



DATES OF EVENT:

Conference: August 6-9, 2007
Exhibits: August 7-9, 2007

LOCATION:

San Francisco, CA

EVENT PRODUCER/MANAGER:

Company Name: IDG World Expo
Address and Website (Show): 3 Speen Street
Suite 320
Framingham, MA 01701
Phone: 508-424-4853
Website (show): www.linuxworldexpo.com

REGISTRATION COMPANY:

RCS
Phone: 805-207-3022

YEAR EVENT ESTABLISHED:

LinuxWorld - 1999
NGDC - 2007

FREQUENCY:

Semi-Annual

DATES OF NEXT EVENT:

Conference: August 4-7, 2008
Exhibits: August 5-7, 2008

LOCATION:

San Francisco, CA

1. STATEMENT OF MARKET SERVED

LinuxWorld Conference Expo is the open source community event bringing together IT professionals using Linux and open source technologies. Next Generation Data Center (NGDC) is the strategic IT event focused on the evolution of the data center to be more virtual and dynamic.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Only Attendees included in this Audit Report were verified as having actually attended the event. No badges were mailed pre-show. Attendees were verified by registering onsite and having their badge printed at registration (for pre-registration attendees). A review of the entire database was performed to eliminate duplicate records and check for 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	Special Program Attendees	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	San Francisco, CA	1,237	6,340	7,577	311	165	-	2,175	10,228
2006	San Francisco, CA	969	5,481	6,450	132	175	406	2,526	9,689

* Not Audited. Verified and Non-verified counts taken from the registration database provided by the registration company.

4a. ANALYSIS OF PRIMARY BUSINESS BY JOB FUNCION

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY	CLASSIFICATION BY JOB FUNCTION															
				CEO	President	CIO, CTO, CSO, COO	Government Agency Executive	Vice President	CFO/Finance/Attorney/VC	IT/MIS Management/Director	IT/MIS Staff	Systems Programmer/Analyst	Programmer/Developer	System Administrator	R&D - Scientific	Line of Business Management	Sales/Marketing	Consultant	Other
				Consultant-Business Services	637	8.41	9.5	45	4	26	257	32	2	2	28	66	5	19	33
Energy-Transportation-Utilities	121	1.60	1.8	4	-	9	10	9	1	-	12	4	5	14	22	10	-	10	2
Finance-Banking-Investment-VC	314	4.14	4.7	16	-	11	17	19	41	-	49	6	2	24	17	19	22	34	2
Government-Military-Public Administration	331	4.37	5.0	2	-	6	13	31	3	22	60	3	14	31	29	3	16	5	5
Healthcare-Medical	207	2.73	3.1	8	1	10	14	20	1	2	41	3	10	19	23	14	2	15	4
ISP-WebHost-IT Services Outsourcer	238	3.14	3.6	20	2	11	11	22	1	-	22	12	1	11	35	2	20	23	5
Legal-Insurance-Accounting	94	1.24	1.4	4	1	1	8	8	9	1	21	4	1	5	7	6	2	2	-
Manufacturing (computer related)	615	8.12	9.2	22	1	21	27	30	4	-	24	13	43	89	27	20	40	33	22
Manufacturing (non-computer related)	138	1.82	2.1	3	-	2	8	19	1	-	17	4	9	12	10	8	8	12	3
Marketing-Sales	260	3.43	3.9	14	-	4	21	7	1	-	6	13	3	8	9	4	20	5	9
Media-Publication-Broadcasting	219	2.89	3.3	14	-	2	15	12	1	-	18	14	3	20	16	2	11	11	3
Non-Profit-Trade Association-User Group	67	0.88	1.0	3	1	5	7	6	1	-	10	4	-	7	4	1	5	-	1
Research & Development-Scientific	212	2.80	3.2	12	1	6	13	6	-	1	12	5	53	39	16	14	4	7	8
Reseller-VAR-Sys Integrator	138	1.82	2.1	11	3	3	20	8	2	-	7	7	1	4	2	9	9	7	2
Retail-Wholesale-Distributor	130	1.72	1.9	7	2	3	7	17	-	-	12	6	2	4	16	2	8	16	7
Software/Application Development-ISV	1,474	19.45	22.1	88	4	62	92	86	7	1	62	62	42	317	66	58	116	65	53
Telecommunications-Carrier	211	2.78	3.2	5	-	10	10	17	-	-	13	7	12	48	19	9	7	13	6
Web Services/Design/Content	295	3.89	4.4	24	-	12	31	19	1	-	16	11	5	62	26	9	8	27	7
Education	439	5.79	6.6	18	4	4	43	41	3	2	59	19	21	31	62	12	5	12	4
Other	532	7.02	8.0	21	-	13	35	31	1	-	27	12	6	46	41	10	17	21	4
SUB-TOTAL	6672	88.1	100	341	24	221	659	440	79	31	516	275	238	810	511	240	325	353	151
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,672	88.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	905	11.9	-	1	-	1	-	-	-	-	-	1	-	-	2	-	-	1	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,577	100.0	-	342	24	222	659	440	79	31	516	276	238	810	513	240	325	354	151
			PERCENT OF TOTAL	4.5	0.3	2.9	8.7	5.8	1.0	0.4	6.8	3.6	3.1	10.7	6.7	3.2	4.3	4.7	2.0
			PERCENT IDENTIFIED BY JOB FUNCTION	5.1	0.4	3.3	9.9	6.6	1.2	0.5	7.7	4.1	3.6	12.1	7.7	3.6	4.9	5.3	2.3

