

FLORIDA RESTAURANT & LODGING SHOW 2007



EVENT AUDIT



DATES OF EVENT:

Conference: September 7 - 9, 2007
 Exhibits: September 7 - 9, 2007

LOCATION:

Orange County Convention Center, Orlando, FL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1996

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 5 - 7, 2008
 Exhibits: September 5 - 7, 2008

LOCATION:

Orange County Convention Center, Orlando, FL

1. STATEMENT OF MARKET SERVED

The foodservice and hospitality industries.

Qualified attendees are managers, partners, operators, corporate executives, restaurant owners, purchasing agents, marketing consultants, chefs, cooks, designers, dieticians, and hotel and motel personnel of the foodservice and lodging industries.

2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified. Scanning guns were used to scan attendees' badges as they entered the free 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 & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Orlando, FL	9,448	48	85	4,523	14,104
2006	Orlando, FL	9,888	33	15	4,977	14,913
2005	Orlando, FL	8,926	32	34	5,115	14,107

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



4. TYPE OF BUSINESS			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Restaurant/Table Service/Full Service	2,292	24.3	28.1
Restaurant/QSR/Franchise	420	4.4	5.1
Pizzeria	320	3.4	3.9
Deli/Bakery	211	2.2	2.6
Hotel/Motel/Resort/Casino/Cruise Ship	795	8.4	9.7
School District/School/University/Camp	789	8.3	9.7
Hospital/Healthcare/Correctional Institution/Military	185	2.0	2.3
Municipal Service/Municipality	8	0.1	0.1
Corporate Dining Services/Office/Plant	88	0.9	1.1
Coffee Bar/Ice Cream/Yogurt	178	1.9	2.2
Country/Membership Club	316	3.3	3.9
Bar/Lounge/Night Club	92	1.0	1.1
Non-Hotel Banquet Facility/Catering Establishment	234	2.5	2.9
Sports Arena/Amusement Park/Concession/Convention Center	128	1.4	1.6
Architect/Design/Real Estate	54	0.6	0.7
Consultant/Specifier	183	1.9	2.2
Retail Store/Supermarket	101	1.1	1.2
Distributor/Dealer/Broker	492	5.2	6.0
Importer/Exporter	40	0.4	0.5
Manufacturer/Manufacturing Agent	281	3.0	3.4
Association	60	0.6	0.7
Other	898	9.5	11.0
Total Conference and Exhibit Only Attendees Identified by Type of Business	8,165	86.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	1,283	13.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,448	100.0	100.0

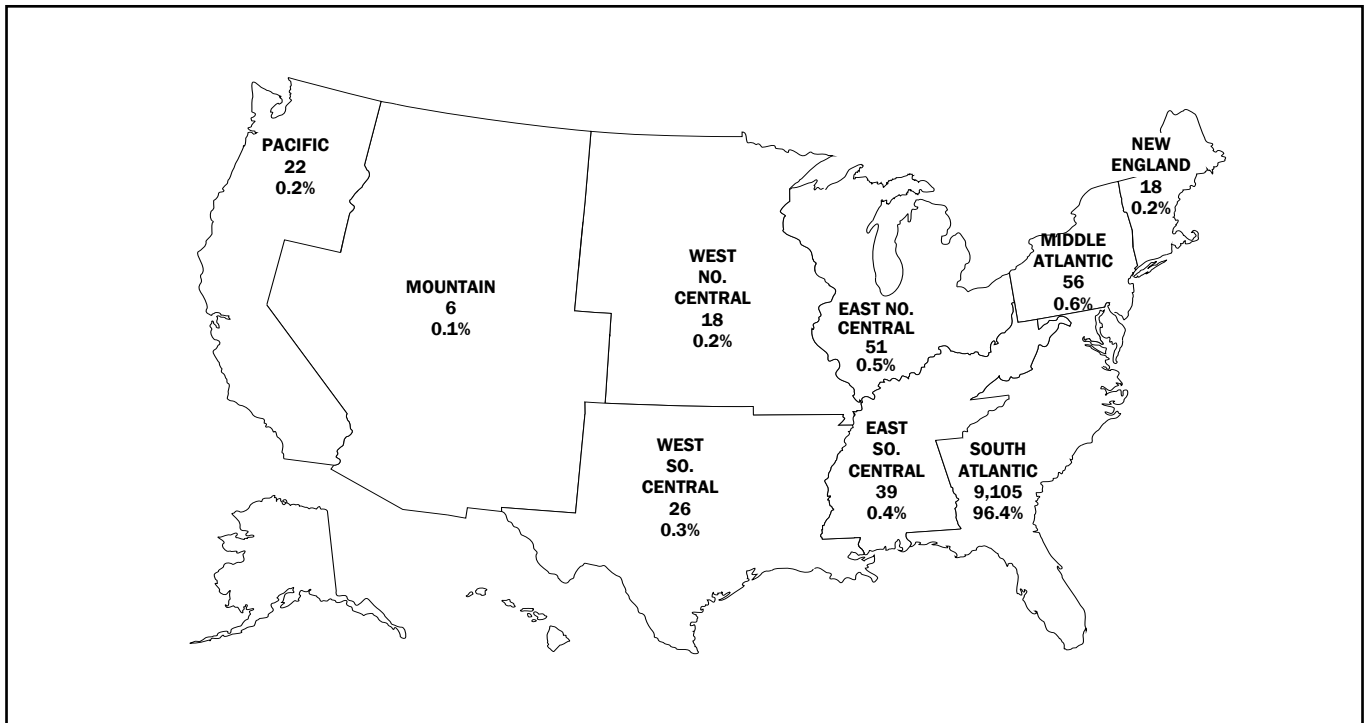
5. BADGE CATEGORY			
BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	5,569	59.0	62.3
Non-Buyer	3,377	35.7	37.7
Total Conference and Exhibit Only Attendees Identified by Badge Category	8,946	94.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	502	5.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,448	100.0	100.0

6. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	2,740	29.0	33.6
Manager/Supervisor	1,851	19.6	22.7
Purchasing	373	3.9	4.6
Chef	885	9.4	10.8
Dietician/Nutritionist	42	0.4	0.5
Sommelier/Server/Bartender	109	1.2	1.3
Marketing/Sales/Public Relations	465	4.9	5.7
Education Administrator/Faculty/Student	552	5.8	6.8
Caterer/Private Chef/Event Planner	161	1.7	2.0
Financial/Operations/Administration	226	2.4	2.8
Distributor	100	1.1	1.2
Other	651	6.9	8.0
Total Conference and Exhibit Only Attendees Identified by Position	8,155	86.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	1,293	13.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,448	100.0	100.0

7. CATEGORIES OF INTEREST			
CATEGORIES OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES OF INTEREST
Appetizers	3,851	40.8	49.4
Bar Equipment Products	1,973	20.9	25.3
Beverage, Alcohol	2,618	27.7	33.6
Beverage, Non-Alcohol	2,391	25.3	30.7
Cleaning Supplies & Services	2,117	22.4	27.2
Dairy	2,273	24.1	29.2
Décor/Design	2,009	21.3	25.8
Dessert	3,294	34.9	42.3
Dressings/Sauces	2,306	24.4	29.6
Food Equipment & Services	3,434	36.3	44.1
Food Distributor	2,052	21.7	26.3
Franchise	708	7.5	9.1
Furniture/Furnishings	1,791	19.0	23.0
Hospitality Services	1,654	17.5	21.2
Kosher Foods	1,057	11.2	13.6
Meat/Poultry	2,683	28.4	34.4
Pasta & Rice	2,124	22.5	27.3
Pizza Products	1,972	20.9	25.3
Point of Sale Equipment	1,540	16.3	19.8
Paper & Plastic Products	2,281	24.1	29.3
Produce	2,133	22.6	27.4
Seafood	2,346	24.8	30.1
Tableware	2,010	21.3	25.8
Services	1,518	16.1	19.5
Other	456	4.8	5.9
Total Conference and Exhibit Only Attendees Identified by Categories of Interest	7,792	82.5	-
Total Conference and Exhibit Only Attendees Not Identified by Categories of Interest	1,656	17.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,448	100.0	-

The above counts and percentages are based on 9,448 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	18	0.2	EAST SO. CENTRAL	39	0.4
Maine	--		Kentucky	4	
New Hampshire	2		Tennessee	19	
Vermont	--		Alabama	10	
Massachusetts	9		Mississippi	6	
Rhode Island	2		WEST SO. CENTRAL	26	0.3
Connecticut	5		Arkansas	6	
MIDDLE ATLANTIC	56	0.6	Louisiana	3	
New York	37		Oklahoma	3	
New Jersey	10		Texas	14	
Pennsylvania	9		MOUNTAIN	6	0.1
EAST NO. CENTRAL	51	0.5	Montana	--	
Ohio	16		Idaho	--	
Indiana	11		Wyoming	--	
Illinois	12		Colorado	3	
Michigan	8		New Mexico	--	
Wisconsin	4		Arizona	2	
WEST NO. CENTRAL	18	0.2	Utah	--	
Minnesota	6		Nevada	1	
Iowa	--		PACIFIC	22	0.2
Missouri	9		Alaska	--	
North Dakota	--		Washington	3	
South Dakota	--		Oregon	2	
Nebraska	2		California	17	
Kansas	1		Hawaii	--	
SOUTH ATLANTIC	9,105	96.4	UNITED STATES	9,341	98.9
Delaware	3		INTERNATIONAL	107	1.1
Maryland	4		Canada	5	
Washington, DC	--		Mexico	5	
Virginia	7		Other International	97	
West Virginia	--		Total Conference & Exhibit Attendees	9,448	100.0
North Carolina	17				
South Carolina	21				
Georgia	88				
Florida	8,965				



REGISTRATION FORM

SEPTEMBER 7-9, 2007
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL



**REGISTER BY AUGUST 3, 2007
AND SAVE \$20**

ADMISSION FEES

Pre-Registration (through August 3, 2007) \$30
On-Site (after August 3, 2007) \$50

Sign up for the largest foodservice show in the Southeast!

