

EVENT AUDIT



DATES OF EVENT:

Conference: June 18 – 21, 2007
 Exhibits: June 19 – 21, 2007

LOCATION:

McCormick Place, Chicago, IL

EVENT PRODUCER/MANAGER:

Company Name: NXTcomm
 Address: 2500 Wilson Boulevard, Suite 300, Arlington, VA 22201
 Phone: (703) 907 – 7700
 Website (Show): www.nxtcommshow.com

REGISTRATION COMPANY:

Experient

YEAR EVENT ESTABLISHED:

2007

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 16 – 19, 2008
 Exhibits: June 17 – 19, 2008

LOCATION:

Las Vegas Convention Center, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

The communications technology industry.

Qualified attendees are national and international service providers, enterprise network professionals, manufacturers, dealers, contractors, the financial community and the business and financial media.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge card with a badge in the mail were required to turn in their card to receive a badge holder. The registrant was then entered into the system as verified. On-site registrants were automatically entered into the system as verified. Downloaded leads captured by exhibitors were also entered into the system as verified.

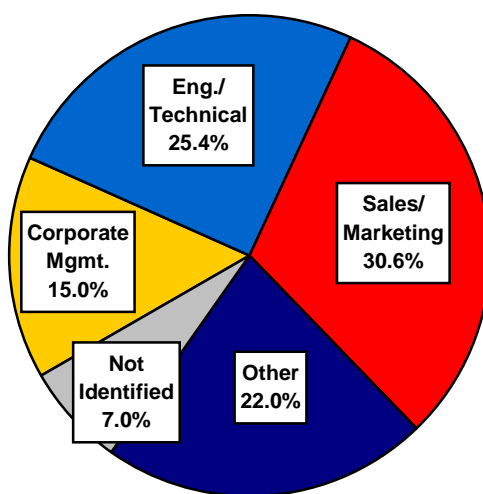
3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media/Analysts	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Chicago, IL	977	7,239	8,216	409	440	6,208	15,273

