

EVENT NETWORK AUDIT


DATES OF EVENT:

Conference:

2007 Calendar

2007 CMO Leadership Forum	January 25, 2007
2007 Leadership in the Distressed Markets	February 7, 2007
2007 CLO Leadership Forum	March 14, 2007
2007 CFO Leadership Forum	April 11, 2007
2007 Leadership in Real Estate Capital Markets	April 25, 2007
2007 Market Trends in Media	May 23, 2007
2007 Hedge Fund Leadership Forum	May 24, 2007
2007 CTO Leadership Forum	June 7, 2007
2007 Energy and Private Equity Forum	June 12, 2007
2007 Leadership in Venture Capital Forum	September 5, 2007
2007 Alternative Thinking about Investments Forum	September 20, 2007
2007 Human Capital Leadership Forum	October 9, 2007
2007 CEO Leadership Forum	October 11, 2007
2007 Leadership in Retail Forum	October 25, 2007
2007 Leadership in Private Capital Markets	November 15, 2007
2007 Strategic Investing Healthcare Forum	December 13, 2007

LOCATION:

New York, NY & Greenwich, CT

EVENT PRODUCER/MANAGER:

 Company Name: Argyle Executive Forum
 Address and Website (Show): 122 East 57th Street
 3rd Floor
 New York, NY 10022

 Phone: 212.812.4469
 Website (Show): www.execforum.net

REGISTRATION COMPANY:

 RegOnline
 Phone: 888.351.9948

YEAR EVENT ESTABLISHED:

2004

FREQUENCY:

16 shows in 2007, 21 shows in 2008

DATES OF NEXT EVENT:

Conference

2008 Calendar (this is only a partial list of all 21 conferences for 2008)

2008 Leadership in Corporate Divestitures and Acquisition	January 9, 2008
2008 CMO Leadership Forum	January 17, 2008
2008 Leadership in the Distressed Markets	February 7, 2008
2008 Deal Making in the Telecom Forum	February 21, 2008
2008 CLO Leadership Forum	March 4, 2008
2008 Strategic Partnering Information Technology	March 27, 2008

LOCATION:

New York City, Chicago and Los Angeles

1. STATEMENT OF MARKET SERVED:

Argyle Executive Forum produces professional conferences, continuing education (CPE/CLE) seminars and workshops, as well as informal gatherings for the senior operating executives and Board members of private and public firms, investment professionals, as well as for policy makers. The events are by invitation only.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Registration was done primarily on-line and prior to the event. All registrants were previously qualified to attend by Argyle Executive Forum. Upon arriving at the conferences, attendees were asked to show either an id or a business card before they received their badge. The badge is perforated and can be separated into 2 pieces. After the attendees showed proof of id, they were asked to sign one side of the badge (both sides contained Name, Title and Company Name). The signature side was then separated from the unsigned portion and kept by the conference organizers as verification of attendance. The unsigned portion was given to the attendees in a badge holder for use at the conference. Confirmation of attendance was done later through the audit by matching signed badges with database records of registrants.

PURPOSE - NETWORK

This Network Report contains combined gross attendance data for the 6 conferences reported herein. No attempt has been made to identify or eliminate duplicate names that may exist between conferences.

Year which Event was Held	Event Location	Conference Attendees	*Speakers	Media	Sponsors and their Support Staff	Total
2007	New York, NY	2,046	315	88	405	2,854
2006	New York, NY & Greenwich, CT	878	83	25	140	1,126

* Speakers from the Argyle Executive Forum Series Events were also high level attendees

Note: Argyle staff is not included in this breakout.

ARGYLE EXECUTIVE FORUMSM

2007 Leadership in the Distressed Markets (Event Details)

Personal Information

* = required field

*Email:

*First Name:

Middle Name:

*Last Name:

*Job Title:

* Company/Organization:

*Address Line 1:

Address Line 2:

*City:

US State/Canadian Province:

Zip (Postal Code):

Country:

*Work Phone:

Extension:

Fax:

Your Password:

Please create your own password below (6-20 characters long).

This will ensure the security of your personal information.

It will also enable automatic recall of your personal information the next time you register.

* Password:

* Re-enter Password:

Other Personal Information:

* Have you attended a prior event?

* Who referred you to the event?

* Professional Function

* Please insert your bio/resume here. If none available, type N/A.

* Argyle Executive Forum will make every effort to incorporate your ideas on content into the agenda for our event. If there is a particular topic you'd like to see addressed by our keynote speakers or panelists, please submit it here.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
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

TYPE: EVENT AUDIT
ID Number: E955X0D7

PURPOSE - NETWORK
 This Network Report contains combined gross attendance data for the 16 conferences reported herein. No attempt has been made to identify or eliminate duplicate names that may exist between conferences.

