

EVENT AUDIT



DATES OF EVENT:

Conference: April 24 – 26, 2007
 Exhibits: April 24 – 26, 2007

LOCATION:

Jacob J. 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.interphex.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1979

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 26 – 28, 2008
 Exhibits: March 26 – 28, 2008
 LOCATION: Philadelphia Convention Center, Philadelphia, PA

1. STATEMENT OF MARKET SERVED

Process development, manufacturing and packaging in pharmaceutical/biopharmaceutical, cosmetic, and nutraceuticals industries.

Qualified attendees are buyers and specifiers from engineering, management, R&D, QA/QC, outsourcing, information technology, facilities, regulatory, validation, consulting, etc.

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. 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	PHARMA MedDevice Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	New York	721	8,315	845	9,881	194	138	6,270	16,483
2006	New York	656	8,559	--	9,215	193	107	5,868	15,383
2005	New York	594	8,022	--	8,616	142	111	6,544	15,413

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

4. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Biotechnology / Biopharm	1,948	19.7	26.0
Contract Manufacturing / Contract Packaging	750	7.6	10.0
Cosmetics / Toiletries	228	2.3	3.1
Ethical / Proprietary Drugs	1,113	11.3	14.9
Food & Beverage	248	2.5	3.3
Generic Drugs	574	5.8	7.7
Medical Devices / Diagnostics	448	4.5	6.0
Nutraceuticals	166	1.7	2.2
Services	899	9.1	12.0
Other	1,111	11.2	14.8
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	7,485	75.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,551	15.7	--
PHARMA MedDevice Cross-Over Attendees	845	8.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	100.0

4b. ATTENDEE TYPE			
ATTENDEE TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ATTENDEE TYPE
End User / Customer	5,138	52.0	61.9
Non-Exhibiting Supplier	1,970	19.9	23.7
Press*	36	0.4	0.4
Other	1,025	10.4	12.4
Student	131	1.3	1.6
Total Conference and Exhibit Only Attendees Identified by Attendee Type	8,300	84.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Attendee Type	736	7.4	--
PHARMA MedDevice Cross-Over Attendees	845	8.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	100.0

* These 36 people had a reg event code of CF (Full Conference), EO (Exhibit Only), or LS (Life Sciences Job Fair).

5a. JOB RESPONSIBILITY			
JOB RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB RESPONSIBILITY
Corporate Management (VP level & above)	1,856	18.8	22.5
Director / Managerial	3,410	34.5	41.3
Non Managerial	2,995	30.3	36.2
Total Conference and Exhibit Only Attendees Identified by Primary Job Responsibility	8,261	83.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Responsibility	775	7.8	--
PHARMA MedDevice Cross-Over Attendees	845	8.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	100.0

5b. JOB CATEGORY			
JOB CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CATEGORY
Consulting	832	8.4	10.9
Engineering (TOTAL)	1,630	16.5	21.4
Chemical	189	1.9	2.5
Civil	5	0.1	0.1
Control	104	1.1	1.3
Design	108	1.1	1.4
Electrical	56	0.6	0.7
Environmental	21	0.2	0.3
Maintenance	59	0.6	0.8
Mechanical	242	2.4	3.2
Multi-Disciplined	159	1.6	2.1
Packaging	151	1.5	2.0
Plant	40	0.4	0.5
Process	298	3.0	3.9
Project	183	1.8	2.4
Other Engineering	15	0.2	0.2
Facilities / Safety	193	2.0	2.5
Information Technology	133	1.3	1.7
Laboratory Q/A	51	0.5	0.7
Production / Manufacturing (TOTAL)	984	10.0	12.9
Overall Operations	542	5.5	7.1
Processing	269	2.7	3.5
Packaging	104	1.1	1.4
Other	69	0.7	0.9
Purchasing / Supply Chain	253	2.6	3.3
QA / QC	191	1.9	2.5
Research / Development	844	8.5	11.1
Regulatory	47	0.5	0.6
Sales / Marketing	1,649	16.7	21.6
Validation	240	2.4	3.2
Warehousing / Logistics	74	0.7	1.0
Other	503	5.1	6.6
Total Conference and Exhibit Only Attendees Identified by Job Category	7,624	77.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Category	1,412	14.3	-
PHARMA MedDevice Cross-Over Attendees	845	8.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	100.0

