

EMS TODAY 2007



EVENT AUDIT



DATES OF EVENT:

Conference: March 6 - 10, 2007
Exhibits: March 9 - 10, 2007

LOCATION:

Baltimore Convention Center, Baltimore, MD

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1982

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 25 - 29, 2008
Exhibits: March 28 - 29, 2008
LOCATION: Baltimore Convention Center, Baltimore, MD

1. STATEMENT OF MARKET SERVED

Manufacturers and suppliers of emergency medical products and services.

Qualified attendees are professionals involved in providing prehospital emergency medical services.

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 tickets collected from the conference sessions.

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	Baltimore	2,382	1,080	3,462	109	4	812	4,387
2006	Baltimore	1,965	906	2,871	87	6	1,139	4,103

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

4. EMPLOYER/AFFILIATION			
EMPLOYER/AFFILIATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY EMPLOYER/AFFILIATION
Hospital	319	9.2	12.9
Private Ambulance	322	9.3	13.1
Fire Department/Rescue Squad	732	21.2	29.7
Third Service/Municipal Agency	292	8.4	11.9
Industrial/Commercial	129	3.7	5.2
Educational Institution	128	3.7	5.2
Military	30	0.9	1.2
Volunteer	339	9.8	13.8
Other	173	5.0	7.0
Total Conference and Exhibit Only Attendees Identified by Employer/Affiliation	2,464	71.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Employer/Affiliation	998	28.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,462	100.0	100.0

5. OCCUPATION/POSITION			
OCCUPATION/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OCCUPATION/POSITION
Paramedic/EMT-I/EMT-D	962	27.8	37.8
EMT (Basic, 1st Responder)	564	16.3	22.2
Nurse/Instructor/Coordinator	127	3.7	5.0
Physician	27	0.8	1.1
Administrator/Supervisor, EMS Chief, Fire Chief, Other Chief & Company Officer	600	17.3	23.6
Military	19	0.5	0.7
Student	25	0.7	1.0
Other	218	6.3	8.6
Total Conference and Exhibit Only Attendees Identified by Occupation/Position	2,542	73.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Occupation/Position	920	26.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,462	100.0	100.0

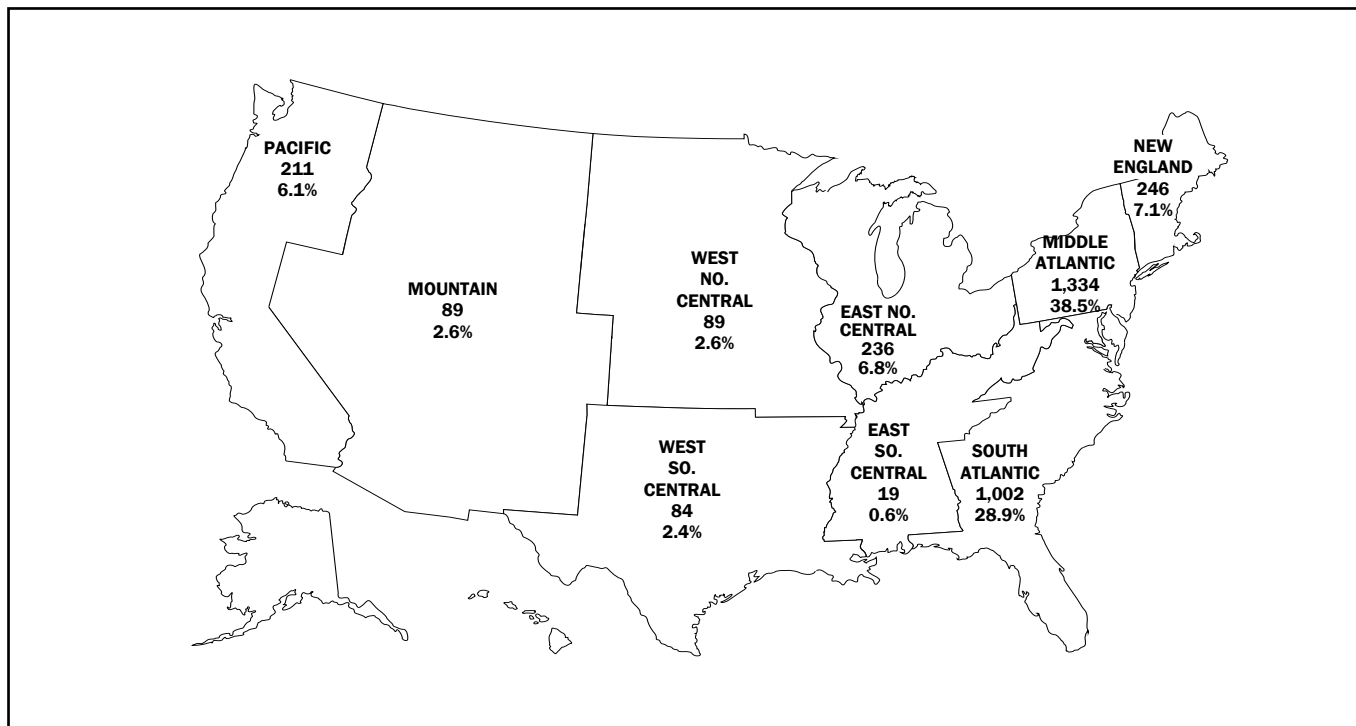
6. PURCHASING ROLE			
PURCHASING ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING ROLE
Purchase	703	20.3	35.9
Approve	567	16.4	28.9
Recommend	1,252	36.2	63.9
Specify	486	14.0	24.8
Influence	844	24.4	43.1
Total Conference and Exhibit Only Attendees Identified by Purchasing Role	1,959	56.6	--
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Role	1,503	43.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,462	100.0	--

