

2007 International Restaurant & Food Service Show of New York



EVENT AUDIT



DATES OF EVENT:

Conference: March 4 – 6, 2007
Exhibits: March 4 – 6, 2007

LOCATION:

Jacob J. Javits Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems

YEAR EVENT ESTABLISHED:

1994

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 9 – 11, 2008
Exhibits: March 9 – 11, 2008
LOCATION: Jacob J. Javits Center, New York, NY

1. STATEMENT OF MARKET SERVED

Regional, national, and international marketers of foodservice and catering products, equipment, beverage, tabletop products, computer equipment and systems, and financial and administrative services.

Qualified attendees are owners, managers, chefs, and supervisors of food-service establishments for restaurants, multi-unit and chain operations, caterers, institutional and corporate feeders, dieticians, 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. 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 & Exhibit Only Attendees | Speakers | Media | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff* | Total |
|---------------------------|----------------|-------------------------------------|----------|-------|---|--------|
| 2007 | New York | 11,519 | 49 | 234 | 5,428 | 17,230 |
| 2006 | New York | 12,575 | 44 | 172 | 5,068 | 17,859 |

* 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 | 3,343 | 29.0 | 34.6 |
| Restaurant – QSR/Franchise | 365 | 3.2 | 3.8 |
| Pizzeria | 270 | 2.3 | 2.8 |
| Deli/Bakery | 551 | 4.8 | 5.7 |
| Hotel/Motel/Resort/Casino/Cruise Ship | 317 | 2.8 | 3.3 |
| School District/School/University/Camp | 575 | 5.0 | 5.9 |
| Hospital/Healthcare/Correctional Institution/Military | 316 | 2.7 | 3.3 |
| Municipal Service/Municipality | 28 | 0.2 | 0.3 |
| Corporate Dining Services/Office/Plant | 155 | 1.3 | 1.6 |
| Coffee Bar/Ice Cream/Yogurt | 264 | 2.3 | 2.7 |
| Country/Membership Club | 363 | 3.2 | 3.8 |
| Bar/Lounge/Night Club | 118 | 1.0 | 1.2 |
| Non-Hotel Banquet Facility/Catering Establishment | 720 | 6.3 | 7.4 |
| Sports Arena/Amusement Park/Concession/Convention Center | 56 | 0.5 | 0.6 |
| Architect/Design/Real Estate | 118 | 1.0 | 1.2 |
| Consultant/Specifier | 391 | 3.4 | 4.0 |
| Retail Store/Supermarket | 248 | 2.2 | 2.6 |
| Distributor/Dealer/Broker | 504 | 4.4 | 5.2 |
| Importer/Exporter | 137 | 1.2 | 1.4 |
| Manufacturer/Manufacturing Agent | 374 | 3.2 | 3.9 |
| Association | 175 | 1.5 | 1.8 |
| Other | 280 | 2.4 | 2.9 |
| Total Conference and Exhibit Only Attendees Identified by Type of Business | 9,668 | 83.9 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Type of Business | 1,851 | 16.1 | – |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 11,519 | 100.0 | 100.0 |

