

EVENT AUDIT

EXHIBITOR^{19TH YEAR}2007

The National Education and Training Conference for Trade Show and Corporate Event Marketers
March 25 - 29, 2007 Mandalay Bay Convention Center, Las Vegas www.exhibitor2007.com

DATES OF EVENT:

Conference: March 25 - 29, 2007
Exhibits: March 26 - 28, 2007

LOCATION:

Mandalay Bay Convention Center, Las Vegas

EVENT PRODUCER/MANAGER:

Company Name: Hall-Erickson, Inc.
Address: 98 E. Naperville Road, Westmont IL 60559
Website (Show): www.exhibitoronline.com
Phone: 630-434-7779

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 9 - 13, 2008
Exhibits: March 10 - 12, 2008

LOCATION:

Mandalay Bay Convention Center, Las Vegas

1. STATEMENT OF MARKET SERVED

Corporate exhibit, event and trade show managers and suppliers to the exhibition industry.

Qualified attendees are corporate exhibit and event managers, sales and marketing communication managers, and others who plan and execute any part of their organization's trade show and event marketing program.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All registrants picked up their badge onsite and were verified when their badge was printed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitor Staff	Total
2007	Las Vegas	1,697	2,102	3,799	121	31	1,846	5,797
2006	Las Vegas	1,623	1,995	3,618	132	26	1,946*	5,722
2005	Las Vegas	1,256	2,160	3,416	125	38	1,139*	4,718
2004	Las Vegas	***	***	3,286	175*	**	1,569*	5,030
2003	Las Vegas	***	***	2,814	198*	**	1,625*	4,637

* Not audited.

** Included with speakers.

*** Not available.

4. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Manufacturing	2,122	55.86	57.29
Electronics/Computer/Communications	558	14.69	15.07
Industrial Equipment/Machinery	144	3.80	3.89
Instrumentation/Medical	192	5.05	5.18
Other	1,228	32.32	33.15
Non-manufacturing	1,582	41.64	42.71
Service Industry	1,435	37.77	38.74
Internet Products/Services	147	3.87	3.97
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,704	97.50	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	95	2.50	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

5. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Exhibit/Event Manager/Coordinator	1,269	33.40	34.11
Marketing Management	550	14.48	14.79
Owner/President/Partner	704	18.53	18.92
Advertising/Promotion Management	78	2.05	2.10
General Management	236	6.21	6.34
Designer	207	5.45	5.56
Sales Management	357	9.40	9.60
Other	319	8.40	8.58
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,720	97.92	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	79	2.08	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EXHIBITS AND RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,445	38.04	38.87
Specify	628	16.53	16.90
Recommend	1,149	30.24	30.91
No Role	495	13.03	13.32
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,717	97.84	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	82	2.16	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

6b. BUYING INFLUENCES FOR EVENT- RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EVENT-RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,446	38.06	38.90
Specify	593	15.61	15.95
Recommend	1,134	29.85	30.51
No Role	544	14.32	14.64
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,717	97.84	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	82	2.16	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

6c. ANNUAL TRADE SHOW BUDGET

CLASSIFICATION OF ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Up to \$50,000	648	17.06	17.41
\$50,001 - \$100,000	381	10.03	10.24
\$100,001 - \$200,000	314	8.26	8.44
\$200,001 - \$500,000	419	11.03	11.26
\$500,001 - \$1,000,000	360	9.48	9.68
Over \$1,000,000	429	11.29	11.53
N/A	1,170	30.80	31.44
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,721	97.95	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	78	2.05	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

