

EVENT AUDIT



DATES OF EVENT:

Conference: June 4 – 8, 2007
Exhibits: June 4 – 7, 2007

LOCATION:

Orange County Convention Center, Orlando, FL

EVENT PRODUCER/MANAGER:

Company Name: Microsoft Corporation
Address: One Microsoft Way, Redmond, WA
Phone: (425) 882-8080
Website (Show): www.microsoft.com/events/teched2007

REGISTRATION COMPANY:

CRG Events

YEAR EVENT ESTABLISHED:

1992

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 9 – 13, 2008
Exhibits: June 10 – 12, 2008
LOCATION: Orange County Convention Center, Orlando, FL

1. STATEMENT OF MARKET SERVED

Tech • Ed is Microsoft's primary annual conference designed to provide professionals with technical training, information and community resources to build, deploy, secure and manage effective solutions based on Microsoft's full range of products that are shipping or scheduled for release within six months.

Qualified attendees are technology professionals who build, deploy, or manage connected solutions, or technology managers who need to understand how technology is evolving.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All registered conference participants were required to go to the onsite registration area before being able to attend any sessions or to have access to anywhere in the conference center. Final barcode confirmations were emailed to attendees 9 days prior to the event. The attendee was instructed to print out the confirmation and bring it with them to check-in. Onsite staff scanned the bar code confirmation which automatically sent the attendee's badge to print. Once the badge was printed, it was inserted into a holder and given to the attendee. Onsite staff also checked the attendee into the website at this time. Those who forgot their confirmation were still able to check in at their designated kiosk. Anyone who did not register ahead of time visited the onsite registration kiosk.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Location	Conference Attendance	Exhibit Only Attendees	Total Conference & Exhibit Only Attendance	Exhibitor/Sponsor Attendees*	Speakers/ Microsoft Participants*	Exhibitors/ Sponsors*	Media*	Grand Total
2007	Orlando, FL	9,518	469	9,987	585	1,219	995	94	12,880
2006	Boston, MA	7,989	690	8,679	564	1,351	1,104	150	11,848
2005	Orlando, FL	7,395	401	7,796	539	1,214	1,296	155	11,000
2004	San Diego, CA	6,929	451	7,380	490	1,567	1,100	155	10,692

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

4. TYPE OF INDUSTRY			
TYPE OF INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF INDUSTRY
Agriculture, Forestry & Fishing	121	1.2	1.2
Fishing	48		
Agriculture & Agricultural Services	67		
Forestry	6		
Education	844	8.5	8.6
Further/Continuing Education	105		
Higher Education	592		
Primary/Secondary Schools	120		
Public Research Centers	27		
Financial Services	1,348	13.5	13.7
Corporate & Retail Banking	422		
Capital Markets/Securities	136		
Exchanges/Payment Processors	45		
Investment Management & Advice	197		
Pension, Health & Welfare Funds	31		
Insurance Brokers & Agents	185		
Life & Accident Insurance	104		
Miscellaneous Insurance	94		
Property & Casualty Insurance	134		
Government	1,046	10.5	10.7
Defense	327		
Intelligence	43		
Justice	67		
Legislation	47		
Natural Resources	59		
Postal	10		
Public Administration	231		
Public Finance	52		
Public Health/Regulatory	70		
Public Safety	42		
Public Works	35		
Regulatory	34		
Social Services	29		
Healthcare	616	6.2	6.3
Health Care Insurance	109		
Hospitals	246		
Other Health-Related Services	242		
Private Physicians Practices	19		
Hosting	76	0.8	0.8
Hosting Service Providers	76		
Life Sciences	202	2.0	2.0
Biotechnology	43		
Medical Device	29		
Pharma	130		

Continued. . . .