6a. PRODUCTS/DISCIPLINES FOR WHICH YOU HAVE PURCHASING, SPECIFYING, AND RECOMMENDATION RESPONSIBILITY			
PRODUCTS/DISCIPLINES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING RESPONSIBILITY
Analytical Equipment and Services	1,186	12.0	16.2
Architecture, Engineering, Construction	1,215	12.3	16.6
Business Services	682	6.9	9.3
Clean Room Equipment and Supplies	1,114	11.3	15.2
Consulting Services	1,010	10.2	13.8
Contract Manufacturing	1,014	10.3	13.8
Contract Packaging	707	7.2	9.7
Contract Research	310	3.1	4.2
Contract Services	504	5.1	6.9
Document and Knowledge Management	509	5.2	7.0
Drug Delivery Systems	504	5.1	6.9
Environmental Controls and Equipment	754	7.6	10.3
Facility Engineering and Maintenance	1,004	10.2	13.7
Information Technology	378	3.8	5.2
Instruments and Controls	1,070	10.8	14.6
Labeling, Coding and Marking	309	3.1	4.2
Laboratory Instrumentation, Supplies	732	7.4	10.0
Manufacturing Software	413	4.2	5.6
Medical Device and Design Equipment	479	4.8	6.5
Packaging Machinery	1,067	10.8	14.6
Packaging Materials and Components	944	9.6	12.9
Pharmaceutical Related Software	108	1.1	1.5
Plant Reliability Systems	220	2.2	3.0
Process Systems, Controls and Automation	925	9.4	12.6
Processing and Manufacturing	1,721	17.4	23.5
Processing Machinery and Equipment	1,344	13.6	18.4
Quality Control, Quality Assurance (QC, QA)	555	5.6	7.6
RFID	562	5.7	7.7
Validation Support	876	8.9	12.0
Warehousing, Distribution, Logistics	523	5.3	7.1
Total Conference and Exhibit Only Attendees Identified by Purchasing Responsibility	7,323	74.1	--
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Responsibility	1,713	17.3	--
PHARMA MedDevice Cross-Over Attendees	845	8.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	--

The above counts and percentages are based on 9,881 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.

6b. INFLUENCE ON BUYING DECISION			
INFLUENCE ON BUYING DECISION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INFLUENCE
Significant Influence / Final Decision Maker	3,622	36.7	43.8
Initial Recommendation	2,535	25.6	30.7
Not Applicable	2,106	21.3	25.5
Total Conference and Exhibit Only Attendees Identified by Influence	8,263	83.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Influence	773	7.8	–
PHARMA MedDevice Cross-Over Attendees	845	8.6	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	100.0

6c. AREAS OF INTEREST			
AREAS OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AREAS OF INTEREST
Automation & Controls	5,405	54.7	66.1
Contamination Control	3,120	31.6	38.2
Packaging	4,324	43.8	52.9
RFID	2,227	22.5	27.2
Total Conference and Exhibit Only Attendees Identified by Areas of Interest	8,175	82.7	–
Total Conference and Exhibit Only Attendees Not Identified by Areas of Interest	861	8.7	–
PHARMA MedDevice Cross-Over Attendees	845	8.6	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	–

The above counts and percentages are based on 9,881 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.

