

SPA & RESORT/MEDICAL SPA EXPO & CONFERENCE 2007



EVENT AUDIT



DATES OF EVENT:

Conference: March 3 – 5, 2007
Exhibits: March 4 – 5, 2007

LOCATION:

Los Angeles Convention Center, Los Angeles, CA

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.spaandresortexpo.com

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

2004

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: February 23 – 25, 2008
Exhibits: February 24 – 25, 2008

LOCATION:

Los Angeles Convention Center, Los Angeles, CA

1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Spa Conferences and Expos reflect and support the convergence of the Traditional and Medical segments of the Spa & Resort industry. The events include cutting edge medical techniques and a diverse array of spa products and services.

Qualified attendees are all medical and spa professionals including dermatologists, plastic surgeons, chiropractors, dentists, massage therapists, nurses, acupuncturists, naturopaths, estheticians, and medical spa and spa owners and/or managers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and the conference sessions. 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	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2007	Los Angeles	447	2,398	2,845	50	134	1,271	4,300
2006	Los Angeles	498	2,646	3,144	51	99	1,138	4,432

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

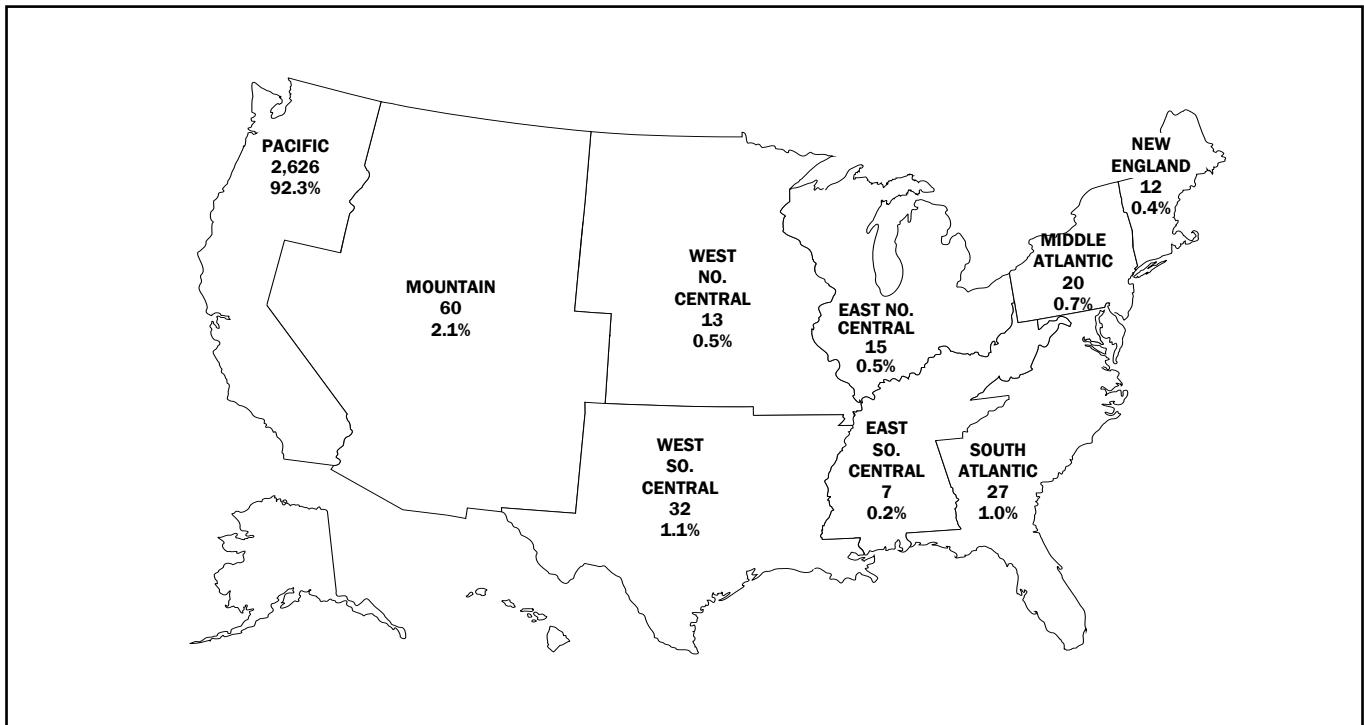


4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Day Spa	979	34.4	38.6
Health/Fitness Center	35	1.2	1.4
Hospital/Medical Institution	41	1.4	1.6
Medical Practice	207	7.3	8.1
Medical Spa	533	18.7	21.0
Resort/Destination Spa	81	2.9	3.2
Other	663	23.3	26.1
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	2,539	89.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	306	10.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,845	100.0	100.0

5. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Acupuncturist	54	1.9	2.1
Administration Manager	405	14.2	15.5
Chiropractor	30	1.1	1.1
Esthetician	887	31.2	33.9
Holistic Therapist	40	1.4	1.5
Massage Therapist	213	7.5	8.1
Medical Massage Therapist	28	1.0	1.1
Nutritionist	7	0.3	0.3
Physician's Assistant	21	0.7	0.8
Registered Nurse	98	3.4	3.8
Other	464	16.3	17.8
Physicians:	367	12.9	14.0
Dentist	14	0.5	0.5
Dermatologist	29	1.0	1.1
General Physician	81	2.9	3.1
Obstetrics & Gynecology	7	0.3	0.3
Oncology	1	<0.1	<0.1
Plastic Surgeon	26	0.9	1.0
Other Physicians	209	7.3	8.0
Total Conference and Exhibit Only Attendees Identified by Job Function	2,614	91.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	231	8.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,845	100.0	100.0