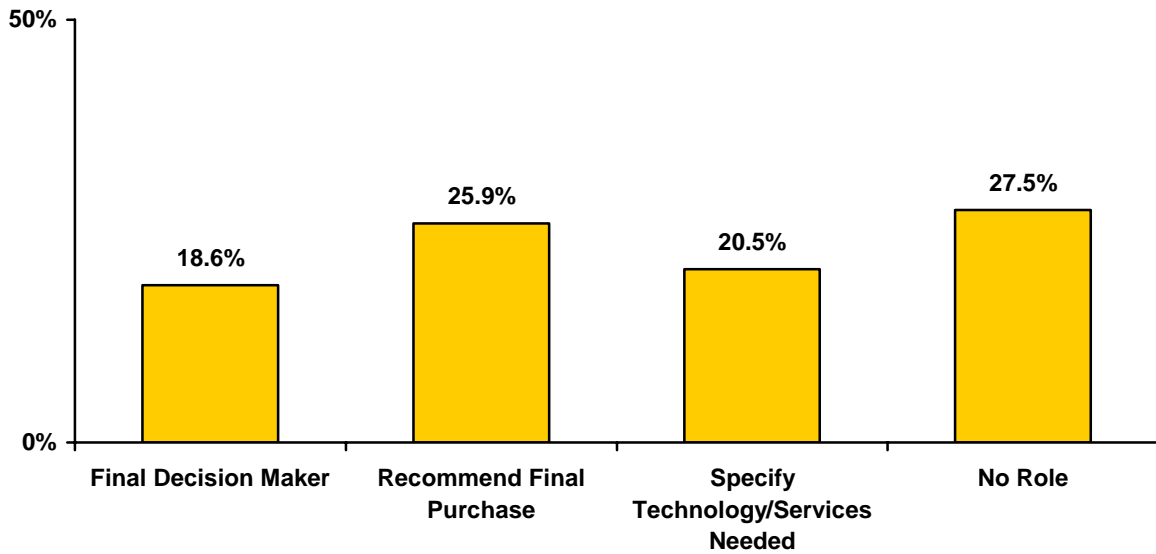
* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
SERVICE PROVIDER/CARRIER	2,729	33.2	35.7
Local Exchange Carrier (LEC/ILEC/IOC)	983	12.0	12.8
Competitive Access Provider (CLEC)	285	3.5	3.7
Mobile Wireless (Cellular/PCS)	276	3.3	3.6
Fixed Wireless (WLAN, WMAN, WiMAX)	113	1.4	1.5
Internet Telephony Provider (VoIP)	129	1.6	1.7
Computer Telephony	62	0.7	0.8
Mobile Virtual Network Operator	15	0.2	0.2
Interexchange Carrier (IXC)	47	0.6	0.6
Cable Provider/Operator	51	0.6	0.7
Internet Service Provider (ISP)	121	1.5	1.6
Satellite Service Provider	23	0.3	0.3
Backbone Network/Fiber Network Provider	90	1.1	1.2
Data LEC (DLEC)	8	0.1	0.1
Utility/Power Grid Operator	20	0.2	0.3
Virtual Private Network Provider (VPN)	20	0.2	0.3
Broadcaster/Content Provider	42	0.5	0.6
Network Service Provider/10 GigE	56	0.7	0.7
Application Service Provider	84	1.0	1.1
Web Hosting Data Center	22	0.3	0.3
Cable MSO	18	0.2	0.2
Integrated Communications Provider	246	3.0	3.2
Other	18	0.2	0.2
ENTERPRISE	1,559	19.0	20.4
Education	125	1.5	1.6
Legal	25	0.3	0.3
Manufacturer (non ICT)	456	5.6	6.0
Financial Services	331	4.0	4.3
Applications	65	0.8	0.8
Software Developer	254	3.1	3.3
Network Administrator/Management	69	0.8	0.9
Health Care	23	0.3	0.3
Trade (Retail/Wholesale/Hospitality)	47	0.6	0.6
Transportation	23	0.3	0.3
Federal Government/Regulatory/Military	58	0.7	0.8
State or Local Government	59	0.7	0.8
Utilities	20	0.2	0.3
Other	4	0.1	0.1
COMMUNICATIONS VENDOR	3,358	40.9	43.9
Equipment Manufacturer	1,490	18.1	19.5
Dealer/Distributor/Agent	298	3.6	3.9
VAR	145	1.8	1.9
Carrier Service Reseller	20	0.2	0.3
Outside Plant	39	0.5	0.5
Software Developer	191	2.3	2.5
Content Provider	33	0.4	0.4
Content Creation	23	0.3	0.3
Content Production	12	0.2	0.2
Content Distribution	16	0.2	0.2
Content Security	6	0.1	0.1
Content Management	19	0.2	0.2
Digital Right Management	0	0.0	0.0
Encryption	10	0.1	0.1
Other	1,056	12.9	13.8
Total Conference and Exhibit Only Attendees Identified by Primary Business	7,646	93.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	570	6.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,216	100.0	100.0

5. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Accounting/Billing	100	1.2	1.3
Consulting	535	6.5	7.0
Contracting	59	0.7	0.8
Corporate Management	1,232	15.0	16.1
Education/Training	70	0.9	0.9
Engineering/Technical	868	10.6	11.4
Investment Analyst	115	1.4	1.5
Broker	15	0.2	0.2
Financial Services	71	0.9	0.9
Investment Banking	53	0.6	0.7
Venture Capital	45	0.5	0.6
Industry Analyst	67	0.8	0.9
Internet Services/Web Design and Development	43	0.5	0.5
Legal/Regulatory	84	1.0	1.1
MIS/Network Operations	221	2.7	2.9
Product Management	410	5.0	5.4
Corporate Buyer	71	0.9	0.9
Research and Development	443	5.4	5.8
Sales/Marketing	2,103	25.6	27.5
Software Development	168	2.0	2.2
Telecom Systems Management	343	4.2	4.5
Other	524	6.4	6.9
Total Conference and Exhibit Only Attendees Identified by Job Function	7,640	93.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	576	7.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,216	100.0	100.0

