

FLORIDA RESTAURANT & LODGING SHOW 2006



EVENT AUDIT



DATES OF EVENT:

Conference: September 8 – 10, 2006
 Exhibits: September 8 – 10, 2006

LOCATION:

Orange County Convention Center, Orlando, FL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1996

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 7 – 9, 2007
 Exhibits: September 7 – 9, 2007
 LOCATION: Orange County Convention Center, Orlando, FL

1. STATEMENT OF MARKET SERVED

The foodservice and lodging industries.

Qualified attendees are managers, partners, operators, corporate executives, restaurant owners, purchasing agents, marketing consultants, chefs, cooks, designers, dieticians, and hotel and motel personnel of the foodservice and lodging industries.

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. 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 & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Orlando, FL	9,888	33	15	4,977	14,913
2005	Orlando, FL	8,926	32	34	5,115	14,107

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



4. TYPE OF BUSINESS			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Restaurant/Table Service/Full Service	2,712	27.4	33.3
Restaurant/QSR/Franchise	469	4.7	5.8
Deli/Bakery/Pizzeria	488	4.9	6.0
Hotel/Motel/Resort/Casino/Cruise Ship	638	6.5	7.8
School District/School/University/Camp	423	4.3	5.2
Hospital/Healthcare/Correctional Institution/Military	192	1.9	2.4
Municipal Service/Municipality	6	0.1	0.1
Corporate Dining Services/Office/Plant	92	0.9	1.1
Coffee Bar/Ice Cream/Yogurt	229	2.3	2.8
Country/Membership Club	315	3.2	3.9
Bar/Lounge/Night Club	93	0.9	1.1
Non-Hotel Banquet Facility/Catering Establishment	304	3.1	3.7
Sports Arena/Amusement Park/Concession/Convention Center	140	1.4	1.7
Architect/Design/Real Estate	77	0.8	0.9
Consultant/Specifier	186	1.9	2.3
Retail Store/Supermarket	102	1.0	1.3
Distributor/Dealer/Broker	471	4.8	5.8
Importer/Exporter	35	0.4	0.4
Manufacturer/Manufacturing Agent	240	2.4	2.9
Association	37	0.4	0.4
Other	901	9.1	11.1
Total Conference and Exhibit Only Attendees Identified by Type of Business	8,150	82.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	1,738	17.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,888	100.0	100.0

5. BADGE CATEGORY			
BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	5,832	59.0	63.8
Non-Buyer	3,314	33.5	36.2
Total Conference and Exhibit Only Attendees Identified by Badge Category	9,146	92.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	742	7.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,888	100.0	100.0

6. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	3,190	32.3	38.6
Manager/Supervisor	1,783	18.0	21.5
Purchasing	361	3.7	4.4
Chef	911	9.2	11.0
Dietician/Nutritionist	51	0.5	0.6
Sommelier/Server/Bartender	117	1.2	1.4
Marketing/Sales/Public Relations	469	4.7	5.7
Education Administrator/Faculty/Student	363	3.7	4.4
Caterer/Private Chef/Event Planner	171	1.7	2.1
Financial/Operations/Administration	250	2.5	3.0
Distributor	89	0.9	1.1
Other	516	5.2	6.2
Total Conference and Exhibit Only Attendees Identified by Position	8,271	83.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	1,617	16.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,888	100.0	100.0