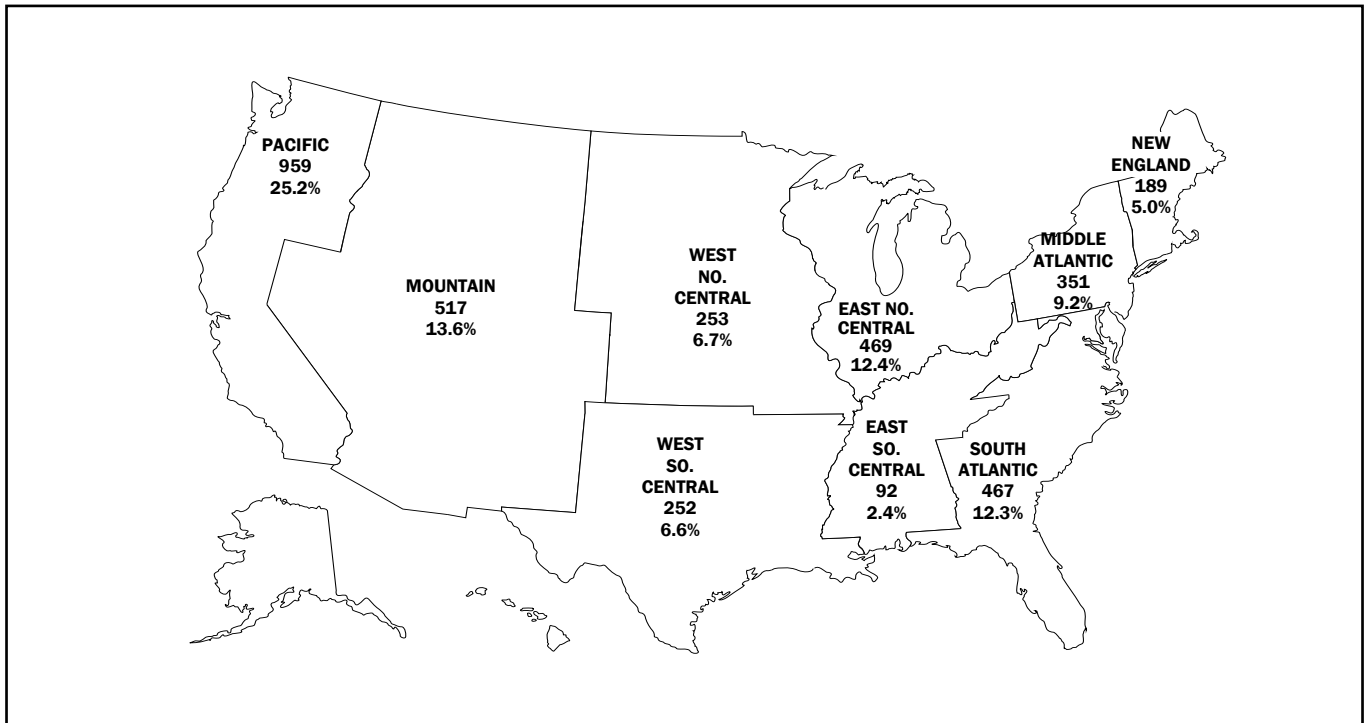
7. ENROLLED IN EXHIBITOR'S CTSM PROGRAM

CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED ENROLLED IN CTSM PROGRAM
Yes	502	13.21	13.51
No	3,167	83.37	85.25
Graduate	46	1.21	1.24
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,715	97.79	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	84	2.21	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,799	100.00	100.00

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	189	5.0
Maine	6	
New Hampshire	10	
Vermont	3	
Massachusetts	120	
Rhode Island	9	
Connecticut	41	
MIDDLE ATLANTIC	351	9.2
New York	105	
New Jersey	113	
Pennsylvania	133	
EAST NO. CENTRAL	469	12.4
Ohio	95	
Indiana	60	
Illinois	159	
Michigan	86	
Wisconsin	69	
WEST NO. CENTRAL	253	6.7
Minnesota	119	
Iowa	25	
Missouri	67	
North Dakota	-	
South Dakota	4	
Nebraska	5	
Kansas	33	
SOUTH ATLANTIC	467	12.3
Delaware	8	
Maryland	56	
Washington, DC	9	
Virginia	84	
West Virginia	3	
North Carolina	48	
South Carolina	23	
Georgia	153	
Florida	83	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	92	2.4
Kentucky	20	
Tennessee	50	
Alabama	19	
Mississippi	3	
WEST SO. CENTRAL	252	6.6
Arkansas	4	
Louisiana	11	
Oklahoma	27	
Texas	210	
MOUNTAIN	517	13.6
Montana	4	
Idaho	8	
Wyoming	1	
Colorado	81	
New Mexico	18	
Arizona	71	
Utah	41	
Nevada	293	
PACIFIC	959	25.2
Alaska	-	
Washington	91	
Oregon	53	
California	814	
Hawaii	1	
UNITED STATES	-	-
INTERNATIONAL	250	6.6
Canada	141	
Mexico	34	
Other International	75	
Not Identified	-	-
Total Conference & Exhibit Attendees	3,799	100.00



