

PGA Fall Expo 2006



EVENT AUDIT

**DATES OF EVENT:**

Conference: September 13 – 14, 2006
Exhibits: September 13 – 14, 2006

LOCATION:

Mandalay Bay Resort & Casino, Las Vegas, NV

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1980

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 11 – 12, 2007
Exhibits: September 11 – 12, 2007

LOCATION:

Mandalay Bay Resort & Casino, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Golf organizations, manufacturers, retailers, and buyers.

Qualified attendees are golf professionals and buyers, club managers, and retail buyers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All badges were printed onsite and were verified when printed.

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	Las Vegas	225	1,894	2,119	8	141	1,315	3,583
2005	Las Vegas	198	2,109	2,307	15	137	1,345	3,804

* 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
Private Course	174	8.2	11.0
Public Course	270	12.7	17.1
Semi-Private Course	97	4.6	6.1
Golf Course Management Company	49	2.3	3.1
Off Course Golf Shop or Chain	189	8.9	12.0
Retail Shop or Chain	145	6.9	9.2
Golf Range	33	1.6	2.1
College or University	41	1.9	2.6
Corporation/Group	130	6.1	8.2
Website	59	2.8	3.7
Military	9	0.4	0.6
Non-Profit	16	0.8	1.0
Manufacturer/Service Provider	215	10.2	13.6
Other	153	7.2	9.7
Total Conference and Exhibit Only Attendees Identified by Type of Business	1,580	74.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	539	25.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,119	100.0	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Buyer (On-Course)	116	5.5	6.7
Buyer (Off-Course)	172	8.1	10.0
Buyer (Corporate)	50	2.4	2.9
Owner/CEO/President	346	16.3	20.1
VP/GM/Director/Management	244	11.5	14.2
Tournament Director/Organizer	25	1.2	1.5
Architect/Developer	3	0.1	0.2
Superintendent	4	0.2	0.2
Club Maker	9	0.4	0.5
Board Member	10	0.5	0.6
Student	42	2.0	2.4
PR/Advertising Agency	6	0.3	0.3
Golf Consultant	48	2.3	2.8
Golf Manufacturer	25	1.2	1.5
Business Agent/Manager	11	0.5	0.6
Financial Institution/Resource	1	<0.1	0.1
Independent Sales Rep	50	2.4	2.9
Company Sales Rep	34	1.6	2.0
Non-Editorial Media	8	0.4	0.5
Director of Golf	87	4.1	5.0
Head Professional	186	8.8	10.8
Assistant Head Professional	23	1.1	1.3
Food & Beverage Director	3	0.1	0.2
Tour Player	1	<0.1	0.1
Assistant Golf Professional	73	3.4	4.2
Golf Clinician	6	0.3	0.3
Golf Administrator	7	0.3	0.4
Coach	17	0.8	1.0
Club Fitting/Repair	2	0.1	0.1
Employed in the Golf Industry	2	0.1	0.1
Master Professional	10	0.5	0.6
Life Member	3	0.1	0.2
Other	99	4.7	5.7
Total Conference and Exhibit Only Attendees Identified by Job Title	1,723	81.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	396	18.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,119	100.0	100.0

6. PRODUCT INTEREST			
PRODUCT INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT INTEREST
Accessories	926	43.7	59.7
Apparel	867	40.9	55.9
Art/Jewelry/Gifts	338	16.0	21.8
Awards	313	14.8	20.2
Bags & Luggage	562	26.5	36.2
Balls & Accessories	772	36.4	49.8
Carts & Cars	358	16.9	23.1
Clubs/Club Accessories/Components Equipment	795	37.5	51.3
Club Management	242	11.4	15.6
Computer/Web/Technology	433	20.4	27.9
Equipment	847	40.0	54.6
Facilities/Clubhouse Needs	259	12.2	16.7
Fitting Equipment	455	21.5	29.3
Food & Beverage	203	9.6	13.1
Footwear	614	29.0	39.6
Healthcare Products & Services	179	8.4	11.5
Instruction/Teaching & Training Aids	525	24.8	33.8
Logo Golf Balls	404	19.1	26.0
Professional Services	272	12.8	17.5
Printing & Printed Material	223	10.5	14.4
Range & Practice	409	19.3	26.4
Tournament & Outing Supplies, Gifts, Services	464	21.9	29.9
Travel & Tourism	295	13.9	19.0
Turf/Course Maintenance	213	10.1	13.7
Other	29	1.4	1.9
All of the above	13	0.6	0.8
None of the above	1	<0.1	0.1
Total Conference and Exhibit Only Attendees Identified by Product Interest	1,551	73.2	-
Total Conference and Exhibit Only Attendees Not Identified by Product Interest	568	26.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,119	100.0	-

