

# Western Foodservice & Hospitality Expo 2006



## EVENT AUDIT



### DATES OF EVENT:

Conference: August 26 – 28, 2006  
Exhibits: August 26 – 28, 2006

### LOCATION:

Los Angeles Convention Center, Los Angeles, CA

### EVENT PRODUCER/MANAGER:

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

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1936

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: August 18 – 20, 2007  
Exhibits: August 18 – 20, 2007

### LOCATION:

Los Angeles Convention Center, Los Angeles, CA

### 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, special feature areas, 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	Los Angeles	128	10,320	10,448	16	64	5,007	15,535
2005	Los Angeles	75	9,721	9,796	15	126	5,225	15,162

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

<b>4a. TYPE OF BUSINESS</b>			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Restaurant/Table Service/Full Service	2,382	22.8	29.1
Restaurant/QSR/Franchise	644	6.2	7.9
Deli/Bakery/Pizzeria	376	3.6	4.6
Hotel/Motel/Resort/Casino/Cruise Ship	204	2.0	2.5
School District/School/University/Camp	315	3.0	3.9
Hospital/Healthcare/Correctional Institution/Military	218	2.1	2.7
Municipal Service/Municipality	33	0.3	0.4
Corporate Dining Services/Office/Plant	99	0.9	1.2
Coffee Bar/Ice Cream/Yogurt	254	2.4	3.1
Country/Membership Club	96	0.9	1.2
Bar/Lounge/Night Club	79	0.8	1.0
Non-Hotel Banquet Facility/Catering Establishment	298	2.9	3.6
Sports Arena/Amusement Park/Concession/Convention Center	88	0.8	1.1
Architect/Design/Real Estate	117	1.1	1.4
Consultant/Specifier	306	2.9	3.7
Retail Store/Supermarket	100	1.0	1.2
Distributor/Dealer/Broker	709	6.8	8.7
Importer/Exporter	117	1.1	1.4
Manufacturer/Manufacturing Agent	596	5.7	7.3
Association	41	0.4	0.5
Other	1,105	10.6	13.5
Total Conference and Exhibit Only Attendees Identified by Type of Business	8,177	78.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	2,271	21.7	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,448</b>	<b>100.0</b>	<b>100.0</b>

<b>4b. ESTABLISHMENT</b>			
ESTABLISHMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ESTABLISHMENT
Independent	6,731	64.5	65.8
Multi-Unit	2,227	21.3	21.8
Other	1,276	12.2	12.4
Total Conference and Exhibit Only Attendees Identified by Establishment	10,234	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Establishment	214	2.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,448</b>	<b>100.0</b>	<b>100.0</b>

