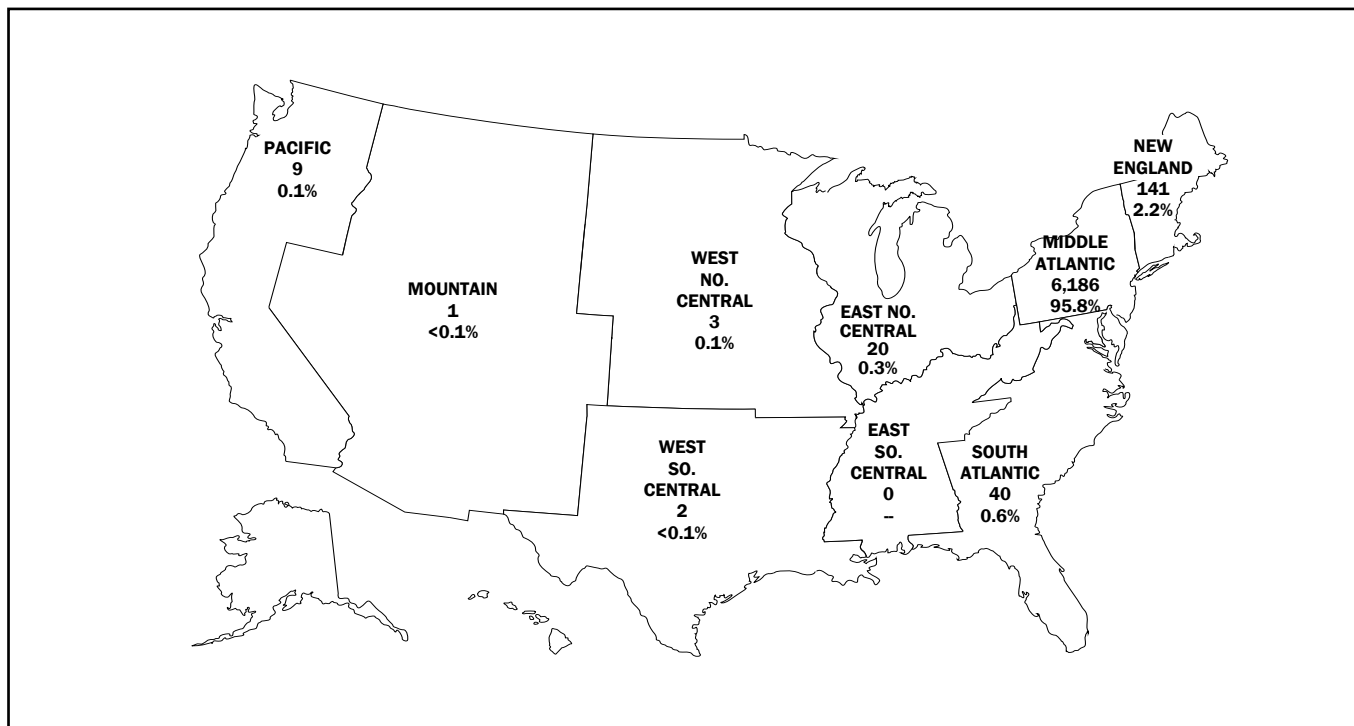
6. NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR			
NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF PORPOERTIES
0	339	5.2	18.7
Only 1	346	5.4	19.0
1 - 5	465	7.2	25.6
More than 5	666	10.3	36.7
Total Conference and Exhibit Only Attendees Identified by Number of Properties	1,816	28.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Properties	4,639	71.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,455	100.0	100.0

7. AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY			
AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AMOUNT SPENT
Less than \$100,000	1,512	23.4	32.9
\$100,000 - \$249,999	741	11.5	16.1
\$250,000 - \$499,999	483	7.5	10.5
\$500,000 - \$749,000	332	5.1	7.2
\$750,000 - \$999,999	342	5.3	7.4
\$1,000,000 - \$4,999,999	588	9.1	12.8
\$5,000,000 - \$10,000,000	206	3.2	4.5
More Than \$10,000,000	393	6.1	8.6
Total Conference and Exhibit Only Attendees Identified by Amount Spent	4,597	71.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Amount Spent	1,858	28.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,455	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

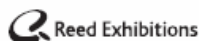
STATE	TOTAL	PERCENT
NEW ENGLAND	141	2.2
Maine	1	
New Hampshire	-	
Vermont	-	
Massachusetts	18	
Rhode Island	5	
Connecticut	117	
MIDDLE ATLANTIC	6,186	95.8
New York	5,281	
New Jersey	824	
Pennsylvania	81	
EAST NO. CENTRAL	20	0.3
Ohio	6	
Indiana	-	
Illinois	7	
Michigan	1	
Wisconsin	6	
WEST NO. CENTRAL	3	0.1
Minnesota	1	
Iowa	-	
Missouri	-	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	2	
SOUTH ATLANTIC	40	0.6
Delaware	5	
Maryland	8	
Washington, DC	2	
Virginia	1	
West Virginia	-	
North Carolina	9	
South Carolina	1	
Georgia	3	
Florida	11	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	-	-
Kentucky	-	
Tennessee	-	
Alabama	-	
Mississippi	-	
WEST SO. CENTRAL	2	<0.1
Arkansas	-	
Louisiana	-	
Oklahoma	1	
Texas	1	
MOUNTAIN	1	<0.1
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	-	
New Mexico	-	
Arizona	1	
Utah	-	
Nevada	-	
PACIFIC	9	0.1
Alaska	-	
Washington	2	
Oregon	-	
California	7	
Hawaii	-	
UNITED STATES	6,402	99.2
INTERNATIONAL	53	0.8
Canada	4	
Mexico	-	
Other International	49	
Total Conference & Exhibit Attendees	6,455	100.0



JUNE 14-15, 2006 | JACOB K. JAVITS CONVENTION CENTER | NEW YORK, NY | www.BuildingsNY.com

Produced by:



Official Sponsor:



Endorsed By:



REGISTRATION FORM

3 EASY WAYS TO REGISTER:

1. Online at www.BuildingsNY.com
2. Fax this form to: 972-620-3099
3. Mail this form to: BuildingsNY Show, c/o ARI, Inc., 350 E. Royal Lane, Suite 100, Irving, TX 75039

ALL QUESTIONS MUST BE COMPLETED BEFORE PROCESSING

General Information

FIRST NAME _____ MI _____ LAST NAME _____

TITLE _____

COMPANY _____

ADDRESS 1 _____

ADDRESS 2 _____

CITY _____

STATE _____ ZIP/POSTAL CODE _____

COUNTRY _____

BUSINESS PHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODE) _____

BUSINESS FAX (DO NOT INCLUDE INTERNATIONAL DIALING CODE) _____

E-MAIL _____

We collect this data in order to provide you with information about BuildingsNY and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at <http://www.buildingsny.com> or call our Privacy Administrator at 888-306-2344, or from outside the US call 203-840-5810.

1. Please indicate the type of property you represent: (check one)

- Commercial
Please select the approximate number of square feet of your properties.
- AA. Less than 50,000 sq. ft.
 AB. 50,000 - 100,000 sq. ft.
 AC. 100,000 - 300,000 sq. ft.
 AD. 300,000 - 600,000 sq. ft.
 AE. 600,000 - 1 Million sq. ft.
 AF. 1 Million + sq. ft.
- Residential
Please select the approximate number of units in your properties.
- BA. Under 250 Units
 BB. 250 - 1,000 Units
 BC. 1,000 - 2,500 Units
 BD. 2,500 - 5,000 Units
 BE. 5,000 + Units
- CA. Industrial
 DA. Institutional
 EA. Hotel/Motel
 FA. Retail
 GA. Government
 HA. Medical