SPONSORED BY:



PRODUCED AND MANAGED BY:



HOW TO REGISTER!

A.) Register online at www.flrestaurantandlodgingshow.com/cs
-OR-

B.) Please complete all sections of this form.

Payment must accompany this form. Complete credit card information below or enclose a check made payable to Reed Exhibitions.

Mail or Fax by August 3 to receive \$30 admission fee.

Mail to: Florida Restaurant & Lodging Show, P.O. Box 552, Brookfield, IL 60513-0552

Fax to: (708) 344-4444

Badges will not be mailed and must be picked-up onsite. FOR THE TRADE ONLY. NO ONE UNDER 18 WILL BE ADMITTED, INCLUDING INFANTS. Registration fees are non-refundable and non transferable. PHOTO ID REQUIRED. For additional questions call us at (888) 372-3976.

Priority Code:

1. Registration Information (Please complete all sections of this form)

First Name MI Last Name

Title

Company Name

Mailing Address

City

State Zip Code

Country

Cell Phone (For text message reminders at the Show)

Business Phone (Do not include International Dialing Code)

Business Fax

E-mail (to receive confirmation)

We collect this data in order to provide you with information about the Florida Restaurant & Lodging Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.recusprivacy.com or call our Privacy Administration at (888) 372-3976.

2. Options

Item	Price	Quantity	Total
Exhibits Plus Registration on or before 8/3/07	\$30	1	
after 8/3/07	\$50		
Barfly Sessions			
Restaurant Rookie Boot Camp, Fri., September 7, 9:00 am – 4:00 pm	\$275		
Profit & Loss Management 101, Sat., September 8, 9:00 am – 12:00 pm	\$149		
What's the Trend?, Sat., September 8, 2:00 – 4:00 pm	\$99		
TOTAL AMOUNT DUE			

Please select payment method: Check enclosed payable to Reed Exhibitions AMEX MC VISA

Account # Exp. Date (month/year)

First Name MI Last Name
Is this a corporate card? Yes No
If this is a personal credit card, will your company reimburse you?
 Yes No

Company Name

Cardholder's Signature. I agree to pay the above total amount according to my card issuer agreement.

No Refunds, No Exceptions.

- Are you over the age of 21?**
 Yes, over 21
 No, not over 21
- Are you at least 18 years of age?**
 Yes
 No
No one under the age of 18 will be admitted to the Show at any time, including infants. No exceptions.
- Badge Category**
 Buyer
 Non-Buyer
- Is your establishment**
 Independent
 Multi-Unit
 Other
- Position:** Please tell us which ONE best describes your area of responsibility.
A Management (Partner/Owner)
B Manager/Supervisor
C Purchasing
D Chef
E Dietitian/Nutritionist
F Sommelier/Server/Bartender
G Marketing/Sales/Public Relations
H Edu. Administrator/Faculty/Student
J Caterer/Private Chef/Event Planner
K Financial/Operations/Administration
M Distributor
N Other (Please specify)
- Type of Business:** (Choose ONE only)
A Restaurant/Table Service/Full Service
B Restaurant/QSR/Franchise
C Pizzeria
D Deli/Bakery
E Hotel/Motel/Resort/Casino/Cruise Ship
F School District/School/University/Camp
G Hospital/Healthcare/Correctional Institution/Military
H Municipal Service/Municipality
J Corporate Dining Services/Office/Plant
K Coffee Bar/Ice Cream/Yogurt
M Country/Membership Club
N Bar/Lounge/Night Club
- Categories of Interest:** Please tell us which products you are coming to see at the Show: (select ALL that apply)
AA Appetizers
AB Bar Equipment Products
AC Beverage, Alcohol
AD Beverage, Non-Alcohol
AE Cleaning Supplies & Services
AF Dairy
AG Décor/Design
AH Dessert
AJ Dressings/Sauces
AK Food Equipment & Services
AM Food Distributor
AN Franchise
AP Furniture/Furnishings
AQ Hospitality Services
AR Kosher Foods
AS Meat/Poultry
AT Pasta & Rice
AU Pizza Products
AV Point of Sale Equipment
AW Paper & Plastic Products
AX Produce
AY Seafood
AZ Tableware
BA Services
BB Other (Please specify)
- Is your menu predominantly:** (select ALL that apply)
A American
B Italian
C Asian
D Latin/Mexican
E European
F Mediterranean
G Seafood
H Other (Please specify)

FRLA Policy: Included in the registration fee is a voluntary contribution to the Florida Restaurant and Lodging Association Political Action Committee, the organization through which the foodservice industry supports political candidates supportive of restaurant government affairs, positions and interest. Dues, payments, contributions or gifts to the FRLA are deductible as normal business expenses. Contribution/dues to the FRLA PAC are not deductible. Contributions to the FRLA PAC entitles you to PAC membership.

If you do not wish to make a voluntary contribution mark this box. The \$3 per person contribution will be applied instead to the admission cost. Your admission price will not change.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.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