4b. COMPANY SIZE

CLASSIFICATION OF COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
Under 50	2,375	31.3	35.7
50-99	550	7.3	8.3
100-499	785	10.4	11.8
500-999	315	4.2	4.7
1,000-4,999	652	8.6	9.8
5,000-9,999	276	3.6	4.1
10,000 or More	1,139	15.0	17.1
Do Not Know	564	7.4	8.5
Total Conference and Exhibit Only Attendees Identified by Company Size	6,656	87.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	921	12.2	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,577	100.0	-

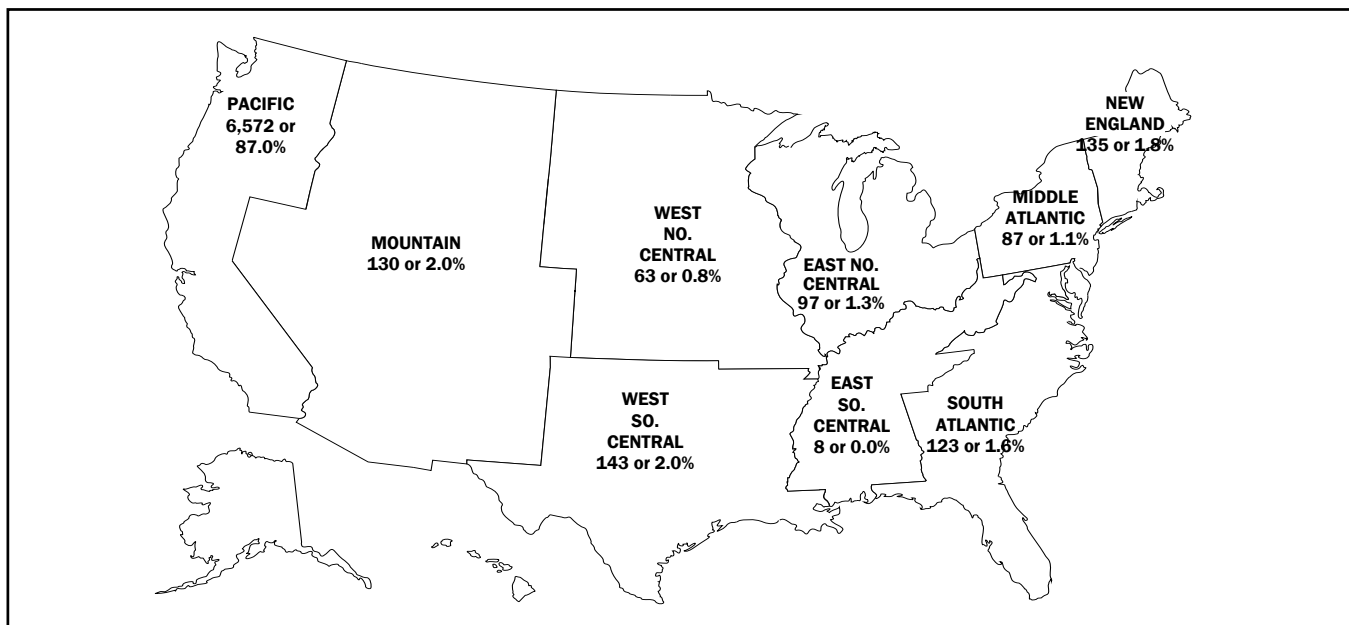
4c. ANNUAL PURCHASING BUDGET

CLASSIFICATION OF ANNUAL PURCHASING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL PURCHASING BUDGET
\$0-\$25,000	1,073	14.2	16.1
\$25,000-\$100,000	704	9.3	10.6
\$100,000-\$500,000	557	7.4	8.4
\$500,001-\$999,999	413	5.5	6.2
\$1 Million-\$4,999,999	568	7.5	8.5
\$5 Million-\$9,999,999	273	3.6	4.1
\$10 Million-\$50 Million	377	5.0	5.7
More than \$50 Million	826	10.9	12.4
N/A	1,864	24.6	28.0
Total Conference and Exhibit Only Attendees Identified by Annual Purchasing Budget	6,655	87.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Purchasing Budget	922	12.2	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,577	100.0	-

