



EVENT AUDIT



DATES OF EVENT:
 Conference: December 10 - 12, 2007
 Exhibits: December 11, 2007

LOCATION: Mandalay Bay Convention Center, Las Vegas

EVENT PRODUCER/MANAGER:
 Company Name: International Association of Exhibitions and Events
 Address: 8111 LBJ Freeway, Suite 750
 Dallas, TX 75251
 Phone: (972) 458-8002
 Website (Show): www.iaee.com

REGISTRATION COMPANY: Experient

YEAR EVENT ESTABLISHED: 1992

FREQUENCY: Annual

DATES OF NEXT EVENT:
 Conference: December 9 - 11 2008
 Exhibits: December 10, 2008

LOCATION: Miami Beach, FL

1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition and event organizers; suppliers to the exhibition industry.

Qualified attendees are exhibition and event managers and suppliers to the exposition industry.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

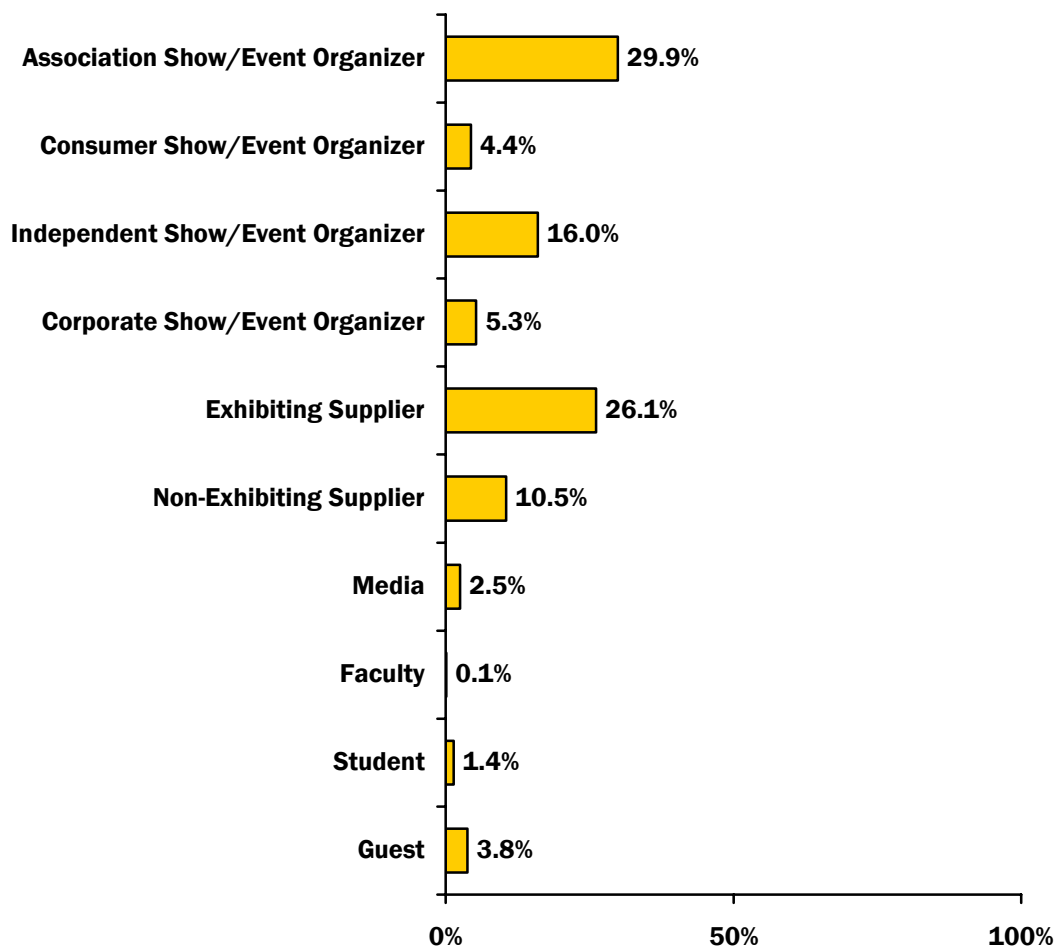
3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Media*	Speakers*	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2007	Las Vegas, NV	1,442	37	1	1,480	849	2,329
2006	San Diego, CA	1,234	28	14	1,276	712	1,988
2005	Atlanta, GA	1,221	16	40	1,277	715	1,992
2004	San Antonio, TX	1,155	18	6	1,179	483	1,662
2003	Las Vegas, NV	1,337	30	19	1,386	581	1,967