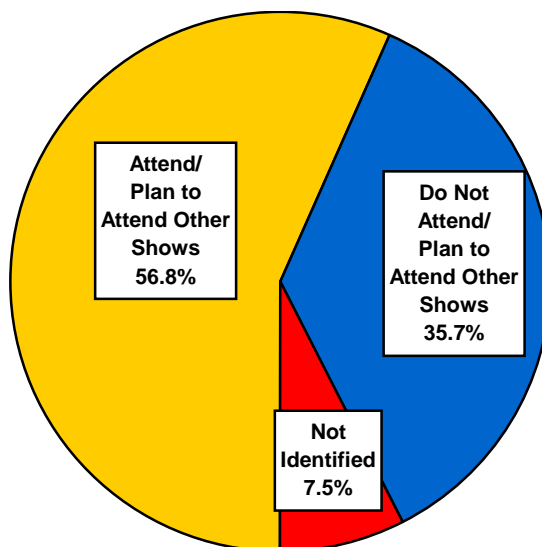


6. ROLE IN BUYING DECISION			
ROLE IN BUYING DECISION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN BUYING DECISION
Total with Buying Role	5,337	65.0	70.2
Final Decision Maker	1,526	18.6	20.1
Recommend Final Purchase	2,129	25.9	28.0
Specify Technology/Services Needed	1,682	20.5	22.1
No Role	2,264	27.5	29.8
Total Conference and Exhibit Only Attendees Identified by Role in Buying Decision	7,601	92.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Buying Decision	615	7.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,216	100.0	100.0