5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	135	1.8
Maine	-	
New Hampshire	6	
Vermont	5	
Massachusetts	111	
Rhode Island	1	
Connecticut	12	
MIDDLE ATLANTIC	87	1.1
New York	41	
New Jersey	25	
Pennsylvania	21	
EAST NO. CENTRAL	97	1.3
Ohio	22	
Indiana	13	
Illinois	46	
Michigan	8	
Wisconsin	8	
WEST NO. CENTRAL	63	0.8
Minnesota	14	
Iowa	7	
Missouri	27	
North Dakota	2	
South Dakota	3	
Nebraska	4	
Kansas	6	
SOUTH ATLANTIC	123	1.6
Delaware	4	
Maryland	20	
Washington, DC	4	
Virginia	-	
West Virginia	24	
North Carolina	27	
South Carolina	2	
Georgia	21	
Florida	21	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	8	-
Kentucky	2	
Tennessee	4	
Alabama	1	
Mississippi	1	
WEST SO. CENTRAL	143	2.0
Arkansas	3	
Louisiana	4	
Oklahoma	8	
Texas	128	
MOUNTAIN	130	2.0
Montana	1	
Idaho	6	
Wyoming	3	
Colorado	27	
New Mexico	7	
Arizona	46	
Utah	28	
Nevada	12	
PACIFIC	6,572	87.0
Alaska	-	
Washington	67	
Oregon	38	
Hawaii	1	
California (CA)-Breakout by zip code	-	
CA Bay Area: zip code range 94000 to 95000	4,496	
Northern CA: zip code range 93400 to 94000 & 95000 to 97000	1,692	
Southern CA: zip code range 90000 to 93400	275	
CA-Not Identified by zip	3	
UNITED STATES	7,358	97.0
INTERNATIONAL	219	3.0
Canada	20	
Mexico	-	
Other International	197	
Unidentified	2	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,577	100.0





Open source is everywhere.

Conference: August 6 – 9, 2007 | Expo: August 7 – 9, 2007
Moscone Center, San Francisco

Registration Information

Instructions: Please make your package selection(s) on the following page. Remember to indicate your Tutorial/Lab codes (if applicable) and total the costs at the bottom of the registration form before submitting for processing. The Passport Pass and Exhibit Hall pass CANNOT be combined with any other packages.

How to Register Use **ONE** of the following methods to register for LinuxWorld Conference & Expo, San Francisco 2007.



linuxworldexpo.com
Through August 5, 2007.



LinuxWorld Conference & Expo
PO Box 414 229
Boston, MA 02241-4229
Through July 29, 2007.



(805) 654-1676
Faxed registration forms
must include credit
card information.
Through July 27, 2007.

Confirmation

If registering via Web/mail/fax, an e-mail confirmation will follow once your registration has been processed successfully. Please PRINT the confirmation for your records. To confirm your registration or if you have a question about your badge status, please call (800) 657-1474 (within the U.S.) or (805) 677-4287 (outside the U.S.) and press "1" to speak with a customer service representative.

Receipts

(800) 657-1474 (within the U.S.)
or (805) 677-4287 (outside the
U.S.) and press "1" to speak with
a customer service representative.

Packages & Pricing

All packages include admission to the Exhibit Hall, Keynote Presentations and Birds-of-a-Feather.

Packages	Includes	Early Bird On or before 6/15/07	Regular 6/16/07 - 7/13/07	On-Site 7/14/07 - 8/9/07
Passport Pass	Three (3) days of LinuxWorld Conference Sessions Half day tutorials and/or half day hands-on labs (Choose 2) Complimentary Linux Certification Testing Bonus – Access to the entire NGDC Conference Program for FREE! (An additional 70+ sessions!)	\$1,495 Best Value	\$1,795	\$1,995
3-Day Conference Pass	Three (3) days of NGDC Conference Sessions Complimentary Linux Certification Testing	\$995	\$1,195	\$1,295
1-Day Conference Day Pass	One (1) day of Conference Sessions Complimentary Linux Certification Testing	\$395	\$495	\$595
Tutorials and Hands-on Labs	Half day on Monday Please Note: Lab registrants are required to bring their own laptops.	\$375 each	\$425 each	\$450 each
Linux and open source 101	Linux and open source 101 sessions ONLY	\$100	\$100	\$100
Best of BrainShare	Best of BrainShare sessions ONLY 50% off Linux Certification Testing	\$295	\$295	\$295
ACCESS Developer Day	ACCESS Developer Day sessions ONLY	\$95	\$95	\$95
Fast Track with MOTODev	Fast Track with MOTODev sessions ONLY	\$95	\$95	\$95
Wind River Developer Day	Wind River Developer Day sessions ONLY	\$95	\$95	\$95
Exhibits Only	50% off Linux Certification Testing	FREE	FREE	FREE \$50 Onsite Aug. 6-9

Tutorial Key

Monday August 6th, 9 am – 12 noon

TA: Linux Systems Administration, Part I
TB: High-Availability and Business Continuity for Linux with Linux-HA
TC: The Linux Performance Monitoring and Troubleshooting
TD: File & Print Services For Windows Vista/XP/2000 Using Samba 3.0
TE: Perl Cross Platform Development and Data Migration, A Case Study
TF: Network Monitoring with Nagios
TG: Securing Linux/UNIX Systems - Part I: Core Operating System
TH: Introductory to SELinux

Monday August 6th, 1 pm – 4 pm

TJ: Linux Systems Administration, Part II
TK: Kickstart Tips and Tricks
TL: Linux Performance: Profiling and Optimization
TM: So You Have Active Directory. Now What?
TN: Configuring a Xen High Availability Environment
TO: Vulnerability 2.0 - Web Application Security
TP: Securing Linux/UNIX Systems - Part II: Applications and Network Daemons
TQ: Open Source Development Tools For Linux: Why and How?