Seminar Registrants: Fill out registration form completely. Proceed to ON-SITE REGISTRATION COUNTERS.

Exhibit Hall Attendees/Exhibitor Personnel: Proceed directly to EXHIBIT HALL ONSITE REGISTRATION (no need to fill out this form)

REGISTRANT INFORMATION

NAME _____
 TITLE _____
 COMPANY _____
 STREET _____
 CITY _____ STATE/PROV _____ ZIP _____
 COUNTRY _____ PHONE _____ FAX _____
 E-MAIL _____

Your contact preferences: Contact information is provided to exhibitors who choose to send promotional material to registrants. Indicate your preferred method of receiving this information. If no preference is selected, your e-mail address will be provided. Please choose all that apply: Mail E-mail Phone Do not contact

REGISTRATION OPTIONS

(Workshops are not included in passports)

<input type="checkbox"/> GOLD PASSPORT (GP) Up to 13 seminars, 3 Peer2Peer Roundtables, exhibit hall, 4 lunch vouchers, and admission to all events	\$1,675	\$
<input type="checkbox"/> SILVER PASSPORT (SP) Up to 10 seminars, 2 Peer2Peer Roundtables, exhibit hall, 3 lunch vouchers, and admission to all events	\$1,575	\$
<input type="checkbox"/> ONE-DAY PASSPORT (OD) (Valid one day only) 3 seminars, 1 Peer2Peer Roundtable, exhibit hall, lunch voucher, and admission to all events	\$695	\$
<input type="checkbox"/> INDIVIDUAL SEMINARS (S) multiply number _____ X	\$245	\$
<input type="checkbox"/> ALL-DAY WORKSHOP Saturday, 8:30 AM - 4:30 PM (includes lunch)	\$755	\$
<input type="checkbox"/> HALF-DAY WORKSHOPS Sunday and Thursday	\$540	
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS (includes lunch)	\$760	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport (includes lunch)	\$698	
<input type="checkbox"/> EXCURSION AND WORKSHOP (W605) Wed. 4:30 PM - 8:30 PM (includes dinner)	\$755	\$
PROCESSING FEE (covers all seminar materials)		\$70.00
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (Required for CTSM Candidates)	\$90	\$
OPENING AND WELCOME RECEPTIONS free to conference registrants		FREE
ORIENTATION SESSION free to conference registrants		FREE
EXHIBIT HALL ADMISSION free to conference registrants		FREE
THE MARCH ISSUE OF EXHIBITOR MAGAZINE free to conference registrants		FREE
DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (if applying for team discount, forms must be submitted together)		\$ -
Discounts apply to Gold and Silver Passports only.		
<input type="checkbox"/> EXHIBITOR magazine subscription (MAG): 12 issues / \$78 (save \$67) U.S. only.		\$
<input type="checkbox"/> Corporate EVENT magazine subscription (CMAG): 4 issues / \$28 U.S. only.		\$

TOTAL \$

PAYMENT OPTIONS U.S. funds only.

- CASH CHECK (please make checks payable to EXHIBITOR2007)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER NAME _____
 CARD NUMBER _____
 EXP. DATE _____
 SIGNATURE _____

Refunds for changes or cancellations are not issued after March 15, 2007. Onsite registrations are not refundable.