2. Indicate the business/title that best fits your position: (check one)

- aa. Architect
 ab. Building Manager
 ac. Building Maintenance
 ad. Building Owner
 ae. Consultant
 af. Contractor
 ag. Designer
 ah. Developer
 aj. Electrical
 ak. Engineer
 am. Executive Management
 an. Facility Manager
 ap. Fiber Optics
 aq. Hotel/Motel Management
 ar. Hospital Administrative
 as. Information Systems
 at. Press/Media
 au. Project Manager
 av. Property Manager
 aw. Sales
 ax. Security
 ay. Superintendent
 az. Telecommunications
 ba. Other: _____

3. I am interested in the following products: (check all that apply)

- aa. Appliances/Laundry Equipment
 ab. Architectural Products/Services
 ac. Boilers/Boiler Repair
 ad. Building Automation
 ae. Building Supplies/Services
 af. Communications
 ag. Computer Software/Services
 ah. Electrical/Fiber Optics
 aj. Elevators
 ak. Energy Management/Utilities
 am. Environmental
 an. Financial/Legal Services
 ap. Furnishings
 aq. Heating/AC
 ar. Insurance
 as. Interiors/Interior Design
 at. Life Safety
 au. Moving/Storage
 av. New Construction
 aw. Pest Control
 ax. Plumbers/Plumbing
 ay. Renovation & Restoration
 az. Security

- ba. Signage
 bb. Windows/Doors
 bc. Other: _____

4. Contact Method: (check all that apply)

- a. E-Mail
 b. Mail
 c. Fax

5. Please Indicate the number of properties which you own/are responsible for: (check only one)

- a. 0
 b. Only 1
 c. 1-5
 d. More than 5

6. Approximate amount spent on building products annually: (check only one)

- a. Less than \$100,000
 b. \$100,000 - \$249,999
 c. \$250,000 - \$499,999
 d. \$500,000 - \$749,999
 e. \$750,000 - \$999,999
 f. \$1,000,000 - \$4,999,999
 g. \$5,000,000 - \$10,000,000
 h. More Than \$10,000,000

7. If you would like information about becoming a member of our official sponsor organization, The Associated Builders and Owners of Greater New York (ABO), please check "yes" below.

- a. Yes
 b. No

8. Would you like information about exhibiting at the BuildingsNY show?

- a. Yes
 b. No

9. If you would like information about a magazine subscription to Real Estate New York, please check "yes" below.

- a. Yes
 b. No

For the trade only. No one under the age of 18 will be permitted, including infants. Photo ID is required.

10. REGISTER FOR:

- FREE/Exhibits only until May 19, 2006.
After May 19, 2006 a \$40 fee applies.

11. Method of Payment:

(no purchase orders accepted)

- Check or money order # _____

Total: \$ _____
payable to Reed Exhibitions

- Charge to my credit card:
 Amex Mastercard Visa

Account # _____

Expiration Date - Month/Year _____

Cardholder's name (please print) _____

Cardholder's signature _____

No shows are subject to full registration fee. Refund request will be subject to review after the event.

PRIORITY CODE:

CANCELLATION POLICY Cancellations received on or before May 30, 2006 are subject to a \$25 service charge. Cancellations must be received in writing and all badges/tickets must be returned before a refund can be processed. Cancellation after May 30, 2006 and "no shows" are subject to the full registration fee. Refund requests will be subject to review after the event.

BuildingsNY is a registered trademark of Reed Elsevier Properties Inc., used under license.

© 2006 Reed Elsevier Inc.



FEE SCHEDULE

ATTENDEE:

Badge Pricing:	<u>Pre-show</u>	<u>On-site After June 13, 2006</u>
With Promotional Vehicle (Exhibitor distributed ticket)	FREE	FREE
Without Promotional Vehicle	FREE	\$40

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 (EIIAC), 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