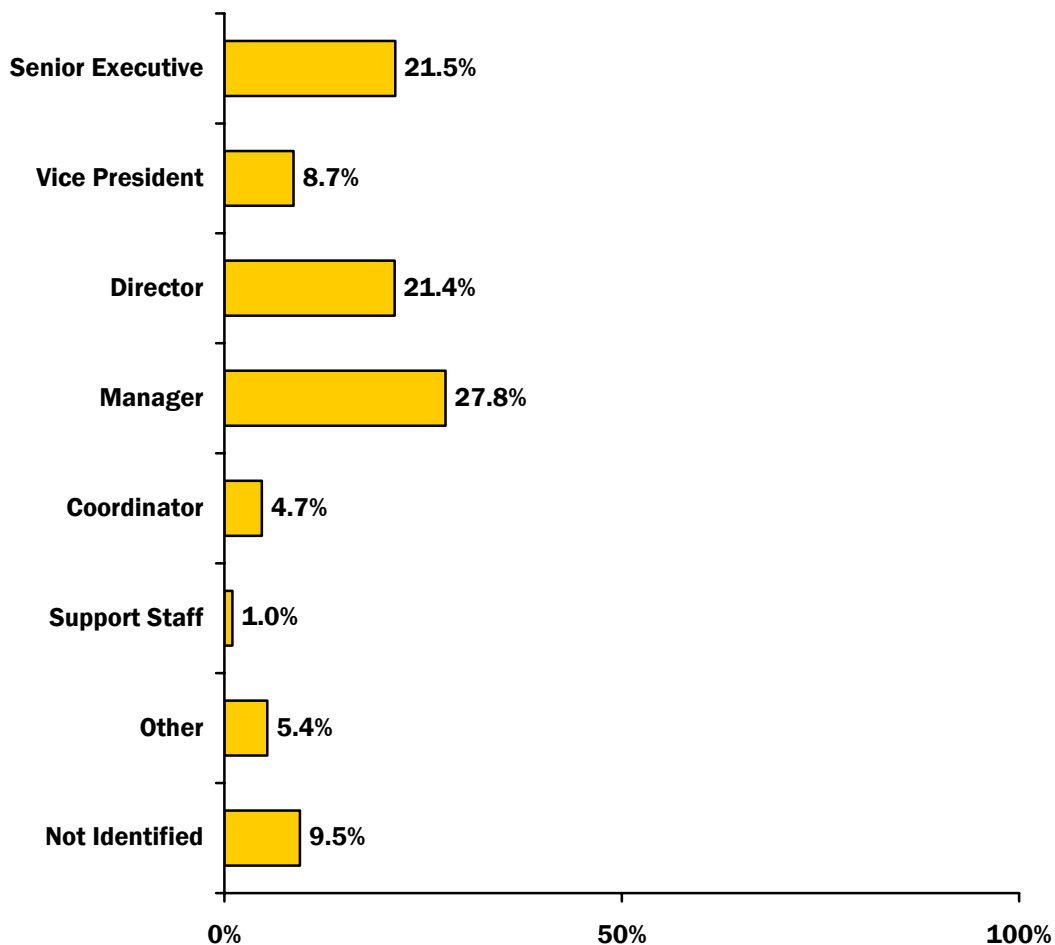
* Counts reflect the badge code category in the database.