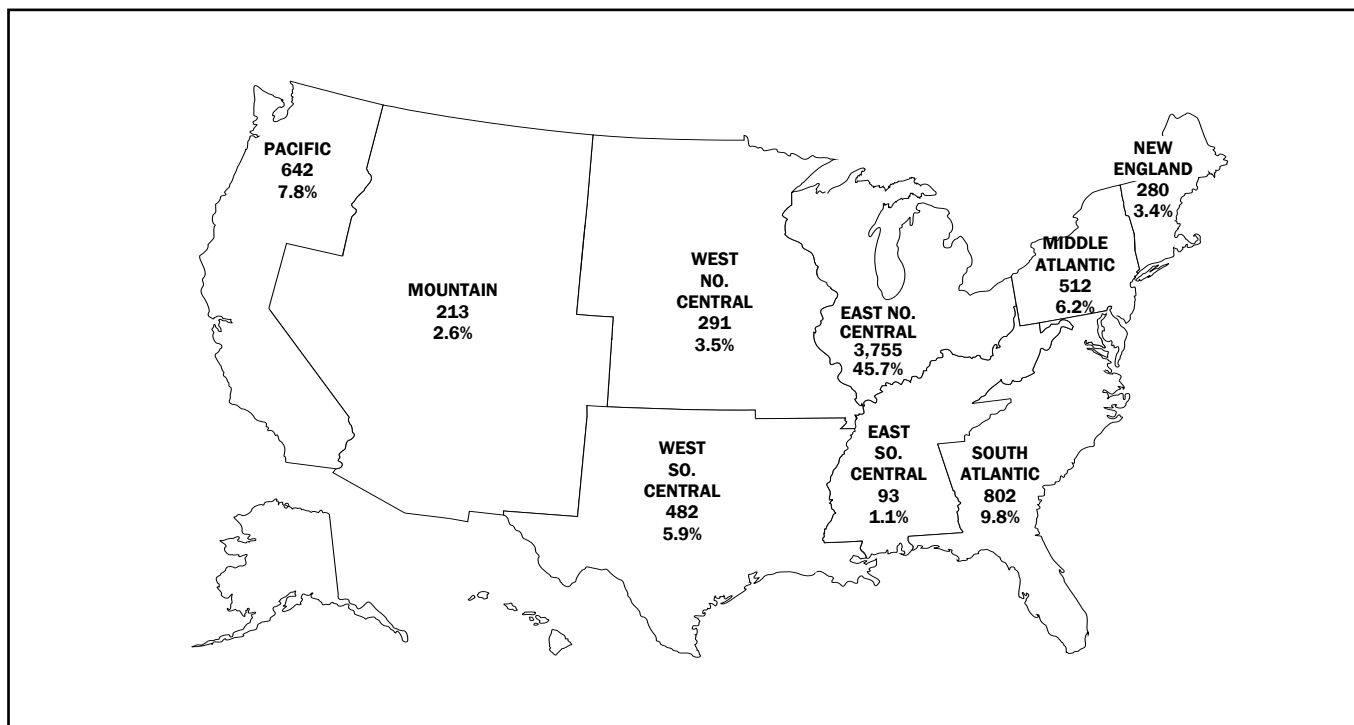


7. OTHER TRADE SHOWS ATTENDED/PLAN TO ATTEND			
OTHER SHOWS ATTENDED/PLAN TO ATTEND	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OTHER SHOWS ATTENDED
3GSM	1,016	12.4	13.4
CES	1,101	13.4	14.5
COMPTEL	589	7.2	7.7
CTIA Spring	1,179	14.4	15.5
CTIA Fall	851	10.4	11.2
ITU	463	5.6	6.1
NAB	601	7.3	7.9
NCTA	456	5.6	6.0
NetWorld + Interop	1,171	14.3	15.4
NTCA	486	5.9	6.4
OPASTCO	234	2.8	3.1
VON	1,113	13.5	14.6
Other	504	6.1	6.6
None of the Above	2,931	35.7	38.6
Total Conference and Exhibit Only Attendees Identified by Other Shows Attended	7,603	92.5	-
Total Conference and Exhibit Only Attendees Not Identified by Other Shows Attended	613	7.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,216	100.0	100.0

The above counts and percentages are based on 8,216 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.



8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	280	3.4	EAST SO. CENTRAL	93	1.1
Maine	4		Kentucky	19	
New Hampshire	35		Tennessee	43	
Vermont	6		Alabama	27	
Massachusetts	194		Mississippi	4	
Rhode Island	5		WEST SO. CENTRAL	482	5.9
Connecticut	36		Arkansas	19	
MIDDLE ATLANTIC	512	6.2	Louisiana	15	
New York	246		Oklahoma	42	
New Jersey	165		Texas	406	
Pennsylvania	101		MOUNTAIN	213	2.6
EAST NO. CENTRAL	3,755	45.7	Montana	9	
Ohio	112		Idaho	1	
Indiana	145		Wyoming	5	
Illinois	3,155		Colorado	131	
Michigan	136		New Mexico	11	
Wisconsin	207		Arizona	29	
WEST NO. CENTRAL	291	3.5	Utah	16	
Minnesota	87		Nevada	11	
Iowa	56		PACIFIC	642	7.8
Missouri	47		Alaska	3	
North Dakota	8		Washington	42	
South Dakota	4		Oregon	9	
Nebraska	17		California	583	
Kansas	72		Hawaii	5	
SOUTH ATLANTIC	802	9.8	UNITED STATES	7,070	86.0
Delaware	1		INTERNATIONAL	1,133	13.8
Maryland	110		Canada	275	
Washington, DC	117		Mexico	35	
Virginia	127		Other International	823	
West Virginia	4		Not Identified	13	0.2
North Carolina	123		Total Conference & Exhibit Attendees	8,216	100.0
South Carolina	27				
Georgia	167				
Florida	126				



ATTENDEE REGISTRATION FORM



McCormick Place, Chicago, Illinois

CONFERENCES: June 18-21, 2007

EXHIBITION: June 19-21, 2007

www.NXTcommshow.com

BADGE INFORMATION (PLEASE PRINT CLEARLY) Please complete one form for each person (2 pages)

First Name _____ Last Name _____

Company _____ Title _____

Address _____

City _____ State _____ Country _____ Zip _____

E-mail (required for registration confirmation) _____

Office Phone _____ Cell Phone _____ Fax _____

*PASSPORT NO. _____ DATE OF BIRTH: _____

Month Day Year

*Registrants outside the U.S. and Canada must fill in these fields, and a separate (not shared) email address must be provided. A formal letter of invitation will be sent automatically after registration. Note: All international guests (except Canadians) must check in at the ITC when they arrive on site. Passports required. NO EXCEPTIONS.