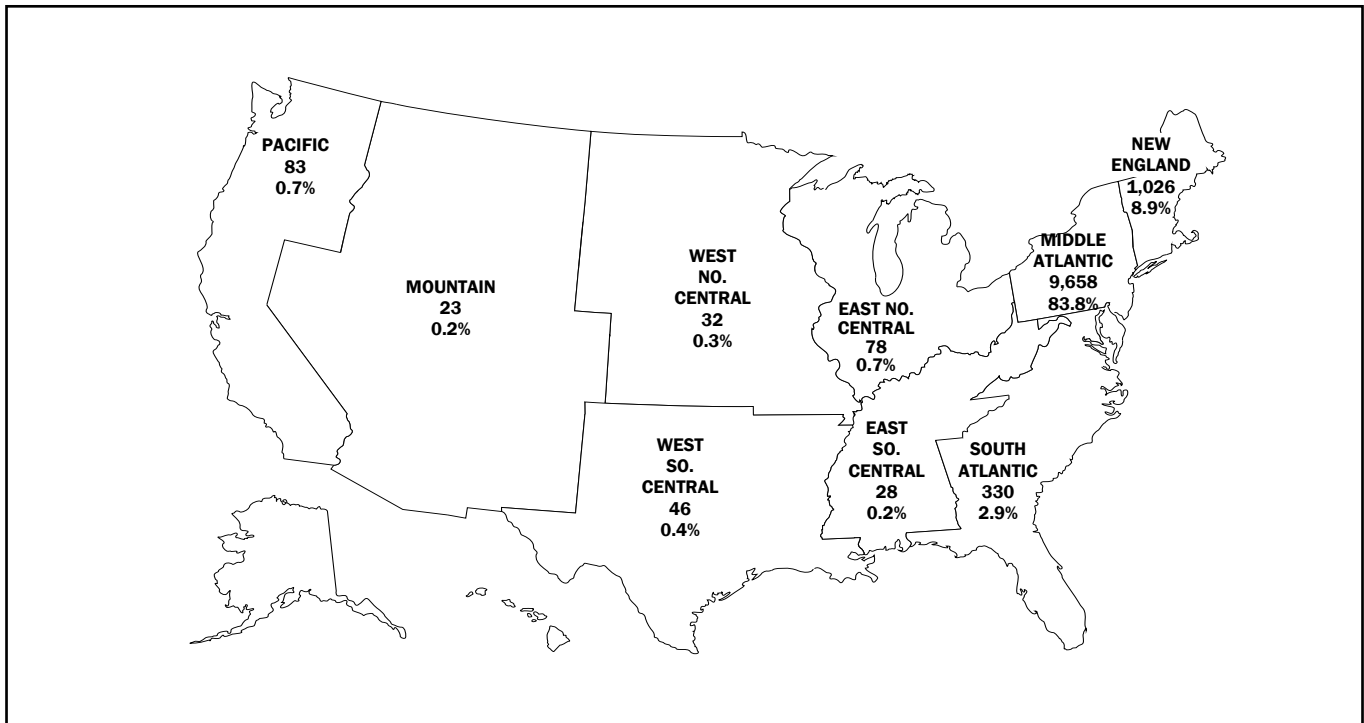
| 5. POSITION | | | |
|--|-----------------|------------------|--------------------------------|
| POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY POSITION |
| Management (Partner/Owner) | 4,514 | 39.2 | 43.0 |
| Manager/Supervisor | 1,844 | 16.0 | 17.5 |
| Purchasing | 366 | 3.2 | 3.5 |
| Chef | 1,304 | 11.3 | 12.4 |
| Dietician/Nutritionist | 122 | 1.1 | 1.2 |
| Sommelier/Server/Bartender | 128 | 1.1 | 1.2 |
| Marketing/Sales/Public Relations | 538 | 4.7 | 5.1 |
| Education Administrator/Faculty/Student | 321 | 2.8 | 3.1 |
| Caterer/Private Chef/Event Planner | 255 | 2.2 | 2.4 |
| Financial/Operations/Administration | 207 | 1.8 | 2.0 |
| Distributor | 99 | 0.9 | 0.9 |
| Other | 813 | 7.0 | 7.7 |
| Total Conference and Exhibit Only Attendees Identified by Position | 10,511 | 91.3 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Position | 1,008 | 8.7 | – |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 11,519 | 100.0 | 100.0 |

| 6. BADGE CATEGORY | | | |
|--|-----------------|------------------|--------------------------------------|
| CLASSIFICATION OF BADGE CATEGORY | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY BADGE CATEGORY |
| Buyer | 7,393 | 64.2 | 73.3 |
| Non-Buyer | 3,118 | 27.1 | 26.7 |
| Total Conference and Exhibit Only Attendees Identified by Badge Category | 10,511 | 91.3 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Badge Category | 1,008 | 8.7 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 11,519 | 100.0 | 100.0 |