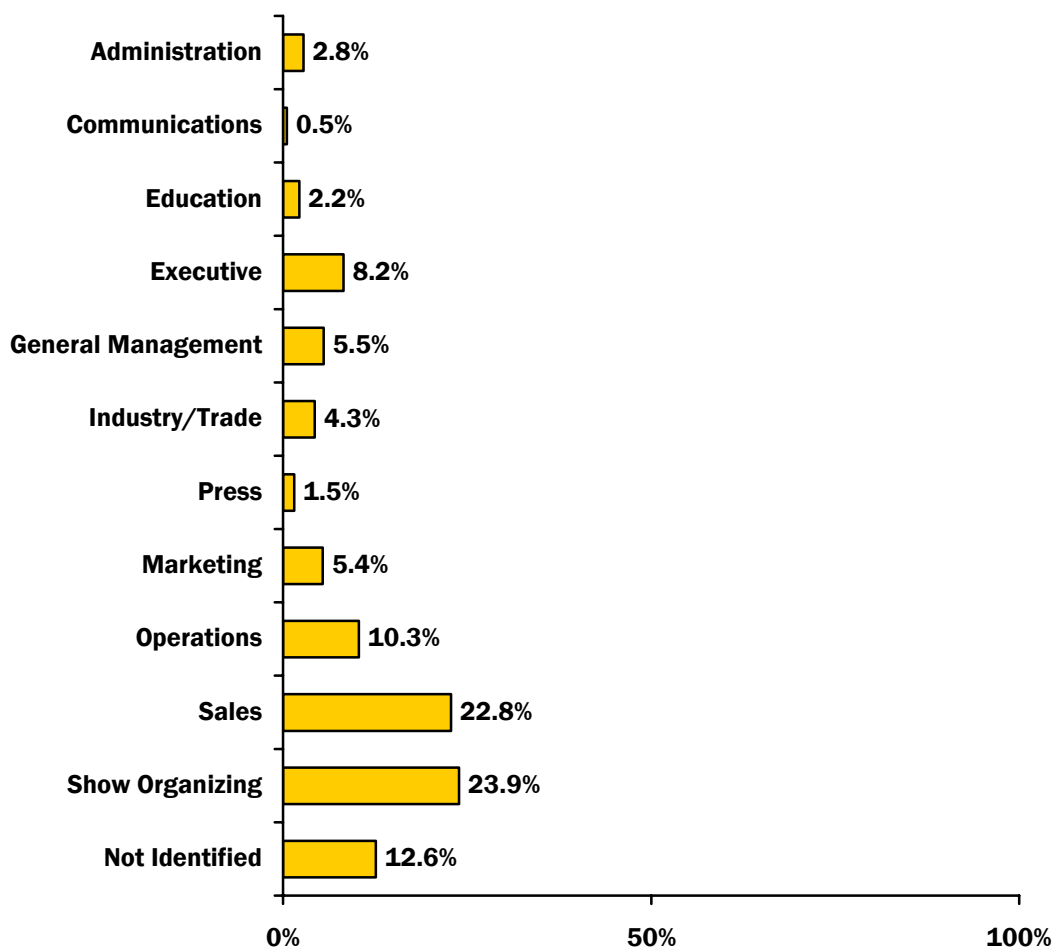
4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Show/Event Organizer	443	29.9
Consumer Show/Event Organizer	65	4.4
Independent Show/Event Organizer	237	16.0
Corporate Show/Event Organizer (Company sponsored show only)	79	5.3
Exhibiting Supplier	386	26.1
Non-Exhibiting Supplier	155	10.5
Media	37	2.5
Faculty	1	0.1
Student	21	1.4
Guest	56	3.8
Total Conference and Exhibit Only Attendees Identified by Badge Code	1,480	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Code	--	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,480	100.0



5a. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Senior Executive	318	21.5	23.8
Vice President	129	8.7	9.6
Director	317	21.4	23.7
Manager	411	27.8	30.7
Coordinator	70	4.7	5.2
Support Staff	14	1.0	1.0
Other	80	5.4	6.0
Total Conference and Exhibit Only Attendees Identified by Position	1,339	90.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	141	9.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,480	100.0	100.0

