

BookExpo America 2006



EVENT AUDIT



DATES OF EVENT:

Conference: May 17 – 21, 2006
Exhibits: May 19 – 21, 2006

LOCATION:

The Washington Convention Center, Washington, DC

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1902 as ABA Convention
1947 as Book Expo America

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 30 – June 3, 2007
Exhibits: June 1 – 3, 2007
LOCATION: Jacob Javits Convention Center, New York City, NY

1. STATEMENT OF MARKET SERVED

Book industry professionals from across the U.S. and the world, including booksellers, retailers, librarians, educators, rights professionals, international publishing executives, and publishers.

Qualified attendees are booksellers: national and international; retailers: mass/general/discount merchandisers, consumer/electronics/computer merchants/video stores, toy stores, museum stores; Rights professionals; other industry professionals: librarians, educational institutions, wholesalers/distributors/publishers, authors, critics/reviewers.

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. When a person has a badge printed on-site, the badge automatically verifies. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and conference sessions.

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	Staff and Board*	Total
2006	Washington, DC	10,905	149	889	11,522*	90	23,555
2005	New York City	13,972	101*	1,294*	13,385*	201	28,953

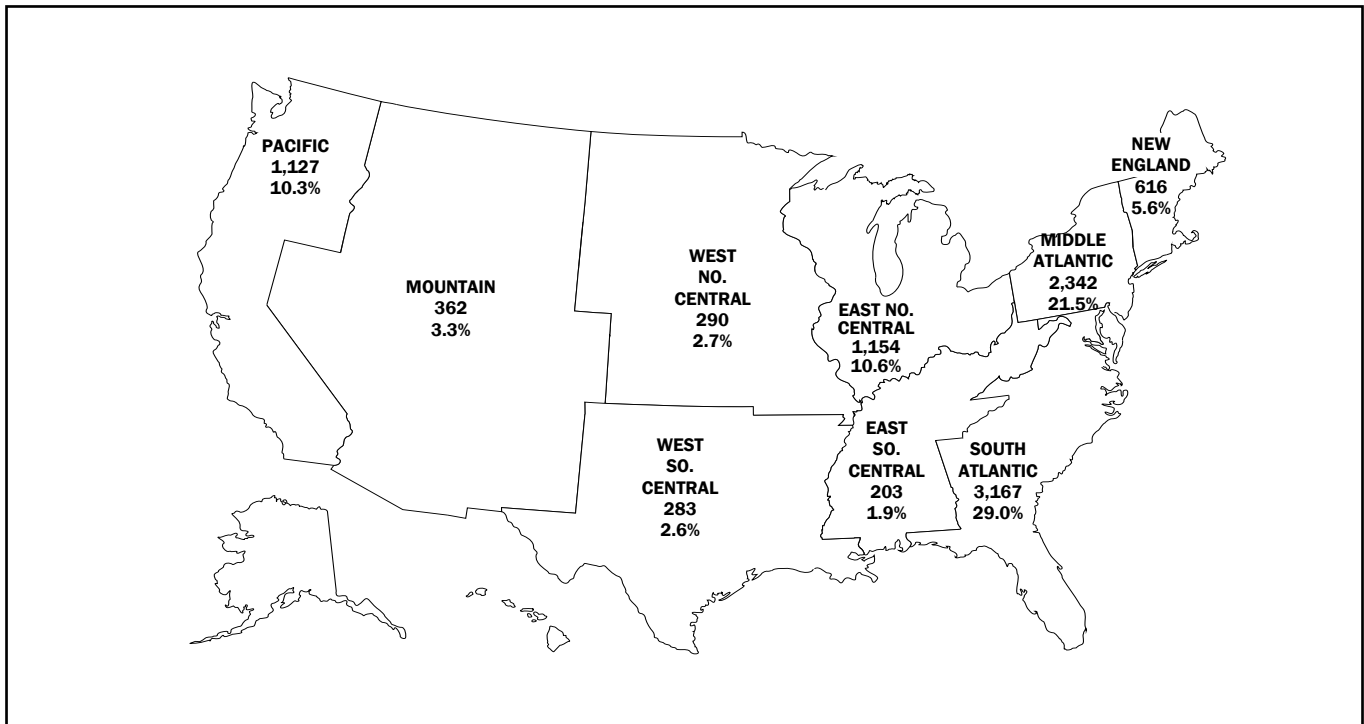
* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. BUSINESS CATEGORY			
BUSINESS CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS CATEGORY
Bookseller/Bookstore	3,722	34.1	36.3
General	2,494	22.9	24.3
Children's	323	2.9	3.1
University/College	216	2.0	2.1
Religious	180	1.6	1.8
Specialty	509	4.7	5.0
Retailer	578	5.3	5.6
Mass/General/Discount Merchandiser	168	1.5	1.6
Educational/Art/School Supply	38	0.4	0.4
Toy Store	15	0.1	0.1
Mail Order/Catalog/Book Club	60	0.6	0.6
Museum Store	62	0.6	0.6
Gift/Card/Stationery	27	0.2	0.3
Music/Video/Entertainment	25	0.2	0.2
New Age/Spiritual	13	0.1	0.1
Health/Gourmet/Organic Food	7	0.1	0.1
Comic Book Store	9	0.1	0.1
Specialty	154	1.4	1.5
Library & Educator	1,869	17.1	18.3
Librarian - Public/Private	1,085	9.9	10.6
College/University Library	129	1.2	1.3
School Library/Media Specialist	256	2.3	2.5
Teacher/Professional Administrator	399	3.7	3.9
Rights/Editorial Professional	1,096	10.1	10.7
Literary & Rights Scout	366	3.4	3.6
Film/TV/Developer/Producer	47	0.4	0.5
Publisher: Rights	301	2.8	2.9
Publisher: Editorial	382	3.5	3.7
Industry Professional	2,975	27.3	29.1
Wholesaler/Distributor	230	2.1	2.2
Independent Publisher's Representative	92	0.8	0.9
Advertising/Sales/PR/Consultant	275	2.5	2.7
Publisher: Sales/Marketing	324	3.0	3.2
Publisher: Production	376	3.5	3.7
Book Packager/Manufacturer	241	2.2	2.4
Author	597	5.5	5.8
Other	840	7.7	8.2
Total Conference and Exhibit Only Attendees Identified by Business Category	10,240	93.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	665	6.1	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	10,905	100.0	100.0

