

The Motivation Show 2007



EVENT AUDIT



DATES OF EVENT:

Conference: September 25 – 27, 2007
Exhibits: September 25 – 27, 2007

LOCATION:

McCormick Place South, Chicago, IL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1929

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 23 – 25, 2008
Exhibits: September 23 – 25, 2008
LOCATION: McCormick Place South, Chicago, IL

1. STATEMENT OF MARKET SERVED

Incentive merchandise, travel and meeting destinations, recognition rewards, promotional products, performance improvement services, and business gifts.

Qualified attendees are executives from sales and marketing, human resources, meeting planning and event marketing, who are responsible for incentive, meeting, and recognition programs for their employees and customers. Also attending are resellers of incentives, distributors of promotional products, and travel fulfillment companies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants received a badge in the mail that included a bar code that was scanned as they entered the exhibit hall and seminar sessions. The advance registrant was then entered into the registration system as verified. On-site registrants were automatically entered as verified. In addition, downloaded leads captured by exhibitors were entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Chicago, IL	7,514	62	145	6,186	13,907
2006	Chicago, IL	8,839	47	128	6,465	15,479

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. PRIMARY PRODUCT/SERVICE		
PRIMARY PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL
End Buyer Categories	2,578	34.3
Manufacturer	441	5.9
Retailer/Food/Lodging Service	268	3.6
Financial/insurance/Real Estate	355	4.7
Medical/Pharmaceutical/Healthcare	134	1.8
Media/Publishing/Internet	167	2.2
Transportation/Communications/Utilities	85	1.1
Services (Business or Professional)	559	7.4
Other	569	7.6
Supplier Categories	4,936	65.7
Incentive Company	1,110	14.8
Promotional Products Distributor - PPAI Member	479	6.4
Promotional Products Distributor - Non-Member	92	1.2
Ad/Marketing/Sales Promo Agency	484	6.4
Meeting Planner	821	10.9
Travel Agency/Fulfillment	426	5.7
Incentive Representative	329	4.4
Catalog/Mail Order	82	1.1
Incentive Manufacturer (non-exhibitor)	75	1.0
Travel Service Supplier	287	3.8
Other	751	10.0
Total Conference and Exhibit Only Attendees Identified by Primary Product/Service	100.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Product/Service	0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,514	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/Owner/CEO/COO/Chairman	1,762	23.4	24.7
Sales/Marketing VP, Director or Manager	2,065	27.5	28.9
HR/Training Director or Manager	142	1.9	2.0
Advertising/Sales Promotion Director or Manager	282	3.8	3.9
Meeting/Convention/Travel Manager	526	7.0	7.4
Purchasing/Production Manager	308	4.1	4.3
Event Planner/Marketer/Sponsorship Manager	499	6.6	7.0
Other	1,561	20.8	21.8
Total Conference and Exhibit Only Attendees Identified by Job Title	7,145	95.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	369	4.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,514	100.0	100.0

6. INVOLVEMENT WITH INCENTIVES/MEETINGS			
INVOLVEMENT WITH INCENTIVES/MEETINGS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT WITH INCENTIVES/MEETINGS
NET INVOLVEMENT	6,006	79.9	84.6
Recommend	4,964	66.1	69.9
Purchase	3,396	45.2	47.8
Approve	2,536	33.8	35.7
None	1,097	14.6	15.4
Total Conference and Exhibit Only Attendees Identified by Involvement with Incentives/Meetings	7,103	94.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Involvement with Incentives/Meetings	411	5.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,514	100.0	100.0

The above counts and percentages are based on 7,514 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