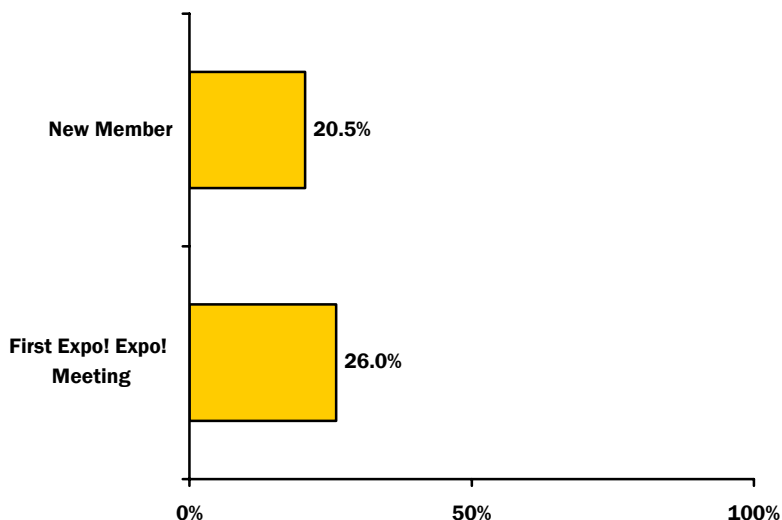


5b. DEPARTMENT			
DEPARTMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DEPARTMENT
Administration	42	2.8	3.3
Communications (Radio/TV/PR/Advertising)	7	0.5	0.5
Education	32	2.2	2.5
Executive	121	8.2	9.4
General Management	82	5.5	6.3
Industry/Trade	64	4.3	4.9
Press	22	1.5	1.7
Marketing	80	5.4	6.2
Operations	153	10.3	11.8
Sales	338	22.8	26.1
Show Organizing	353	23.9	27.3
Total Conference and Exhibit Only Attendees Identified by Department	1,294	87.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Department	186	12.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,480	100.0	100.0



6. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/07)	304	20.5
First Expo! Expo! Meeting	385	26.0

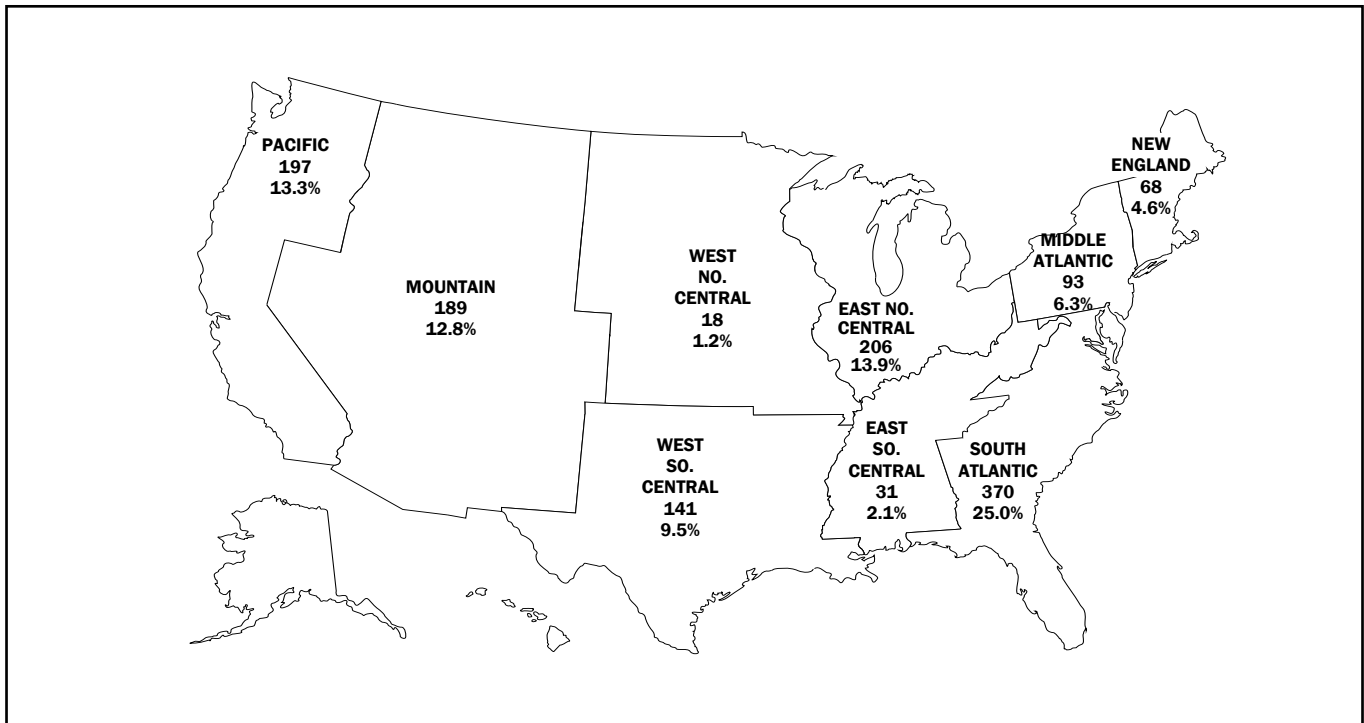
Based on 1,480 Conference and Exhibit Only Attendees



