

EVENT AUDIT



DATES OF EVENT:

Conference: May 30 – June 3, 2007
 Exhibits: June 1 – 3, 2007

LOCATION:

Jacob Javits Convention Center, New York City, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1902 as ABA Convention
 1947 as Book Expo America

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 28 – June 1, 2008
 Exhibits: May 30 – June 3, 2008
 LOCATION: LA Convention Center, Los Angeles, CA

1. STATEMENT OF MARKET SERVED

Book industry professionals from across the U.S. and the world, including booksellers, retailers, librarians, educators, rights professionals, international publishing executives, and publishers.

Qualified attendees are booksellers: national and international; retailers: mass/general/discount merchandisers, consumer/electronics/computer merchants/video stores, toy stores, museum stores; Rights professionals; other industry professionals: librarians, educational institutions, wholesalers/distributors/publishers, authors, critics/reviewers.

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. When a person has a badge printed on-site, the badge automatically verifies. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and conference sessions.

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*	Staff and Board*	Total
2007	New York City	15,634	92	1,175	11,943	201	29,045
2006	Washington, DC	10,905	149	889	11,522	90	23,555
2005	New York City	13,972	101*	1,294*	13,385	201	28,953

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

4. BUSINESS CATEGORY			
BUSINESS CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS CATEGORY
Bookseller/Bookstore	3,774	24.1	29.0
General	2,704	17.3	20.7
Children's	270	1.7	2.1
University/College	182	1.2	1.4
Religious	64	0.4	0.5
Used/Antiquarian	60	0.4	0.5
Other	494	3.1	3.8
Retailer	759	4.9	5.8
Mass/General/Discount Merchandiser	243	1.6	1.9
Educational/Art/School Supply	65	0.4	0.5
Toy Store	21	0.1	0.1
Mail Order/Catalog/Book Club	55	0.4	0.4
Museum Store	54	0.3	0.4
Gift/Card/Stationery	53	0.3	0.4
Music/Video/Entertainment	41	0.3	0.3
New Age/Spiritual	19	0.1	0.1
Health/Gourmet/Organic Food	10	0.1	0.1
Comic Book Store	9	0.1	0.1
Housewares/Home Improvement	10	0.1	0.1
Other	179	1.1	1.4
Library & Educator	3,508	22.4	26.9
Librarian - Public/Private	1,906	12.2	14.6
Librarian - College/University Library	246	1.6	1.9
Librarian - School Library/Medical Specialist	381	2.4	2.9
Teacher/Professor/Administrator	975	6.2	7.5
Rights/Editorial Professional	1,762	11.3	13.5
Literary & Rights Agent / Scout	694	4.4	5.3
Film/TV/Developer/Producer	58	0.4	0.5
Publisher: Rights	384	2.5	2.9
Publisher: Editorial	626	4.0	4.8
Industry Professional	3,229	20.7	24.8
Wholesaler/Distributor	199	1.3	1.5
Independent Publisher's Representative	98	0.6	0.8
Advertising /Sales/PR/Consultant	356	2.3	2.7
Publisher: Sales/Marketing	321	2.0	2.5
Publisher: Production	293	1.9	2.2
Book Packager/Manufacturer	306	2.0	2.4
Author	734	4.7	5.6
Other	922	5.9	7.1
Total Conference and Exhibit Only Attendees Identified by Business Category	13,032	83.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	1,033	6.6	--
Exhibitor Full Conference Attendees Not Identified by Business Category	1,569	10.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,634	100.0	100.0

5. BOOKSELLER/BOOKSTORE – ANNUAL SALES			
ANNUAL SALES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL SALES
Under \$250,000	622	16.5	26.7
\$250,000-\$999,999	532	14.1	22.9
\$1,000,000-\$1,999,999	253	6.7	10.9
\$2,000,000 and Over	549	14.6	23.6
Not Sure	371	9.8	15.9
Total Conference and Exhibit Only Attendees Identified by Annual Sales	2,327	61.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Sales	1,447	38.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,774	100.0	100.0

The above counts and percentages are based on 3,774 Bookseller/Bookstore Conference and Exhibit Only Attendees.