6. JOB CLASSIFICATION			
JOB CLASSIFICATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CLASSIFICATION
Director/Manager	376	13.2	14.7
Owner	920	32.3	36.0
Employee	830	29.2	32.5
Buyer	43	1.5	1.7
Physician	133	4.7	5.2
Student	253	8.9	9.9
Total Conference and Exhibit Only Attendees Identified by Job Classification	2,555	89.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Classification	290	10.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,845	100.0	100.0

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES		
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	12	0.4	EAST SO. CENTRAL	7	0.2
Maine	--		Kentucky	3	
New Hampshire	--		Tennessee	2	
Vermont	--		Alabama	--	
Massachusetts	3		Mississippi	2	
Rhode Island	--		WEST SO. CENTRAL	32	1.1
Connecticut	9		Arkansas	--	
MIDDLE ATLANTIC	20	0.7	Louisiana	2	
New York	7		Oklahoma	1	
New Jersey	6		Texas	29	
Pennsylvania	7		MOUNTAIN	60	2.1
EAST NO. CENTRAL	15	0.5	Montana	--	
Ohio	1		Idaho	3	
Indiana	--		Wyoming	--	
Illinois	12		Colorado	8	
Michigan	1		New Mexico	6	
Wisconsin	1		Arizona	25	
WEST NO. CENTRAL	13	0.5	Utah	3	
Minnesota	--		Nevada	15	
Iowa	--		PACIFIC	2,626	92.3
Missouri	7		Alaska	2	
North Dakota	--		Washington	5	
South Dakota	3		Oregon	3	
Nebraska	2		California	2,605	
Kansas	1		Hawaii	11	
SOUTH ATLANTIC	27	1.0	UNITED STATES	2,812	98.8
Delaware	--		INTERNATIONAL	33	1.2
Maryland	1		Canada	7	
Washington, DC	1		Mexico	3	
Virginia	3		Other International	23	
West Virginia	--		Total Conference & Exhibit Attendees	2,845	100.0
North Carolina	1				
South Carolina	--				
Georgia	2				
Florida	19				





Spa & Resort Expo / Medical Spa Expo On-Site Registration Form



March 3 - 5, 2007 | Los Angeles Convention Center | Los Angeles, CA

Education | March 3-5, 2007

Exhibition | March 4-5, 2007

Medical Spa & Spa Tours | March 5, 2007

1 CONTACT INFORMATION

First Name	Last Name	
Spa/Resort, Hotel or Company Name		
Title		
Street		
City	State	
Postal Code	Country	
Phone	Fax	E-mail

2 JOB FUNCTION:

(check one)

- A. Acupuncturist
 B. Administration Manager
 C. Chiropractor
 D. Esthetician
 E. Holistic Therapist
 F. Massage Therapist
 G. Medical Massage Therapist
 H. Nutritionist
 I. Physician's Assistant
 J. Registered Nurse
 K. Other _____

PHYSICIANS

(check one)

- L. Dentist
 M. Dermatologist
 N. General Physician
 O. Obstetrics & Gynecology
 P. Oncology
 Q. Plastic Surgeon
 R. Other _____

3 TYPE OF BUSINESS/PRACTICE:

(check one)

- A. Day Spa
 B. Health/Fitness Center
 C. Hospital/Medical Institution
 D. Medical Practice
 E. Medical Spa
 F. Resort/Destination Spa
 G. Other _____

4 YOU ARE:

(check one)

- A. Director/Manager
 B. Owner
 C. Employee
 D. Buyer
 E. Physician

5 EDUCATION PACKAGES AND A LA CARTE SELECTIONS

Exhibit Hall Only Package - included with all education registrations	\$40 <input type="checkbox"/>	A-LA-CARTE CONFERENCE PRICING	
CONFERENCE EDUCATION PACKAGES		Medical Spa Start-Up - Saturday only	\$499 <input type="checkbox"/>
Ultimate Education Package	\$999 <input type="checkbox"/>	Successful Spa Start Up - Saturday only	\$499 <input type="checkbox"/>
Premier Education Package	\$569 <input type="checkbox"/>	Esthetician Education Track* - Saturday only	\$200 <input type="checkbox"/>
Basic Education Package - Sunday or Monday	\$349 <input type="checkbox"/>	Half Day Education Package - Sunday AM or PM Monday AM or PM***	\$160 <input type="checkbox"/>
CONFERENCE EDUCATION PACKAGES - MASSAGE		Medical Spa Tour - Monday	\$90 <input type="checkbox"/>
Ultimate Massage Education Package**	\$450 <input type="checkbox"/>	Spa Tour - Monday	\$90 <input type="checkbox"/>
Premier Massage Education Package**	\$325 <input type="checkbox"/>		
Basic Massage Education Package**	\$195 <input type="checkbox"/>	GRAND TOTAL	

6 METHOD OF PAYMENT

PLEASE CHECK ONE:

- Cash
 Check payable to Reed Exhibitions
 Charge my credit card: AmEx MasterCard Visa

Priority Code

OS

Print Name	Expiration Date
Account #	
Signature	

*Continuing Medical Education, Continuing Education, or NCEA Continuing Education Credits are awarded

**Massage Therapist must bring a massage table

***Does not apply to the Massage Therapist education track

Packages are subject to change

Privacy Policy: We collect this data in order to provide you with information about the Spa and Medical Spa Expo and Conferences. If you prefer not to receive further information, please see our Privacy Statement at www.spaandresortexpo.com or www.medispapexpo.com or call our Privacy Administrator at 1-203-840-5830. Children under 18 years of age are not permitted, including infants. For the trade only.

Cancellation Policy:
WWW.SPAANDRESORTEXPO.COM
WWW.MEDISPAEXPO.COM

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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