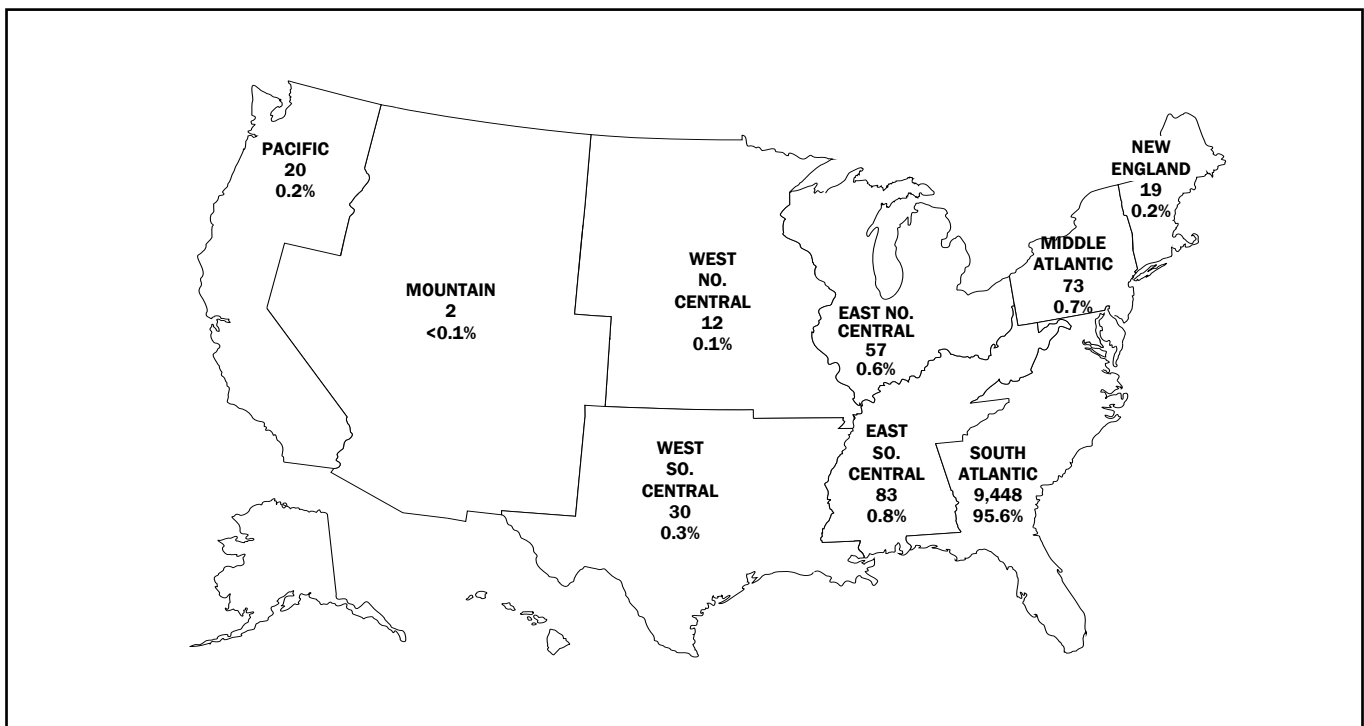
7. CATEGORIES OF INTEREST			
CATEGORIES OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES OF INTEREST
Appetizers	3,641	36.8	48.9
Bar Equipment Products	2,120	21.4	28.5
Beverage, Alcohol	2,538	25.7	34.1
Beverage, Non-Alcohol	2,416	24.4	32.5
Cleaning Supplies & Services	2,137	21.6	28.7
Dairy	2,209	22.3	29.7
Décor/Design	2,282	23.1	30.7
Dessert	3,160	32.0	42.4
Dressings/Sauces	2,264	22.9	30.4
Food Equipment & Services	3,515	35.5	47.2
Food Distributor	1,967	19.9	26.4
Franchise	830	8.4	11.1
Furniture/Furnishings	1,930	19.5	25.9
Hospitality Services	1,618	16.4	21.7
Kosher Foods	1,042	10.5	14.0
Meat/Poultry	2,573	26.0	34.6
Pasta & Rice	2,042	20.7	27.4
Pizza Products	1,907	19.3	25.6
Point of Sales Equipment	1,633	16.5	21.9
Paper & Plastic Products	2,293	23.2	30.8
Produce	2,181	22.1	29.3
Seafood	2,318	23.4	31.1
Tableware	2,074	21.0	27.9
Services	1,549	15.7	20.8
Other	450	4.6	6.0
Total Conference and Exhibit Only Attendees Identified by Categories of Interest	7,445	75.3*	
Total Conference and Exhibit Only Attendees Not Identified by Categories of Interest	2,443	24.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,888	100.0	-

* Based on 9,888 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	19	0.2
Maine	3	
New Hampshire	--	
Vermont	1	
Massachusetts	6	
Rhode Island	2	
Connecticut	7	
MIDDLE ATLANTIC	73	0.7
New York	36	
New Jersey	21	
Pennsylvania	16	
EAST NO. CENTRAL	57	0.6
Ohio	10	
Indiana	7	
Illinois	20	
Michigan	13	
Wisconsin	7	
WEST NO. CENTRAL	12	0.1
Minnesota	2	
Iowa	5	
Missouri	4	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	1	
SOUTH ATLANTIC	9,448	95.6
Delaware	2	
Maryland	4	
Washington, DC	2	
Virginia	6	
West Virginia	--	
North Carolina	11	
South Carolina	14	
Georgia	138	
Florida	9,271	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	83	0.8
Kentucky	14	
Tennessee	15	
Alabama	7	
Mississippi	47	
WEST SO. CENTRAL	30	0.3
Arkansas	3	
Louisiana	6	
Oklahoma	4	
Texas	17	
MOUNTAIN	2	<0.1
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	--	
New Mexico	--	
Arizona	--	
Utah	--	
Nevada	2	
PACIFIC	20	0.2
Alaska	--	
Washington	1	
Oregon	3	
California	16	
Hawaii	--	
UNITED STATES	9,744	98.5
INTERNATIONAL	144	1.5
Canada	6	
Mexico	2	
Other International	136	
Total Conference & Exhibit Attendees	9,888	100.0



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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