4. TYPE OF INDUSTRY (Continued)			
TYPE OF INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF INDUSTRY
Manufacturing	1,607	16.1	16.4
Aerospace & Defense Manufacturing	86		
Automotive, Farm, Recreational Vehicles	85		
Industrial Equipment & Machinery	106		
Shipping & Railroad Vehicles	12		
Chemical, Rubber and Plastics	137		
Food & Drink	129		
Soaps, Detergents & Toiletries	32		
Apparel Manufacture	22		
Footwear & Leather	2		
Furniture	19		
Textile Mill Products	25		
Electronic Components & Instruments	46		
High Tech: Hardware & Electronics	216		
High Tech: Software	441		
Household Appliances & Audio	15		
Metal Fabrication	29		
Primary Metal Industries	23		
Stone, Clay & Glass Products	10		
Mining & Extraction	35		
Oil Refining	98		
Pulp, Paper & Wood	39		
Media & Entertainment	312	3.1	3.2
Advertising	80		
Broadcast Radio & Television	60		
Audio Records Tapes & Discs	0		
Motion Pictures	12		
Sports	28		
Printing Services	24		
Publishing	108		
Nonprofit	144	1.4	1.5
Charities and Philanthropic	51		
Membership Organizations	93		
Professional Services	2,181	21.8	22.2
Accounting	117		
Architecture & Engineering	137		
Construction	60		
IT Services	1,464		
Legal	125		
Management Consulting	80		
Outsourced Services	89		
Staffing	35		
Personal & Misc. Services	12		
Real Estate	62		

Continued...

4. TYPE OF INDUSTRY (Continued)			
TYPE OF INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF INDUSTRY
Retail	379	3.8	3.9
Auto Repair Shops	1		
Auto Retail, Wholesale & Services	31		
Convenience/Gas	4		
Distribution: Consumer Goods	51		
Distribution: Industrial	19		
Grocery/Specialty Foods	24		
Pharmacies & Drug Stores	6		
Foodservice	25		
Casino Hotels	6		
Entertainment	27		
Hotel and Motel	22		
Travel & Reservation Services	38		
Department Stores	25		
Discounters/Mass Merchandisers	20		
Warehouse Clubs & Superstores	9		
Apparel & Soft Lines	18		
Building Material & Garden/Farm	6		
Fuel, Florists, Tobacco, News, Optical	0		
Furniture & Equipment	1		
Liquor, Books, Stationary, Sporting Goods	6		
Non-Store Retailers	40		
Telecommunications	175	1.8	1.8
Cable Service Provider	20		
Equipment Provider	20		
Internet Service Provider	21		
Wireless Service Provider	27		
Communication Service Provider	64		
Network Service Provider	23		
Transportation & Logistics	141	1.4	1.4
Land Transportation	45		
Transport-Related Services	62		
Water, Air & Pipelines	34		
Utilities	271	2.7	2.7
Electricity & Gas	243		
Steam & Irrigation	1		
Water, Sewage & Waste Disposal	27		
Other - Unsegmented	351	3.5	3.6
Total Conference and Exhibit Only Attendees Identified by Type of Industry	9,814	98.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Industry	173	1.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,987	100.0	100.0