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	616	5.6
Maine	36	
New Hampshire	38	
Vermont	42	
Massachusetts	289	
Rhode Island	26	
Connecticut	185	
MIDDLE ATLANTIC	2,342	21.5
New York	1,404	
New Jersey	390	
Pennsylvania	548	
EAST NO. CENTRAL	1,154	10.6
Ohio	159	
Indiana	68	
Illinois	355	
Michigan	459	
Wisconsin	113	
WEST NO. CENTRAL	290	2.7
Minnesota	87	
Iowa	47	
Missouri	90	
North Dakota	7	
South Dakota	10	
Nebraska	21	
Kansas	28	
SOUTH ATLANTIC	3,167	29.0
Delaware	72	
Maryland	913	
Washington, DC	798	
Virginia	702	
West Virginia	40	
North Carolina	173	
South Carolina	38	
Georgia	173	
Florida	258	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	203	1.9
Kentucky	19	
Tennessee	74	
Alabama	90	
Mississippi	20	
WEST SO. CENTRAL	283	2.6
Arkansas	30	
Louisiana	17	
Oklahoma	16	
Texas	220	
MOUNTAIN	362	3.3
Montana	8	
Idaho	14	
Wyoming	4	
Colorado	111	
New Mexico	25	
Arizona	94	
Utah	80	
Nevada	26	
PACIFIC	1,127	10.3
Alaska	5	
Washington	148	
Oregon	63	
California	894	
Hawaii	17	
UNITED STATES	9,544	87.5
INTERNATIONAL	1,352	12.4
Canada	248	
Mexico	31	
Other International	1,073	
Not Identified	9	0.1
Total Conference & Exhibit Attendees	10,905	100.0



REGISTRATION FORM



Educational Programs | May 18-21, 2006
International Rights Center | May 19-21, 2006
Exhibition Halls | May 19-21, 2006

The Washington Convention Center,
Washington, DC

1 General Information

Editorial Press: Please DO NOT use this form to register for the show. Contact Roger Bilheimer at Bilheim@aol.com for Press Registration Information.