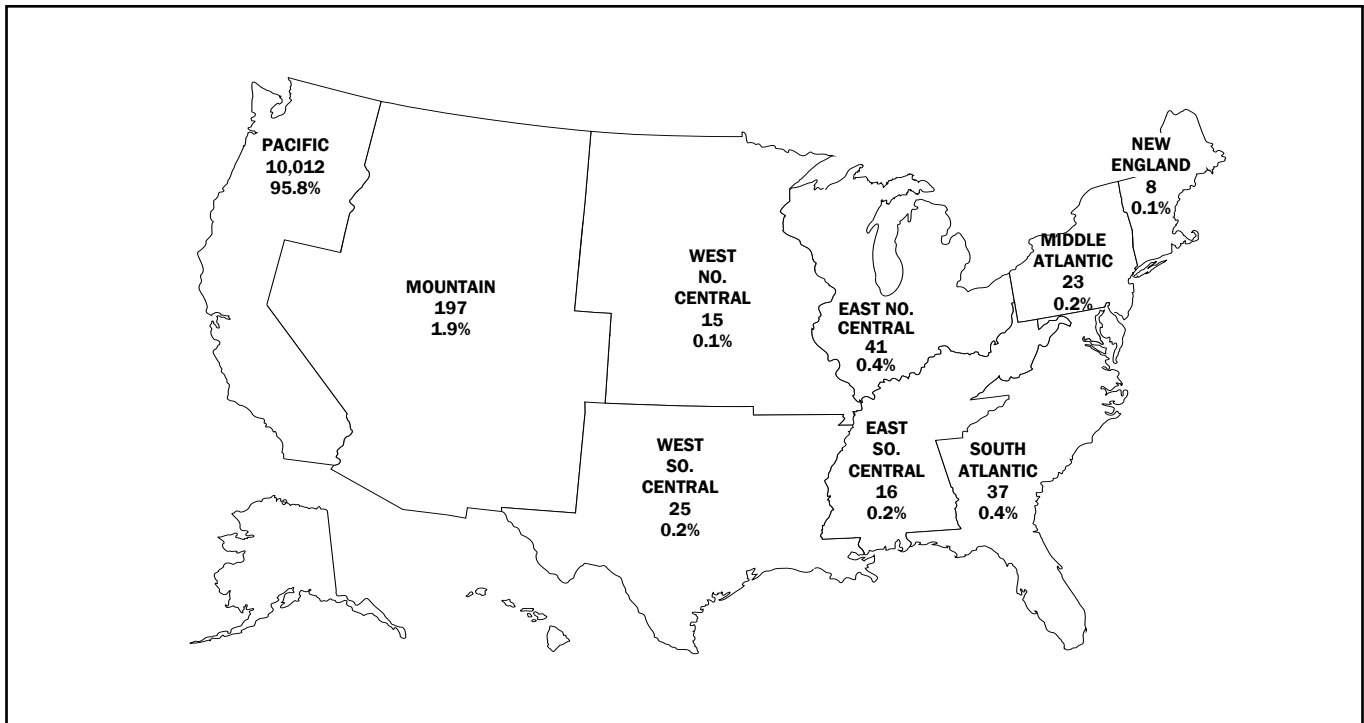
<b>5a. BADGE CATEGORY</b>			
BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	6,736	64.5	65.8
Non-Buyer	3,498	33.5	34.2
Total Conference and Exhibit Only Attendees Identified by Badge Category	10,234	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	214	2.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,448</b>	<b>100.0</b>	<b>100.0</b>

<b>5b. POSITION</b>			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	4,066	38.9	39.7
Manager/Supervisor	2,050	19.6	20.0
Purchasing	504	4.8	4.9
Chef	757	7.3	7.4
Dietician/Nutritionist	101	1.0	1.0
Sommelier/Server/Bartender	62	0.6	0.6
Marketing/Sales/Public Relations	819	7.9	8.0
Education Administrator/Faculty/Student	167	1.6	1.6
Caterer/Private Chef/Event Planner	200	1.9	2.0
Financial/Operations/Administration	312	3.0	3.1
Distributor	158	1.5	1.6
Other	1,038	9.9	10.1
Total Conference and Exhibit Only Attendees Identified by Position	10,234	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	214	2.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,448</b>	<b>100.0</b>	<b>100.0</b>

<b>6. CATEGORIES OF INTEREST</b>			
CATEGORIES OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES OF INTEREST
Appetizers	3,448	33.0	44.4
Bar Equipment Products	1,957	18.7	25.2
Beverage, Alcohol	2,387	22.8	30.8
Beverage, Non-Alcohol	2,524	24.2	32.5
Cleaning Supplies & Services	2,315	22.2	29.8
Dairy	2,421	23.2	31.2
Décor/Design	2,547	24.4	32.8
Dessert	3,367	32.2	43.4
Dressings/Sauces	2,613	25.0	33.7
Food Equipment & Services	4,091	39.2	52.7
Food Distributor	2,380	22.8	30.7
Franchise	948	9.1	12.2
Furniture/Furnishings	2,144	20.5	27.6
Hospitality Services	1,682	16.1	21.7
Kosher Foods	1,249	12.0	16.1
Meat/Poultry	2,852	27.3	36.7
Pasta & Rice	2,168	20.8	27.9
Pizza Products	1,680	16.1	21.6
Point of Sale Equipment	1,982	19.0	25.5
Paper & Plastic Products	2,690	25.7	34.7
Produce	2,394	22.9	30.8
Seafood	2,459	23.5	31.7
Tableware	2,163	20.7	27.9
Services	1,804	17.3	23.2
Other	297	2.8	3.8
Total Conference and Exhibit Only Attendees Identified by Categories of Interest	7,761*	74.3*	-
Total Conference and Exhibit Only Attendees Not Identified by Categories of Interest	2,687	25.7	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,448</b>	<b>100.0</b>	<b>-</b>

