

## EVENT AUDIT


**DATES OF EVENT:**

 Conference: August 20-23, 2007  
 Exhibits: August 22-23, 2007

**LOCATION:**

San Francisco, CA - Moscone North

**EVENT PRODUCER/MANAGER:**

 Company Name: CMP Technology  
 Address: 600 Harrison Street  
 San Francisco, CA 94107  
 Phone: 415-947-6255  
 Website (Show): www.voicecon.com/fall/

**REGISTRATION COMPANY:**

 WingateWeb  
 Phone: 801-722-3200

**YEAR EVENT ESTABLISHED:**

1990

**FREQUENCY:**

Annually

**DATES OF NEXT EVENT:**

 Conference: November 10-13, 2008  
 Exhibits: November 12-13, 2008

**LOCATION:**

San Francisco, CA - Moscone North

### 1. STATEMENT OF MARKET SERVED

VoiceCon brings decision-makers on enterprise voice together with the industry's leading innovators, vendors, and consultants to focus on the issues central to enterprise voice networks and the migration to IP Telephony and VoIP. VoiceCon is the leading enterprise voice conference and exhibition in North America, and the VoiceCon exhibit floor is the only place where all the offerings from the major vendors in enterprise networking are available for viewing and demonstration. VoiceCon delivers key decision makers in enterprise voice and converged networks who need the latest information to make purchasing decisions, equipment manufacturers and service providers who need to understand how customers view their voice networking needs, systems dealers, value-added resellers, and systems integrators who need to know more about the new technology coming into the market, and analysts and investors who are trying to size up this new convergence market.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, 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. A review of the entire database to eliminate duplicate records and check for missing data was performed.

### 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	San Francisco, CA	637	1,549	2,186	132	88	856	3,262
2006	San Francisco, CA	642	1,451	2,093	95	61	818	3,067

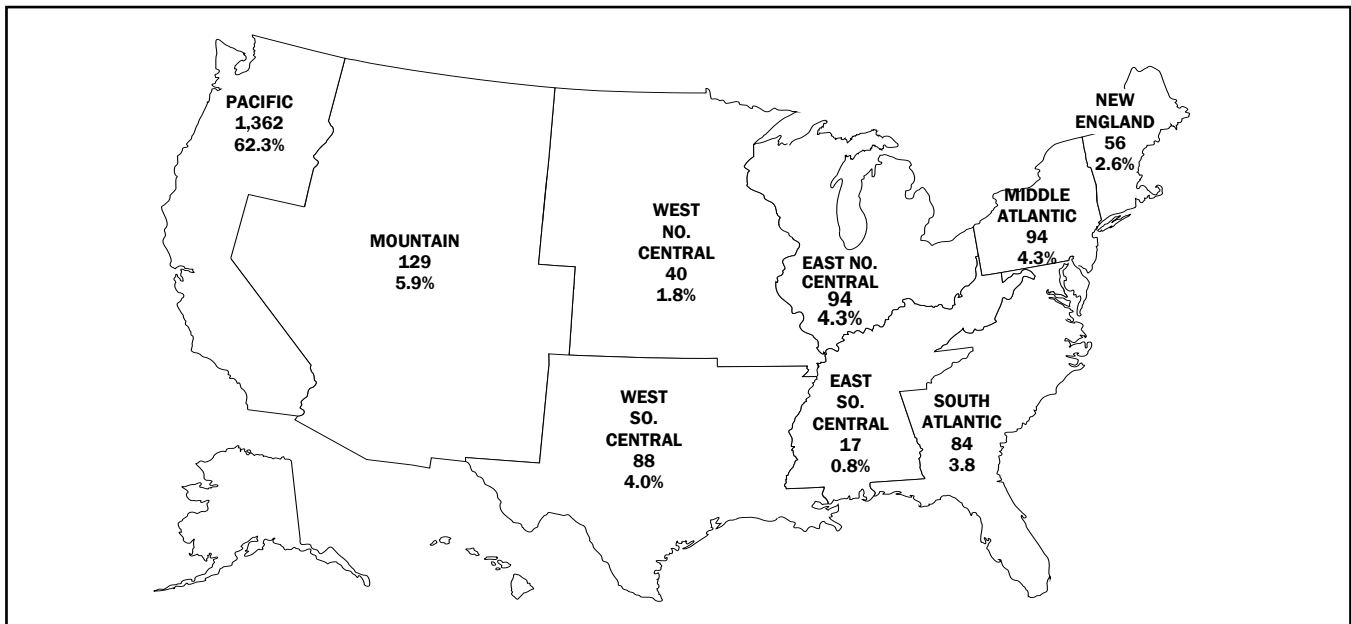
<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY (COMPANY'S INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Carrier/Service Provider	264	12.1	13.7
Consulting/Industry Analyst	218	10.0	11.3
Supplier of Networking Equipment/Services	461	21.1	24.0
Systems Integrator/Distributor/VAR	251	11.5	13.0
User of Networking Products/Services	664	30.4	34.5
VC/Financial Analyst/Investor	66	3.0	3.4
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	1,924	88.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	262	12.0	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>2,186</b>	<b>100.0</b>	<b>100.0</b>