The above counts and percentages are based on 3,462 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.

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	246	7.1
Maine	16	
New Hampshire	23	
Vermont	3	
Massachusetts	86	
Rhode Island	14	
Connecticut	104	
MIDDLE ATLANTIC	1,334	38.5
New York	497	
New Jersey	386	
Pennsylvania	451	
EAST NO. CENTRAL	236	6.8
Ohio	114	
Indiana	40	
Illinois	39	
Michigan	19	
Wisconsin	24	
WEST NO. CENTRAL	89	2.6
Minnesota	21	
Iowa	7	
Missouri	38	
North Dakota	--	
South Dakota	--	
Nebraska	7	
Kansas	16	
SOUTH ATLANTIC	1,002	28.9
Delaware	127	
Maryland	428	
Washington, DC	41	
Virginia	163	
West Virginia	24	
North Carolina	122	
South Carolina	9	
Georgia	10	
Florida	78	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	19	0.6
Kentucky	7	
Tennessee	6	
Alabama	3	
Mississippi	3	
WEST SO. CENTRAL	84	2.4
Arkansas	2	
Louisiana	10	
Oklahoma	4	
Texas	68	
MOUNTAIN	89	2.6
Montana	3	
Idaho	4	
Wyoming	3	
Colorado	33	
New Mexico	8	
Arizona	6	
Utah	13	
Nevada	19	
PACIFIC	211	6.1
Alaska	15	
Washington	41	
Oregon	18	
California	136	
Hawaii	1	
UNITED STATES	3,310	95.6
INTERNATIONAL	108	3.1
Canada	40	
Mexico	--	
Other International	68	
Not Identified	44	1.3
Total Conference & Exhibit Attendees	3,462	100.0



EMS TODAY 2007

REGISTRATION FORM MARCH 6-10, 2007 EXHIBIT HALL: MARCH 9-10, 2007



PRIORITY CODE:

Please type/print name and title as you wish them to appear on your name badge:

FIRST NAME _____

LAST NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

This address is my Home Office

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE () _____ FAX () _____

This phone is my Home Office

E-MAIL ADDRESS: _____

A UNIQUE EMAIL ADDRESS IS REQUIRED—YOUR CONFIRMATION SENT VIA EMAIL. EMAIL ADDRESS NEEDED FOR CEU CERTIFICATE LOGON.

YES, I WANT A CEU CERTIFICATE

CERTIFICATION/LICENSE # _____

LICENSE STATE _____ DATE OF BIRTH _____

LEVEL OF LICENSURE/TYPE OF LICENSE _____ ALS BLS

LICENSE EXPIRATION DATE _____

IF YOU HAVE MULTIPLE CERTIFICATIONS, PLEASE FAX OR EMAIL THEM WITH YOUR FIRST AND LAST NAME TO: 972/620-3099 OR INQUIRY@EMSTODAYEXPO.COM

PLEASE CIRCLE THE NUMBERS OF THE MAIN SESSIONS YOU PLAN TO ATTEND:

Wednesday, March 7, 2007—Evening Sessions

1001 1002 1003 1004 1005 1006 1007

Thursday, March 8, 2007—Keynote and Morning Sessions

2000 2001 2002 2003 2004 2005 2006 2007 2008

2009 Prehospital Care Research Forum Luncheon (Limited to the first 120 attendees.)

Thursday, March 8, 2007—Early Afternoon Sessions

3001 3002 3003 3004 3005 3006 3007 3008 3009

Thursday, March 8, 2007—Late Afternoon Sessions

4001 4002 4003 4004 4005 4006 4007 4008 4009

Friday, March 9, 2007—Morning Sessions

5001 5002 5003 5004 5005 5006 5007 5008 5009

Friday, March 9, 2007—Early Afternoon Sessions

6001 6002 6003 6004 6005 6006 6007

Friday, March 9, 2007—Late Afternoon Sessions

7001 7002 7003 7004 7005 7006 7007 7008 7009 7010

Saturday, March 10, 2007—Keynote and Early Afternoon Sessions

8000 8001 8002 8003 8004 8005 8006 8007 8009 8010

Saturday, March 10, 2007—Late Afternoon Sessions

9001 9002 9003 9004 9005 9006 9008 9009

1. OCCUPATION/POSITION

- A. PARAMEDIC/EMT-I/EMT-D
- B. EMT (BASIC, 1ST RESPONDER)
- C. NURSE/INSTRUCTOR/COORDINATOR
- D. PHYSICIAN
- E. ADMINISTRATOR/SUPERVISOR, EMS CHIEF, FIRE CHIEF, OTHER CHIEF & COMPANY OFFICER
- F. MILITARY
- G. STUDENT
- O. OTHER _____