\* Based on 10,448 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	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>8</b>	<b>0.1</b>	<b>EAST SO. CENTRAL</b>	<b>16</b>	<b>0.2</b>
Maine	--		Kentucky	4	
New Hampshire	--		Tennessee	3	
Vermont	2		Alabama	4	
Massachusetts	2		Mississippi	5	
Rhode Island	--		<b>WEST SO. CENTRAL</b>	<b>25</b>	<b>0.2</b>
Connecticut	4		Arkansas	--	
<b>MIDDLE ATLANTIC</b>	<b>23</b>	<b>0.2</b>	Louisiana	1	
New York	15		Oklahoma	1	
New Jersey	6		Texas	23	
Pennsylvania	2		<b>MOUNTAIN</b>	<b>197</b>	<b>1.9</b>
<b>EAST NO. CENTRAL</b>	<b>41</b>	<b>0.4</b>	Montana	1	
Ohio	3		Idaho	3	
Indiana	2		Wyoming	--	
Illinois	28		Colorado	25	
Michigan	4		New Mexico	6	
Wisconsin	4		Arizona	88	
<b>WEST NO. CENTRAL</b>	<b>15</b>	<b>0.1</b>	Utah	6	
Minnesota	7		Nevada	68	
Iowa	1		<b>PACIFIC</b>	<b>10,012</b>	<b>95.8</b>
Missouri	6		Alaska	--	
North Dakota	--		Washington	7	
South Dakota	--		Oregon	15	
Nebraska	1		California	9,964	
Kansas	--		Hawaii	26	
<b>SOUTH ATLANTIC</b>	<b>37</b>	<b>0.4</b>	<b>UNITED STATES</b>	<b>10,374</b>	<b>99.3</b>
Delaware	--		<b>INTERNATIONAL</b>	<b>74</b>	<b>0.7</b>
Maryland	2		Canada	18	
Washington, DC	--		Mexico	28	
Virginia	1		Other International	28	
West Virginia	--		<b>Total Conference &amp; Exhibit Attendees</b>	<b>10,448</b>	<b>100.0</b>
North Carolina	5				
South Carolina	1				
Georgia	7				
Florida	21				



Registration Form



AUGUST 26-28, 2006  
LOS ANGELES CONVENTION CENTER  
LOS ANGELES, CA

REGISTER BY AUGUST 4, 2006  
AND SAVE \$20

ADMISSION FEES

Pre-Registration (through August 4, 2006) \$25  
On-Site (after August 4, 2006) \$45

Sign up for the largest foodservice show on the West Coast!

SPONSORED BY:



PRODUCED AND MANAGED BY:



HOW TO REGISTER!

A.) Register online at [www.westernfoodexpo.com](http://www.westernfoodexpo.com)

-OR-

B.) Please complete all sections of this form.

Payment must accompany this form. Complete credit card information below or enclose a check made payable to Reed Exhibitions.

Mail or Fax by Deadline: To receive your badge in the mail we must receive this form no later than August 4, 2006.

Mail to: Western Foodservice & Hospitality Expo, P.O. Box 624, Brookfield, IL 60513-0614

Fax to: (708) 344-4444

Badges will begin mailing 2 weeks prior to the Show. International Badges (including Mexico and Canada) will not be mailed and must be picked-up onsite. FOR THE TRADE ONLY. NO ONE UNDER 18 WILL BE ADMITTED, INCLUDING INFANTS.

Registration fees are non-refundable and non transferable. PHOTO ID REQUIRED.

For additional questions call us at (800) 840-5612.

Priority Code:

1. Registration Information (Please complete all sections of this form)

First Name  MI  Last Name   
 Title   
 Company Name   
 Mailing Address   
 City   
 State  Zip Code   
 Country   
 Business Phone (Do not include International Dialing Code)   
 Business Fax   
 E-mail (to receive confirmation)

We collect this data in order to provide you with information about the Western Foodservice & Hospitality Expo and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [www.reedprivacy.com](http://www.reedprivacy.com) or call our Privacy Administration at (800) 840-5612.