Hands on Labs

Monday August 6th, 9 am – 12 noon

HA: Hands-On Hacking: Attacks and Countermeasures
HB: Hands-On: Advanced Network Forensics Using Wireshark
HG: Open Mobile Phone Innovation Lab

* Incomplete mail and fax forms will be returned unprocessed and will delay your registration.
LinuxWorld is open to business professionals only. No one under 18 years of age will be admitted.

Register by June 15 and SAVE!

Registration Form

Attendee Information

(Use one registration form per person. Make photocopies to register additional colleagues.)

First Name MI Last Name
 Title
 Company
 Street Address, P.O. Box, Apt #, Mail Stop, etc.
 City State/Province
 Zip/Postal Code Country
 Phone Business Residential Cell Fax

Save up to \$500 off conference prices by registering early! Early-bird registration savings are valid on or before June 15, 2007

For your convenience, on-line registration is available until August 5, 2007

E-mail address Check here if you would like to receive info from approved industry related third parties via e-mail. Prefer to receive HTML Text e-mails

Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions and Half-day Tutorial/Labs codes and pricing. If applicable, indicate Tutorial/Labs selection(s) listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.

LinuxWorld Conference Packages

(P1) Passport
 Choose 2 Tutorials
 Please enter Tutorial codes

(L2) 3-Day Conference Pass
 3-Day Conference

(1D) One-Day Conference Pass
 Please indicate day:
 Tues Wed Thurs

Tutorials and Hands-On Labs

(T1) Half-Day Tutorial AND/OR **(H1) Half Day Hands-on Lab**
 Please enter up to 2 codes

Exhibits Only

(E0) Exhibit Hall Pass

Attendee Profile

What is your job function?

- CEO
- President
- Chief Financial Officer
- CIO, CTO, CSO, COO
- Vice President
- IT Architect
- IT/MIS Management/Director
- IT/MIS Staff
- Finance/Attorney/VC
- Government Agency Executive
- Line of Business Management
- Programmer/Developer
- R&D-Scientific
- Sales/Marketing
- Systems Administrator
- Systems Programmer/Analyst
- Consultant
- Other

- Energy-Transportation-Utilities
- Finance-Banking-Investment-VC
- Government-Military-Public Administration
- Healthcare-Medical
- ISP-Web Host-IT Services Outsourcer
- Legal-Insurance-Accounting
- Manufacturing (computer related)
- Manufacturing (non-computer related)
- Marketing-Sales
- Media-Publication-Broadcasting
- Non-Profit-Trade Association-User Group
- Research & Development-Scientific
- Reseller-VAR-Sys Integrator
- Retail-Wholesale-Distributor
- Software/Application Development-ISV
- Telecommunications-Carrier
- Web Services/Design/Content
- Other

- \$5 million - \$10 million
- \$1 million - \$5 million
- \$500,001 - \$1,000,000
- \$100,001 - \$500,000
- \$25,001 - \$100,000
- \$0 - \$25,000
- N/A

- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- > 10,000
- Do not know

How did you hear about this event?

- Publication/Print Ad
- Exhibitor Promotion
- Web Banner Ad...
- Email Blast
- Article or mention in the Media
- Direct Mail Piece
- Word of Mouth - Colleague/Friend
- Web Search
- Other

Please indicate your housing plans:

- Use my own Travel Agent
- Book accommodations myself
- Use Event Management Housing
- Live locally
- Staying with friends/family
- Not ready yet

What is your primary business/industry at your location?

- Consultant-Business Service
- Education

What is your annual purchasing budget?

- > \$50 million
- \$10 million - \$50 million

What is your purchasing role?

- I have no role in the purchasing process
- Recommend/specify products/brands
- Identify need for products
- Evaluate products/vendors/brands
- Establish business goals/direction/budgets
- Authorize/approve of acquisitions
- Other purchasing role

Number of employees in your company/organization?

- Under 50
- 50 - 99
- 100 - 499

Payment Information

(Payment must accompany form for registration to be complete)

CONDITIONS: Registration fees are non-refundable, including all cancellations, and credentials non-transferable. Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of registration. No refunds or credits will be issued for a discount after the initial registration. No purchase orders will be accepted. A \$20 fee will be charged for all returned checks. No checks will be accepted during on-site registration. LinuxWorld is open to business professionals only. No one under 18 years of age will be admitted.

Total Amount \$

- Check Enclosed - **make payable to IDG World Expo and enclose the registration form in envelope.**
- MasterCard Visa American Express

Card Holder Signature

Account Number Expiration Date
 First Name MI Last Name

PRIORITY CODE



Be sure to copy your priority code here.



THE DATA CENTER IS TRANSFORMING.
ARE YOU READY?
Conference: August 6 - 9, 2007 | Expo: August 7 - 9, 2007
Moscone Center, San Francisco

Registration Information

Instructions: Please make your package selection(s) on the following page. Remember to indicate your half-day Tutorial codes (if applicable) and total the costs at the bottom of the registration form before submitting for processing. The Passport Pass and Exhibit Hall pass CANNOT be combined with any other packages.