First Name _____ MI _____ Last Name _____
Title/Occupation _____
Company _____
Address 1 _____
Address 2 _____
City _____ State _____ Zip/Postal Code _____
Country (if other than USA) _____ Telephone Number _____
E-Mail Address _____ Fax Number (to receive confirmation) _____

PRIORITY CODE: CS

2 Business Category (check only one)

- Bookseller/Bookstore**
- AA. General
 - AB. Children's
 - AC. University/College
 - AD. Religious
 - AE. Specialty _____

- Retailer**
- AF. Mass/General/Discount Merchandiser
 - AG. Educational/Art/School Supply
 - AH. Toy Store
 - AJ. Mail Order/Catalog/Book Club
 - AK. Museum Store
 - AM. Gift/Card/Stationery
 - AN. Music/Video/Entertainment
 - AP. New Age/Spiritual
 - AQ. Health/Gourmet/Organic Food
 - AR. Comic Book Store
 - AS. Specialty _____

- Library & Educator**
- AT. Librarian - Public/Private
 - AU. College/University Library
 - AV. School Library/Media Specialist
 - AW. Teacher/Professional Administrator

- Rights/Editorial Professional**
- AX. Literary & Rights Scout
 - AY. Film/TV/Developer/Producer
 - AZ. Publisher: Rights
 - BA. Publisher: Editorial

- Industry Professional**
- BB. Wholesaler/Distributor
 - BC. Independent Publisher's Representative
 - BD. Advertising /Sales/PR/Consultant
 - BE. Publisher: Sales/Marketing
 - BF. Publisher: Production
 - BG. Book Packager/Manufacturer
 - BH. Author
 - BJ. Other _____

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J Send me information about Publisher's Weekly special 30% subscription discount offer for new subscribers.

5 Registration Options

A. VISITOR BADGE (please check one fee)

- Industry Professional Registration Fee
- Rights/Editorial
- Booksellers/Bookstores
- Retailers
- Librarians/Educators
- ABA Bookstore Member # _____ (required)
Does not apply to associate members.

B. PAID EDUCATIONAL SESSIONS & SPECIAL EVENTS

- Wednesday, May 17**
- WC - BookExpo Writers Conference \$189
- Thursday, May 18**
- ABA Full Day (ABA Members only) FREE
(you will receive a "Thursday lunch" ticket)
 - Tour 1 - NAIBA Monument Tour \$20
- Friday, May 19**
- SPE1 Children's Book & Author Breakfast \$30

- 3 Day Pass Through May 8, 2006**
- \$150
 - \$110
 - \$110
 - \$110
 - \$75
 - \$65

- 3 Day Pass After May 8, 2006 & on-site**
- \$185
 - \$145
 - \$145
 - \$145
 - \$95
 - \$90

- One Day Pass By May 8, 2006 (Not available on-site)**
- \$90
 - \$70
 - \$70
 - \$70
 - \$45
 - \$40

- One Day Pass Indicate Day (Can be changed on-site)**
- Friday, May 19
 - Saturday, May 20
 - Sunday, May 21

International Badges picked up on-site.

- Saturday, May 20**
- SPE2 Saturday Book & Author Breakfast \$30
 - SPE3 Saturday Book & Author Luncheon \$49
 - SPE4 BEA's Audiobook & Author Tea \$20
 - SPE5 BEA's Saturday Night \$25 for 1 | \$45 for 2 | \$100 for 5 (circle one)
 - Tour 2 - NAIBA Memorials Tour \$20
- Sunday, May 21**
- SPE6 Sunday Book & Author Breakfast \$30
 - BIF Book Industry Foundation & Autographing Gold Pass Contribution (tax-deductible) \$25

FEES TOTAL A+B \$ _____

6 Method of Payment (in U.S. Dollars ONLY) No purchase orders or invoicing accepted.

- CHECK (payable to Reed Exposition/BEA) Check No. _____ CREDIT CARD AMEX MasterCard VISA

Print Cardholder Name as it appears on the credit card _____

Credit Card Number _____

Expiration Date _____

I agree to pay the above amount according to my card issuer agreement: _____

Cardholder's Signature

Registration Options

By Mail:
BookExpo America, P.O. Box 591
Brookfield, IL 60513-0591

BookExpo America:
383 Main Avenue
Norwalk, CT 06851

By Fax:
1-708-344-4444
(credit cards only)

Online at:
www.bookexpoamerica.com

BookExpo America



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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
July 11, 2006