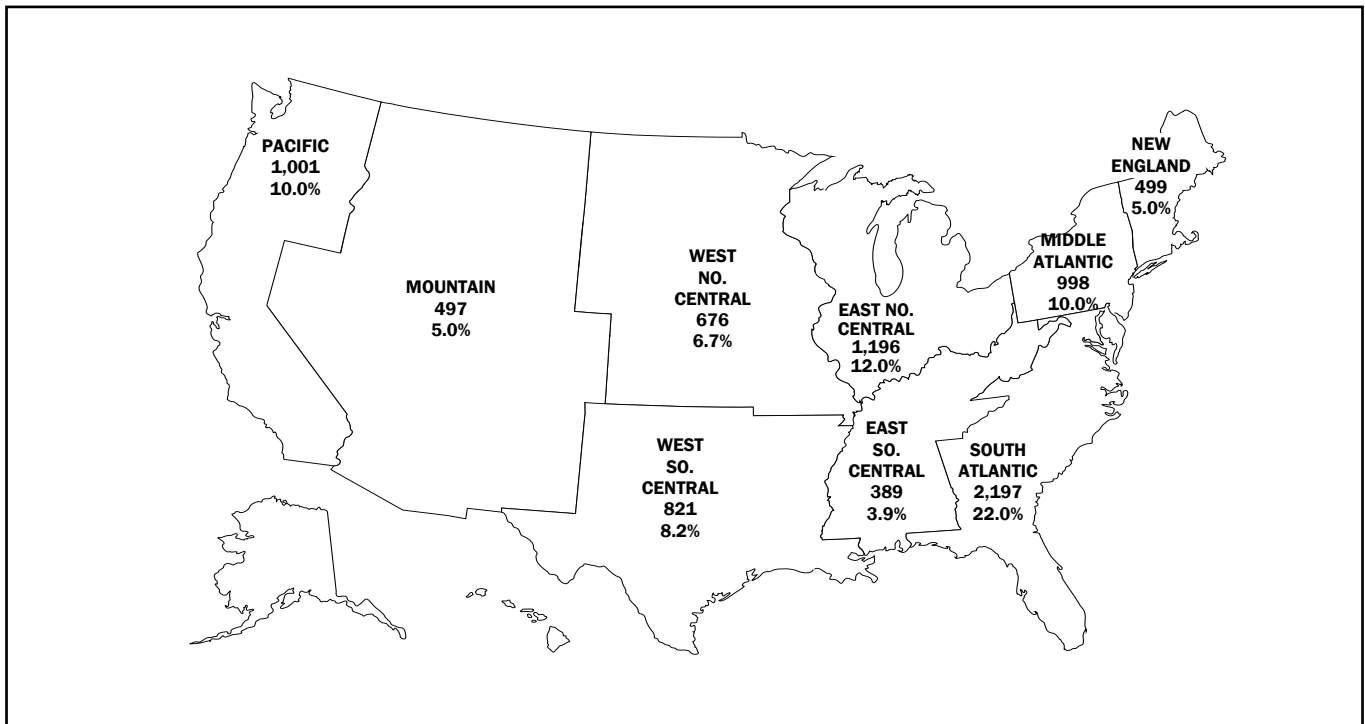
5. PRIMARY ROLE IN COMPANY OR ORGANIZATION			
PRIMARY ROLE IN COMPANY OR ORGANIZATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY ROLE
IT Professional	6,770	67.8	69.0
Applications Administrator	141	1.4	1.4
Chief Knowledge Officer	25	0.2	0.2
CIO	121	1.2	1.2
Communications/Telephone Systems Administrators	18	0.2	0.2
CTO	125	1.2	1.3
Database Administrator	232	2.3	2.4
Desktop Configuration Administrator	199	2.0	2.0
File/Storage Administrator	19	0.2	0.2
Helpdesk Support	127	1.3	1.3
Infrastructure Architect	947	9.5	9.6
IT Manager/Director	1,499	15.0	15.3
IT Project Manager - Applications or Solutions	300	3.0	3.1
IT Project Manager - Systems or Network	257	2.6	2.6
Messaging Administrator	266	2.7	2.7
Network Administrator	477	4.8	4.9
Perform Multiple IT Functions; no single primary role	578	5.8	5.9
Security Administrator	96	1.0	1.0
Server Operating System Administrator	224	2.2	2.3
System Administrator	907	9.1	9.2
Technology Trainer/Teacher	98	1.0	1.0
Unofficial "IT Person" at my office	20	0.2	0.2
Web Administrator/Master	94	0.9	1.0
Developer	2,226	22.3	22.7
Database Administrator	47	0.5	0.5
Developer	788	7.9	8.0
Developer Manager	223	2.2	2.3
Infrastructure Architect	32	0.3	0.3
Interactive Designer	0	0.0	0.0
Solutions Architect	426	4.3	4.4
Strategic Architect	53	0.5	0.5
Student	4	<0.1	<0.1
Systems Engineer	105	1.1	1.1
Web Architect	61	0.6	0.6
Web Designer	9	0.1	0.1
Web Developer	409	4.1	4.2
Web Master	8	0.1	0.1
Other	61	0.6	0.6
Non-Technical Executive	107	1.1	1.1
CEO	11	0.1	0.1
CFO	0	0.0	0.0
Controller	3	<0.1	<0.1
COO	6	0.1	0.1
Director	38	0.4	0.4
General Manager	10	0.1	0.1
Owner	5	0.1	0.1
President	10	0.1	0.1
Vice-President	24	0.2	0.2
Non-technical Manager or Staff	195	2.0	2.0
Analyst	22	0.2	0.2
Specialist/Professional	126	1.3	1.3
Technical/Business Consultant	47	0.5	0.5
Other	516	5.1	5.2
Total Conference and Exhibit Only Attendees Identified by Primary Role	9,814	98.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Role	173	1.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,987	100.0	100.0