How to Register Use ONE of the following methods to register for NGDC & EIW, San Francisco 2007.



ngdcexpo.com
Through August 5, 2007.



Mail* **NGDC Conference & Expo**
Next Generation Data Center
P.O. Box 414304
Boston, MA 02241-4304
Through July 29, 2007.



Fax* **(805) 654-1676**
Faxed registration forms must include credit card information.
Through July 27, 2007.

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Packages	Includes	Early Bird On or before 6/15/07	Regular 6/16/07 - 7/13/07	On-Site 7/14/07 - 8/9/07
Passport Pass	Three (3) days of NGDC and EIW Conference Sessions Half day tutorials (Choose 2) Bonus - Access to the entire LinuxWorld Conference Program for FREE! An additional 75+ sessions!	\$1,495 Best Value	\$1,795	\$1,995
3-Day Conference Pass	Three (3) days of NGDC Conference Sessions	\$995	\$1,195	\$1,295
Conference Day Pass	One (1) day of Conference Sessions	\$395	\$495	\$595
NGDC & EIW Tutorials	Half day on Monday	\$375 each	\$425 each	\$450 each
Exhibits Only		FREE	FREE	FREE \$50 Onsite Aug. 6-9
EIW Full Conference Pass	Three (3) days of EIW Conference Sessions Half day tutorials (Choose 2)	\$1,095	\$1,295	\$1,495
EIW Conference Pass	Three (3) days of EIW Conference Sessions	\$695	\$895	\$995

Tutorial Key

Monday August 6th, 9 am - 12 Noon

- TA: Mobilizing Everyone: Enterprise WLANs and Emerging Mobile Broadband Systems
- TB: Place Holder
- TD: Virtualization Primer: Hardware and Operating System Virtualization - Making Sense of the Technologies
- EIW - TF: Collaborating to Address the New Federal Rules of Civil Procedure (FRCP) and its Impact on Electronically Stored Information (ESI)
- EIW - TG: Transforming Data Protection for the Information-Centric Enterprise
- HA: Building Network Access Control using Cisco NAC framework

Monday August 6th, 1:00 pm - 4 pm

- TH: Best Practices for Creating a Virtual Appliance
- EIW - TM: ITIL, ILM and Data Classification - A Deep Dive from Process to Policy to Procedure
- EIW - TN: Best Practices for long-Term Retention and Preservation of Electronically Stored Information (ESI)
- HB: Building Network Access Control using the Open Trusted Computing Group/Trusted Network Connect framework

* Incomplete mail and fax forms will be returned unprocessed and will delay your registration. NGDC is open to business professionals only. No one under 18 years of age will be admitted.

▶ Register by June 15 and SAVE!



Registration Form

Attendee Information

[Use one registration form per person. Make photocopies to register additional colleagues.]

First Name _____ MI _____ Last Name _____
 Title _____
 Company _____
 Street Address, P.O. Box, Apt. #, Mail Stop, etc. _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone Business Residential Cell _____ Fax _____

Save up to \$500
 off conference prices
 by registering early!
 Early-bird registration
 savings are valid
 on or before
 June 15, 2007

For your convenience,
 on-line registration is
 available until
 August 5, 2007

E-mail address _____
 Check here if you would like to receive info from approved industry related third parties via e-mail. Prefer to receive HTML Text e-mails

Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions and Half-Day Tutorial codes and pricing. If applicable, indicate Tutorial selection(s) listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.

NGDC Conference Packages

[P] Passport
 Choose 2 Tutorials
 Please enter Tutorial codes _____

[L3] 3-Day Conference Pass
 3-Day Conference

[1D] One-Day Conference Pass
 Please indicate day:
 Tues Wed Thurs

NGDC & EIW Tutorials

[T1] Half-Day Tutorial
 Please enter up to 2 codes _____

Enterprise Information World

EIW Full Conference Pass
 EIW Conference Pass

Exhibits Only

[EO] Exhibit Hall Pass

Attendee Profile

What is your job function?

- CEO
- President
- Chief Financial Officer
- CIO, CTO, CSO, COO
- Vice President
- IT Architect
- IT/MIS Management/Director
- IT/MIS Staff
- Finance/Attorney/VC
- Government Agency Executive
- Line of Business Management
- Programmer/Developer
- R&D-Scientific
- Sales/Marketing
- Systems Administrator
- Systems Programmer/Analyst
- Consultant
- Other

- Energy-Transportation-Utilities
- Finance-Banking-Investment-VC
- Government-Military-Public Administration
- Healthcare-Medical
- ISP-Web Host-IT Services Outsourcer
- Legal-Insurance-Accounting
- Manufacturing (computer related)
- Manufacturing (non-computer related)
- Marketing-Sales
- Media-Publication-Broadcasting
- Non-Profit-Trade Association-User Group
- Research & Development-Scientific
- Reseller-VAR-Sys Integrator
- Retail-Wholesale-Distributor
- Software/Application Development-ISV
- Telecommunications-Carrier
- Web Services/Design/Content
- Other

- \$5 million - \$10 million
- \$1 million - \$5 million
- \$500,001 - \$1,000,000
- \$100,001 - \$500,000
- \$25,001 - \$100,000
- \$0 - \$25,000
- N/A

- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- > 10,000
- Do not know

What is your purchasing role?

