

EVENT AUDIT

**DATES OF EVENT:**

Conference: June 27 – 28, 2007
Exhibits: June 27 – 28, 2007

LOCATION:

Jacob Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1983

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 17 – 18, 2008
Exhibits: June 17 – 18, 2008
LOCATION: Jacob Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

Residential, commercial, institutional, and industrial buildings industry in the tri-state area.

Qualified attendees are property managers, building owners, facility managers, architects, engineers, designers, building managers, hospital administrators, and consultants.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-registered attendees scanned their barcode confirmation into the system and their badge automatically printed and entered them into the system as verified. Scanning guns were used to scan attendees' badges as they entered the exhibit hall and the conference sessions. In addition, downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	New York	5,836	18	39	3,066	8,959
2006	New York	6,455	1	10	3,134	9,600

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

4. TYPE OF PROPERTY			
TYPE OF PROPERTY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF PROPERTY
Commercial	1,310	22.5	24.4
Less than 50,000 sq. ft.	552	9.5	10.3
50,000 - 100,000 sq. ft.	195	3.4	3.6
100,000 - 300,000 sq. ft.	177	3.0	3.3
300,000 - 600,000 sq. ft.	105	1.8	2.0
600,000 - 1 Million sq. ft.	92	1.6	1.7
1 Million+ sq. ft.	189	3.2	3.5
Residential	1,903	32.6	35.5
Under 250 Units	1,036	17.7	19.3
250 - 1,000 Units	438	7.5	8.2
1,000 - 2,500 Units	191	3.3	3.6
2,500 - 5,000 Units	88	1.5	1.6
5,000+ Units	150	2.6	2.8
Industrial	611	10.4	11.4
50,000 - 100,000 sq. ft.	327	5.6	6.1
100,000 - 300,000 sq. ft.	105	1.8	2.0
300,000 - 600,000 sq. ft.	66	1.1	1.2
600,000 - 1 Million sq. ft.	42	0.7	0.8
1 Million+ sq. ft.	71	1.2	1.3
Other	1,543	26.5	28.7
Institutional	435	7.5	8.1
Hotel/Motel	152	2.6	2.8
Retail	397	6.8	7.4
Government	456	7.8	8.5
Medical	103	1.8	1.9
Total Conference and Exhibit Only Attendees Identified by Type of Property	5,367	92.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Property	469	8.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,836	100.0	100.0

5. BUSINESS/TITLE			
BUSINESS/TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS/TITLE
Architect	325	5.6	6.0
Building Manager	396	6.8	7.4
Building Maintenance	241	4.1	4.5
Building Owner	513	8.8	9.5
Consultant	410	7.0	7.6
Contractor	292	5.0	5.4
Designer	106	1.8	2.0
Developer	219	3.7	4.1
Electrical	58	1.0	1.1
Engineer	271	4.6	5.0
Executive Management	365	6.3	6.8
Facility Manager	130	2.2	2.4
Fiber Optics	3	0.1	0.1
Hotel/Motel Management	12	0.2	0.2
Hospital Administrative	6	0.1	0.1
Information Systems	40	0.7	0.7
Maintenance Manager	81	1.4	1.5
Plant Engineer	28	0.5	0.5
Plant Manager	19	0.3	0.4
Press/Media	24	0.4	0.5
Project Manager	222	3.8	4.1
Property Manager	352	6.0	6.5
Sales	477	8.2	8.9
Security	110	1.9	2.0
Superintendent	85	1.5	1.6
Telecommunications	40	0.7	0.7
Other	561	9.6	10.4
Total Conference and Exhibit Only Attendees Identified by Business/Title	5,386	92.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business/Title	450	7.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,836	100.0	100.0