- Please check here if, under the Americans with Disabilities Act, you require any auxiliary aids or services.
 Yes No NXTcomm may provide data to convention exhibitors who want to send me product information.

NXTcomm Exhibits Only Registration

Exhibits Only Registration includes access to the NXTcomm exhibit floor and NXTcomm keynotes.

Rates

- \$150 until 6/17/07
 \$195 on-site 6/18-21/07

PAYMENT INFORMATION

- AmEx Visa MC

Credit Card Number _____ Exp. Date _____

Cardholder Name _____

Signature _____

- Check (Mail check to NXTcomm c/o Experient, P.O. Box 4088, Frederick MD 21705-5088)

CANCELLATIONS, SUBSTITUTIONS AND REFUNDS

Written notice must be received by June 17, 2007, to receive a refund. There is a \$175 handling fee for NXTcomm Conference cancellations and a \$50 handling fee for Exhibits Only cancellations. Attendee substitutions may be made at any time. However, if an attendee has already received his/her badge, the substitute must bring the original badge to the registration area. A new badge will be issued only if the original badge is presented upon check-in. Please submit cancellations and substitutions in writing to nxt071.attendee@expoexchange.com or fax to 301.694.5124. Lost or stolen badges are subject to a \$50 replacement fee. Replacement fees are non-refundable.

FOR MORE INFORMATION

www.NXTcommshow.com • T. 888.740.3937 or 301.694.5124

NXTcomm c/o Experient P.O. Box 4088 Frederick, MD 21704-5088

CONTINUED ON NEXT PAGE • FAX BOTH PAGES OF THIS FORM TO 301.694.5124

ATTENDEE PROFILE

First Name _____ Last Name _____ Company _____

1. IS YOUR COMPANY A (CHECK ONLY ONE)

SERVICE PROVIDER/CARRIER

- 101 Local Exchange Carrier (LEC/LEC/IO/C)
- 102 Competitive Access Provider (CLEC)
- 103 Mobile Wireless (Cellular/PCS)
- 104 Fixed Wireless (WLAN, WMAN, WIMAX)
- 105 Internet Telephony Provider (VoIP)
- 106 Computer Telephony
- 107 Mobile Virtual Network Operator
- 108 Interexchange Carrier (IXC)
- 109 Cable Provider/Operator
- 110 Internet Service Provider (ISP)
- 111 Satellite Service Provider
- 112 Backbone Network/Fiber Network Provider
- 113 Data LEC (DLEC)
- 114 Utility/Power Grid Operator
- 115 Virtual Private Network Provider (VPN)
- 116 Broadcaster/Content Provider
- 117 Network Service Provider/10 GgE
- 118 Application Service Provider
- 119 Web Hosting Data Center
- 121 Integrated Communications Provider
- 197 Other _____

ENTERPRISE

- 122 Education
- 123 Legal
- 124 Manufacturer (non ICT)
- 125 Financial Services
- 126 Applications
- 127 Software Developer
- 128 Network Administrator/Management
- 130 Trade (Retail/Wholesale/Hospitality)
- 131 Transportation
- 132 Federal Government/Regulatory/Military
- 133 State or Local Government
- 134 Utilities
- 198 Other _____

COMMUNICATIONS VENDOR

- 135 Equipment Manufacturer
- 136 Dealer/Distributor/Agent
- 137 VAR
- 138 Carrier Service Reseller
- 139 Outside Plant
- 140 Software Developer
- 141 Content Provider
- 142 Content Creation
- 143 Content Production
- 144 Content Distribution

- 145 Content Security
- 146 Content Management
- 147 Digital Right Management
- 148 Encryption
- 199 Other _____

2. JOB FUNCTION

- 201 Accounting/Billing
- 202 Consulting
- 203 Contracting
- 204 Corporate Management
- 205 Education/Training
- 206 Engineering/Technical
- 207 Investment Analyst
- 208 Broker
- 209 Financial Services
- 210 Investment Banking
- 211 Venture Capital
- 212 Industry Analyst
- 213 Internet Services/Web Design and Development
- 214 Legal/Regulatory
- 215 MIS/Network Operations
- 216 Product Management
- 217 Corporate Buyer
- 218 Research and Development
- 219 Sales/Marketing
- 220 Software Development
- 221 Telecom Systems Management
- 299 Other _____

