

EVENT AUDIT

DATES OF EVENT:

Conference: October 22 - 26, 2007
 Exhibits: October 24 - 25, 2007

LOCATION:

Jacob K. Javits Convention Center
 New York City, NY

EVENT PRODUCER/MANAGER:

Company Name: CMP Media LLC
 Address and Website (Show): 600 Harrison Street
 San Francisco, CA 94107
 Phone: 415.947.6255
 Website (Show): www.interop.com/newyork

REGISTRATION COMPANY:

Wingate Web
 Phone: 801.494.0269

YEAR EVENT ESTABLISHED:

2005

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 15 - 19, 2008
 Exhibits: September 15 - 19, 2008

LOCATION:

Jacob K. Javits Convention Center
 New York City, NY

INTEROP®

NEW YORK | OCTOBER 22-26, 2007

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1. STATEMENT OF MARKET SERVED:

Interop New York is a global business technology event that draws attendees who represent all segments of the technology buying process. The IT Conference provides thought leadership across a full range of technologies for business.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Conference and Exhibit Only Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Attendees, both pre-registered and onsite, were verified by showing a form of government id before a badge was issued to them. Onsite registration was completed electronically at kiosks located in the registration area. Each time a badge was issued to an attendee, a time and date stamp was entered into the database for that particular visitor. A review of the entire database was performed to check for duplicate records and missing data.

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
2007	New York, NY	608	4,303	4,911	237	166	1,355	6,669
2006	New York, NY	647	3,816	4,463	109	132	814	5,518
2005	New York, NY	557	2,907	3,464	141	132	753	4,490

* Verified and Non-Verified counts taken from the registration database provided by the registration company.

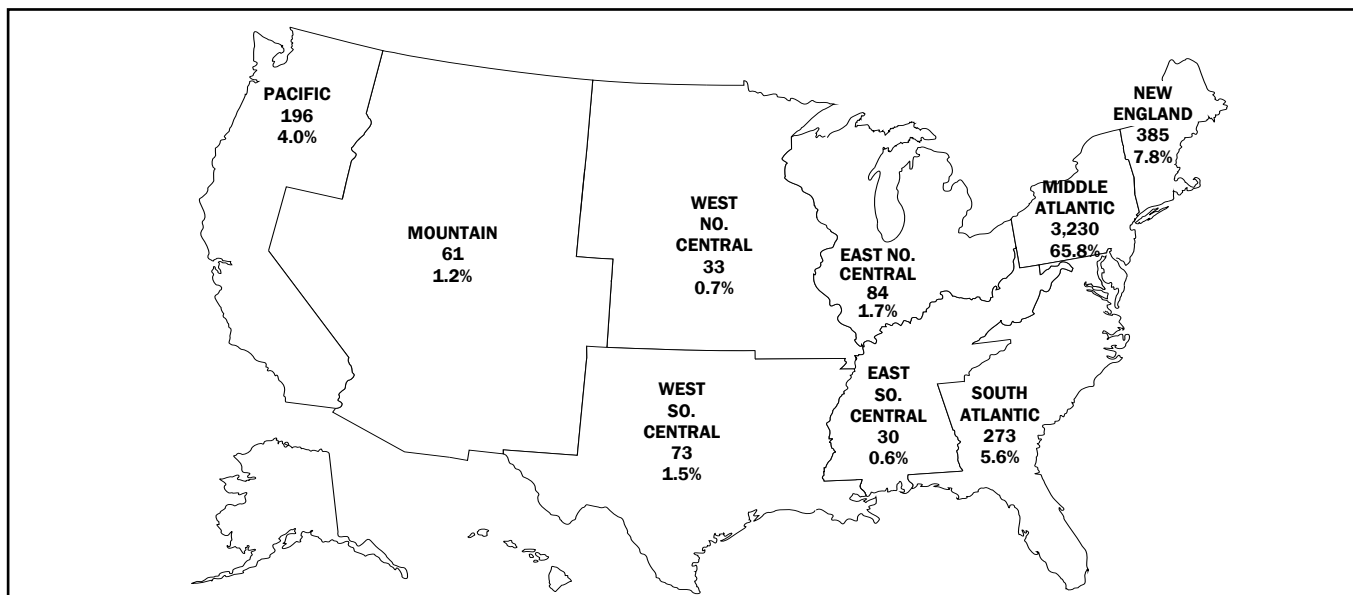
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
General Business			
Corporate Management	332	6.8	8.2
Strategic Product Planning/Marketing	215	4.4	5.3
Business Development/Sales	661	13.5	16.4
Customer Service/Support	72	1.5	1.8
Financial/Accounting	81	1.6	2.0
Other General Business	179	3.6	4.4
Technical			
IS/IT	746	15.2	18.5
Architect	127	2.6	3.1
Network Management	232	4.7	5.7
Network Design	51	1.0	1.3
Network Engineering	169	3.4	4.2
Security	112	2.3	2.8
Telecommunications	169	3.4	4.2
Call Center Management	20	0.4	0.5
Applications Development	118	2.4	2.9
Systems Analyst/Engineer	237	4.8	5.9
Internet/Web	56	1.1	1.4
Consultant	289	5.9	7.2
Other Technical Job Function	172	3.5	4.3
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	4,038	82.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	873	17.8	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,911	100.0	