<b>4b. JOB TITLE</b>			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
President/CEO/Owner	159	7.3	7.6
Executive	75	3.4	3.6
COO/CFO/CIO/CTO/CSO/CXO/CMO	41	1.9	2.0
Vice President	177	8.1	8.5
Director	244	11.2	11.7
Manager	429	19.6	20.5
Engineer	200	9.1	9.6
Marketing/Sales	165	7.5	7.9
IT	73	3.3	3.5
Other	527	24.1	25.2
Total Conference and Exhibit Only Attendees Identified by Job Title	2,090	95.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	96	4.4	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>2,186</b>	<b>100.0</b>	<b>100.0</b>

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	56	2.6
Maine	1	
New Hampshire	4	
Vermont	-	
Massachusetts	36	
Rhode Island	1	
Connecticut	14	
<b>MIDDLE ATLANTIC</b>	94	4.3
New York	44	
New Jersey	35	
Pennsylvania	15	
<b>EAST NO. CENTRAL</b>	94	4.3
Ohio	15	
Indiana	4	
Illinois	56	
Michigan	9	
Wisconsin	10	
<b>WEST NO. CENTRAL</b>	40	1.8
Minnesota	18	
Iowa	4	
Missouri	5	
North Dakota	-	
South Dakota	-	
Nebraska	10	
Kansas	3	
<b>SOUTH ATLANTIC</b>	84	3.8
Delaware	1	
Maryland	10	
Washington, DC	11	
Virginia	11	
West Virginia	1	
North Carolina	15	
South Carolina	-	
Georgia	19	
Florida	16	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	17	0.8
Kentucky	2	
Tennessee	6	
Alabama	8	
Mississippi	1	
<b>WEST SO. CENTRAL</b>	88	4.0
Arkansas	2	
Louisiana	3	
Oklahoma	83	
Texas	83	
<b>MOUNTAIN</b>	129	5.9
Montana	1	
Idaho	1	
Wyoming	40	
Colorado	5	
New Mexico	49	
Arizona	24	
Utah	10	
Nevada	10	
<b>PACIFIC</b>	1362	62.3
Alaska	3	
Washington	51	
Oregon	17	
California	1291	
Hawaii		
<b>UNITED STATES</b>	1964	89.8
<b>INTERNATIONAL</b>	126	5.8
Canada	45	
Mexico	-	
Other International	81	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	2,090	95.6
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	96	4.4
<b>Total Conference &amp; Exhibit Attendees</b>	<b>2,186</b>	<b>100.0</b>





CMP Media • Tel: 800-470-5417 or 801-932-1714

# Registration Form

August 20-23, 2007 • Moscone North Convention Center • San Francisco, CA

MLRFVCAE

Priority Code:

Registrant Badge Name: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Organization Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Phone: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Country: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Fax this form to 801-932-1713, or register online at [www.voicecon.com/sf](http://www.voicecon.com/sf)**

PLEASE REGISTER ME FOR:	Price	Early-Payment Price* <small>register by July 20</small>	Team Discount**	TOTAL FEE
<input type="checkbox"/> <b>Entire Event</b> (Mon. – Thu.)***	\$2,395	<b>\$2,095</b>	-\$200	\$
<input type="checkbox"/> <b>Conference Only</b> (Tue. – Thu.)***	\$2,195	<b>\$1,895</b>	-\$200	\$
<input type="checkbox"/> <b>Tutorials Only</b> (Mon.)***	\$ 995	<b>\$ 995</b>	N/A	\$
<input type="checkbox"/> <b>VoiceCon Unified Communications**</b>	\$1,695	<b>\$1,395</b>	-\$200	\$
<input type="checkbox"/> <b>VoiceCon Expo-Plus</b>	\$ 300	<b>\$ 150</b> (exhibit floor and keynote sessions only)		\$
<input type="checkbox"/> <b>Exhibits Only</b>	\$ 50	<b>FREE</b> if you register online by August 17, 2007		\$
<input type="checkbox"/> <b>Documentation Only</b>	\$ 895	<b>\$ 895</b>	N/A	\$

\***Early Payment Discount:** Register and pay in full by July 20, 2007, and save \$300 off the Regular Price.  
 \*\***Team Discount:** Register 3 or more from your company at the same time and receive \$200 off per team member. Combine Early Payment and Team Discounts to save up to \$500 per registration.  
 \*\*\***Onsite Registration:** Add \$100 to the Regular Price.  
**Documentation Only:** Documentation will be available August 2007. Includes speaker presentation materials for all conference sessions and tutorials. Illinois residents, please add 6.75% sales tax. Shipping included to continental U.S. Overseas shipping quoted on request. Payment must be received prior to shipping your order.

**TEAM DISCOUNT**  
 Please name the attendees included for your Team Discount.

1. \_\_\_\_\_ 3. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_

- |   |   |   |  |
|---|---|---|--|
| <p><b>1) Primary Business Activity at your Location</b> (check only one)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> User of Networking Products &amp; Services</li> <li><input type="checkbox"/> Carrier/Service Provider</li> <li><input type="checkbox"/> Supplier of Networking Equipment/Services</li> <li><input type="checkbox"/> Systems Integrator/Consultant/MSR</li> <li><input type="checkbox"/> Consulting/Industry Analyst</li> <li><input type="checkbox"/> VC/Private Equity/Investor</li> <li><input type="checkbox"/> Investment Firm</li> <li><input type="checkbox"/> Other</li> </ul> <p><b>2) Year Job Function</b> (check only one)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Corporate Management</li> <li><input type="checkbox"/> Data Network LAN Management</li> <li><input type="checkbox"/> Communications Network Management</li> <li><input type="checkbox"/> Call Center Management</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> IS/IT Management</li> <li><input type="checkbox"/> Engineering/Engineering Management</li> <li><input type="checkbox"/> Technical Planning Staff</li> <li><input type="checkbox"/> Strategic Product Planning &amp; Marketing</li> <li><input type="checkbox"/> Sales/Customer Service &amp; Support</li> <li><input type="checkbox"/> Consultant/Industry Analyst/Press</li> <li><input type="checkbox"/> Training/Training Management/Education</li> <li><input type="checkbox"/> Business Development</li> <li><input type="checkbox"/> Venture Capital/Investor</li> <li><input type="checkbox"/> Other</li> </ul> <p><b>3) Your Area of Interest &amp; Responsibility</b> (check all that apply)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> IP Telephony/IMS</li> <li><input type="checkbox"/> Converged Networks</li> <li><input type="checkbox"/> Unified Communications</li> <li><input type="checkbox"/> SIP-based Products and Services</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Voice Mail/Unified Messaging</li> <li><input type="checkbox"/> Managed Network Communications Services</li> <li><input type="checkbox"/> Call Center Systems/Applications</li> <li><input type="checkbox"/> Local Area Networking</li> <li><input type="checkbox"/> Hardware &amp; Software</li> <li><input type="checkbox"/> Wide Area Networking</li> <li><input type="checkbox"/> Wireless Cellular</li> <li><input type="checkbox"/> Enterprise Routing/Switching</li> <li><input type="checkbox"/> Network Security</li> <li><input type="checkbox"/> Video Networks/Conferencing</li> <li><input type="checkbox"/> Local Access/Local Loop</li> <li><input type="checkbox"/> Interworking</li> <li><input type="checkbox"/> Collaborative Technologies/Services</li> <li><input type="checkbox"/> Audio Conferencing</li> <li><input type="checkbox"/> Data Conferencing</li> <li><input type="checkbox"/> Streaming Data</li> <li><input type="checkbox"/> Multimedia Messaging</li> </ul> | <p><b>4) Company Size</b> (check only one)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Greater than 10,000 employees</li> <li><input type="checkbox"/> 5,000 - 10,000 employees</li> <li><input type="checkbox"/> 1,000 - 5,000 employees</li> <li><input type="checkbox"/> 500 - 1,000 employees</li> <li><input type="checkbox"/> 100 - 500 employees</li> <li><input type="checkbox"/> Less than 100 employees</li> </ul> <p><b>5) Number of Networking Staff at your Location</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> More than 50</li> <li><input type="checkbox"/> 25 - 50</li> <li><input type="checkbox"/> 10 - 25</li> <li><input type="checkbox"/> 5 - 10</li> <li><input type="checkbox"/> Less than 5</li> </ul> |
|---|---|---|--|