REGISTRANT PROFILE (required information)

Industry Role (check one)
 a) Corporate Exhibit Mgr. (Buyer)
 b) Corporate Event Mgr. (Buyer)
 c) Both A & B
 d) Press
 e) EXHIBITOR SHOW Exhibitor
 m) Display Manufacturer/Builder
 r) Dealer/Distributor/Rep
 s) Exhibit/Event Supplier

How many TRADE SHOWS does your company exhibit in each year?
 a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

How many EVENTS does your company produce each year?
 a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

Does your company exhibit in shows overseas?
 a) Yes b) No
If not, are they considering it?
 c) Yes d) No

Primary Job Function (check one)
 a) Exhibit/Event Mgr./Coordinator
 b) Marketing Mgmt.
 c) Owner/President/Partner
 d) Advertising/Promotion Mgmt.
 e) General Mgmt.
 f) Other
 g) Designer
 h) Sales Management

Number of Company Employees (check one)
 a) 1-4 g) 250-499
 b) 5-9 h) 500-999
 c) 10-19 i) 1,000-4,999
 d) 20-49 j) 5,000-9,999
 e) 50-99 k) 10,000 or more
 f) 100-249

Primary Business (check one)
 a) Electronics/Computer/Communications mfr.
 b) Industrial Eq./Machinery mfr.
 c) Instrumentation/Medical mfr.
 d) Other manufacturing
 e) Service Industry
 f) Internet Products/Services

What is your role in the purchase of EXHIBITS and related products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

What is your role in the purchase of EVENT-RELATED products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

Number of people who plan and execute TRADE SHOWS company-wide (check one)
 a) 1 d) 10 +
 b) 2-5 e) N/A

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Is this your first EXHIBITOR SHOW?
 a) Yes b) No

Which industry conferences have you attended in the past two years?
 a) EXHIBITOR SHOW
 b) EXHIBITOR Fast/Fax
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR's CTSM Program?
 a) Yes b) No
 c) Graduate

Annual Trade Show Budget
 a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

Annual Corporate Event Budget
 a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

SESSION SELECTIONS (Example: M210)

CHECK THE PROGRAM BOARD FOR SESSION AVAILABILITY BEFORE FILLING OUT THIS FORM. DO NOT SELECT SOLD OUT SESSIONS!

ALL-DAY WORKSHOP (not included with passports)	PEER2PEER ROUNDTABLES	FIRST CHOICE	SECOND CHOICE	SESSIONS	FIRST CHOICE	SECOND CHOICE
SAT 8:30 AM - 4:30 PM	*Mon P2P 5:30 PM - 6:30 PM	_____	_____	Mon 8:00 AM - 9:30 AM	_____	_____
	*Tues P2P 5:30 PM - 6:30 PM	_____	_____	Mon 10:00 AM - 11:30 AM	_____	_____
	*Wed P2P 5:30 PM - 6:30 PM	_____	_____	Mon 3:45 PM - 5:15 PM	_____	_____
HALF-DAY WORKSHOPS (not included with passports)	* Peer2Peer (P2P) Roundtable topics for each day are listed on the Program Board in the Registration area. Please enter topic number. Available only to passport registrants.			Tues 8:00 AM - 9:30 AM	_____	_____
Sun 8:30 AM - 12:00 PM				Tues 10:00 AM - 11:30 AM	_____	_____
Sun 1:00 PM - 4:30 PM				Tues 3:45 PM - 5:15 PM	_____	_____
Thurs 8:00 AM - 12:00 PM				Wed 8:00 AM - 9:30 AM	_____	_____
Thurs 1:00 PM - 4:30 PM				Wed 10:00 AM - 11:30 AM	_____	_____
EXCURSION W605 (not included with passports)				Wed 3:45 PM - 5:15 PM	_____	_____
Wed 4:30 PM - 8:30 PM				Thur 8:00 AM - 9:30 AM	_____	_____
FIELD TRIPS				Thur 10:00 AM - 11:30 AM	_____	_____
Mon 8:30 AM - 11:30 AM (M307)				Thur 1:00 PM - 2:30 PM	_____	_____
Tues 8:30 AM - 11:30 AM (T206)				Thur 3:00 PM - 4:30 PM	_____	_____

 PLEASE CHECK HERE IF YOU HAVE SPECIAL NEEDS THAT REQUIRE ATTENTION.

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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.

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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 (EIIAC), 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

June 1, 2007