The above counts and percentages are based on 2,119 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.

7. BUYING RESPONSIBILITY			
BUYING RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUYING RESPONSIBILITY
Yes	1,420	67.0	78.1
No	398	18.8	21.9
Total Conference and Exhibit Only Attendees Identified by Buying Responsibility	1,818	85.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Buying Responsibility	301	14.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,119	100.0	100.0

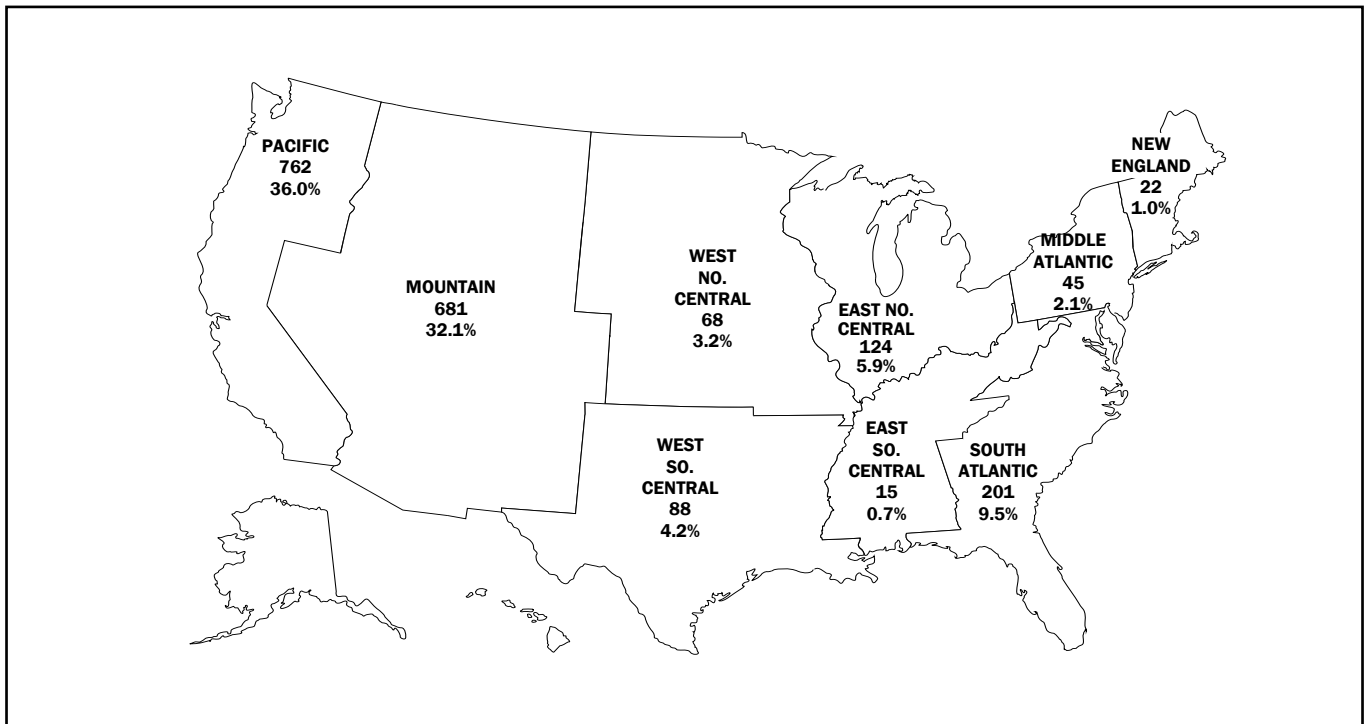
8. IF YES, WHICH CATEGORIES DO YOU BUY FOR?			
CATEGORIES ATTENDEES BUY FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORY
Apparel	987	69.5	74.6
Equipment	1,109	78.1	83.8
Accessories	1,101	77.5	83.2
Food & Beverage	261	18.4	19.7
Total Conference and Exhibit Only Attendees Identified by Categories Buy For	1,323	93.2	-
Total Conference and Exhibit Only Attendees Not Identified by Categories Buy For	97	6.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,420	100.0	-

