

# National Hardware Show 2007



## EVENT AUDIT



### DATES OF EVENT:

Conference: May 8 – 10, 2007  
Exhibits: May 8 – 10, 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.nationalhardwareshow.com](http://www.nationalhardwareshow.com)

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1946

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: May 6 – 8, 2008  
Exhibits: May 6 – 8, 2008  
LOCATION: Las Vegas Convention Center, Las Vegas, NV

### 1. STATEMENT OF MARKET SERVED

An annual marketplace for hardware products, hand and power tools, electrical and plumbing supplies, building materials, paint, sundries, housewares, safety equipment, security systems, automotive parts and accessories, information technology, outdoor power equipment, outdoor-living products, lawn and garden equipment, grills and outdoor furniture.

**Qualified attendees** are home improvement wholesalers, retailers, home centers, specialty distributors, mass merchandisers, lawn and garden retailers, pro dealers and exporters.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Badges printed on-site were automatically verified at the Express Badge counter and the Exhibitor, Attendee and Conference registration counters. Hand-held badge scanners were used at the show entrances and conference areas. Lead retrieval units used at the exhibitors booths were also downloaded into the database to assist in verification.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Gourmet Housewares Show Attendee/ Exhibitor Cross-Over	Global Textiles Show Attendee/ Exhibitor Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Orlando	311	13,061	747	117	14,236	--	333	13,352	27,921
2006	Las Vegas	248	16,525	1,698	--	18,471	35	327	14,848	33,681
2005	Las Vegas	105	16,712	1,455	--	18,272	37	358	15,516	34,183

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

NOTE: In 2007 there was not a separate registration category for Speakers.



<b>4. PRIMARY BUSINESS</b>			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
<b>Retailer:</b>	<b>4,930</b>	<b>34.6</b>	<b>36.9</b>
Automotive	185	1.3	1.4
Catalog, Mail Order & Internet	601	4.2	4.5
Discount Store	173	1.2	1.3
Hardware Store	678	4.8	5.1
Home Center	409	2.9	3.1
Home Décor	140	1.0	1.0
Kitchen & Bath	111	0.8	0.8
Lawn & Garden	823	5.8	6.2
Lumber & Building Supply	123	0.9	0.9
Mass Merchandiser	179	1.2	1.3
Paint & Wallcovering	212	1.5	1.6
Pool & Spa	64	0.4	0.5
Specialty Store	360	2.5	2.7
Supermarket/Drugstore	107	0.7	0.8
Wholesale Club	96	0.7	0.7
Homewares/Housewares	159	1.1	1.2
Pet Supplies	28	0.2	0.2
Other Retailer	482	3.4	3.6
<b>Non-Retailer:</b>	<b>8,438</b>	<b>59.3</b>	<b>63.1</b>
Architect & Designer	133	0.9	1.0
Builder, Remodeler, Contractor	328	2.3	2.4
Consultant	607	4.3	4.5
Government	57	0.4	0.4
Interior Designer	89	0.6	0.7
Importer & Exporter	757	5.3	5.7
Manufacturer's Representative	2,442	17.2	18.3
Manufacturer	1,994	14.0	14.9
Wholesaler & Distributor	2,031	14.3	15.2
Total Conference and Exhibit Only Attendees Identified by Primary Business	13,368	93.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	4	<0.1	-
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	747	5.3	-
Global Textiles Show Cross-Over Attendees/Exhibitors	117	0.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,236</b>	<b>100.0</b>	<b>100.0</b>