- I have no role in the purchasing process
- Recommend/specify products/brands
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- Evaluate products/vendors/brands
- Establish business goals/direction/budgets
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- Other purchasing role

How did you hear about this event?

- Publication/Print Ad
- Exhibitor Promotion
- Web Banner Ad...
- Email Blast
- Article or mention in the Media
- Direct Mail Piece
- Word of Mouth - Colleague/Friend
- Web Search
- Other

What is your primary business/industry at your location?

- Consultant-Business Service
- Education

What is your annual purchasing budget?

- > \$50 million
- \$10 million - \$50 million

Number of employees in your company/organization?

- Under 50
- 50 - 99
- 100 - 499

Please indicate your housing plans:

- Use my own Travel Agent
- Book accommodations myself
- Use Event Management Housing
- Live locally
- Staying with friends/family
- Not ready yet

Payment Information

[Payment must accompany form for registration to be complete]

CONDITIONS: Registration fees are non-refundable, including all cancellations, and credentials non-transferable. Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of registration. No refunds or credits will be issued for a discount after the initial registration. No purchase orders will be accepted. A \$20 fee will be charged for all returned checks. No checks will be accepted during on-site registration. NGDC is open to business professionals only. No one under 18 years of age will be admitted.

Total Amount \$ _____

- Check Enclosed - make payable to IDG World Expo and enclose the registration form in envelope.
 MasterCard Visa American Express

Card Holder Signature _____

Account Number _____ Expiration Date _____

First Name _____ MI _____ Last Name _____

PRIORITY CODE



Be sure to copy your priority code here.

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 (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

Date: October 25, 2006

ID Number: E971M0AU7



Key Findings

The following results are based on 495 respondents (5% net return) to an attendee survey. These results are projectable to the audited net attendance of 7,577. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

Product Interest & Buying Plans

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)? Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.

Product/Service	Total, %	
	Interested	Plan to Buy
Systems	61	24
Computers – Desktops/Notebooks/Laptops	39	14
Servers	36	11
Clustering	21	4
Blade Servers	21	6
Grid/Utility Computing	19	4
PDA/Mobile Devices	26	9
Other Systems	13	3
Peripherals	26	11
Printers	13	5
Accelerators-Cards-Memory	12	4
Monitors-Displays-Projection	13	4
Scanners	9	4
UPS	11	4
Other Hardware	8	3
Networking & Connectivity	41	14
LANs	22	6
WANs	17	5
Switches/Routers/Hubs	21	8
Remote Access	17	6
VOIP	18	7
Network Management Software	22	7
Other Network/Telecommunications	13	4
Storage	39	15
Disk/Tape Backup	18	8
RAID	21	7
Network Attached Storage	23	8
Storage Area Network	20	6
Storage Management	20	5
Disaster Recovery	20	5
Other Storage	9	3
Software	62	20
Database	28	5
Desktop Linux	42	13
Development Tools	32	7
Mobile & Embedded	19	5
Internet & E-mail	25	7
Networking & Connectivity	25	5
Productivity & Utilities	24	5
Other Software	19	4
Security	40	11
Security/Firewall/Encryption	32	8
Antivirus	19	5
VPN	19	6
NAC	9	3
Security Applications	20	6
Other Security	9	2
Net Total	75	34

- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the event. TBP for LinuxWorld/NGDC 2007 is 34%, (our all-show average is 52%).