The above counts and percentages are based on 1,420 Conference and Exhibit Only Attendees who have a Buying Responsibility. 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.

9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	22	1.0
Maine	--	
New Hampshire	--	
Vermont	2	
Massachusetts	6	
Rhode Island	1	
Connecticut	13	
MIDDLE ATLANTIC	45	2.1
New York	18	
New Jersey	9	
Pennsylvania	18	
EAST NO. CENTRAL	124	5.9
Ohio	45	
Indiana	13	
Illinois	39	
Michigan	18	
Wisconsin	9	
WEST NO. CENTRAL	68	3.2
Minnesota	14	
Iowa	10	
Missouri	17	
North Dakota	--	
South Dakota	--	
Nebraska	9	
Kansas	18	
SOUTH ATLANTIC	201	9.5
Delaware	--	
Maryland	9	
Washington, DC	3	
Virginia	21	
West Virginia	4	
North Carolina	20	
South Carolina	7	
Georgia	29	
Florida	108	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	15	0.7
Kentucky	6	
Tennessee	3	
Alabama	6	
Mississippi	--	
WEST SO. CENTRAL	88	4.2
Arkansas	3	
Louisiana	3	
Oklahoma	10	
Texas	72	
MOUNTAIN	681	32.1
Montana	6	
Idaho	8	
Wyoming	5	
Colorado	58	
New Mexico	12	
Arizona	161	
Utah	61	
Nevada	370	
PACIFIC	762	36.0
Alaska	1	
Washington	21	
Oregon	17	
California	710	
Hawaii	13	
UNITED STATES	2,006	94.7
INTERNATIONAL	113	5.3
Canada	48	
Mexico	13	
Other International	52	
Total Conference & Exhibit Attendees	2,119	100.0





Fall Expo
2006

Registration Form

September 13-14, 2006 • Mandalay Bay Resort & Casino • Las Vegas, Nevada

Prefix (Mr., Mrs., Dr.) _____ First name _____ M.I. _____ Last Name _____ Suffix (Sr., Jr.) _____

Title _____

Company _____

Address 1 _____

Address 2 _____

City _____

State _____ Zip/Postal Code _____ Country _____

Phone (Do NOT include international Dialing Code) _____

Fax (Do NOT include international Dialing Code) _____

E-Mail _____

CS

3 Ways to Register!

1. **On-Line at:** www.pgaexpo.com
2. **Fax:** (708) 344-4444
3. **Mail:** 2006 PGA Fall Expo/CSI
P.O. Box 6271 • Broadview, IL 60155-6271

Questions: Call 1-800-840-5628 or 1-203-840-5628

Visitors may only be registered on-site by a badged attendee.
A \$50 visitors fee will be applied. All children over 12 must wear a badge.

The PGA Fall Expo is not open to the general public.
You must complete 1-4 to register.