4b. JOB TITLE/FUNCTION			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
President/CEO/Owner	662	13.5	16.0
CIO/CTO/CSO/CXO	189	3.8	4.6
Vice President	307	6.3	7.4
Director	583	11.9	14.1
Manager	1,014	20.6	24.5
Staff	896	18.2	21.7
Other	487	9.9	11.8
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	4,138	84.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	773	15.7	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,911	100.0	

4c. PURCHASE ROLE			
PURCHASE ROLE	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY PURCHASE ROLE
Authorize	1,323	26.9	32.0
Specify	563	11.5	13.6
Recommend	1,271	25.9	30.8
Identify Need	324	6.6	7.8
No Role	651	13.3	15.8
Total Conference and Exhibit Only Attendees Identified by Purchase Role	4,132	84.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchase Role	779	15.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,911	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	385	7.8	EAST SO. CENTRAL	30	0.6
Maine	4		Kentucky	5	
New Hampshire	14		Tennessee	15	
Vermont	2		Alabama	9	
Massachusetts	137		Mississippi	1	
Rhode Island	9		WEST SO. CENTRAL	73	1.5
Connecticut	219		Arkansas	2	
MIDDLE ATLANTIC	3,230	65.8	Louisiana	1	
New York	2,079		Oklahoma	5	
New Jersey	934		Texas	65	
Pennsylvania	217		MOUNTAIN	61	1.2
EAST NO. CENTRAL	84	1.7	Montana	-	
Ohio	25		Idaho	4	
Indiana	1		Wyoming	1	
Illinois	29		Colorado	16	
Michigan	19		New Mexico	4	
Wisconsin	10		Arizona	15	
WEST NO. CENTRAL	33	0.7	Utah	14	
Minnesota	9		Nevada	7	
Iowa	4		PACIFIC	196	4.0
Missouri	11		Alaska	-	
North Dakota	2		Washington	15	
South Dakota	-		Oregon	5	
Nebraska	2		California	176	
Kansas	5		Hawaii	-	
SOUTH ATLANTIC	273	5.6	UNITED STATES	4,365	88.9
Delaware	9		INTERNATIONAL	320	6.5
Maryland	44		Canada	46	
Washington, DC	18		Mexico	8	
Virginia	67		Other International	266	
West Virginia	-		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	4,685	
North Carolina	27		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	226	4.6
South Carolina	3		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	4,911	100.00
Georgia	30				
Florida	75				



INTEROP

NEW YORK | OCTOBER 22-26, 2007

REGISTRATION FORM

www.interop.com/newyork

HOW TO REGISTER

Online: www.interop.com/newyork
 By Fax: 801-932-1713
 By Phone: 800-745-6493, International 801-932-1716
 By Mail: Interop New York 2007
 P.O. Box 594
 Orem, Utah 84059

PRIORITY CODE: If you have a priority code, please enter it here.

COMPLETE SECTIONS 1-5. Please print or type your information. To submit multiple registrations, please copy and complete this form for each registration.

1 PERSONAL INFORMATION

FIRST NAME _____ LAST NAME _____
 JOB TITLE _____ COMPANY _____
 ADDRESS 1 _____
 ADDRESS 2 _____
 ADDRESS 3 _____
 CITY _____ STATE/PROVINCE _____
 ZIP/POSTAL CODE _____ COUNTRY _____
 EMAIL ADDRESS* _____
 ALTERNATE EMAIL ADDRESS _____
 TELEPHONE _____

* A valid email is required for registration verification. For details about the use of the information please read the CMP Privacy Statement at <http://www.cmpnet.com/delivery/privacy.html>.

I would like to receive relevant information about events, products and services from Interop/CMP exhibitors or partner companies via email.