<b>5. JOB TITLE</b>			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
<b>Executive Management</b>	<b>7,338</b>	<b>51.5</b>	<b>56.2</b>
Chairman	229	1.6	1.8
President	1,893	13.3	14.5
Owner/Partner	2,929	20.6	22.4
Vice President	1,372	9.6	10.5
General Manager	915	6.4	7.0
<b>Operations Manager</b>	<b>559</b>	<b>3.9</b>	<b>4.3</b>
Regional Manager	211	1.5	1.6
Store Manager	101	0.7	0.8
Department Manager	247	1.7	1.9
<b>Purchasing Management</b>	<b>2,563</b>	<b>18.0</b>	<b>19.6</b>
Merchandise Manager	378	2.6	2.9
Purchasing Director/Agent	268	1.9	2.0
Buyer	1,315	9.2	10.1
Product Manager	379	2.7	2.9
Advertising/Marketing Manager	223	1.6	1.7
<b>Other Managers</b>	<b>1,676</b>	<b>11.8</b>	<b>12.9</b>
Sales Manager	1,588	11.2	12.2
Training Manager	36	0.2	0.3
Personnel Manager	52	0.4	0.4
<b>Non-Buyers</b>	<b>912</b>	<b>6.4</b>	<b>7.0</b>
Editor/Publisher	15	0.1	0.1
Spouse	204	1.4	1.6
Other	693	4.9	5.3
Total Conference and Exhibit Only Attendees Identified by Job Title	13,048	91.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	324	2.3	
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	747	5.3	-
Global Textiles Show Cross-Over Attendees/Exhibitors	117	0.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,236</b>	<b>100.0</b>	<b>100.0</b>

<b>6. ANNUAL RETAIL/WHOLESALE SALES VOLUME</b>			
ANNUAL RETAIL/WHOLESALE SALES VOLUME	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL RETAIL/WHOLESALE SALES VOLUME
\$0 - \$9 million	5,213	36.6	39.8
\$10 - \$49 million	2,005	14.1	15.3
\$50 - \$99 million	863	6.1	6.6
Over \$100 million	1,615	11.3	12.3
Does Not Apply	3,399	23.9	26.0
Total Conference and Exhibit Only Attendees Identified by Annual Sales Volume	13,095	92.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Sales Volume	277	1.9	-
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	747	5.3	
Global Textiles Show Cross-Over Attendees/Exhibitors	117	0.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,236</b>	<b>100.0</b>	<b>100.0</b>

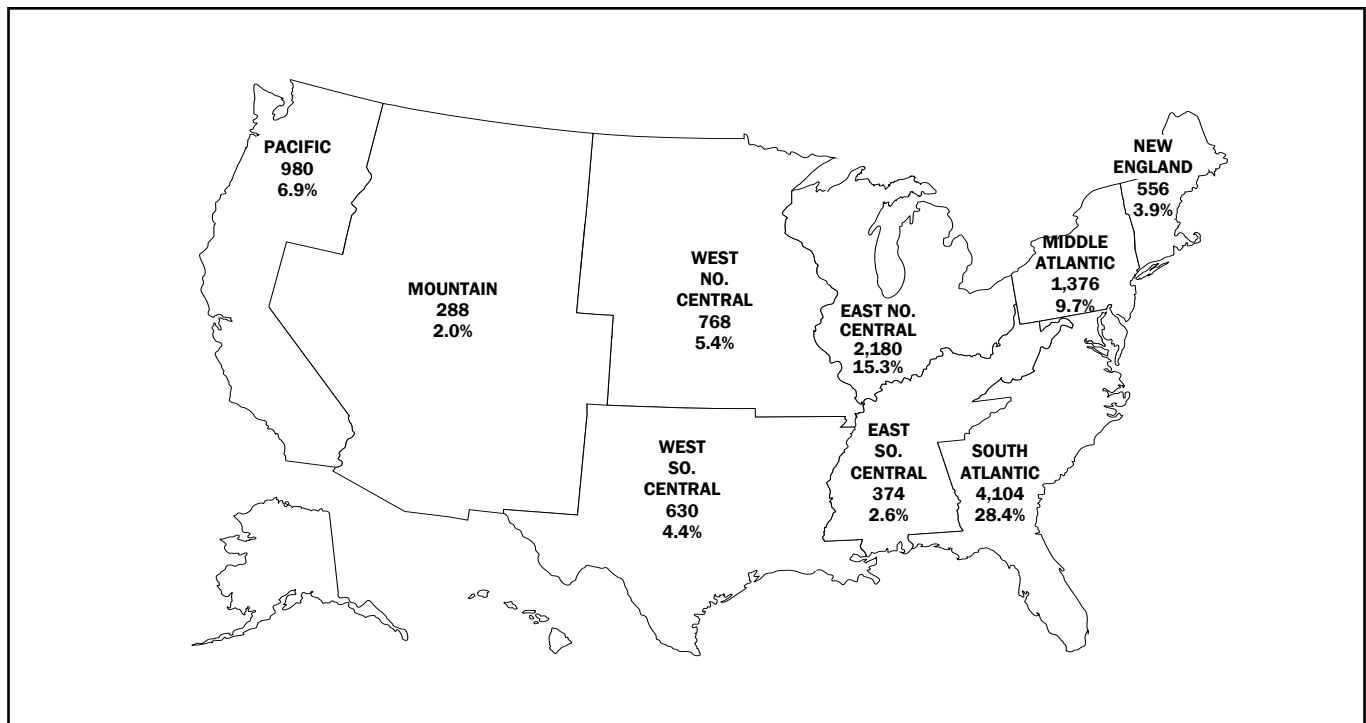
<b>7. SOURCING NEEDS</b>			
SOURCING NEEDS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SOURCING NEEDS
Hardware	7,423	52.1	57.0
Lawn & Garden	6,169	43.3	47.4
Paint & Décor	3,256	22.9	25.0
Homewares/Housewares	3,700	26.0	28.4
Plumbing and Electrical	3,390	23.8	26.0
Home Environment	2,178	15.3	16.7
Seasonal	3,747	26.3	28.8
Pet	1,618	11.4	12.4
Other	831	5.8	6.4
Total Conference and Exhibit Only Attendees Identified by Sourcing Needs	13,025	91.5	-
Total Conference and Exhibit Only Attendees Not Identified by Sourcing Needs	347	2.4	-
Gourmet Housewares Show Cross-Over Attendees/Exhibitors	747	5.3	-
Global Textiles Show Cross-Over Attendees/Exhibitors	117	0.8	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>14,236</b>	<b>100.0</b>	<b>-</b>