**On-site registration cost is \$20 for all attendees (excluding PGA Members).
On-site fee for suppliers/non-buyers is \$120.**

1. Badge Category

- A. Buyer
 B. PGA Member
 C. PGA Head Professional
 D. PGA Apprentice
 E. PGM Student
 F. PGA Sectional Personnel
 G. PGA Buyer
 H. PGA Apprentice/Head Professional
 J. PGA Assistant Professional
 K. Independent Sales Rep
 M. Supplier/Non-buyer (\$100 Fee)
 N. Golf Professional

2. Job Title

- A. Buyer (On-Course)
 B. Buyer (Off-Course)
 C. Buyer (Corporate)
 D. Owner/CEO/President
 E. VP/GM/Dir/Management
 F. Tournament Director/Organizer
 G. Architect/Developer
 H. Superintendent
 J. Club Maker
 K. Board Member
 M. Student
 N. PR/Advertising Agency
 P. Golf Consultant
 Q. Golf Manufacturer
 R. Business Agent/Manager
 S. Financial Institution/Resource
 T. Independent Sales Rep
 U. Company Sales Rep
 V. Non-editorial Media
 W. Director of Golf
 X. Head Professional
 Y. Assistant Head Professional
 Z. Other (Please specify): _____

3. Type of Business

- A. Private Course
 B. Public Course
 C. Semi-Private Course
 D. Golf Course Management Company
 E. Off Course Golf Shop or Chain
 F. Retail Shop or Chain

- G. Golf Range
 H. College or University
 J. Corporation/Group
 K. Website
 M. Military
 N. Non-Profit
 P. Manufacturer/Service Provider
 Q. Other (Please specify): _____

4. What product categories are you interested in?

(Check all that apply)

- A. Accessories
 B. Apparel
 C. Art/Jewelry/Gifts
 D. Awards
 E. Bags & Luggage
 F. Balls & Accessories
 G. Carts & Cars
 H. Clubs/Club Accessories/Components Equip.
 J. Club Management
 K. Computer/Web/Technology
 M. Equipment
 N. Facilities/Clubhouse needs
 P. Fitting Equipment
 Q. Food & Beverage
 R. Footwear
 S. Healthcare Products & Services
 T. Instruction/Teaching & Training Aids
 U. Logo Golf Balls
 V. Professional Services
 W. Printing and Printed Material
 X. Range & Practice
 Y. Tournament & Outing Supplies, Gifts, Services
 Z. Travel & Tourism
 AA. Turf/Course Maintenance
 AB. Other (Please specify): _____

5. Do you have Buying Responsibility? Yes No

If yes, which categories do you buy for?

- A. Apparel B. Equipment
 C. Accessories D. Food and Beverage

7. Enter up to 5 words or phrases that represent your major interests at the show. (Example: woods, irons, networking)

8. SAVE TIME!

- Check here to register today for the 2007 PGA Merchandise Show (January 25-28, 2007)

9. Conference

September 13: 9:00 a.m. - 4:00 p.m.

September 14: 9:00 a.m. - 1:30 p.m.

\$50 (includes all seminars and course materials)

10. References (Required for Buyers, Golf Professionals, Industry Affiliates). Please provide your tax ID number or 3 references who will validate your status as a retail buyer or golf industry professional. **If an allied associate member,* please give organization and member number only.** Name of reference with phone number/e-mail or association name* and membership number, only.

1. _____
 2. _____
 3. _____

*PGA, AGM, ASGCA, CFTG, CMAA, GCAA, GCSAA, GEMA, GRAA, GWAA, GTAA, LPGA, NGBA, NGCOA, NGSAA, PCA, PCS, WIGL

12. Payment Information

- MC Visa AMEX Check # _____

Name (as it appears on card) _____

Card Number _____

Expiration Date _____

Signature _____

(I agree to pay the total amount according to my credit card issuer agreement. Cancellation policies apply.)

Attendees must provide references to show proof of golf industry or retail affiliation at Registration.

Cancellation Policy: Cancellations received prior to August 18, 2006 are subject to a \$25.00 service charge. Cancellations must be in writing and all badges/tickets/confirmations must be returned before a refund can be processed. All cancellations are subject to review and will not be processed until (2) weeks after the show ends. Cancellations received after August 18, 2006 and "no shows" are subject to the full registration fee. Conferees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims. Submit your cancellation to: Attn: PGA Fall Expo 2006, REFUNDS, Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851

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

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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