3a. CONFERENCE BREAKOUT BY ATTENDEE TYPE																			
ATTENDEE TYPE	2007 CMO Leadership Forum	2007 Leadership in the Distressed Markets	2007 CLO Leadership Forum	2007 CFO Leadership Forum	2007 Leadership in Real Estate Capital	2007 Market Trends in Media	2007 Hedge Fund Leadership Forum	2007 CTO Leadership Forum	2007 Energy & Private Equity Forum	2007 Leadership in Venture Capital Forum	2007 Alternative Thinking about Investment	2007 Human Capital Leadership Forum	2007 CEO Leadership Forum	2007 Leadership in Retail Forum	2007 Leadership in Private Capital Markets	2007 Strategic Investing in Healthcare Forum	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT OF THOSE IDENTIFIED BY JOB TITLE/FUNCTION
Conference Attendees	165	125	103	122	123	96	153	79	155	137	140	125	139	115	123	146	2046	86.4	86.4
SUBTOTAL OF CONFERENCE ATTENDEES	165	125	103	122	123	96	153	79	155	137	140	125	139	115	123	146	2,046	86.4	86.4
* Speakers	8	21	16	12	18	17	25	21	15	18	21	26	20	19	33	25	315	4.2	4.2
* Media	10	28	19	12	12	11	69	18	19	4	25	14	32	76	23	33	405	5.2	5.2
* Sponsors	8	12	3	3	7	7	10	4	11	2	5	-	3	4	6	3	88	4.2	4.2
* Staff (Argyle)	-	16	16	15	17	13	21	17	18	15	22	20	21	18	18	14	261	-	-
Total Argyle Executive Forum Series Attendees Identified by Attendee Type	191	202	157	164	177	144	278	139	218	176	213	185	215	232	203	221	3,115	100.0	100.0
Total Argyle Executive Forum Series Attendees Not Identified by Attendee Type	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ARGYLE EXECUTIVE FORUM SERIES ATTENDEES	191	202	157	164	177	144	278	139	218	176	213	185	215	232	203	221	3,115	100.0	100.0

4a. PRIMARY JOB TITLE/FUNCTION			
PRIMARY JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE/FUNCTION
Principal/Partner	270	13.2	13.4%
President/C-Titles	445	21.7	22.1%
V.P./Sr. V.P.	442	21.6	22.0%
Director	436	21.3	21.7%
Manager	129	6.3	6.4%
Other	288	14.1	14.3%
Total Conference and Exhibit Only Attendees Identified by Primary Job Title/Function	2,010	98.2	100.0%
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Title/Function	36	1.8	
TOTAL CONFERENCE ATTENDEES	2,046	100.0	

4b. CONFERENCE BREAKOUT BY JOB TITLE/FUNCTION																			
ATTENDEE JOB TITLE/FUNCTION	2007 CMO Leadership Forum	2007 Leadership in the Distressed Markets	2007 CLO Leadership Forum	2007 CFO Leadership Forum	2007 Leadership in Real Estate Capital	2007 Market Trends in Media	2007 Hedge Fund Leadership Forum	2007 CTO Leadership Forum	2007 Energy & Private Equity Forum	2007 Leadership in Venture Capital Forum	2007 Alternative Thinking about Investment	2007 Human Capital Leadership Forum	2007 CEO Leadership Forum	2007 Leadership in Retail Forum	2007 Leadership in Private Capital Markets	2007 Strategic Investing in Healthcare Forum	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT OF THOSE IDENTIFIED BY JOB TITLE/FUNCTION
Principal/Partner	11	25	18	14	25	5	28	5	24	26	18	3	14	12	22	20	270	6.7	6.7
President/C-Titles	37	16	9	42	22	28	31	39	26	27	23	14	51	18	22	40	445	22.4	22.6
V.P./Sr. V.P.	62	25	41	14	19	31	13	14	31	19	27	43	27	30	11	35	442	37.6	37.8
Director	29	21	14	32	24	20	39	10	48	31	40	23	21	27	35	22	436	17.6	17.7
Manager	17	7	5	8	7	4	7	3	6	7	4	17	10	7	10	10	129	10.3	10.4
Other	8	25	15	12	22	7	31	8	18	22	26	24	15	15	22	18	288	4.8	4.9
Total Argyle Executive Forum Series Attendees Identified by Job Title/Function	164	119	102	122	119	95	149	79	153	132	138	124	138	109	122	145	2,010	99.4	100.0
Total Argyle Executive Forum Series Attendees Not Identified by Job Title/Function	1	6	1	-	4	1	4	-	2	5	2	1	1	6	1	1	36	0.6	-
TOTAL CONFERENCE ATTENDEES	165	125	103	122	123	96	153	79	155	137	140	125	139	115	123	146	2,046	100.0	100.0