6. NUMBER OF PERSONAL COMPUTERS IN ORGANIZATION			
NUMBER OF PERSONAL COMPUTERS IN ORGANIZATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF COMPUTERS IN ORGANIZATION
1 - 4	131	1.3	1.3
5 - 24	385	3.9	3.9
25 - 49	375	3.8	3.8
50 - 250	1,309	13.1	13.4
251 - 499	710	7.1	7.2
500 - 749	597	6.0	6.1
750 - 2,499	1,397	14.0	14.2
2,500 - 12,499	2,192	21.9	22.4
12,500 - 25,000	824	8.2	8.4
Over 25,000	1,894	19.0	19.3
Total Conference and Exhibit Only Attendees Identified by Number of Computers in Organization	9,814	98.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Computers in Organization	173	1.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,987	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	499	5.0
Maine	22	
New Hampshire	39	
Vermont	20	
Massachusetts	230	
Rhode Island	40	
Connecticut	148	
MIDDLE ATLANTIC	998	10.0
New York	348	
New Jersey	266	
Pennsylvania	384	
EAST NO. CENTRAL	1,196	12.0
Ohio	338	
Indiana	118	
Illinois	388	
Michigan	199	
Wisconsin	153	
WEST NO. CENTRAL	676	6.7
Minnesota	239	
Iowa	87	
Missouri	189	
North Dakota	17	
South Dakota	12	
Nebraska	78	
Kansas	54	
SOUTH ATLANTIC	2,197	22.0
Delaware	23	
Maryland	242	
Washington, DC	106	
Virginia	303	
West Virginia	9	
North Carolina	238	
South Carolina	83	
Georgia	182	
Florida	1,011	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	389	3.9
Kentucky	85	
Tennessee	160	
Alabama	117	
Mississippi	27	
WEST SO. CENTRAL	821	8.2
Arkansas	62	
Louisiana	79	
Oklahoma	92	
Texas	588	
MOUNTAIN	497	5.0
Montana	28	
Idaho	32	
Wyoming	4	
Colorado	175	
New Mexico	12	
Arizona	104	
Utah	103	
Nevada	39	
PACIFIC	1,001	10.0
Alaska	12	
Washington	344	
Oregon	85	
California	542	
Hawaii	18	
UNITED STATES	8,274	82.8
INTERNATIONAL	1,713	17.2
Canada	474	
Mexico	23	
Other International	1,216	
Total Conference & Exhibit Attendees	9,987	100.0



Pricing

Full Conference Registration	\$1,795 U.S. until April 6, 2007 \$1,995 U.S. after April 7, 2007
Pre-Conference Seminar Must be purchased in conjunction with a conference registration	\$350 U.S. for registered Tech•Ed Attendees \$450 U.S. for non-Tech•Ed Attendees
Pre-Conference Hands-on Lab Must be purchased in conjunction with a conference registration	\$450 U.S. for registered Tech•Ed Attendees \$550 U.S. for non-Tech•Ed Attendees
Trade Show–Only Pass	\$75 U.S.

2007 Registration Form

Which of the following best describes your primary objective for attending Tech•Ed 2007?