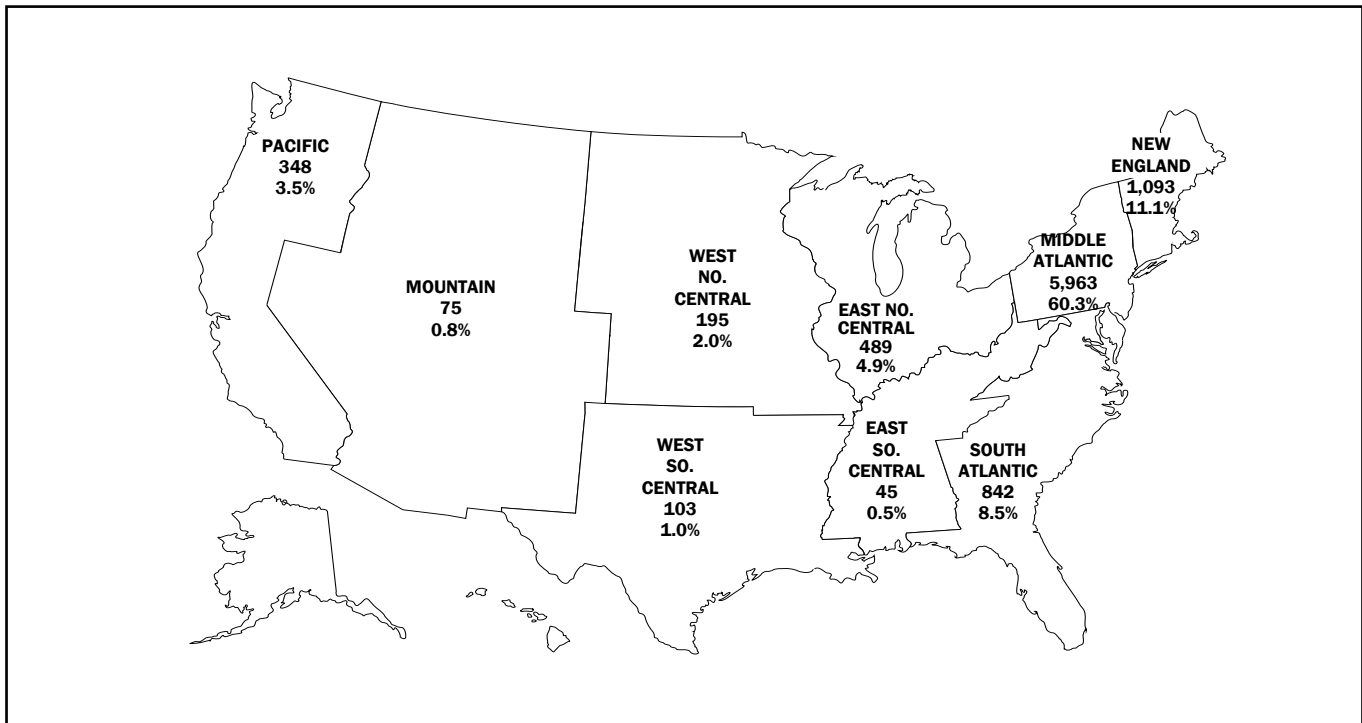
7. AREAS PLAN ON VISITING			
AREAS PLAN ON VISITING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AREAS PLAN ON VISITING
PharmaFacilities	4,528	45.8	55.1
PharmaIT	1,870	18.9	22.8
PharmaSourcing & Services	3,150	31.9	38.3
PharmaManufacturing	6,228	63.0	75.8
Pharma MedDevice	2,387	24.2	29.0
Life Science Job Fair	1,133	11.5	13.8
Total Conference and Exhibit Only Attendees Identified by Areas Plan on Visiting	8,218	83.1	–
Total Conference and Exhibit Only Attendees Not Identified by Areas Plan on Visiting	818	8.3	–
PHARMA MedDevice Cross-Over Attendees	845	8.6	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,881	100.0	–

The above counts and percentages are based on 9,881 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
NEW ENGLAND	1,093	11.1
Maine	10	
New Hampshire	83	
Vermont	14	
Massachusetts	529	
Rhode Island	72	
Connecticut	385	
MIDDLE ATLANTIC	5,963	60.3
New York	1,600	
New Jersey	2,708	
Pennsylvania	1,655	
EAST NO. CENTRAL	489	4.9
Ohio	117	
Indiana	72	
Illinois	157	
Michigan	81	
Wisconsin	62	
WEST NO. CENTRAL	195	2.0
Minnesota	87	
Iowa	13	
Missouri	73	
North Dakota	-	
South Dakota	2	
Nebraska	5	
Kansas	15	
SOUTH ATLANTIC	842	8.5
Delaware	94	
Maryland	218	
Washington, DC	15	
Virginia	91	
West Virginia	19	
North Carolina	196	
South Carolina	30	
Georgia	50	
Florida	129	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	45	0.5
Kentucky	16	
Tennessee	17	
Alabama	11	
Mississippi	1	
WEST SO. CENTRAL	103	1.0
Arkansas	3	
Louisiana	6	
Oklahoma	9	
Texas	85	
MOUNTAIN	75	0.8
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	24	
New Mexico	5	
Arizona	13	
Utah	29	
Nevada	4	
PACIFIC	348	3.5
Alaska	-	
Washington	21	
Oregon	12	
California	314	
Hawaii	1	
UNITED STATES	9,153	92.6
INTERNATIONAL	728	7.4
Canada	220	
Mexico	35	
Other International	473	
Total Conference & Exhibit Attendees	9,881	100.0





