

# Spa & Resort/Medical Spa Expo & Conference 2006



## EVENT AUDIT



### DATES OF EVENT:

Conference: September 17 – 18, 2006  
Exhibits: September 17 – 18, 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.spaandresortexpo.com](http://www.spaandresortexpo.com)

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

2001

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: September 9 – 10, 2007  
Exhibits: September 9 – 10, 2007  
LOCATION: Jacob Javits Convention Center, New York, NY

### 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	New York	600	2,714	3,314	41	109	1,204	4,668

\* 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	1,111	33.5	45.4
Health/Fitness Center	75	2.3	3.1
Hospital/Medical Institution	27	0.8	1.1
Medical Practice	275	8.3	11.2
Medical Spa	443	13.4	18.1
Resort/Destination Spa	54	1.6	2.2
Other	462	13.9	18.9
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	2,447	73.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	867	26.2	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,314</b>	<b>100.0</b>	<b>100.0</b>

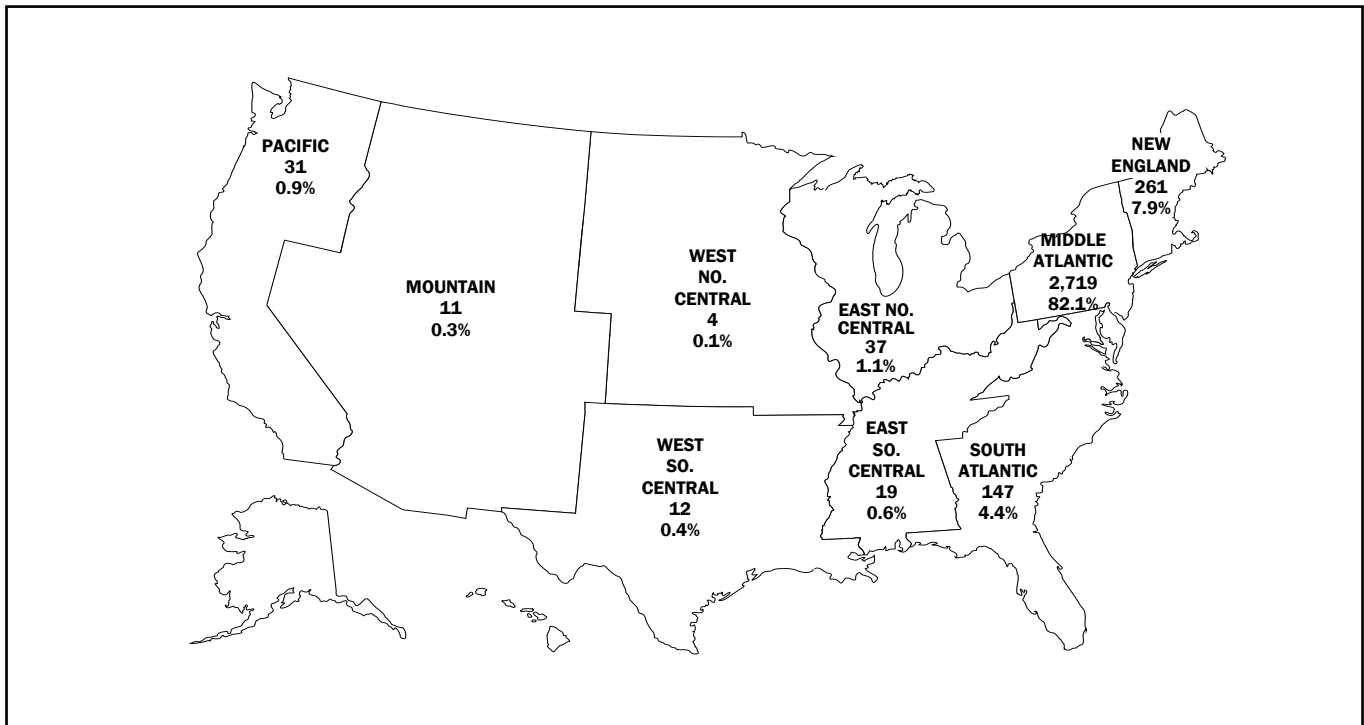
5. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Acupuncturist	27	0.8	1.1
Administration/Manager	457	13.8	18.1
Chiropractor	17	0.5	0.7
Esthetician	931	28.1	36.8
Holistic Therapist	26	0.8	1.0
Massage Therapist	221	6.7	8.7
Medical Massage Therapist	13	0.4	0.5
Nutritionist	21	0.6	0.8
Physician's Assistant	12	0.4	0.5
Registered Nurse	51	1.5	2.0
Other	452	13.6	17.9
Physician:	301	9.1	11.9
Dentist	13	0.4	0.5
Dermatologist	41	1.2	1.6
General Physician	75	2.3	3.0
Obstetrics & Gynecology	18	0.6	0.7
Oncology	1	<0.1	<0.1
Plastic Surgeon	33	1.0	1.3
Other	120	3.6	4.8
Total Conference and Exhibit Only Attendees Identified by Job Function	2,529	76.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	785	23.7	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,314</b>	<b>100.0</b>	<b>100.0</b>