- Learn about new products/technologies
- Keep up to date on existing products/technologies
- Obtain an answer for a specific problem I currently face in my IT environment
- Learn about solutions for business issues that my organization currently faces

1. Have you attended TechEd previously? (Seen By Everyone)

- Yes
- No

2. Years in current role or equivalent responsibility: (Seen By Everyone)

- 1 year
- 2-4 years
- 5-10 years
- 11+ years

3. What is your primary role in your company or organization: (Please choose one) (Seen By Everyone)

- IT Professional
- Developer
- Non-Technical Executive
- Non-technical Manager or Staff
- Other

4. IT Professional (Appears if they answered "IT Professional" to question 3)

- CIO
- CTO
- IT Manager/Director
- Chief Knowledge Officer
- Communications/Telephone Systems Administrators
- Applications Administrator
- Database Administrator
- Desktop Configuration Administrator
- File/Storage Administrator
- Helpdesk Support
- Infrastructure Architect
- IT Project Manager-Applications or Solutions
- IT Project Manager-Systems or Network
- Messaging Administrator
- Network Administrator
- Perform multiple IT functions; no single primary role
- Security Administrator
- Server Operating System Administrator
- System Administrator
- Technology Trainer/Teacher
- Unofficial "IT Person" at my office
- Web Administrator/Master

5. If you are an Architect what percentage of your time is spent in an average workweek on the following activities: Creating the guiding design for technology usage. Providing strategic direction for enterprise-wide technology projects. Influencing the purchase of new technology. Designing the infrastructure layer for applications or network. Designing systems to manage network security. Designing systems for speed, efficiency, scalability and load. Developing architecture. Ensuring integration between applications and the systems? (Appears if they answered "Infrastructure Architect" to question 4)

- 50% or more
- Under 50%

6. What technology areas are you interested in learning about at TechEd? (Choose all that apply)
(Appears if they answered "IT Professional" to question 3)

Anti Spyware Technology
Antigen
Active Directory
Business Intelligence Solutions
BizTalk Server
Content Management Tools
Cryptography, Certificates, and Secure Communications
Commerce Server
Customer Relations Management (CRM) Solutions
ERP Applications
Exchange Server
Identity Management
Internet Security and Acceleration (ISA) Server
Mainframe System Integration
Microsoft Office System 2003
Microsoft Office System 2007
Microsoft Operations Manager
Microsoft System Center
Windows Mobile Device Deployment
Network Access Protection
Office Communication Server
Office Live Meeting
Rights Management Services
Scripting
SharePoint Portal Server
Smart Cards
SQL Server 2005
Supply Chain Management Applications
Tablet PC
Unified Communications
Virtual PC and Server Technology
Web Application Hosting
Windows Server 2003
Windows Server Code-named "Longhorn"
Microsoft Update Services
Windows Storage Server
Windows Vista
Wireless Technology

7. How do you like to learn about and get information on technology? (Choose all that apply)
(Appears if they answered "IT Professional" to question 3)

Beta Bits
E-Newsletters
Industry in Person Events
Technical Publications
Instructor-led Training
Online Self-paced Training
Peers
User Groups
Webcasts
White Papers
Other
Microsoft TechNet
Microsoft Developer Network(MSDN)
Blogs
Online Resources

8. Developer

(Appears if they answered "Developer" to question 3)

Database Administrator
Developer
Developer Manager
Infrastructure Architect
Solutions Architect
Strategic Architect
Web Architect
Web Developer
Web Designer
Interactive Designer
Web Master
Systems Engineer
Student
Other

9. If you are a Developer, would you identify yourself as a: (Please choose one)

(Appears if they answered "Developer" to question 8)

VAR
ISV
MIS
Student
Systems Integrator
Hobbyist
End User

10. If you are an Architect what percentage of your time is spent in an average workweek on the following activities: Creating the guiding design for technology usage. Providing strategic direction for enterprise-wide technology projects. Influencing the purchase of new technology. Designing the infrastructure layer for applications or network. Designing systems to manage network security. Designing systems for speed, efficiency, scalability and load. Developing architecture. Ensuring integration between applications and the systems? (Appears if they answered "Solutions Architect" or "Strategic Architect" to question 8)

50% or more
Under 50%

11. What programming language topics are you interested in? (Choose all that apply) (Appears if they answered "Developer" to question 3)

ASP
ASP.NET
HTML
Java
PHP
Python
Ruby
SQL
VBA
VBScript, JScript or JavaScript
Visual Basic
Visual C#
Visual Basic.NET.
Visual C++
Visual FoxPro/XBase
Visual J#
XAML
XML