Registration Form

INTERPHEX2007
P.O. Box 604
Brookfield, IL 60513-0604
Fax: (708) 344-4444

April 24-26, 2007 • Jacob K. Javits Convention Center • New York, New York USA

General Information: For additional registrations, please visit www.interphex.com.

Name					
Address					
City	State	Zip	Country		
Telephone	Fax				
E-mail Address					
Customer ID	Priority Code				

Title (Must provide title to receive badge)

Telephone (Do not include international dialing code)

Fax (Do not include international dialing code)

E-mail Address

Customer ID:

Priority Code:

Name
Address
Anytown, USA

Address Correction:

- 1. Attendee Type**
a. End user/Customer b. Non-Exhibiting Supplier c. Press d. Other (Please specify) e. Student
- 2. Influence on Buying Decision**
a. Significant Influence/Final Decision Maker b. Initial Recommendation c. Not Applicable
- 3. What is Your Level of Responsibility?**
a. General/Corporate Management (VP level & above) b. Director/Managerial c. Non Managerial
- 4. While at INTERPHEX, I plan on visiting: (Check all that apply)**
a. PharmaFacilities b. PharmaIT c. PharmaSourcing & Services
d. PharmaManufacturing e. Pharma MedDevice f. Life Science Job Fair
- 5. What are Your Areas of Interest: (Check all that apply)**
a. Automation & Controls b. Contamination Control c. Packaging d. RFID

We collect this data to provide you with information about INTERPHEX and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.interphex.com or call our Privacy Administrator at 888.306.2344, or from outside the U.S. at 203.840.5810.

Cancellation Policy: Cancellations received in writing before March 24, 2007 will be refunded less a \$100 service fee. All cancellation requests are subject to review and will not be processed until 60 days after the show ends. Cancellations must be in writing and all badges/tickets/confirmations must be returned before a refund can be processed. Cancellations received after March 24, 2007 and "no shows" will not be refunded. Conferees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims.

All requests for cancellations should be submitted to:
INTERPHEX 2007
REFUNDS
Reed Exhibitions - 383 Main Avenue
Norwalk, CT 06851

Team discount: Registering 3 or more people from the same company at the same time.
Discounts apply to Conference Registration only. ONLY 1 DISCOUNT ALLOWED PER REGISTRATION.
Contact Diana Press at 800-363-3631 or 203-840-5533.

6. Job Category (Check only one)

- aa. Consulting
Engineering
ab. Chemical
ac. Civil
ad. Control
ae. Design
af. Electrical
ag. Environmental
ah. Maintenance
aj. Mechanical
ak. Multi-Disciplined
am. Packaging
an. Plant
ao. Process
ap. Project
aq. Other: _____
as. Facilities/Safety
at. Information Technology
au. Laboratory/QA
Production/Manufacturing
av. Overall Operations
aw. Processing
ax. Packaging
ay. Other: _____
az. Purchasing/Supply Chain
ba. QA/QC
bb. Research/Development
bc. Regulatory
bd. Sales/Marketing
be. Validation
bf. Warehousing/Logistics
bg. Other: _____
7. Primary Business/Industry
a. Biotechnology
b. Contract Manufacturing/Contract Packaging
c. Cosmetics/Toiletries
d. Ethical/Proprietary Drugs
e. Food & Beverage
f. Generic Drugs
g. Medical Devices/Diagnostics