2 PACKAGE SELECTION

	EARLY BIRD Through 9/21/07	REGULAR RATE 9/22/07-10/21/07	ON-SITE On or after 10/22/07
<input type="checkbox"/> Flex Pass	\$2,795.00	\$2,995.00	\$3,195.00
<input type="checkbox"/> Conference + Workshop	\$2,295.00	\$2,495.00	\$2,695.00
<input type="checkbox"/> Conference Pass	\$1,795.00	\$1,995.00	\$2,195.00
<input type="checkbox"/> CIO Boot Camp	\$1,495.00	\$1,695.00	\$1,795.00
<input type="checkbox"/> 2-Workshops	\$1,790.00	\$1,990.00	\$2,190.00
<input type="checkbox"/> 1-Workshop	\$895.00	\$995.00	\$1,095.00
<input type="checkbox"/> NAC Day	\$895.00	\$995.00	\$1,095.00
<input type="checkbox"/> Expo Plus	\$100.00	\$100.00	\$150.00
<input type="checkbox"/> Expo	\$50.00	\$50.00	\$100.00

3 PAYMENT METHOD (Prepayment is required)

Payment in U.S. funds, drawn on a U.S. bank, MUST accompany this form for your registration to be processed. For additional registrations, please make a copy of this form (each registration MUST be filled out separately).

Check Number (Made payable to Interop New York 2007): _____ Amount: \$ _____

CREDIT CARD AUTHORIZATION MasterCard Visa American Express

I would like to use my credit card to charge my attendance.

CREDIT CARDHOLDER'S NAME: _____

CARD NUMBER: _____

3 OR 4 DIGIT SECURITY CODE: _____

EXPIRATION DATE: _____

SIGNATURE OF CREDIT CARDHOLDER: _____

Persons under the age of 18 are not permitted at Interop New York, including infants. Event is open only to trade participants and is not open to the public. Recording devices and cameras, still or video, are prohibited. Attendee consents to any recording of the event by CMP Media LLC or its designees. Students admitted by prior arrangement only.

Cancellations Substitutions & Upgrades: If you need to cancel your Interop New York 2007 Conference registration, you may do so for a full refund, less a \$250.00 service charge until September 21, 2007. Attendees who register prior to or after the deadline date, who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Sorry, no refunds are available for no-shows. If you are unable to attend the event, we recommend that you send a substitution in your place. Please fax your cancellation or substitution request to 801-932-1713 or email to support@interop.com.

Written requests for a downgraded pass must be received no later than September 21, 2007 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after September 21, 2007 cannot be accommodated. Upgrade pass requests must be submitted in writing and faxed to 801-932-1713 along with payment information for the difference in value. CMP Media reserves the right to rescind any registration, and in that event will return 100% of the registration fee. All dates and times of the Interop New York 2007 program are subject to change. If you have a disability and require special assistance, please call us at 801-932-1716 by September 14, 2007.

4 HOTEL ACCOMMODATIONS

For a complete list of available hotels go to www.interop.com/hotel. To submit your request by fax, specify your arrival and departure dates along with any special requirements, below. Please fax to 801-932-1716. Or, email your request to support@interop.com or call 801-932-1716.

HOTEL NAME _____
 RATE _____
 SINGLE ROOM OR DOUBLE ROOM
 ARRIVAL DATE _____ DEPARTURE DATE _____
 SPECIAL REQUIREMENTS _____

5 ATTENDEE PROFILE

This section must be completed to process your registration and create your event badge.

Job Function *Check only one*

General Business	Technical	
<input type="checkbox"/> Corporate Management	<input type="checkbox"/> IS/IT	<input type="checkbox"/> Applications Development
<input type="checkbox"/> Strategic Product Planning/Marketing	<input type="checkbox"/> Architect	<input type="checkbox"/> Systems Engineer/Systems Analyst
<input type="checkbox"/> Business Development/Sales	<input type="checkbox"/> Network Management	<input type="checkbox"/> Internet/Web/Intranet
<input type="checkbox"/> Customer Service/Support	<input type="checkbox"/> Network Design	<input type="checkbox"/> Consultant
<input type="checkbox"/> Financial/Accounting	<input type="checkbox"/> Network Engineering	<input type="checkbox"/> Other Technical Job Function
<input type="checkbox"/> Other General Business	<input type="checkbox"/> Security	If other, please specify _____
If other, please specify _____	<input type="checkbox"/> Telecommunications	
	<input type="checkbox"/> Call Center Management	

Job Title *Check only one*

<input type="checkbox"/> President/CEO/Owner	<input type="checkbox"/> Director	<input type="checkbox"/> Other
<input type="checkbox"/> COO/CO/CIO/CTO/CSO/CXO	<input type="checkbox"/> Manager	If other, please specify _____
<input type="checkbox"/> Vice-President	<input type="checkbox"/> Staff	