12. What technology areas are you interested in learning about at TechEd? (Choose all that apply)
(Appears if they answered "Developer" to question 3)

64-Bit Development
.NET Compact Framework
.NET Framework 2.0
.NET Framework 3.0
Application Testing
Architectural Patterns and Practice
ASP.NET
ASP.NET AJAX
Expression
BizTalk Server
Device Driver Development
Development Languages
Game Development/DirectX
Microsoft Internet Information Services (IIS)
Security
SQL Server Development
SQL Server Administration
SQL Server Everywhere (mobility)
Tablet PC Application Development
User Interface and Graphic Design
Unix or Linux Interoperability
Visual Studio 2005 & Visual Studio .NET
Visual Studio code-named "Orcas"
Visual Studio Team System
Visual Studio Tools for Applications
Visual Studio Tools for the Microsoft Office System
Web Services
Windows Embedded
Windows Forms
Windows Live Platform
Windows Vista Application Development
Windows Vista Application Compatibility

13. What is your primary role as a Non-Technical Executive in your company or organization (Please choose one): (Appears if they answered "Non-Technical Executive" to question 3)

Controller
CEO
CFO
Director
General Manager
Owner
President
Vice-President
COO

14. If you are a Non-Technical Executive would you identify yourself as: (Please choose one) (Appears if they answered "Non-Technical Executive" to question 3)

Tech-Influencing
Non-Tech Influencing

15. What technology areas are you interested in Learning about at TechEd? (Choose all that apply)
(Appears if they answered “Non-Technical Executive” to question 3)

- Anti Spyware Technology
- Antivirus Technology
- Application Design and Development Tools
- Architectural Patterns and Practice
- Business Intelligence Solutions
- Content Management Solutions
- Cryptography, Certificates, and Secure Communications
- Customer Relations Management (CRM) Applications
- Database Management Systems
- ERP Applications
- Exchange Server
- Unified Communications
- Identity and Access Management
- Mainframe System Integration
- Microsoft Office System
- Microsoft System Management Server
- Mobile Device Solutions
- SharePoint Portal Services
- Smart Card Solutions
- Storage Systems
- Supply Chain Management Applications
- Tablet PC Applications
- Team Development, Source Control, and Testing
- Unix or Linux Interoperability
- Virtual PC and Server Technology
- Windows Embedded
- Windows Server Infrastructure
- Windows Client

16. Non-technical Manager or Staff

(Appears if they answered “Non-Technical Manager or Staff” to question 3)

- Analyst
- Technical/Business Consultant
- Specialist/Professional

17. If you are a Non-technical Manager or Staff, would you identify yourself as a: (Please choose one)
(Appears if they answered “Non-Technical Manager or Staff” to question 3)

- Basic Follower
- Expert Follower
- Basic Influential
- Expert Influential
- Non-PC Worker

18. What technology areas are you interested in learning about at TechEd? (Choose all that apply)
(Appears if they answered “Non-Technical Manager or Staff” to question 3)

- Anti Spyware Technology
- Antivirus Technology
- Application Design and Development Tools
- Architectural Patterns and Practice
- Business Intelligence Solutions
- Content Management Solutions
- Cryptography, Certificates, and Secure Communications
- Customer Relations Management (CRM) Applications
- Database Management Systems
- ERP Applications
- Exchange Server

Unified Communications
Identity and Access Management
Mainframe System Integration
Microsoft Office System
Microsoft System Management Server
Mobile Device Solutions
SharePoint Portal Services
Smart Card Solutions
Storage Systems
Supply Chain Management Applications
Tablet PC Applications
Team Development, Source Control, and Testing
Unix or Linux Interoperability
Virtual PC and Server Technology
Windows Embedded
Windows Server Infrastructure
Windows Client

19. Other - What technology areas are you interested in learning about at TechEd? (Choose all that apply)
(Appears if they answered "Other" to question 3)