2. Options

Item	Price	Quantity	Total
Registration on or before 8/4/06			
after 8/4/06		1	\$25
Los Angeles Wine & Food Festival:			
LAWFF Reserve Tasting Event*, Prime Tasting, Fri., August 25, 6:00 pm – 10:00 pm	\$225		\$100
LAWFF Reserve Tasting Event*, Open Tasting, Fri., August 25, 7:00 pm – 10:00 pm	\$125		\$75
LA Wine & Food Festival, Sat., August 26, 2:00 pm – 7:00 pm	\$65		\$10
LA Wine & Food Festival, Sun., August 27, 2:00 pm – 7:00 pm	\$65		\$10
Chef's Specials of California Cookbook	\$29.95		\$17.95
CIA Package Pass (includes all 4 sessions)	\$375		
A World Favours Primer, Saturday, August 26, 10:30 am – 1:00 pm	\$125		
Maximizing Your Wine List, Saturday, August 26, 2:30 pm – 5:00 pm	\$125		
Great Sauvignon Blanc Around the World, Sunday, August 27, 2:30 pm – 5:00 pm	\$125		
The "New" Healthy Cuisine, Monday, August 28, 10:30 am – 1:00 pm	\$125		
Restaurant Rookie Boot Camp, Saturday, August 26, 10:00 am – 4:00 pm	\$295		
Chain & Multi-Unit Blueprint, Sunday, August 27, 11:00 am – 5:00 pm	\$375		
TOTAL AMOUNT DUE			

Please select payment method:  Check enclosed payable to Reed Exhibitions  AMEX  MC  VISA

Account #  Exp. Date (month/year)   
 First Name  MI  Last Name

Cardholder's Signature. I agree to pay the above total amount according to my card issuer agreement.

\*This event takes place at the Los Angeles Marriott Downtown.

- Are you over the age of 21?**
  - Yes, over 21
  - No, not over 21
- Are you at least 18 years of age?**
  - Yes
  - No

No one under the age of 18 will be admitted to the Show at any time, including infants. No exceptions.
- Badge Category**
  - Buyer
  - Non-Buyer
- Is your establishment**
  - Independent
  - Multi-Unit
  - Other
- Position:** Please tell us which ONE best describes your area of responsibility.
  - A  Management (Partner/Owner)
  - B  Manager/Supervisor
  - C  Purchasing
  - D  Chef
  - E  Dietitian/Nutritionist
  - F  Sommelier/Server/Bartender
  - G  Marketing/Sales/Public Relations
  - H  Edu. Administrator/Faculty/Student
  - J  Caterer/Private Chef/Event Planner
  - K  Financial/Operations/Administration
  - M  Distributor
  - N  Other
- Categories of Interest:** Please tell us which products you are coming to see at the show: (select ALL that apply)
  - AA  Appetizers
  - AB  Bar Equipment Products
  - AC  Beverage, Alcohol
  - AD  Beverage, Non-Alcohol
  - AE  Cleaning Supplies & Services
  - AF  Dairy
  - AG  Décor/Design
  - AH  Dessert
  - AJ  Dressings/Sauces
  - AK  Food Equipment & Services
  - AM  Food Distributor
  - AN  Franchise
  - AP  Furniture/Furnishings
  - AQ  Hospitality Services
  - AR  Kosher Foods
  - AS  Meat/Poultry
  - AT  Pasta & Rice
  - AU  Pizza Products
  - AV  Point of Sale Equipment
  - AW  Paper & Plastic Products
  - AX  Produce
  - AY  Seafood
  - AZ  Tableware
  - BA  Services
  - BB  Other
- Is your menu predominantly:** (select ALL that apply)
  - A  American
  - B  Italian
  - C  Asian
  - D  Latin/Mexican
  - E  European
  - F  Mediterranean
  - G  Seafood
  - H  Other

PAC POLICY: The California Restaurant Association Political Action Committee (#890231) is a voluntary, non-partisan PAC that supports legislative candidates who have demonstrated an awareness and appreciation of the concerns of foodservice operators and the business community. CRA is grateful for your worthwhile involvement in the political process through a modest \$6 per badge voluntary contribution to the CRA/PAC (#890231). Larger contributions, of course, are welcomed. A subsidiary or affiliate which makes a contribution must advise the recipient of the parents' or other affiliated entity's name and address as well.

Dues payment, contributions or gifts to the CRA/PAC are not deductible as charitable contributions for federal income tax purposes; dues to the CRA may be deductible as business expenses pursuant to I.R.C. Section 162. If you do not wish to make a voluntary contribution, mark this box. The \$6 per person contribution will be applied instead to the admission cost. Your admission price will not change.

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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  
October 12, 2006