

# AIA 2006 CONVENTION



## EVENT AUDIT

# AIA 06

NATIONAL CONVENTION  
AND DESIGN EXPOSITION  
LOS ANGELES

**DATES OF EVENT:**

Conference: June 8 - 10, 2006  
Exhibits: June 8 - 10, 2006

**LOCATION:**

Los Angeles, CA

**EVENT PRODUCER/MANAGER:**

Company Name: The American Institute of Architects  
Address: 1735 New York Avenue, NW  
Washington, D.C. 20006-5292  
Phone: 202.626.7353  
Website (Show): www.aia.org

**REGISTRATION COMPANY:**

Laser Registration  
Phone: 514.847.0522

**YEAR EVENT ESTABLISHED:**

1867

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: May 3 - 5, 2007  
Exhibits: May 3 - 5, 2007

**LOCATION:**

San Antonio, TX

### 1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for Architects and Building Industry Professionals. Attendees include Principals/Partners, Vice Presidents, Architects, Interior Designers, Project Managers, Landscape Architects, Facility Managers, Engineers others associated with the building design community.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Los Angeles, CA	7,440	6,805	14,245	368	185	4,655	19,453
2005	Las Vegas, NV	5,796	7,705	13,501	309	139	5,371	19,320

\* Verified and on-site counts taken from the registration database provided by the registration company.



<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
AE or EA	568	4.0	9.0
Architecture	3,934	27.6	62.2
Consulting	319	2.2	5.0
Contractor-Builder-Construction Mgmt	320	2.2	5.1
Education	123	0.9	1.9
Facility management - development	86	0.6	1.4
Government	236	1.7	3.7
Interior design-space planning	120	0.8	1.9
Urban planning-architecture	87	0.6	1.4
Other	531	3.7	8.4
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,324	44.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	7,921	55.6	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,245</b>	<b>100.0</b>	

<b>4b. PRIMARY TITLE/FUNCTION</b>			
PRIMARY TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY TITLE/FUNCTION
Principal or partner	3,027	21.2	44.6
Vice president or associate	516	3.6	7.6
Manager or Project Manager	829	5.8	12.2
Architect or designer	1,387	9.7	20.4
Intern	186	1.3	2.7
Student	168	1.2	2.5
Interior designer or space planner	71	0.5	1.0
Administrator or office manager	61	0.4	0.9
Construction Specifier	30	0.2	0.4
Consultant	129	0.9	1.9
Educator	75	0.5	1.1
Engineer	55	0.4	0.8
Facility manager	21	0.1	0.3
Planner	21	0.1	0.3
Landscape architect	7	-	0.1
Other technical	110	0.8	1.6
Other non-technical	97	0.7	1.4
Total Conference and Exhibit Only Attendees Identified by Primary Title/Function	6,790	47.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Title/Function	7,455	52.3	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,245</b>	<b>100.0</b>	

AIA 2006 National Convention and Design Exposition  
June 8-10, 2006 — Los Angeles Convention Center

## Advance Registration: Part 1

Registration Information Please print.

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 AIA Member:  AIA  Assoc. AIA  Int'l. Assoc. AIA  Hon. AIA  Hon. FAIA

Registration Category: \_\_\_\_\_  
 Registration Fee: \_\_\_\_\_  
 Registration Code: \_\_\_\_\_

Registration Confirmation: \_\_\_\_\_  
 Registration Date: \_\_\_\_\_

Registration Notes: \_\_\_\_\_  
 Registration Comments: \_\_\_\_\_

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## Advance Registration: Part 2

Registration Information Please print.

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 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Registration Category: \_\_\_\_\_  
 Registration Fee: \_\_\_\_\_  
 Registration Code: \_\_\_\_\_

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SAVE \$\$\$  
Register by May 3

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Registration Payment Acknowledgment Confirmation: \_\_\_\_\_

MS is for the two-page completed form (with your payment) by May 3, 2006, 11:59 p.m. (PST) to: AIA CONVENTION REGISTRATION AGENT, 1735 N. MICHIGAN AVE., SUITE 1000, WASHINGTON, DC 20005-4001. Fax: 202-392-9797. Online registration: www.aiaconvention.com

Part 1 Total Registration Fees: \_\_\_\_\_  
 Enter the total for Part 1 here and on next page.

Part 2 Total Registration Fees: \_\_\_\_\_  
 Enter the total for Part 2 here and on next page.

GRAND TOTAL PAYMENT: \_\_\_\_\_

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>212</b>	<b>1.5</b>
Maine	7	
New Hampshire	19	
Vermont	9	
Massachusetts	106	
Rhode Island	13	
Connecticut	58	
<b>MIDDLE ATLANTIC</b>	<b>804</b>	<b>5.6</b>
New York	449	
New Jersey	166	
Pennsylvania	189	
<b>EAST NO. CENTRAL</b>	<b>836</b>	<b>5.9</b>
Ohio	186	
Indiana	75	
Illinois	397	
Michigan	105	
Wisconsin	73	
<b>WEST NO. CENTRAL</b>	<b>470</b>	<b>3.3</b>
Minnesota	164	
Iowa	46	
Missouri	139	
North Dakota	15	
South Dakota	6	
Nebraska	59	
Kansas	41	
<b>SOUTH ATLANTIC</b>	<b>1,086</b>	<b>7.6</b>
Delaware	5	
Maryland	134	
Washington, DC	161	
Virginia	188	
West Virginia	8	
North Carolina	126	
South Carolina	64	
Georgia	174	
Florida	226	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>204</b>	<b>1.4</b>
Kentucky	58	
Tennessee	84	
Alabama	40	
Mississippi	22	
<b>WEST SO. CENTRAL</b>	<b>568</b>	<b>4.0</b>
Arkansas	39	
Louisiana	64	
Oklahoma	34	
Texas	431	
<b>MOUNTAIN</b>	<b>900</b>	<b>6.3</b>
Montana	38	
Idaho	25	
Wyoming	15	
Colorado	257	
New Mexico	89	
Arizona	260	
Utah	92	
Nevada	124	
<b>PACIFIC</b>	<b>6,989</b>	<b>49.1</b>
Alaska	12	
Washington	216	
Oregon	103	
California	6,593	
Hawaii	65	
<b>UNITED STATES</b>	<b>12,069</b>	<b>84.7</b>
<b>INTERNATIONAL</b>	<b>2,176</b>	<b>15.3</b>
Canada	77	
Mexico	55	
Other International	273	
Not Identified	1,771	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>14,245</b>	<b>100.0</b>

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaworldwide.com](http://www.bpaworldwide.com)



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Red Bank, NJ 07701  
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Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://www.exhibitsurveys.com)



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 BPA WORLDWIDE**

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events 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 corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, 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.

BPA Worldwide  
Shelton, CT  
August 8, 2006

ID Number: E978X0JN6