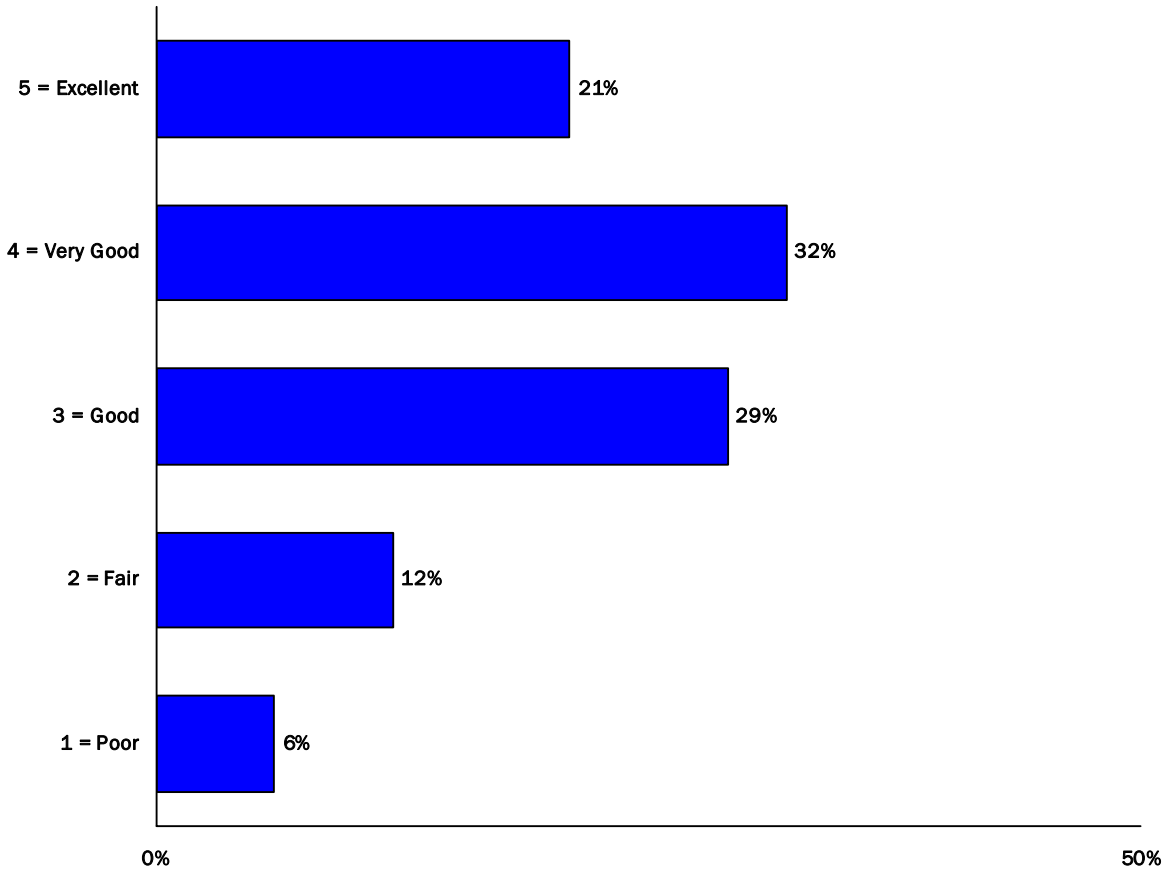
Reasons for Attending

- These results help to determine what will motivate people to attend the event and/or visit specific exhibits and should be used in developing content and attendance promotion.
- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	77
Keep up-to-date on general industry trends/issues	69
Get technical data	45
See specific companies or products	44
Network with colleagues and/or vendors	42
Evaluate and compare products for future purchase	40
Attend the conference program	29
Make a purchase	5
Other	8

Value Received from Attending

- 53% of the attendees found the event to be “excellent” or “very good”. The average rating is 3.5 (our all-show average is 3.7).



Hours & Days Spent at the Exhibits

- The attendees spent an average of 5.3 hours at the LinuxWorld/NGDC exhibits, spread over an average of 1.6 days. For comparison, our all-show average is 8.5 hours, spread over 2.3 days.
- Wednesday was the peak day. Exhibitors need additional booth personnel on peak traffic days in order to reach all of their potential audience.

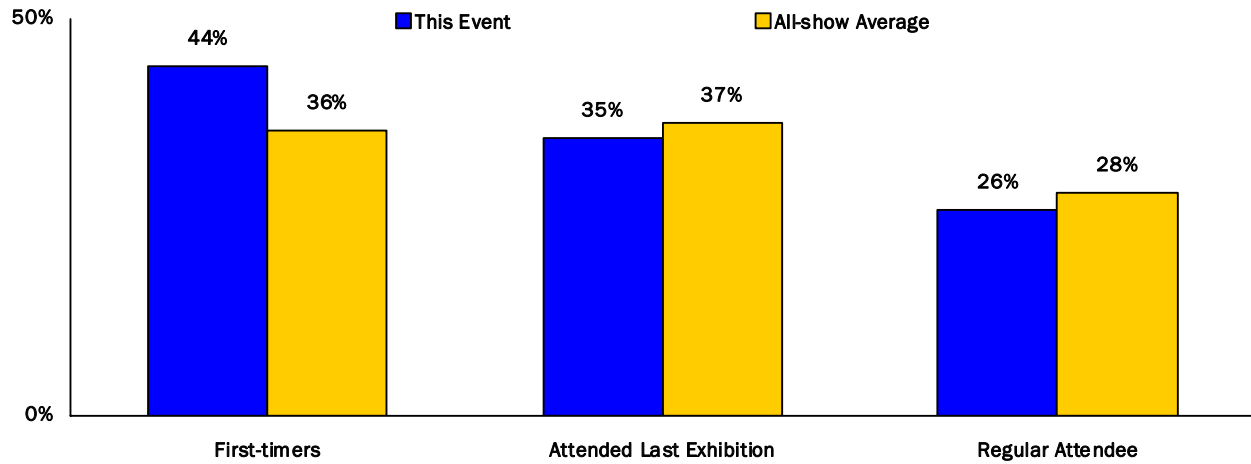
Hours Spent	%
1 - 2	16
3 - 4	35
5 - 6	24
7 - 8	11
More than 8	14
	100
Mean	5.3
All-show Average	8.5

Days Spent	%
1	63
2	15
3	22
	100
Mean	1.6
All-show Average	2.3

Specific Days Spent	%
Tuesday	53
Wednesday	64
Thursday	41

Previous Attendance

- For any show to grow and remain vibrant, there needs to be a good mix of first timers and repeat attendees. When an exhibition has a low percentage of first-timers, it generally means more focus needs to be placed on promoting to new attendees.
- These results indicate that 44% of the attendees are first time visitors. For comparison, our average for all shows is 36%. 35% attended the last show (37% is average). 26% can be considered regular attendees in that they have attended for the past three years. Our all-show average is 28%.