6. LIBRARY & EDUCATOR – ANNUAL MATERIALS / COLLECTIONS DEVELOPMENT BUDGET			
ANNUAL MATERIALS / COLLECTIONS DEVELOPMENT BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL DEVELOPMENT BUDGET
\$0 - \$10,000	896	25.5	41.6
\$10,001-\$50,000	471	13.4	21.9
\$50,001-\$100,000	241	6.9	11.2
\$100,001 - \$250,000	163	4.7	7.6
\$250,001 - \$500,000	106	3.0	4.9
\$500,001 - \$1,000,000	99	2.8	4.6
Greater than \$1,000,000	177	5.1	8.2
Total Conference and Exhibit Only Attendees Identified by Annual Development Budget	2,153	61.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Development Budget	1,355	38.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,508	100.0	100.0

The above counts and percentages are based on 3,508 Library & Educator Conference and Exhibit Only Attendees.

7. RETAILER – ANNUAL SALES PERCENTAGE FROM BOOKS & BOOK RELATED PRODUCTS			
ANNUAL SALES PERCENTAGE FROM BOOKS & BOOK RELATED PRODUCTS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL SALES PERCENTAGE
Less than 10%	123	16.2	23.2
10% - 25%	119	15.7	22.5
26% - 50%	89	11.7	16.8
More than 50%	199	26.2	37.5
Total Conference and Exhibit Only Attendees Identified by Annual Sales Percentage	530	69.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Sales Percentage	229	30.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	759	100.0	100.0

The above counts and percentages are based on 759 Retailer Conference and Exhibit Only Attendees.

8. RIGHTS/EDITORIAL PROFESSIONAL – OTHER INDUSTRY SHOWS ATTENDED			
OTHER INDUSTRY SHOWS ATTENDED	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OTHER SHOWS ATTENDED
Bologna Children's Book Fair	164	9.3	14.5
Frankfurt Book Fair	475	27.0	41.9
London Book Fair	389	22.1	34.3
Licensing International	88	5.0	7.8
None of the above	497	28.2	43.8
Total Conference and Exhibit Only Attendees Identified by Other Shows Attended	1,134	64.4	--
Total Conference and Exhibit Only Attendees Not Identified by Other Shows Attended	628	35.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,762	100.0	--

The above counts and percentages are based on 1,762 Rights/Editorial Professional 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.

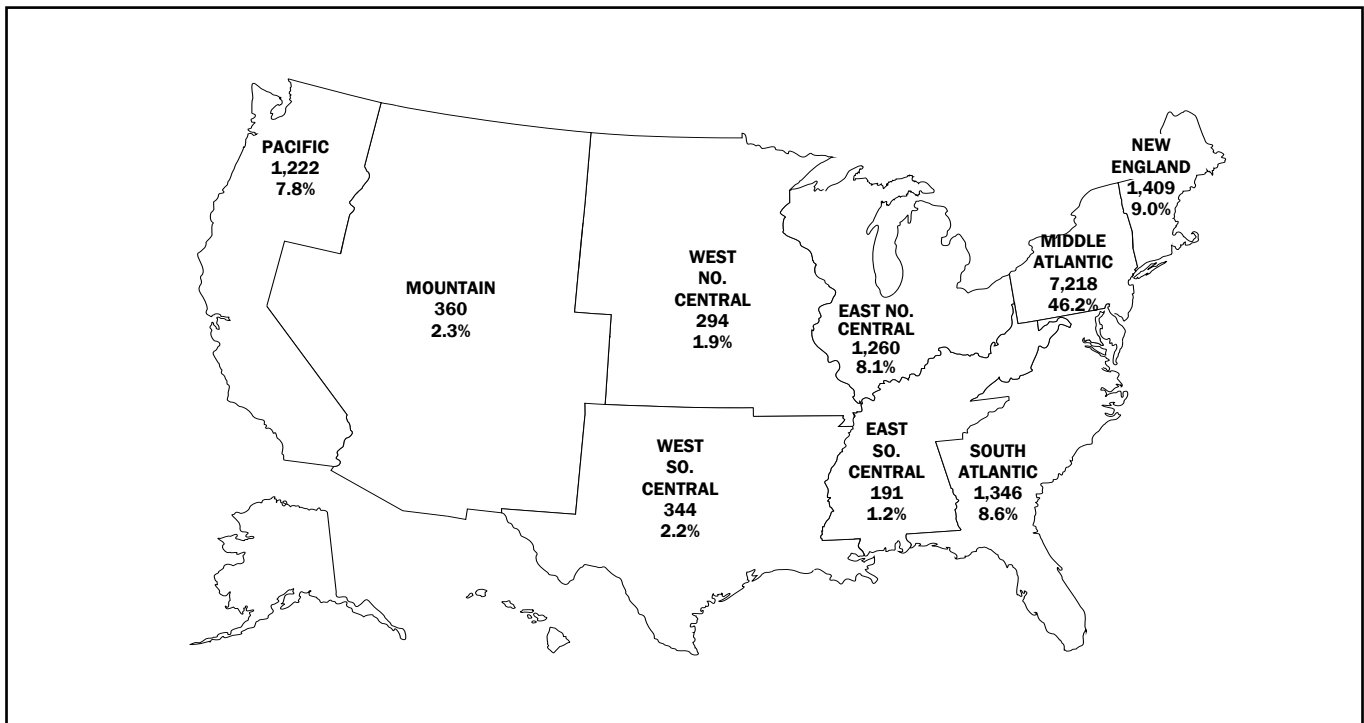
9. PRIMARY PURPOSE FOR ATTENDING			
PRIMARY PURPOSE FOR ATTENDING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY PURPOSE
See new products	6,307	40.3	67.1
Network with industry colleagues	4,934	31.6	52.5
Meet with current vendors/suppliers	4,265	27.3	45.4
Attend conference programs	2,544	16.3	27.1
Gauge industry trends	3,136	20.1	33.4
Source new vendors	2,195	14.0	23.4
Place Orders	1,077	6.9	11.5
Other	330	2.1	3.5
Total Conference and Exhibit Only Attendees Identified by Primary Purpose	9,398	60.1	--
Total Conference and Exhibit Only Attendees Not Identified by Primary Purpose	4,667	29.9	--
Exhibitor Full Conference Attendees Not Identified by Primary Purpose	1,569	10.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,634	100.0	--