The above counts and percentages are based on 14,236 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
<b>NEW ENGLAND</b>	<b>556</b>	<b>3.9</b>
Maine	32	
New Hampshire	36	
Vermont	35	
Massachusetts	290	
Rhode Island	44	
Connecticut	119	
<b>MIDDLE ATLANTIC</b>	<b>1,376</b>	<b>9.7</b>
New York	616	
New Jersey	377	
Pennsylvania	383	
<b>EAST NO. CENTRAL</b>	<b>2,180</b>	<b>15.3</b>
Ohio	521	
Indiana	181	
Illinois	920	
Michigan	279	
Wisconsin	279	
<b>WEST NO. CENTRAL</b>	<b>768</b>	<b>5.4</b>
Minnesota	380	
Iowa	53	
Missouri	181	
North Dakota	-	
South Dakota	8	
Nebraska	48	
Kansas	98	
<b>SOUTH ATLANTIC</b>	<b>4,104</b>	<b>28.9</b>
Delaware	14	
Maryland	122	
Washington, DC	14	
Virginia	114	
West Virginia	13	
North Carolina	380	
South Carolina	132	
Georgia	503	
Florida	2,812	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>374</b>	<b>2.6</b>
Kentucky	76	
Tennessee	178	
Alabama	103	
Mississippi	17	
<b>WEST SO. CENTRAL</b>	<b>630</b>	<b>4.4</b>
Arkansas	52	
Louisiana	46	
Oklahoma	25	
Texas	507	
<b>MOUNTAIN</b>	<b>288</b>	<b>2.0</b>
Montana	15	
Idaho	18	
Wyoming	1	
Colorado	88	
New Mexico	25	
Arizona	82	
Utah	36	
Nevada	23	
<b>PACIFIC</b>	<b>980</b>	<b>6.9</b>
Alaska	9	
Washington	189	
Oregon	97	
California	666	
Hawaii	19	
<b>UNITED STATES</b>	<b>11,256</b>	<b>79.1</b>
<b>INTERNATIONAL</b>	<b>2,750</b>	<b>19.3</b>
Canada	861	
Mexico	137	
Other International	1,752	
<b>Not Identified Gourmet Housewares &amp; Global Textiles Attendees/Exhibitors</b>	<b>230</b>	<b>1.6</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>14,236</b>	<b>100.0</b>





**lawn & garden**  
WORLD

where housewares is always at home  
**Homewares** SHOW

**May 8-10, 2007**

Orange County Convention Center  
Orlando, Florida

**National Hardware Show®, Lawn and Garden World® and Homewares Show™  
Attendee Registration Form**

Register on-line for convenience, ease and a quick confirmation response. It's as easy as: 1) Go to [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com). 2) Click on register. 3) Click on attendee registration and follow the instructions.