- h. Nutraceuticals
j. Services
k. Other: _____

8. Products/Disciplines for which you have purchasing, specifying and recommendation responsibility:

- (Check All That Apply)
aa. Analytical Equipment and Services
ab. Architecture/Engineering/Construction
ac. Business Services
ad. Clean Room Equipment and Supplies
ae. Consulting Services
af. Contract Manufacturing
ag. Contract Packaging
ah. Contract Research
aj. Contract Services
ak. Document and Knowledge Management
am. Drug Delivery Systems
an. Environmental Controls and Equipment
ap. Facility Engineering and Maintenance
aq. Information Technology
ar. Instruments and Controls
as. Labeling, Coding and Marking
at. Laboratory Instrumentation, Supplies
au. Manufacturing Software
av. Medical Device and Design Equipment
aw. Packaging Machinery
ax. Packaging Materials and Components
ay. Pharmaceutical Related Software
az. Plant Reliability Systems
ba. Process Systems, Controls and Automation
bb. Processing and Manufacturing
bc. Processing Machinery and Equipment
bd. Quality Control, Quality Assurance (QA, QC)
be. RFID
bf. Validation Support
bg. Warehousing, Distribution, Logistics

9. Please enter up to five keywords that describe your primary interests at the event.

Keyword 1 _____
Keyword 2 _____
Keyword 3 _____
Keyword 4 _____
Keyword 5 _____

10. Are you an ISPE Member?

a. Yes b. No
Member ID# _____

11. Please send information about:

- a. INTERPHEX China
b. INTERPHEX India
c. INTERPHEX Japan
d. INTERPHEX Mexico
e. INTERPHEX Puerto Rico
f. INTERPHEX Singapore
g. Medical Device Puerto Rico

12. Do you wish to receive a free subscription to Pharmaceutical Processing?

Pharmaceutical Processing® from is on the production and packaging of pharmaceuticals, biopharmaceuticals, nutraceuticals, cosmetics and related products. Readers are managers and in persons engaged in corporate management, production and sales/marketing, R&D, engineering and QA/QA.

Yes Digital Print

For verification, what is the name of the last school you attended? _____

13. Are you interested in receiving INTERPHEX Conference Information?

a. Yes b. No

14. Would you like to continue to receive weekly updates (excluding myINTERPHEXshow) about the show?

a. Yes b. No

15. What is your preferred method of communication?

- a. Email
b. Direct Mail
c. Telephone
d. No Preference

16. Exhibits and Conference Fees

	Before Feb. 23rd	Before Mar. 30th	On/After Mar. 30th	\$
a. <input type="checkbox"/> Exhibits Only	FREE	FREE	\$75	\$ _____
b. <input type="checkbox"/> Exhibits Plus Pass (Any one Conference session)	\$85	\$125	\$150	\$ _____
c. <input type="checkbox"/> Exhibits Only Student (Valid Student ID Required)	FREE	FREE	FREE	FREE
d. <input type="checkbox"/> Optional Lunch Purchase	\$45	\$45	*N/A	\$ _____

Indicate day: Tuesday Wednesday Thursday

Choose the option that best meets your needs (Check only one.)

- e. Pre-Conference Workshop \$395 \$495 \$545 \$ _____
(Monday, April 23 - Leveraging RFID, Sensor, & Wireless Technologies for Manufacturing Process Improvement & Supply Chain Efficiency)
- f. Full Conference (Includes lunch) \$895 \$995 \$1,095 \$ _____
- g. Super Pass \$399 \$399 \$399 \$ _____
For this additional fee you can upgrade the Full Conference Pass to include all sessions of the co-located PharmaMedDevice Conference (\$1,099 value)

- h. Student Full Conference (Includes lunch; valid Student ID Required) \$398 \$398 \$398 \$ _____
- i. One-Day Conference Pass (Includes lunch) \$395 \$495 \$545 \$ _____

Indicate day: Tuesday Wednesday Thursday

SUBTOTAL:
Less 20% Team Discount (if applicable)
OR Less 20% ISPE Member Discount

Enclosed is a check/money order for \$ _____ payable to Reed Exhibitions.
Charge to my credit card: American Express Visa MasterCard \$ _____ **TOTAL:** \$ _____

Account Number _____ Expiration Date _____

*Lunch tickets will not be sold after March 30th and will not be available on-site.

Signature (I agree to pay the above total amount according to my card issuer agreement.) _____ Cardholder Name (Please print.) _____

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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