| 7. CATEGORIES OF INTEREST | | | |
|--|-----------------|------------------|--|
| CATEGORIES OF INTEREST | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY CATEGORIES OF INTEREST |
| Appetizers | 4,673 | 40.6 | 51.6 |
| Bar Equipment Products | 2,494 | 21.7 | 27.5 |
| Beverage, Alcohol | 3,164 | 27.5 | 34.9 |
| Beverage, Non-Alcohol | 2,769 | 24.0 | 30.6 |
| Cleaning Supplies & Services | 2,453 | 21.3 | 27.1 |
| Dairy | 2,904 | 25.2 | 32.0 |
| Décor/Design | 2,866 | 24.9 | 31.6 |
| Dessert | 4,142 | 36.0 | 45.7 |
| Dressings/Sauces | 2,843 | 24.7 | 31.4 |
| Food Equipment & Services | 4,172 | 36.2 | 46.0 |
| Food Distributor | 2,841 | 24.7 | 31.4 |
| Franchise | 864 | 7.5 | 9.5 |
| Furniture/Furnishings | 2,124 | 18.4 | 23.4 |
| Hospitality Services | 1,696 | 14.7 | 18.7 |
| Kosher Foods | 1,312 | 11.4 | 14.5 |
| Meat/Poultry | 3,176 | 27.6 | 35.0 |
| Pasta & Rice | 2,746 | 23.8 | 30.3 |
| Pizza Products | 2,080 | 18.1 | 23.0 |
| Point of Sale Equipment | 1,998 | 17.3 | 22.0 |
| Paper & Plastic Products | 2,707 | 23.5 | 29.9 |
| Produce | 2,619 | 22.7 | 28.9 |
| Seafood | 2,924 | 25.4 | 32.3 |
| Tableware | 2,545 | 22.1 | 28.1 |
| Services | 1,787 | 15.5 | 19.7 |
| Other | 474 | 4.1 | 5.2 |
| Total Conference and Exhibit Only Attendees Identified by Categories of Interest | 9,062 | 78.7 | -- |
| Total Conference and Exhibit Only Attendees Not Identified by Categories of Interest | 2,457 | 21.3 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 11,519 | 100.0 | -- |

The above counts and percentages are based on 11,519 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 | 1,026 | 8.9 | EAST SO. CENTRAL | 28 | 0.2 |
| Maine | 11 | | Kentucky | - | |
| New Hampshire | 20 | | Tennessee | 9 | |
| Vermont | 5 | | Alabama | 8 | |
| Massachusetts | 124 | | Mississippi | 11 | |
| Rhode Island | 21 | | WEST SO. CENTRAL | 46 | 0.4 |
| Connecticut | 845 | | Arkansas | - | |
| MIDDLE ATLANTIC | 9,658 | 83.8 | Louisiana | 4 | |
| New York | 6,563 | | Oklahoma | - | |
| New Jersey | 2,336 | | Texas | 42 | |
| Pennsylvania | 759 | | MOUNTAIN | 23 | 0.2 |
| EAST NO. CENTRAL | 78 | 0.7 | Montana | - | |
| Ohio | 16 | | Idaho | 1 | |
| Indiana | 13 | | Wyoming | - | |
| Illinois | 27 | | Colorado | 8 | |
| Michigan | 11 | | New Mexico | - | |
| Wisconsin | 11 | | Arizona | 8 | |
| WEST NO. CENTRAL | 32 | 0.3 | Utah | 2 | |
| Minnesota | 8 | | Nevada | 4 | |
| Iowa | 3 | | PACIFIC | 83 | 0.7 |
| Missouri | 4 | | Alaska | - | |
| North Dakota | - | | Washington | 3 | |
| South Dakota | - | | Oregon | 11 | |
| Nebraska | 14 | | California | 66 | |
| Kansas | 3 | | Hawaii | 3 | |
| SOUTH ATLANTIC | 330 | 2.9 | UNITED STATES | 11,304 | 98.1 |
| Delaware | 31 | | INTERNATIONAL | 215 | 1.9 |
| Maryland | 119 | | Canada | 45 | |
| Washington, DC | 21 | | Mexico | 8 | |
| Virginia | 57 | | Other International | 162 | |
| West Virginia | 4 | | Total Conference & Exhibit Attendees | 11,519 | 100.0 |
| North Carolina | 26 | | | | |
| South Carolina | 2 | | | | |
| Georgia | 14 | | | | |
| Florida | 56 | | | | |