If you need to use this form to register, you can fax it to 708-344-4444 or call 888-425-9377.

Complete questions 1-6 for FREE admission to the exhibits.

**IMPORTANT:** You must complete Registrant's Information and questions 1-6 for your admission badge to be issued.

For Trade Only. No One under 18 admitted. No infants

Priority Code:

**Registrant's Information:**

First Name										Middle Initial					Last Name									
Job Title																								
Company Name																								
Address 1																								
Address 2																								
City										State					Zip + 4 Postal Codes									
Country										State					Zip + 4 Postal Codes									
Business Telephone										Business Fax														
Email																								

**Operations Manager**

- F.  Regional Manager  
G.  Store Manager  
H.  Department Manager

**Purchasing Management**

- J.  Merchandise Manager  
K.  Purchasing Director/Agent  
M.  Buyer  
N.  Product Manager  
P.  Advertising/Marketing Manager

**Other Managers**

- Q.  Sales Manager  
R.  Training Manager  
S.  Personnel Manager

**Non-Buyers**

- T.  Editor/Publisher  
U.  Spouse  
V.  Other \_\_\_\_\_  
(please specify)

**Product Interests (check all that apply)**

- AA.  Appliances  
AB.  Automotive Aftermarket  
AC.  Building Supplies  
AD.  Electrical & Lighting  
AE.  Hand Tools & Power Tools  
AF.  Hardware

**Homewares/Housewares**

- AG.  Cleaning Products/Supplies  
AH.  Home Storage & Organization  
AJ.  Home, Health & Safety  
AK.  Decorative Lighting/Home Decor/RTA  
AM.  Personal Care & Gifts  
AN.  Gourmet  
AP.  Industry Services  
AQ.  Information Technologies  
AR.  Kitchen & Bath  
AS.  Lawn & Garden  
AT.  Paint & Home Decor  
AU.  Pet Supplies  
AV.  Plumbing, Heating & Cooling  
AW.  Pool & Spa  
AX.  Publications  
AY.  Rental  
AZ.  RTA Furniture  
BA.  Seasonal  
BB.  Other \_\_\_\_\_

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**1. Primary Business (check one)**  
(Question #1 determines badge type)

**Retailer**

- AA.  Automotive  
AB.  Catalog, Mail Order & Internet  
AC.  Discount Store  
AD.  Hardware Store  
AE.  Home Center  
AF.  Home Decor  
AG.  Kitchen & Bath  
AH.  Lawn & Garden  
AJ.  Lumber & Bldg. Supply  
AK.  Mass Merchandiser  
AM.  Paint & Wall covering  
AN.  Pool & Spa  
AP.  Specialty Store  
AQ.  Supermarket/Drug  
AR.  Wholesale Club  
AS.  Homewares/Housewares  
AT.  Pet Supplies  
AU.  Other Retailer \_\_\_\_\_  
(please specify)

**Non-Retailer**

- AV.  Architect & Designer  
AW.  Builder, Remodeler, Contractor  
AX.  Consultant  
AY.  Government  
AZ.  Interior Designer  
BA.  Importer & Exporter  
BB.  Manufacturer's Representative  
BC.  Manufacturer  
BD.  Wholesaler & Distributor  
BE.  Press

**2. Sourcing Needs**

(check all that apply)

- A.  Hardware  
B.  Lawn and Garden  
C.  Paint and Decor  
D.  Homewares/Housewares  
E.  Plumbing and Electrical  
F.  Home Environment  
G.  Seasonal  
H.  Pet  
J.  Other \_\_\_\_\_

**3. Annual Retail/Wholesale Sales**

**Volume (check one)**

- A.  \$0-\$9 million  
B.  \$10-\$49 million  
C.  \$50-\$99 million  
D.  Over \$100 million  
E.  Does Not Apply

**4. Do You Belong to a Co-op? (check one)**

- A.  ACE  
B.  Do-It Best  
C.  True Value  
D.  Other \_\_\_\_\_  
(please specify)  
E.  No

**5. Job Codes (check one)**

**Executive Management**

- A.  Chairman  
B.  President  
C.  Owner/Partner  
D.  Vice President  
E.  General Manager

**Show Policy:**

Show attendees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims.

Managed and produced by

Reed Exhibitions

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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