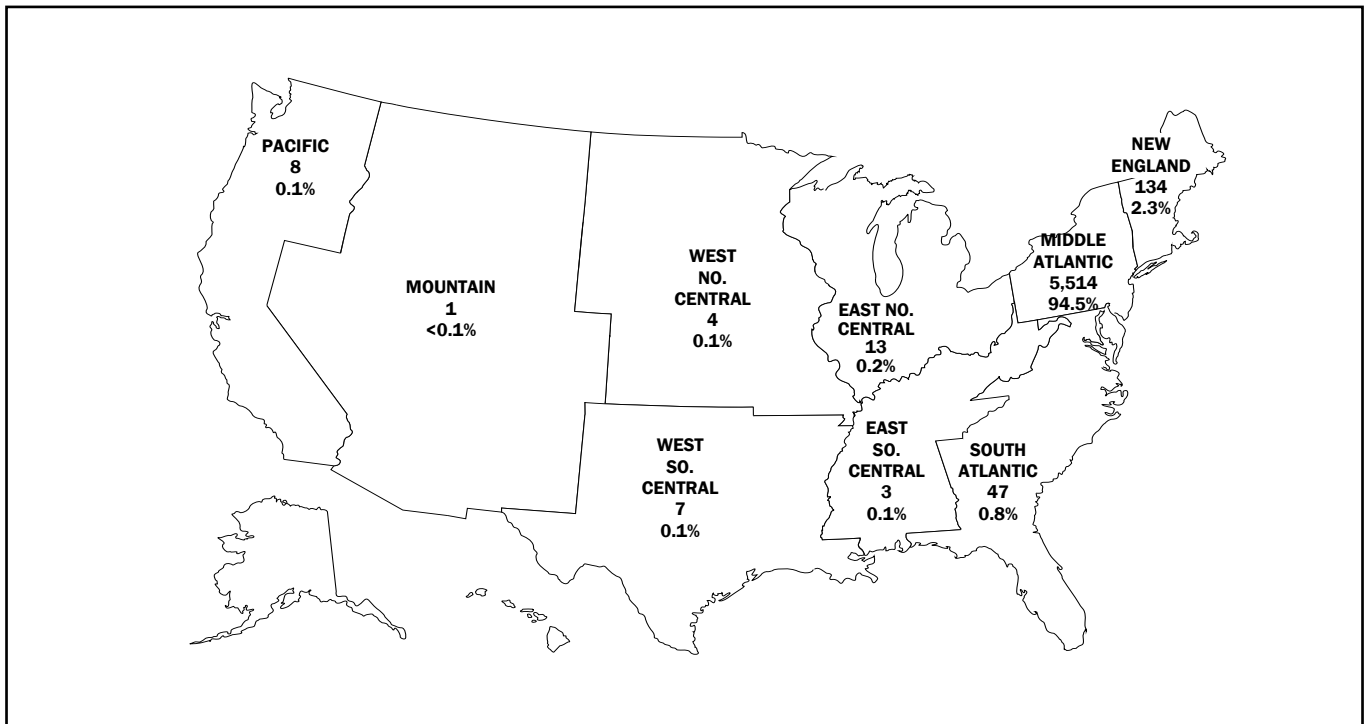
6. NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR			
NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF PROPERTIES
0	752	12.9	17.0
Only 1	833	14.3	18.9
1 - 5	1,127	19.3	25.6
More than 5	1,699	29.1	38.5
Total Conference and Exhibit Only Attendees Identified by Number of Properties	4,411	75.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Properties	1,425	24.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,836	100.0	100.0

7. AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY			
AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AMOUNT SPENT
Less than \$100,000	1,465	25.1	37.1
\$100,000 - \$249,999	630	10.8	16.0
\$250,000 - \$499,999	376	6.4	9.5
\$500,000 - \$749,999	219	3.8	5.5
\$750,000 - \$999,999	245	4.2	6.2
\$1,000,000 - \$4,999,999	481	8.2	12.2
\$5,000,000 - \$10,000,000	176	3.0	4.5
More than \$10,000,000	355	6.1	9.0
Total Conference and Exhibit Only Attendees Identified by Amount Spent	3,947	67.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Amount Spent	1,889	32.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,836	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	134	2.3
Maine	2	
New Hampshire	2	
Vermont	--	
Massachusetts	18	
Rhode Island	2	
Connecticut	110	
MIDDLE ATLANTIC	5,514	94.5
New York	4,806	
New Jersey	657	
Pennsylvania	51	
EAST NO. CENTRAL	13	0.2
Ohio	8	
Indiana	--	
Illinois	4	
Michigan	1	
Wisconsin	--	
WEST NO. CENTRAL	4	0.1
Minnesota	3	
Iowa	--	
Missouri	1	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	--	
SOUTH ATLANTIC	47	0.8
Delaware	4	
Maryland	11	
Washington, DC	10	
Virginia	5	
West Virginia	--	
North Carolina	1	
South Carolina	1	
Georgia	4	
Florida	11	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	3	0.1
Kentucky	--	
Tennessee	3	
Alabama	--	
Mississippi	--	
WEST SO. CENTRAL	7	0.1
Arkansas	--	
Louisiana	--	
Oklahoma	2	
Texas	5	
MOUNTAIN	1	<0.1
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	--	
New Mexico	--	
Arizona	1	
Utah	--	
Nevada	--	
PACIFIC	8	0.1
Alaska	--	
Washington	2	
Oregon	--	
California	3	
Hawaii	3	
UNITED STATES	5,731	98.2
INTERNATIONAL	105	1.8
Canada	12	
Mexico	4	
Other International	89	
Total Conference & Exhibit Attendees	5,836	100.0



REGISTRATION FORM **June 27-28, 2007 ■ Jacob K Javits Convention Center ■ New York, NY**
3 EASY WAYS TO REGISTER

1. Online at www.buildingsNY.com
2. Fax this form to 972-620-3099
3. Mail this form to: BuildingsNY Show, c/o ARI, Inc., 350 E. Royal Ln, Suite 100, Irving, TX 75039

PREFIX	FIRST NAME	LAST NAME
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JOB TITLE

COMPANY

ADDRESS 1

ADDRESS 2

CITY	STATE/PROV	ZIP/POSTAL CODE	COUNTRY
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EMAIL	FAX	BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODES)
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We collect this data in order to provide you with information about BuildingsNY and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.buildingsny.com or call our Privacy Administrator at 888-306-2344, or from outside the US call 202-840-5810.