2. EMPLOYER/AFFILIATION

- 1. HOSPITAL
- 2. PRIVATE AMBULANCE
- 3. FIRE DEPT./RESCUE SQUAD
- 4. THIRD SERVICE/MUNICIPAL AGENCY
- 5. INDUSTRIAL/COMMERCIAL
- 6. EDUCATIONAL INSTITUTION
- 7. MILITARY
- 8. OTHER _____
- 9. VOLUNTEER

3. PURCHASING ROLE

- (Check all that apply)
- FA PURCHASE
 - FB APPROVE
 - FC RECOMMEND
 - FD SPECIFY
 - FE INFLUENCE

- I am eligible for the New Jersey EMT Training Fund
- Yes, I am a member of the American Ambulance Association
- Do you have any special needs? Please check here and our staff will contact you.

Please check off the events and workshops you will be attending:

Tuesday, March 6, 2007 & Wednesday, March 7, 2007

Two-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.

- (0001) National EMS ALS Refresher Core Content Workshop \$295
- (0002) Medical Emergencies for the EMT and Paramedic \$295
- (0003) EMS Supervisor "Boot Camp" \$295
- (0004) Quality Assurance Officers (QAO) Course \$295

Tuesday, March 6, 2007

One-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.

- (0005) Advanced Stroke Life Support Instructor Course \$185
- (0006) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) \$210

Wednesday, March 7, 2007

One-Day Preconference Workshops 8:00 a.m. - 5:00 p.m.

- (0007) Leadership, Law & Policy 2007: Pursuing Excellence In Patient Care, Operations and Admin. \$185
- (0008) EMS Street Survival Workshop \$185
- (0009) Train the Trainer: OSHA Bloodborne Pathogens (Limit of 40) \$185
- (0010) Advanced Patient Assessment Workshop \$185
- (0011) Multi-Lead Medics: 12-Lead ECG for Acute & Critical Care Providers \$185
- (0012) Simulation In Prehospital EMS Training and Education \$185
- (0013) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) \$210

Wednesday, March 7, 2007

Half-Day Preconference Workshop 1:00 p.m. - 5:00 p.m.

- (0014) Lethal Exposure: Monitoring CO in the Field \$95
- (0015) Keeping the Best: Meeting EMS Retention Challenges Head On \$95

JEMS Games

- Yes! Please send me a team registration packet for the JEMS Games!

Subscription to JEMS (please check only one box)

- Yes! Enter my 6-month subscription to JEMS; the cost is included in my registration fee.
- I already subscribe to JEMS. Please send me my coupon to obtain other JEMS Products.

Conference Fees (please check one)

	Early Expires Jan. 19	Regular Jan. 20 to March 10
<input type="checkbox"/> Gold Passport 3-Day <i>Includes Wednesday Evening Sessions</i>	\$395	\$475
<input type="checkbox"/> Silver Passport 2-Day <i>Includes Wednesday Evening Sessions</i>	\$290	\$360
<input type="checkbox"/> Wednesday Evening Session	\$45	\$45
<input type="checkbox"/> One-Day Only	\$180	\$255
<input type="checkbox"/> Special Saturday Pass	\$99	\$99
<input type="checkbox"/> Exhibit Hall Only Pass (If you register for the conference your exhibit pass is included)	FREE	\$20

Please circle which days you will attend the main conference:

Thursday Friday Saturday

A Conference/Exhibit Hall Registration Fee \$ _____

B Preconference Workshop(s) \$ _____

C 25th Anniversary Party: \$25 ea. ____ # of tickets \$ _____

D Six-month subscription to JEMS (\$17.50 value) \$ INCLUDED

E Group Discount: -\$ _____
(Groups of 5 or more discount is \$500; 10 or more discount is \$1000) (Valid on 2-day or 3-day passports only.)

TOTAL AMOUNT ENCLOSED \$ _____

Payment Information:

____ Enclosed is my check for \$ _____ payable in U.S. dollars to Reed Exhibitions.

____ Enclosed is my Purchase Order # _____ for \$ _____.

____ Charge my: VISA MasterCard AMEX

Account # _____

Exp. Date _____

Card Holder _____

Authorized Cardholder Signature _____

PRIVACY POLICY

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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