- Exhibitors should look at the overlap in attendance results from the standpoint of exhibit properties/graphics/promotions/attention-getting techniques re-use. The lower the overlap, the more exhibit properties/graphics/etc. can be re-used without overexposure to the same audience. The higher the overlap in attendance from year to year, the more regularly exhibitors need to provide a fresh approach to attendees in terms of exhibit design, graphics, etc.

Other Shows Attended

- A total of 48% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 33%.

Show	%
Vendor-sponsored events like JavaOne, EclipseWorld, Red Hat Summit, Oracle OpenWorld, etc.	20
Interop	6
Storage World Conference	5
OS Con (O'Reilly)	4
Gartner Symposium/ITXPO	3
Data Center World	3
Gartner Data Center Conference	2
Datacenter Dynamics	2
Storage Decisions	2
Other (Please specify)	20
No Other Event Attended in Past Year	42
No Answer	11
All-show Average	37

Role in Buying

- An attendee who recommends products, specifies suppliers, or who makes final purchasing decisions is considered to be a buying influence. For each product category, Total Buying Influences is the percentage of attendees who have at least one buying role. Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Total Buying Influences.

Product/Service Category	%				
	Final Say/ Authorize Purchases	Specify Supplier	Evaluate Specific Products or Brands	Recommend/ Determine Need	Net Buying Influence
Networking & Connectivity	19	11	20	25	51
Peripherals	17	11	16	24	48
Security	16	9	19	23	48
Software	20	12	27	29	60
Storage	17	11	19	25	50
Systems	20	12	23	27	55
Net	23	18	35	43	65
All-show Average	38	28	–	55	83

- More specifically, a net total of 23% of the attendees have the final say in the purchase of at least one of the categories measured, 18% specify the supplier, 35% evaluate specific products or brands, and 43% recommend one or more products for purchase. For comparison, our all show average is 38% for final say, 28% for specify, 55% for recommend, and 83% for Net Buying Influences.

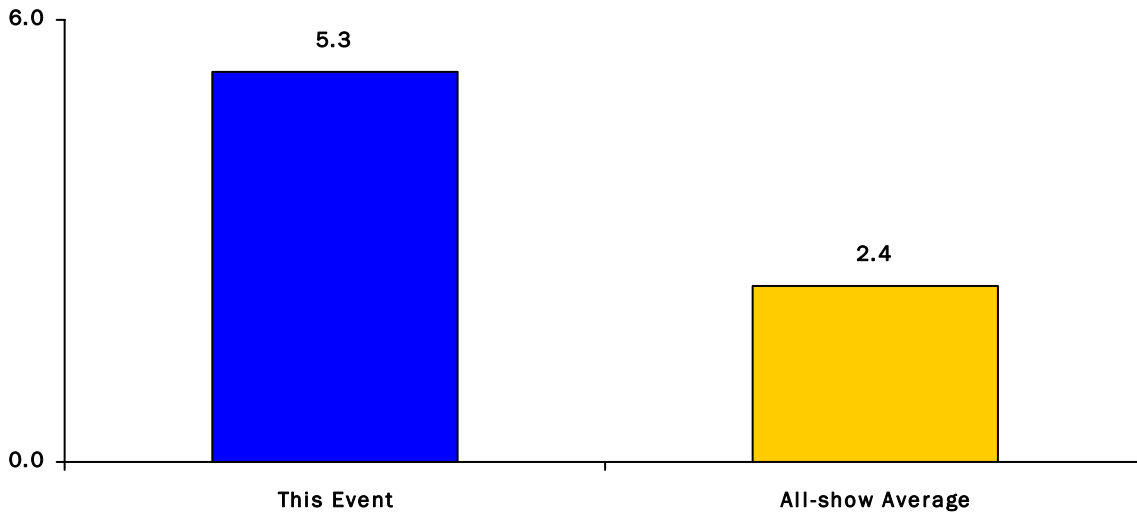
Use of Linux or Open Source Technology

- The following table presents the attendees' use or planned use of Linux or open source technology. 61% currently use or plan to use web/intranet technology and 56% currently use or plan to use desktop Linux.

	%		
	Currently Use	Plan to Use	Net Use
Web/Intranet	50	17	61
Desktop Linux	41	21	56
Network Management/Monitoring	37	17	50
File Serving	39	15	50
Print Serving	22	13	32
Document Management	19	12	29
Business Intelligence/Reporting	16	12	27
Multimedia Production/Design	14	11	22
Desktop Publishing	11	9	19
CRM	10	8	18
ERP	7	8	15

Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.
- The Traffic Density for LinuxWorld San Francisco 2006 was 5.3 (2.4 is average). This means that on average approximately five attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.



- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.