The above counts and percentages are based on 15,634 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.

10. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	1,409	9.0
Maine	52	
New Hampshire	57	
Vermont	40	
Massachusetts	485	
Rhode Island	45	
Connecticut	730	
MIDDLE ATLANTIC	7,218	46.2
New York	5,190	
New Jersey	1,286	
Pennsylvania	742	
EAST NO. CENTRAL	1,260	8.1
Ohio	195	
Indiana	64	
Illinois	381	
Michigan	514	
Wisconsin	106	
WEST NO. CENTRAL	294	1.9
Minnesota	117	
Iowa	26	
Missouri	90	
North Dakota	4	
South Dakota	4	
Nebraska	20	
Kansas	33	
SOUTH ATLANTIC	1,346	8.6
Delaware	56	
Maryland	294	
Washington, DC	171	
Virginia	199	
West Virginia	18	
North Carolina	114	
South Carolina	41	
Georgia	161	
Florida	292	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	191	1.2
Kentucky	26	
Tennessee	72	
Alabama	71	
Mississippi	22	
WEST SO. CENTRAL	344	2.2
Arkansas	24	
Louisiana	28	
Oklahoma	19	
Texas	273	
MOUNTAIN	360	2.3
Montana	9	
Idaho	6	
Wyoming	-	
Colorado	127	
New Mexico	23	
Arizona	97	
Utah	71	
Nevada	27	
PACIFIC	1,222	7.8
Alaska	1	
Washington	195	
Oregon	65	
California	952	
Hawaii	9	
UNITED STATES	13,644	87.3
INTERNATIONAL	1,640	10.5
Canada	299	
Mexico	42	
Other International	1,299	
Not Identified Exhibitor Full Conference Attendees	350	2.2
Total Conference & Exhibit Attendees	15,634	100.0



REGISTRATION FORM

We collect this data in order to provide you with information about BookExpo America and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.bookexpoamerica.com or call our Privacy Administrator at 1-888-306-2344, or from outside the U.S. at 1-203-840-5810.

Educational Programs | May 31–June 3, 2007
International Rights Center | June 1–3, 2007
Exhibition Halls | June 1–3, 2007

Jacob Javits Convention Center
 New York, NY



1 General Information

Editorial Press: Please DO NOT use this form to register for the show. Contact Roger Biheimer at Biheimer@aol.com for Press Registration Information.

First Name _____ MI _____ Last Name _____
 Title/Occupation _____
 Company _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Zip/Postal Code _____
 Country (if other than USA) _____ Telephone Number _____
 E-Mail Address _____ Fax Number (to receive confirmation) _____

2 Business Category

(check only one)

Bookseller/Bookstore

- AA. General
- AB. Children's
- AC. University/College
- AD. Religious
- AE. Used/Antiquarian
- AF. Other _____

Retailer

- AG. Mass/General/Discount Merchandiser
- AH. Educational/Art/School Supply
- AJ. Toy Store
- AK. Mail Order/Catalog/Book Club
- AM. Museum Store
- AN. Gift/Card/Stationery
- AP. Music/Video/Entertainment
- AQ. New Age/Spiritual
- AR. Health/Gourmet/Organic Food
- AS. Comic Book Store
- AT. Housewares/Home Improvement