Anti Spyware Technology
Antivirus Technology
Application Design and Development Tools
Architectural Patterns and Practice
Business Intelligence Solutions
Content Management Solutions
Cryptography, Certificates, and Secure Communications
Customer Relations Management (CRM) Applications
Database Management Systems
ERP Applications
Exchange Server
Unified Communications
Identity and Access Management
Mainframe System Integration
Microsoft Office System
Microsoft System Management Server
Mobile Device Solutions
SharePoint Portal Services
Smart Card Solutions
Storage Systems
Supply Chain Management Applications
Tablet PC Applications
Team Development, Source Control, and Testing
Unix or Linux Interoperability
Virtual PC and Server Technology
Windows Embedded
Windows Server Infrastructure
Windows Client

20. Which of the following best describes your Industry? (Please select from list under appropriate industry heading) (Seen By Everyone - When the Industry is chosen, the Categories open up below it.)

Industry	Category
Agriculture, Forestry& Fishing	Fishing
	Agriculture & Agricultural Services
	Forestry
Education	Further/Continuing Education
	Higher Education
	Primary/Secondary Schools
	Public Research Centers
Financial Services	Corporate & Retail Banking
	Capital Markets/Securities
	Exchanges/Payment Processors
	Investment Management & Advice
	Pension, Health & Welfare Funds
	Insurance Brokers & Agents
	Life & Accident Insurance
	Miscellaneous Insurance
	Property & Casualty Insurance
Government	Defense
	Intelligence
	Justice
	Legislation
	Natural Resources
	Postal
	Public Administration
	Public Finance
	Public Health/Regulatory
	Public Safety
	Public Works
	Regulatory
	Social Services
Healthcare	Health Care Insurance
	Hospitals
	Other Health-Related Services
	Private Physicians Practices
Hosting	Hosting Service Providers
Life Sciences	Biotechnology
	Medical Device
	Pharma
Manufacturing	Aerospace & Defense Mfg
	Automotive, Farm, Rec Vehicles
	Industrial Equipment & Machinery
	Shipping & Railroad Vehicles
	Chemical, Rubber and Plastics
	Food & Drink

Soaps, Detergents & Toiletries
Apparel Manufacture
Footwear & Leather
Furniture
Textile Mill Products
Elect Components & Instruments
High Tech: Hardware & Electronics
High Tech: Software
Household Appliances & Audio
Metal Fabrication
Primary Metal Industries
Stone, Clay & Glass Products
Mining & Extraction
Oil Refining
Pulp, Paper & Wood

Media & Entertainment	Advertising
	Broadcast Radio & Television
	Audio Records Tapes & Discs
	Motion Pictures
	Sports
	Printing Services
	Publishing

Nonprofit	Charities and Philanthropic
	Membership Organizations

Other - Unsegmented

Professional Services	Accounting
	Architecture & Engineering
	Construction
	IT Services
	Legal
	Management Consulting
	Outsourced Services
	Staffing
	Personal and Misc. Services
	Real Estate

Retail	Auto Repair Shops
	Auto Retail, Wholesale & Services
	Convenience/Gas
	Distribution: Consumer Goods
	Distribution: Industrial
	Grocery/Specialty Foods
	Pharmacies and Drug Stores
	Foodservice
	Casino Hotels
	Entertainment
	Hotel and Motel
	Travel & Reservation Services
	Department Stores
	Discounters/Mass Merchandisers
	Warehouse Clubs & Superstores

	Apparel and Soft Lines
	Building Material & Garden/Farm
	Fuel, Florists, Tob, News, Optical
	Furniture & Equipment
	Liq, Books, Stationary, Sport Gds
	Non-Store Retailers
Telecommunications	Cable Service Provider
	Equipment Provider
	Internet Service Provider
	Wireless Service Provider
	Communication Service Provider
	Network Service Provider
Transportation & Logistics	Land Transportation
	Transport-Related Services
	Water, Air And Pipelines
Utilities	Electricity & Gas
	Steam & Irrigation
	Water, Sewage & Waste Disposal

21. Which of the following best describes your department? (Choose one)

(Seen By Everyone)