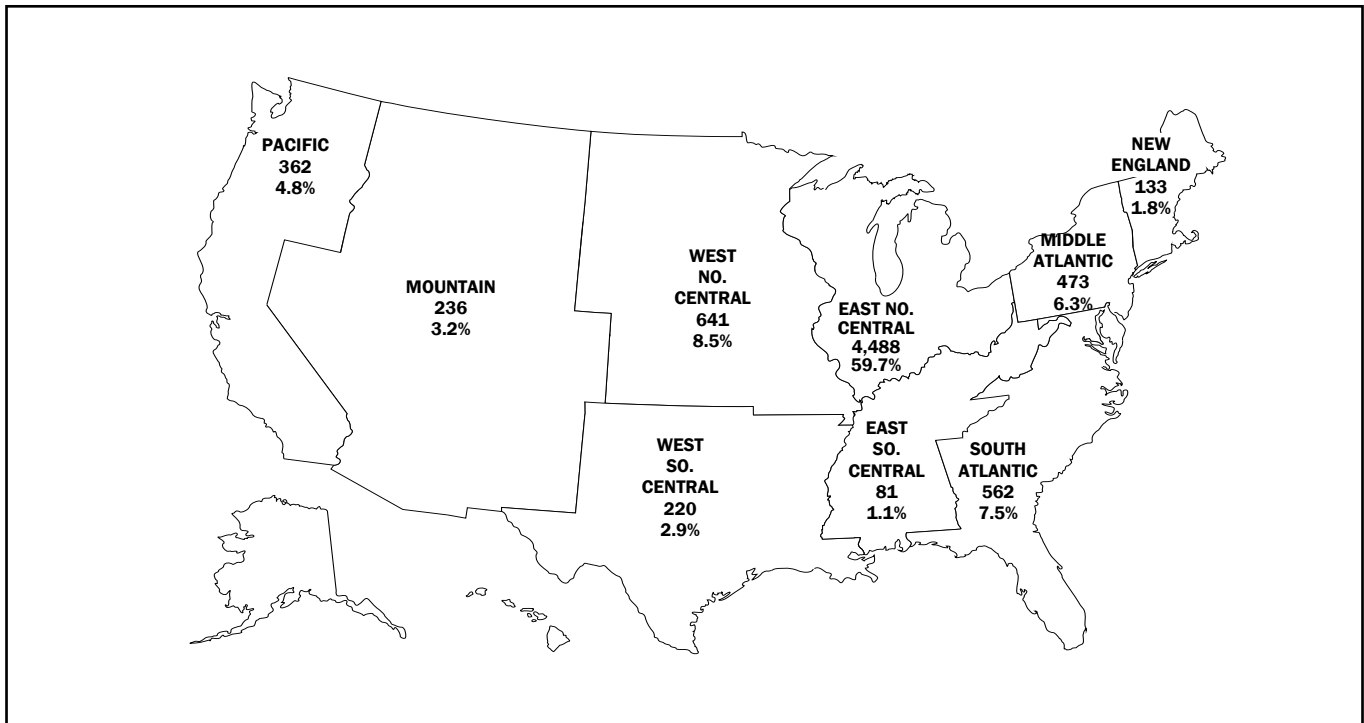
7. INVOLVEMENT INCLUDES			
INVOLVEMENT INCLUDES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT INCLUDES
Merchandise Incentives/Awards	3,831	63.8	64.1
Promotional Products/Ad Specialties	3,135	52.2	52.5
Gift Cards/Debit Cards	2,345	39.0	39.3
Travel Incentives	3,052	50.8	51.1
Meeting Services/Sites	2,970	49.5	49.7
Event Marketing/Services	2,376	39.6	39.8
Total Conference and Exhibit Only Attendees Identified by Involvement Includes	5,973	95.5	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement Includes	33	0.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,006	100.0	--

The above counts and percentages are based on 6,006 Conference and Exhibit Only Attendees who have involvement with meetings/incentives. Since any one attendee may have checked more than one response, the total number of responses exceeds the total number of attendees with involvement and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	133	1.8
Maine	5	
New Hampshire	3	
Vermont	1	
Massachusetts	70	
Rhode Island	9	
Connecticut	45	
MIDDLE ATLANTIC	473	6.3
New York	255	
New Jersey	129	
Pennsylvania	89	
EAST NO. CENTRAL	4,488	59.7
Ohio	225	
Indiana	256	
Illinois	3,355	
Michigan	262	
Wisconsin	390	
WEST NO. CENTRAL	641	8.5
Minnesota	300	
Iowa	72	
Missouri	181	
North Dakota	-	
South Dakota	3	
Nebraska	14	
Kansas	71	
SOUTH ATLANTIC	562	7.5
Delaware	9	
Maryland	34	
Washington, DC	14	
Virginia	52	
West Virginia	5	
North Carolina	57	
South Carolina	25	
Georgia	131	
Florida	235	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	81	1.1
Kentucky	26	
Tennessee	37	
Alabama	14	
Mississippi	4	
WEST SO. CENTRAL	220	2.9
Arkansas	8	
Louisiana	6	
Oklahoma	10	
Texas	196	
MOUNTAIN	236	3.2
Montana	3	
Idaho	1	
Wyoming	-	
Colorado	70	
New Mexico	2	
Arizona	81	
Utah	39	
Nevada	40	
PACIFIC	362	4.8
Alaska	2	
Washington	49	
Oregon	12	
California	294	
Hawaii	5	
UNITED STATES	7,196	95.8
INTERNATIONAL	318	4.2
Canada	150	
Mexico	48	
Other International	120	
Total Conference & Exhibit Attendees	7,514	100.0





ATTENDEE REGISTRATION FORM

September 25, 26, 27, 2007

Registration for the Exhibit Hall is complimentary if this information is provided by **SEPTEMBER 15**. Registration is **\$40** after September 15.