REGISTRATION FORM

MARCH 4-6, 2007 | JACOB K. JAVITS CONVENTION CENTER | NEW YORK, NY

International Restaurant & Foodservice Show of New York

People are talking.

HOW TO REGISTER!

A.) Register online at www.internationalrestaurantny.com
-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 Deadline: To receive your badge in the mail we must receive this form no later than January 26, 2007.

Mail to: International Restaurant & Foodservice Show of New York, P.O. Box 465, Brookfield, IL 60513-0465

Fax to: (708) 344-4444

**Register by
January 26, 2007
and SAVE over 45%**

ADMISSION FEES

Pre-Registration
(through January 26, 2007)
\$30 per person

On-Site
(after January 26, 2007)
\$50 per person

Badges will begin mailing two weeks prior to the Show. International Badges (including Mexico and Canada) 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) 334-8705.

ONE REGISTRATION PER FORM. PHOTOCOPY THIS FORM FOR ADDITIONAL REGISTRANTS.

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 | | | |
| _____ | | | |
| 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 International Restaurant & Foodservice Show of NY and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.internationalrestaurantny.com or call our Privacy Administration at (888)334-8705.

Priority Code: CS

2. Options

| Item | Price | Quantity | Total |
|---|--|----------|-------|
| Exhibit Hall Registration on or before 1/26/07 | \$30 | 1 | |
| after 1/26/07 | \$50 | | |
| Restaurant Rookie Bootcamp – Mon., 3/5, 9:00 am - 4:00 pm | \$350 | | |
| Multi-Unit Blueprint – Tues., 3/6, 8:30 am - 2:30 pm | \$415 | | |
| TY Awards Dinner – Mon., 3/5, 6:30 pm, Marriott Marquis | \$250 | | |
| *Going Trans Fat Free* Seminar - Mon., 3/5, Noon* | FREE | | |
| Optional Donation to the NYSRA Educational Foundation | <input type="checkbox"/> \$15 <input type="checkbox"/> \$20 <input type="checkbox"/> \$25 <input type="checkbox"/> \$30 <input type="checkbox"/> other | | |
| Optional Donation to the NYSRA PAC | <input type="checkbox"/> \$15 <input type="checkbox"/> \$20 <input type="checkbox"/> \$25 <input type="checkbox"/> \$30 <input type="checkbox"/> other | | |
| TOTAL AMOUNT DUE | | | _____ |

* Limited seats available.

Sign up NOW to hear from the experts on making your establishment trans-fat free to comply with new NYC regulations.

Please select payment method:

Check enclosed payable to Reed Exhibitions AMEX MC VISA

| | |
|------------|------------------------|
| _____ | _____ |
| Account # | Exp. Date (month/year) |
| _____ | _____ |
| First Name | Last Name |

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

1. Are you over the age of 21?
 - Yes, over 21
 - No, not over 21
2. 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.
3. Badge Category:
 - Buyer
 - Non-Buyer
4. Is your establishment:
 - Independent
 - Multi-Unit
 - Other
5. 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)
6. Type of Business: (Choose ONE only)
 - A Restaurant/Table Service/Full Service
 - B Restaurant/OSR/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
7. 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)
8. 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)



Owned and Sponsored by:

Produced and Managed by: Reed Exhibitions

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www.exhibitsurveys.com



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