Administration
Board of Directors
Consulting Services
Corporate Banking
Corporate Planning Group
Corporate Strategy Group
Customer Service/Support
Development
Distribution & Logistics
E-commerce
Education & Training
Engineering
Equities
Executive/General Management
Finance/Accounting
Fundraising/Foundation
Health Services
Human Resources
Information Systems/Technology
Institutional
Investor Relations
Legal & Corporate Affairs
Manufacturing & Production
Marketing & Advertising
Merchandising/Buying
Operations
Other
Purchasing
Real Estate
Research & Development
Retail Banking
Retail Brokerage
Sales
Social Services
Strategic Planning

22. How many Personal Computers are in your organization including all locations?
(Seen By Everyone)

- 1-4
- 5-24
- 25-49
- 50-250
- 251-499
- 500-749
- 750-2,499
- 2,500-12,499
- 12,500-25,000
- 25,000+

23. Are you a Microsoft Partner? (Choose one)
(Seen By Everyone)

- Yes - *If yes, please include your 6 or 7 Digit MSPP ID number: **text box***
- No
- Not Sure

24. If Yes or Not Sure, please choose what type of MS Partner you are:
(Appears if they answered "Yes" or "Not Sure" to question 23)

- Distributor
- ISV
- OEM
- Reseller
- Retailer
- Services/Support
- Service Provider (video/voice/data)
- Not applicable/Unsure

25. Are you a: (Check all that apply)
(Seen By Everyone)

- Culminis User Group Leader–
- INETA User Group Leader
- MCP (Microsoft Certified Professional) **text box**
- MCT (Microsoft Certified Trainer) - *If yes, please include your ID number: **text box***
- Microsoft MVP (Most Valuable Professional) Program Member - *If yes, please include your ID number: **text box***
- Microsoft RD (Regional Director)

- None of the Above

Contact Information:

Salutation

***First Name**

MI

***Last Name**

Suffix

***First name as you would like it to appear on your name badge**

***Job Title**

***Organization Name**

***Address 1**

Address 2

***City**

***State/Province** (required for US, Canada, Australia only)

***Postal Code**

***Country/Region**

***Email Address** (e.g. yourname@yourcompany.com)

***Business Phone Number** (please include the country code)

Daytime Fax Number (please include the country code)

Cell Phone Number (please include the country code)

Additional Information

Do you have any dietary requirements or food allergies?

Blank

Not Applicable

Vegetarian

Vegan

Kosher

Halal

Diabetic

Other

Do you have any accessibility needs?

Visual

Mobile

Auditory

Other (***“Please describe” text field appears if chosen***)

Please provide complete details/requirements that will assist us with your request. Conference management will do its best to accommodate reasonable requests. *Text box*

Microsoft may send me pertinent security, product, and event information via:

Postal Mail

Telephone

Email

I would like Microsoft to share information about me with Tech-Ed sponsors (through a bonded mail house, not directly to the sponsors) in order to receive information on their products and services via postal mail. This information will also include a special offer to attendee that is not available anywhere else.

Microsoft Partners may contact me with information about their products, services, and events.

Microsoft Tech-Ed speakers may contact me after the event with specific information and materials about the sessions I attended

***Do you currently use/own a Windows Mobile powered device?**

Yes

No

I would like to be contacted about related activities associated with Microsoft Tech-Ed 2007 between June 1-10, 2007.

Yes

No

***Are you a Government Employee?**

Yes

No

Please note that government officials and employees will not be eligible to receive any giveaways at the event to avoid even the appearance of impropriety. (Appears if they answer Yes to Government Employee.)

Username and Password

If you do not fully complete your registration or if you need to return to your registration to change any information you will be able to access your information through this username and password

Username (6 to 100 characters): *Text Box

Password (6 to 50 characters): *Text Box

Confirm your password: *Text Box

Please send information regarding my registration status to:

Send to the registrant listed above.

Send to the assistant listed below.
Send to both.

Registered By (*Appears if "Send to assistant below" or "Send to both" is selected.*)

***First Name**

MI

***Last Name**

***Email address** (e.g. yourname@yourcompany.com)

***Daytime Phone Number** (please include country code)

Emergency Contact

***First Name**

***Last Name**

***Daytime Phone Number** (please include country code)

***Cell Phone Number** (please include country code)

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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 (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