TO REGISTER Fax this form to: 1-708-344-4444 or Mail to: The Motivation Show, c/o CompuSystems, P.O. Box 571, Brookfield, IL 60513

PLEASE PRINT:

FIRST NAME / M.I.	STATE/PROV.
LAST NAME	ZIP/POSTAL CODE
JOB TITLE	COUNTRY
COMPANY NAME	PHONE
MAILING ADDRESS	FAX
CITY	E-MAIL ADDRESS

IMPORTANT: Your e-mail address is used to send a registration confirmation and to communicate important show information.

Please check here if you **DO NOT** wish to also receive...

- A FREE subscription to *Motivation Strategies*, the "official" publication & e-mail newsletter of The Motivation Show.
- Special e-mail offers from exhibiting companies at The Motivation Show.

PLEASE ANSWER THE FOLLOWING QUESTIONS...

Your firm's primary product/service
(SELECT ONE—PRINTED ON BADGE)

End Buyer Categories:

- Manufacturer
- Retailer/Food/Lodging Service
- Financial/Insurance/Real Estate
- Medical/Pharmaceutical/Healthcare
- Media/Publishing/Internet
- Transportation/Communications/Utilities
- Services (Business or Professional)
- Other _____

Supplier Categories:

- Incentive Company
- Promotional Products Distributor
 - PPAI Member
 - PPAI/UPIC # _____
 - Non-Member
- Ad/Marketing/Sales Promo Agency
- Meeting Planner
- Travel Agency/Fulfillment
- Incentive Representative
- Catalog/Mail Order
- Incentive Manufacturer (non-exhibitor)
- Travel Service Supplier
- Other _____

Is this your first time attending?

- Yes No

What is your title (Select one only)

- President/Owner/CEO/COO/Chairman
- Sales/Marketing VP, Director or Manager
- HR/Training Director or Manager
- Advertising/Sales Promotion Director or Manager

What is your title (continued)

- Meeting/Convention/Travel Manager
- Purchasing/Production Manager
- Event Planner/Marketer/Sponsorship Manager
- Other _____

What is your involvement with incentives/meetings (Check all that apply)

- Recommend
- Purchase
- Approve
- None

Your involvement includes (Check all that apply)

- Merchandise Incentives/Awards
- Promotional Products/Ad Specialties
- Gift Cards/Debit Cards
- Travel Incentives
- Meeting Services/Sites
- Event Marketing/Services

What incentives do you use, or plan to use (Check all that apply)

- Dealer/Sales Incentives
- Consumer Promotions
- Employee Recognition/Awards
- Business/Corporate Gifts

Merchandise you use, or plan to use (Check all that apply)

- Apparel
- Appliances
- Automotive
- Awards/Trophies
- Books/Tapes/CD's
- Cameras
- Cleaning and Floor Care

Merchandise you use, or plan to use (continued)

- Clocks
- Computers
- Crafts/Hobbies
- Electronics
- Food/Beverage
- Giftware
- Health/Beauty
- Home Furnishings
- Housewares
- Inflatables
- Jewelry
- Lawn/Garden
- Leather Goods & Accessories
- Linens/Domestics
- Luggage
- Office Equipment
- Optical Goods
- Patio
- Personal Accessories
- Personal Care
- Pet Supplies
- Recreation/Leisure
- Security/Safety
- Smokers' Products
- Sporting Goods
- Telephone/Communications
- Tools/Hardware
- Toys/Games
- Travel Specialties
- Watches
- Writing Instruments

Travel/meeting destinations you use, or plan to use (Check all that apply)

- Domestic USA
- Canada, Mexico & Caribbean
- Europe
- Pacific/Asia
- Africa/Middle East
- South/Central America

What is your travel/meeting special interest (Check all that apply)

- Golf Facilities & Products
- Gaming Facilities
- Cruises
- Adventure Travel

What is your travel/meeting group size (Check all that apply)

- Individual Travel
- Under 50
- 50-199
- 200-500
- Over 500

Enter up to 5 key words which express your primary interests in The Motivation Show:

What is your annual expenditure for incentive programs, meetings, business gifts and promotional products (Check one only)

- Under \$25,000
- \$25,000 to \$99,999
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$5,000,000
- More than \$5,000,000

Thank You

FOR ADDITIONAL INFO: Visit our website at www.motivationshow.com or email: moti@heexpo.com.
Questions? Call Hall-Erickson at 1-800-752-6312

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



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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 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 (EEIAC), 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