**PAYMENT AND CANCELLATIONS**

Payment in full by August 17, 2007 is required to guarantee attendance to VoiceCon San Francisco 2007. (To qualify for Early Payment Discounts, registrations must be paid in full by July 20, 2007.) Unpaid registrations will not be admitted to the conference.

Cancellations received by CMP less than 10 business days before the event (after August 3, 2007) are subject to a \$100 processing fee.

Registrants who do not attend and have not cancelled in advance are liable for the full fee. In the unlikely event of cancellation of the conference for any reason, the liability of CMP Media is limited to the return of paid registration fees.

Badges are not transferable, but registration substitutions can be made at any time. All incoming registrations from outside the United States must be accompanied by a credit card payment, or payment must be received within 48 hours of registration. Visa transfer information is available on request.

All registrations received within 10 business days of the start of the event (after August 3, 2007) must be accompanied by a credit card payment.

**SPECIAL NEEDS**

The VoiceCon San Francisco conference organizers fully support the Americans with Disabilities Act. If you require assistance of any kind, please call 1-800-221-1324 (after August 3, 2007).

**METHOD OF PAYMENT:** Payment in full must be received by August 17, 2007. To receive special discounts, registration and payment must be received by deadlines listed above. Unpaid registrants will NOT be admitted to the conference. Badges are NOT transferable. Please refer to our policies on the reverse side.

Check for US\$

Please make checks payable to **CMP Media, LLC**

Credit Card:  Visa  MasterCard  American Express

Please charge US\$

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card (please print): \_\_\_\_\_ Secure ID Number: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**MAIL OR FAX COMPLETED FORM WITH PAYMENT TO:**  
 VoiceCon San Francisco 2007 • PO Box 594 • Orem, UT 84059  
 USA • Fax: 801.932.1713

**EVENT LOCATION:**  
 Moscone North Convention Center • 747 Howard St. • San Francisco, CA 94103  
 USA • Telephone: 415-974-4000

Two Corporate Drive, Ninth Floor  
 Shelton, CT 06484-6259  
 Phone: +1 203.447.2800  
 Fax: +1 203.447.2900  
**[www.bpawww.com](http://www.bpawww.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 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 (EIIAC), 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  
 January 10, 2007

ID Number: E951X0AU7