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Director/Manager	527	15.9	20.7
Owner	892	26.9	35.1
Employee	750	22.6	29.5
Buyer	73	2.2	2.9
Physician	141	4.3	5.5
Student	159	4.8	6.3
Total Conference and Exhibit Only Attendees Identified by Job Classification	2,542	76.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Classification	772	23.3	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,314</b>	<b>100.0</b>	<b>100.0</b>

**7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>261</b>	<b>7.9</b>
Maine	10	
New Hampshire	3	
Vermont	1	
Massachusetts	61	
Rhode Island	15	
Connecticut	171	
<b>MIDDLE ATLANTIC</b>	<b>2,719</b>	<b>82.1</b>
New York	1,958	
New Jersey	601	
Pennsylvania	160	
<b>EAST NO. CENTRAL</b>	<b>37</b>	<b>1.1</b>
Ohio	7	
Indiana	9	
Illinois	10	
Michigan	8	
Wisconsin	3	
<b>WEST NO. CENTRAL</b>	<b>4</b>	<b>0.1</b>
Minnesota	2	
Iowa	-	
Missouri	1	
North Dakota	-	
South Dakota	-	
Nebraska	1	
Kansas	-	
<b>SOUTH ATLANTIC</b>	<b>147</b>	<b>4.4</b>
Delaware	4	
Maryland	33	
Washington, DC	2	
Virginia	36	
West Virginia	4	
North Carolina	17	
South Carolina	7	
Georgia	6	
Florida	38	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>19</b>	<b>0.6</b>
Kentucky	5	
Tennessee	9	
Alabama	2	
Mississippi	3	
<b>WEST SO. CENTRAL</b>	<b>12</b>	<b>0.4</b>
Arkansas	1	
Louisiana	-	
Oklahoma	1	
Texas	10	
<b>MOUNTAIN</b>	<b>11</b>	<b>0.3</b>
Montana	-	
Idaho	2	
Wyoming	-	
Colorado	2	
New Mexico	3	
Arizona	3	
Utah	1	
Nevada	-	
<b>PACIFIC</b>	<b>31</b>	<b>0.9</b>
Alaska	-	
Washington	1	
Oregon	3	
California	27	
Hawaii	-	
<b>US Not Identified</b>	<b>11</b>	<b>0.3</b>
<b>UNITED STATES</b>	<b>3,252</b>	<b>98.1</b>
<b>INTERNATIONAL</b>	<b>62</b>	<b>1.9</b>
Canada	16	
Mexico	3	
Other International	43	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,314</b>	<b>100.0</b>



## Spa &amp; Resort Expo / Medical Spa On-site Registration Form



NEW YORK  
SEPTEMBER 17-18, 2006 ♦ JACOB JAVITS CONVENTION CENTER ♦ NEW YORK, NY



SPECIAL PROGRAMS | SATURDAY, SEPTEMBER 16, 2006  
EXHIBITION & EDUCATION | SUNDAY & MONDAY, SEPTEMBER 17-18, 2006

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Spa/Resort, Medical Spa, Practice, 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
<b>EXHIBIT HALL ONLY</b> \$40 <i>(includes Spa and Medical Spa exhibits, exhibitor workshops and cocktail reception)</i>	_____
<b>EDUCATION REGISTRATION - Spa/Medical Spa/Business/Trends*</b>	
Full Day** - Sunday \$329	_____
Full Day** - Monday \$329	_____
Two Days - Sunday & Monday \$549 <i>(2-day pass includes a FREE 6 month trial membership with the Medical Spa Society - a \$150 value)</i>	_____
Half Day Session \$160 Choose one: <input type="checkbox"/> Sunday AM <input type="checkbox"/> Sunday PM <input type="checkbox"/> Monday AM <input type="checkbox"/> Monday PM	_____
Message Track Two Days*** - Sunday & Monday \$300 Choose one: <input type="checkbox"/> Recovery Massage <input type="checkbox"/> Pregnancy Massage <i>**Trends Education Program is Sunday only</i> <i>***Comes complete with binder of each day's presentation</i> <i>****10% discount for students, associations and groups</i> <i>(Materials Needed: please supply your own massage table, linens and oils)</i>	_____
<b>SPECIAL PROGRAMS - SATURDAY, SEPTEMBER 16 (10 AM - 4 PM)</b>	
Spa Management Training - SS1 \$499	_____
Medical Spa Start-Up - MS1 \$499	_____
<b>MEDICAL/SPA TOURS (not discounted)</b>	
Medical Spa Tour - Sunday \$75	_____
Spa Tour - Monday \$75 <i>(Tours depart at 8:00 am and return by 10:30 am)</i>	_____
<b>Full Day Passes grant you access to all education sessions that day.</b>	
<b>TOTAL</b>	_____

#### 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 \_\_\_\_\_

#### 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

**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 Counter.

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.spaandresortexpo.com](http://www.spaandresortexpo.com) or [www.medicalspaexpo.com](http://www.medicalspaexpo.com), or call our Privacy Administrator at 1-303-880-8210. Children under 18 years of age are not permitted, including infants. #2 the trade only.

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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