Company Type *Check only one*

General Business	<input type="checkbox"/> Venture Capitalist/Investment Banking	<input type="checkbox"/> Other Technology Channel
<input type="checkbox"/> Consulting	<input type="checkbox"/> Business/Professional	If other, please specify _____
<input type="checkbox"/> Education	<input type="checkbox"/> Government	
<input type="checkbox"/> Military	<input type="checkbox"/> Services (non-computer)	
<input type="checkbox"/> Manufacturing (non-computer)	<input type="checkbox"/> Other General Business	Technology Industry
<input type="checkbox"/> Finance/Banking/Accounting	If other, please specify _____	<input type="checkbox"/> Computer/Networking Manufacturer
<input type="checkbox"/> Medical/Healthcare/Pharmaceuticals		<input type="checkbox"/> Networking/Communications Manufacturer
<input type="checkbox"/> Retail/Distributor/Wholesaler/ISV (non-computer)	Technology Channel	<input type="checkbox"/> Software Publisher/Developer
<input type="checkbox"/> Media/Entertainment/Marketing	<input type="checkbox"/> Systems/Network Integrator	<input type="checkbox"/> Web/Internet/Online Business
<input type="checkbox"/> Transportation/Utilities/Energy	<input type="checkbox"/> VAR/VAD	<input type="checkbox"/> Other Technology Industry
<input type="checkbox"/> Construction/Architecture/Engineering	<input type="checkbox"/> Computer Retailer/Wholesaler/Distributor	If other, please specify _____
	<input type="checkbox"/> Computer/Network Consultants	<input type="checkbox"/> Carrier/Service Provider

Company Size *Check only one*

<input type="checkbox"/> 50,000 or more	<input type="checkbox"/> 1,000-4,999	<input type="checkbox"/> 100-249
<input type="checkbox"/> 10,000-49,999	<input type="checkbox"/> 500-999	<input type="checkbox"/> 1-99
<input type="checkbox"/> 5,000-9,999	<input type="checkbox"/> 250-499	

Purchase Role *Check all that apply*

<input type="checkbox"/> Authorize	<input type="checkbox"/> Application Networks	<input type="checkbox"/> Services from Carriers/ISPs/xSPs
<input type="checkbox"/> Specify	<input type="checkbox"/> Call Center/Customer Support	<input type="checkbox"/> SOA/Web Services
<input type="checkbox"/> Recommend	<input type="checkbox"/> Collaboration	<input type="checkbox"/> Storage
<input type="checkbox"/> Identify Need	<input type="checkbox"/> Data Center	<input type="checkbox"/> Virtualization
<input type="checkbox"/> No Role	<input type="checkbox"/> Enterprise Software	<input type="checkbox"/> Voice Systems/Applications
	<input type="checkbox"/> Network Infrastructure	<input type="checkbox"/> VoIP/Telephone
	<input type="checkbox"/> Network Management	<input type="checkbox"/> Wireless/Mobility
	<input type="checkbox"/> Open Source	<input type="checkbox"/> Other Product Interest
	<input type="checkbox"/> Operating Systems/Protocols	If other, please specify _____
	<input type="checkbox"/> Security	
	<input type="checkbox"/> Servers	

Product Interest *Check all that apply*

<input type="checkbox"/> Application Networks	<input type="checkbox"/> Services from Carriers/ISPs/xSPs
<input type="checkbox"/> Call Center/Customer Support	<input type="checkbox"/> SOA/Web Services
<input type="checkbox"/> Collaboration	<input type="checkbox"/> Storage
<input type="checkbox"/> Data Center	<input type="checkbox"/> Virtualization
<input type="checkbox"/> Enterprise Software	<input type="checkbox"/> Voice Systems/Applications
<input type="checkbox"/> Network Infrastructure	<input type="checkbox"/> VoIP/Telephone
<input type="checkbox"/> Network Management	<input type="checkbox"/> Wireless/Mobility
<input type="checkbox"/> Open Source	<input type="checkbox"/> Other Product Interest
<input type="checkbox"/> Operating Systems/Protocols	If other, please specify _____
<input type="checkbox"/> Security	
<input type="checkbox"/> Servers	

Company Annual IT Budget *Check only one*

<input type="checkbox"/> \$500 million or more	<input type="checkbox"/> \$100,000 to less than \$1 million
<input type="checkbox"/> \$100 million to less than \$500 million	<input type="checkbox"/> \$25,000 to less than \$100,000
<input type="checkbox"/> \$10 million to less than \$100 million	<input type="checkbox"/> Less than \$25,000
<input type="checkbox"/> \$1 million to less than \$10 million	<input type="checkbox"/> Don't know

Questions? Call Customer Service at 800-745-6493 (toll free); International 801-932-1716 or visit www.interop.com



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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 BPA WORLDWIDE

We have examined the attendee records of the 2007 Interop NY for the date and location as reported in this BPA 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 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
 March 20, 2008 ID Number: E994X007