1. Please indicate the type of property you represent:

- Commercial**
- 1AA Less than 50,000 sq. ft.
 - 1AB 50,000 - 100,000 sq. ft.
 - 1AC 100,000 - 300,000 sq. ft.
 - 1AD 300,000 - 600,000 sq. ft.
 - 1AE 600,000 - 1 Million sq. ft.
 - 1AF 1 Million+ sq. ft.

- Residential**
- 1BA Under 250 Units
 - 1BB 250 - 1,000 Units
 - 1BC 1,000 - 2,400 Units
 - 1BD 2,500 - 5,000 Units
 - 1BE 5,000+ Units

- Industrial**
- 1CA 50,000 - 100,000 sq. ft.
 - 1CB 100,000 - 300,000 sq. ft.
 - 1CC 300,000 - 600,000 sq. ft.
 - 1CD 600,000 - 1,000,000 sq. ft.
 - 1CE 1,000,000 + sq. ft.

- Other**
- 1DA Institutional
 - 1EA Hotel/Motel
 - 1FA Retail
 - 1GA Government
 - 1HA Medical

2. Indicate the business/title that best fits your position:

- 2AA Architect
- 2AC Building Maintenance
- 2AB Building Manager
- 2AD Building Owner
- 2AE Consultant

- 2AF Contractor
- 2AG Designer
- 2AH Developer
- 2AJ Electrical
- 2AK Engineer
- 2AM Executive Management
- 2AN Facility Manager
- 2AP Fiber Optics
- 2AR Hospital Administrative
- 2AQ Hotel/Motel Management
- 2AS Information Systems
- 2BC Maintenance Manager
- 2BB Plant Engineer
- 2BA Plant Manager
- 2AT Press/Media
- 2AU Project Manager
- 2AV Property Manager
- 2AW Sales
- 2AX Security
- 2AY Superintendent
- 2AZ Telecommunications
- 2BD Other

3. I am interested in the following products:

- 3AA Appliances/Laundry Equipment
- 3AB Architectural Products/Services
- 3AC Boilers/Boiler Repair
- 3AD Building Automation
- 3AE Building Supplies/Services
- 3BD Cleaning Products and Eq.
- 3AF Communications
- 3AG Computer Software/Services
- 3AH Electrical/Fiber Optics
- 3AJ Elevators

- 3AK Energy Management/Utilities
- 3AM Environmental
- 3BE Facility Safety
- 3AN Financial/Legal Services
- 3AP Furnishings
- 3BF Green Products & Services
- 3AQ Heating/AC
- 3AR Insurance
- 3AS Interiors/Interior Design
- 3AT Life Safety
- 3AU Moving/Storage
- 3AV New Construction
- 3BG Paint
- 3AW Pest Control
- 3AX Plumbers/Plumbing
- 3AY Renovation & Restoration
- 3AZ Security
- 3BA Signage
- 3BH Tools
- 3BB Windows/Doors
- 3BC Other

4. Number of Properties which you Own/Are Responsible For:

- 5A 0
- 5B Only 1
- 5C 1 - 5
- 5D More than 5

5. Approximate Amount Spent on Building Products Annually:

- 6A Less than \$100,000
- 6B \$100,000 - \$249,999
- 6C \$250,000 - \$499,999
- 6D \$500,000 - \$749,000

- 6E \$750,000 - \$999,999
- 6F \$1,000,000 - \$4,999,999
- 6G \$5,000,000 - \$10,000,000
- 6H More Than \$10,000,000

6. Would you like information about becoming a member of our official sponsor organization (ABO)?

- 7A Yes
- 7B No

7. Would you like information about exhibiting at the BuildingsNY show?

- 8A Yes
- 8B No

8. Would you like information about a magazine subscription to Real Estate New York?

- 9A Yes
- 9B No

9. Would you like to receive information on becoming a member of the U.S. Green Building Council?

- 10A Yes
- 10B No

10. Would you like to receive information on becoming a member of the AIA?

- 10A Yes
- 10B No

11. REGISTER FOR: FREE/Exhibits only until May 25 After May 25, 2007 a \$50 fee applies

Priority Code

12. Method of Payment: (no purchase orders accepted)

Check or money order: _____

Total: \$ _____ (payable to Reed Exhibitions)

Charge to my credit card:

Mastercard Visa American Express

Cancellation Policy: Cancellations received in writing before 5/25/07 will be refunded, less a \$100.00 service fee. No refunds will be made after this date or "no shows". Substitutions are allowed.

Account Number _____

Name as it appears on the card (print) _____

Expiration Date (month/year) _____

Signature _____

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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