3. ROLE IN BUYING DECISION

- 301 Final Decision-maker
- 302 Recommend Final Purchase
- 303 Specify Technology/Services Needed
- 304 No Role

4. AREA OF INTEREST (CHECK ALL THAT APPLY)

- BROADBAND**
- 401 Broadband Applications
- 402 Broadband Networks
- 403 Broadband over Power Lines
- 404 Broadband Modems
- 405 Cable
- 406 DSL Technology/Services
- 407 Satellite Communications
- 408 Streaming Technologies
- BUSINESS SUPPORT AND SERVICES**
- 409 Advertising and Marketing of Telecom Services
- 410 Industry Pubs and Trade Associations
- 411 Professional/Consulting Services
- 412 Standards

CONNECTIVITY AND NETWORKING

- 413 Cable, Wire and Fiber
- 414 Digital Network Infrastructure
- 415 Devices
- 416 Ethernet Solutions
- 417 FTTx
- 418 Home Networking
- 419 Network Infrastructure
- 420 Network Management
- 421 Network Protocols
- 422 Network Security
- 423 Network Surveillance
- 424 Next-Generation Networks
- 425 Optical Networking
- 426 Storage Area Networking
- 427 Switching/Transmission Technologies
- 428 Triple and Quadruple Play
- 429 VPN
- 430 WAN/LAN

CONTENT, MEDIA AND ENTERTAINMENT

- 431 Digital Content
- 432 Entertainment
- 433 Gaming
- 434 Media
- 435 Messaging

EQUIPMENT AND HARDWARE

- 436 Cabinets, Enclosures, Racks and Related Equipment
- 437 Outside Plant
- 438 Power and Energy
- 439 Servers
- 440 Test and Measurement
- 441 Used Telecom Equipment

INFORMATION TECHNOLOGY

- 442 Data Services
- 443 Managed Services
- 444 Open Source
- 445 Software

INTERNET AND IP

- 446 Internet/Intranet Services
- 447 Internet Access/Hosting
- 448 IP Communications
- 449 IP Services
- 450 IP Solutions

LEGAL, POLICY AND REGULATORY

- 451 Cable Competition
- 452 Environmental Issues
- 453 Federal Regulatory Issues
- 454 Legal Services
- 455 Policy
- 456 State Regulatory Issues

SERVICE PROVIDER AND CARRIER OPERATIONS

- 457 Access Technologies
- 458 Billing and Customer Care
- 459 Customer Premises Equipment
- 460 Enterprise Services and Solutions
- 461 E911
- 462 International Carrier Services
- 463 OSS/BSS

VIDEO

- 464 Broadband Video
- 465 IPTV / IP Video
- 466 Set Top Boxes
- 467 Video On Demand (VoD)
- 468 Video over DSL (VoDSL)

VOICE AND TELEPHONY

- 469 Cable Telephony
- 470 IP Telephony (VoIP)
- 471 Rural Telephony
- 473 Soft switch Technology
- 474 Wireline Telephony

WIRELESS

- 475 Broadband Wireless
- 477 IMS
- 478 Wi-Fi
- 479 WIMAX
- 480 Wireless Networks
- 481 Wireless Infrastructure
- 482 WLAN
- 499 Other _____

5. What other tradeshowes have you attended or do you plan to attend? (check all that apply)

- 501 3GSM
- 502 CES
- 503 COMPEL
- 504 CTIA Spring
- 505 CTIA Fall
- 506 ITU
- 507 NAB
- 508 NCTA
- 509 NetWorld + Interop
- 510 NTCA
- 511 OPASTCO
- 512 VON
- 599 Other _____
- 600 None of the Above

FAX BOTH PAGES OF THIS FORM TO 301.694.5124.

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 Shelton, CT 06484-6259
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 Fax: +1 203.447.2900
www.bpaww.com



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 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