7. ORGANIZATION MEMBERSHIP		
ORGANIZATION MEMBERSHIP	TOTAL ATTENDEES	PERCENT OF TOTAL
AEO Member	4	0.3
AFIDA Member	--	--
AMPROFEC Member	47	3.2
AOCA Member	--	--
AUMA Member	2	0.1
CAEM Member	17	1.1
CENTREX Member	--	--
EEAA Member	4	0.3
EXSA Member	1	0.1
FAIRLINK Member	--	--
FBTN Member	--	--
HKECOSA Member	--	--
IEIA Member	--	--
IELA Member	5	0.3
InterEXPO Member	2	0.1
JEA Member	--	--
SACEOS Member	7	0.5
TEA Member	3	0.2

Based on 1,480 Conference and Exhibit Only Attendees

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	68	4.6	EAST SO. CENTRAL	31	2.1
Maine	9		Kentucky	10	
New Hampshire	6		Tennessee	10	
Vermont	--		Alabama	11	
Massachusetts	26		Mississippi	--	
Rhode Island	2		WEST SO. CENTRAL	141	9.5
Connecticut	25		Arkansas	2	
MIDDLE ATLANTIC	93	6.3	Louisiana	8	
New York	44		Oklahoma	4	
New Jersey	36		Texas	127	
Pennsylvania	13		MOUNTAIN	189	12.8
EAST NO. CENTRAL	206	13.9	Montana	--	
Ohio	29		Idaho	--	
Indiana	5		Wyoming	--	
Illinois	148		Colorado	38	
Michigan	14		New Mexico	--	
Wisconsin	10		Arizona	7	
WEST NO. CENTRAL	18	1.2	Utah	4	
Minnesota	7		Nevada	140	
Iowa	1		PACIFIC	197	13.3
Missouri	5		Alaska	--	
North Dakota	--		Washington	15	
South Dakota	--		Oregon	2	
Nebraska	--		California	175	
Kansas	5		Hawaii	5	
SOUTH ATLANTIC	370	25.0	UNITED STATES	1,313	88.7
Delaware	3		INTERNATIONAL	167	11.3
Maryland	55		Canada	41	
Washington, DC	69		Mexico	53	
Virginia	110		Other International	73	
West Virginia	--		Total Conference & Exhibit Attendees	1,480	100.0
North Carolina	7				
South Carolina	5				
Georgia	76				
Florida	45				



* Before registering, Members of the media must contact IAEE Marketing Communications at +1 (972) 687-9207

** Exhibiting Supplier must provide booth number: _____.

*** Students must provide proof of current enrollment with registration form to qualify

Section 6 Registration Fees

Please **check** the appropriate registration type, and transfer the fee amount to the Payment Information Section (section 9).

	Organizer			Exhibiting Supplier *			Non-Exhibiting Supplier		
	Discount by 9/24	Advance by 11/30	After 11/30	Discount by 9/24	Advance by 11/30	After 11/30	Discount by 9/24	Advance by 11/30	After 11/30
<input type="checkbox"/> FM- Member – Full Meeting	\$499	\$599	\$720	\$798	\$960	\$1,160	\$1,400	\$1,680	\$2,020
<input type="checkbox"/> MT- Member: Monday Only	\$300	\$360	\$440	\$480	\$580	\$700	\$840	\$1,010	\$1,220
<input type="checkbox"/> MW- Member: Tuesday Only	\$300	\$360	\$440	\$480	\$580	\$700	\$840	\$1,010	\$1,220
<input type="checkbox"/> MH- Member: Wednesday Only	\$300	\$360	\$440	\$480	\$580	\$700	\$840	\$1,010	\$1,220
<input type="checkbox"/> FN- Non-Member – Full Meeting	\$899	\$1,080	\$1,300	\$1,440	\$1,540	\$1,860	\$2,520	\$2780	\$2,980
<input type="checkbox"/> NT- Non-Member: Monday Only	\$540	\$650	\$780	\$870	\$1,050	\$1,260	\$1,520	\$1,830	\$2,220
<input type="checkbox"/> NW- Non-Member: Tuesday Only	\$540	\$650	\$780	\$870	\$1,050	\$1,260	\$1,520	\$1,830	\$2,220
<input type="checkbox"/> NH- Non-Member: Wednesday Only	\$540	\$650	\$780	\$870	\$1,050	\$1,260	\$1,520	\$1,830	\$2,220
<input type="checkbox"/> ST- Faculty/Student **	\$275	\$275	\$275	N/A	N/A	N/A	N/A	N/A	N/A
<input type="checkbox"/> GF- Guest***	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275

* Exhibiting Suppliers must provide Booth Number _____

*** Must provide proper identification to receive rate. Please fax copy of ID with registration form.

*** This badge is for a spouse, significant other, or adult child in a non-related industry. Note – children under the age of 16 are not permitted to attend IAEE functions.