Library & Educator

- AV. Librarian: Private/Public
- AW. Librarian: College/University Library
- AX. Librarian: School Library/Medical Specialist
- AY. Teacher/Professor/Administrator

Rights/Editorial Professional

- AZ. Literary & Rights Agent/Scout
- BA. Film/TV/Developer/Producer
- BB. Publisher: Rights
- BC. Publisher: Editorial

Industry Professional

- BD. Wholesaler/Distributor
- BE. Independent Publisher's Representative
- BF. Advertising/Sales/PR/Consultant
- BG. Publisher: Sales/Marketing
- BH. Publisher: Production
- BJ. Book Packager/Manufacturer
- BK. Author
- BM. Other _____

BOOKSELLERS/BOOK BUYERS ONLY:

(check only one)

- #### What are your annual sales?
- AA. Under \$250,000
 - AB. \$250,000-\$999,999
 - AC. \$1,000,000-\$1,999,999
 - AD. \$2,000,000 and over
 - AE. Not sure

RETAILERS ONLY: *(check only one)*

- #### What percentage of your annual sales is from books and book related products?
- AA. Less than 10%
 - AB. 10%-25%
 - AC. 26%-50%
 - AD. More than 50%
 - AE. Not sure

LIBRARIANS ONLY: *(check only one)*

- #### What is your annual materials/collections development budget?
- AA. \$0 - \$10,000
 - AB. \$10,001 - \$50,000
 - AC. \$50,001 - \$100,000
 - AD. \$100,001 - \$250,000
 - AE. \$250,001 - \$500,000
 - AF. \$500,001 - \$1,000,000
 - AG. Greater than \$1,000,000

BookExpo America
 383 Main Avenue, Norwalk, CT 06851

4 I am a Member of:

(can check multiple answers)

- AA. ABA
- AB. ALA
- AC. AAR

RIGHTS ONLY: *(can check multiple answers)*

Which other industry shows do you attend?

- AA. Bologna Children's Book Fair
- AB. Frankfurt Book Fair
- AC. London Book Fair
- AD. Licensing International
- AE. None of the above

5 Registration Options

A. VISITOR BADGE *(please check one fee)*

- Industry Professional Registration Fee
- Rights/Editorial
- Booksellers/Bookstores
- Retailers
- Librarians/Educators
- ABA Bookstore Member # _____ *(required)*
- Does not apply to Associate Members.
- Children's Pass

3 Day Pass

- \$225
- \$160
- \$160
- \$160
- \$100
- \$100

One Day Pass

- \$115
- \$85
- \$85
- \$85
- \$50
- \$50

Priority Code:

OS

If you have chosen 1 day pass, please indicate which day you plan to attend:

- Friday
- Saturday
- Sunday

B. PAID EDUCATIONAL EVENTS & SPECIAL EVENTS

Wednesday, May 30

- *WC BookExpo Writers Conference \$199

Thursday, May 31

- ABA Full Day in Brooklyn (ABA members only) FREE
- I will also attend the ABA's Thursday Lunch FREE

Friday, June 1

- SPE1T Children's Book & Author Breakfast (no food, theatre seating) \$15
- SPE1 Children's Book & Author Breakfast (with breakfast and round tables) \$35

Saturday, June 2

- SPE2T Saturday Book & Author Breakfast (no food, theatre seating) \$15
- SPE2 Saturday Book & Author Breakfast (with breakfast and round tables) \$35
- SPE3 Saturday Book & Author Luncheon \$50
- SPE4 BEA's Audiobook & Author Tea \$20
- SPE5 BEA's Saturday Night Fundraiser \$25

Sunday, June 3

- SPE6T Sunday Book & Author Breakfast (no food, theatre seating) \$15
- SPE6 Sunday Book & Author Breakfast (with breakfast and round tables) \$35
- BIF Book Industry Foundation & Autographing Gold Pass Contribution (tax deductible) \$30

*Does not apply to Associate Member

Fees Total A+B \$ _____

6 Method of Payment (in U.S. Dollars ONLY) *No purchase orders or invoicing accepted.*

- CHECK (payable to Reed Exhibitions) Check No. _____
- CREDIT CARD
- AMEX
- MasterCard
- VISA

Print Cardholder Name as it appears on the credit card

Credit Card _____ Number _____ Expiration Date _____

I agree to pay the above amount according to my card issuer agreement: _____

Cardholder's 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