Section 7 CEM Learning Program Sessions

These functions are separate from other Meeting sessions and require an additional fee to attend. Please the desired event you plan to attend, and transfer the amount to the Payment Section (9).

	Member	Non-Member
C1 <input type="checkbox"/> CEM: Crisis Prevention & Mgmt. (Mon., 12/10)	\$179	\$330
C2 <input type="checkbox"/> CEM: Floor Plans & Layouts (Mon., 12/10)	\$179	\$330
C3 <input type="checkbox"/> CEM: Project Management (Mon., 12/10)	\$179	\$330
C4 <input type="checkbox"/> CEM: Selling Exhibit Space (Mon., 12/10)	\$179	\$330
C5 <input type="checkbox"/> CEM: Service Contractors (Mon., 12/10)	\$179	\$330
C6 <input type="checkbox"/> CEM: Site Selection (Mon., 12/10)	\$179	\$330
C7 <input type="checkbox"/> CEM: Attendance Promotion (Thurs., 12/13)	\$179	\$330
C8 <input type="checkbox"/> CEM: Developing an Exh. Prosp. (Thurs., 12/13)	\$179	\$330
C9 <input type="checkbox"/> CEM: Event Operations (Thurs., 12/13)	\$179	\$330
C10 <input type="checkbox"/> CEM: Floor Plans & Layouts (Thurs., 12/13)	\$179	\$330
C11 <input type="checkbox"/> CEM: Selling Exhibit Space (Thurs., 12/13)	\$179	\$330
C12 <input type="checkbox"/> CEM: Site Selection (Thurs., 12/13)	\$179	\$330

Section 8 Optional Event

SSV IAEE Tennis Event (Mon., 12/10) **\$75**

HLA CIC Hall of Leaders Awards Dinner **\$495**
(Tues., 12/11)
(must be purchased by 11/15/07)

NEW! IAEE Logo Shirt (black shirt with white IAEE logo)

Ladies (\$24.95) Mens (\$29.95)

*orders will not be accepted after 15 November 2007

Please indicate size: Small Medium Large XL
 XXL 3XL 4XL 5XL

Section 9 Payment Information

Section 6: Registration Fees \$ _____

Section 7: CEM Learning Program Sessions \$ _____

Section 8: Optional Events \$ _____

IAEE Logo Shirt \$ _____

Smart Choice Coupon # _____ (- _____)

Total Amount Due: \$ _____

Payment must accompany your registration form and must be in US funds drawn on a US bank.

Special Note If you or your organization's IAEE membership lapses between registering and arriving at Expo! Expo! (on or before 10 December 2007), please note that your meeting registration fees will be adjusted to the non-member rate when checking in at the advanced and on-site registration counters in Las Vegas. IAEE will alert you prior to your arrival if this situation occurs.

Cancellation Policy: For a full refund, written cancellations must be received by Thursday, 15 November 2007. After 15 November, all approved refunds are subject to a \$50 administrative fee. Cancellations will not be accepted after Friday, 30 November 2007 and registration fees will not be refunded after the meeting begins. Send written cancellation requests to: IAEE Meetings, PO Box 802425, Dallas, TX 75380-2425. IAEE reserves the right to modify this policy. Approved refunds will be processed after the meeting

Promo Code _____ Enclosed is check # _____ in the amount of \$ _____ payable to IAEE(Please write registrant's name on check)

Charge \$ _____ to the following credit card MasterCard VISA American Express Discover

Card Number: _____ Name on Card: _____ Exp. Date: _____

Fees are subject to verification based on member status and other qualifying factors. Additional funds will be charged if the registration amount was miscalculated.

I accept these terms. NOTE: Failure to check this box may delay registration.

NOTICES

Consent to Use of Photographic Images

Registration and attendance at, or participation in, IAEE meetings and other activities constitutes an agreement by the registrant to IAEE's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

Please note: Registration form processing takes 3-5 days.

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www.bpaww.com



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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