

PGA Fall Expo 2007



EVENT AUDIT



DATES OF EVENT:

Conference: September 11 – 12, 2007
Exhibits: September 11 – 12, 2007

LOCATION:

Mandalay Bay Resort & Casino, Las Vegas, NV

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1980

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: August 25 – 27, 2008
Exhibits: August 25 – 27, 2008
LOCATION: Mandalay Bay Resort & Casino, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Golf organizations, manufacturers, retailers, and buyers.

Qualified attendees are golf professionals and buyers, club managers, and retail buyers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All badges were printed onsite and were verified when printed. 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 | Sub-Total: Conference & Exhibit Only Attendees | Speakers | Media | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff* | Total |
|---------------------------|----------------|----------------------|------------------------|--|----------|-------|---|-------|
| 2007 | Las Vegas | 215 | 2,243 | 2,458 | 21 | 140 | 1,489 | 4,108 |
| 2006 | Las Vegas | 225 | 1,894 | 2,119 | 8 | 141 | 1,315 | 3,583 |
| 2005 | Las Vegas | 198 | 2,109 | 2,307 | 15 | 137 | 1,345 | 3,804 |

* 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 |
| Private Course | 228 | 9.3 | 11.7 |
| Public Course | 295 | 12.0 | 15.1 |
| Semi-Private Course | 121 | 4.9 | 6.2 |
| Golf Course Management Company | 37 | 1.5 | 1.9 |
| Off Course Golf Shop or Chain | 251 | 10.2 | 12.9 |
| Retail Shop or Chain | 164 | 6.7 | 8.4 |
| Golf Range | 63 | 2.6 | 3.2 |
| High School/College/University | 19 | 0.8 | 1.0 |
| Corporation/Group | 120 | 4.9 | 6.1 |
| Website | 72 | 2.9 | 3.7 |
| Military | 11 | 0.4 | 0.6 |
| Non-Profit | 29 | 1.2 | 1.5 |
| Manufacturer/Service Provider | 226 | 9.2 | 11.6 |
| Distributor | 117 | 4.8 | 6.0 |
| Ad Agency | 17 | 0.7 | 0.9 |
| Financial Institution/Resource | 11 | 0.4 | 0.6 |
| Other | 168 | 6.8 | 8.6 |
| Total Conference and Exhibit Only Attendees Identified by Type of Business | 1,949 | 79.3 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Type of Business | 509 | 20.7 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 2,458 | 100.0 | 100.0 |

| 5. JOB TITLE | | | |
|---|-----------------|------------------|---------------------------------|
| JOB TITLE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY JOB TITLE |
| Buyer (On-Course) | 141 | 5.7 | 7.2 |
| Buyer (Off-Course) | 201 | 8.2 | 10.3 |
| Buyer (Corporate) | 65 | 2.6 | 3.3 |
| Owner/CEO/President | 441 | 17.9 | 22.6 |
| VP/GM/Director/Management | 269 | 10.9 | 13.8 |
| Tournament Director/Organizer | 23 | 0.9 | 1.2 |
| Architect/Developer | 2 | 0.1 | 0.1 |
| Superintendent | 2 | 0.1 | 0.1 |
| Club Maker | 22 | 0.9 | 1.1 |
| Board Member | 14 | 0.6 | 0.7 |
| Student | 12 | 0.5 | 0.6 |
| Golf Consultant | 35 | 1.4 | 1.8 |
| Golf Manufacturer | 20 | 0.8 | 1.0 |
| Business Agent/Manager | 27 | 1.1 | 1.4 |
| Independent Sales Rep | 65 | 2.6 | 3.3 |
| Company Sales Rep | 49 | 2.0 | 2.5 |
| Non-Editorial Media | 5 | 0.2 | 0.2 |
| Director of Golf | 89 | 3.6 | 4.6 |
| Head Professional | 196 | 8.0 | 10.0 |
| Assistant Head Professional | 19 | 0.8 | 1.0 |
| Food & Beverage Director | 3 | 0.1 | 0.2 |
| Tour Player | 0 | 0.0 | 0.0 |
| Assistant Golf Professional | 66 | 2.7 | 3.4 |
| Golf Clinician | 7 | 0.3 | 0.4 |
| Golf Administrator | 6 | 0.2 | 0.3 |
| Coach | 7 | 0.3 | 0.4 |
| Club Fitting/Repair | 1 | 0.1 | 0.1 |
| Employed in the Golf Industry | 4 | 0.2 | 0.2 |
| Master Professional | 11 | 0.5 | 0.6 |
| Life Member | 8 | 0.3 | 0.4 |
| Retired PGA Member | 5 | 0.2 | 0.2 |
| Other | 137 | 5.6 | 7.0 |
| Total Conference and Exhibit Only Attendees Identified by Job Title | 1,952 | 79.4 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Job Title | 506 | 20.6 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 2,458 | 100.0 | 100.0 |

| 6. PRODUCT INTEREST | | | |
|--|-----------------|------------------|--|
| PRODUCT INTEREST | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY PRODUCT INTEREST |
| Accessories | 1,193 | 48.5 | 62.3 |
| Apparel | 1,119 | 45.5 | 58.5 |
| Art/Jewelry/Gifts | 433 | 17.6 | 22.6 |
| Awards | 414 | 16.8 | 21.6 |
| Bags & Luggage | 663 | 27.0 | 34.6 |
| Balls & Accessories | 932 | 37.9 | 48.7 |
| Carts & Cars | 419 | 17.0 | 21.9 |
| Clubs/Club Accessories/Components Equipment | 938 | 38.2 | 49.0 |
| Club Management | 312 | 12.7 | 16.3 |
| Computer/Web/Technology | 531 | 21.6 | 27.7 |
| Equipment | 1,123 | 45.7 | 58.7 |
| Facilities/Clubhouse Needs | 316 | 12.9 | 16.5 |
| Fitting Equipment | 621 | 25.3 | 32.4 |
| Food & Beverage | 259 | 10.5 | 13.5 |
| Footwear | 770 | 31.3 | 40.2 |
| Healthcare Products & Services | 202 | 8.2 | 10.6 |
| Instruction/Teaching & Training Aids | 689 | 28.0 | 36.0 |
| Logo Golf Balls | 522 | 21.2 | 27.3 |
| Professional Services | 369 | 15.0 | 19.3 |
| Printing & Printed Material | 278 | 11.3 | 14.5 |
| Range & Practice | 529 | 21.5 | 27.6 |
| Real Estate/Development | 238 | 9.7 | 12.4 |
| Tournament & Outing Supplies, Gifts, Services | 569 | 23.1 | 29.7 |
| Travel & Tourism | 293 | 11.9 | 15.3 |
| Turf/Course Maintenance | 199 | 8.1 | 10.4 |
| Other | 7 | 0.3 | 0.4 |
| Total Conference and Exhibit Only Attendees Identified by Product Interest | 1,914 | 77.9 | -- |
| Total Conference and Exhibit Only Attendees Not Identified by Product Interest | 544 | 22.1 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 2,458 | 100.0 | -- |

The above counts and percentages are based on 2,458 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. BUYING RESPONSIBILITY | | | |
|---|-----------------|------------------|---|
| BUYING RESPONSIBILITY | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY BUYING RESPONSIBILITY |
| Yes | 1,725 | 70.2 | 81.6 |
| No | 388 | 15.8 | 18.4 |
| Total Conference and Exhibit Only Attendees Identified by Buying Responsibility | 2,113 | 86.0 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Buying Responsibility | 345 | 14.0 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 2,458 | 100.0 | 100.0 |

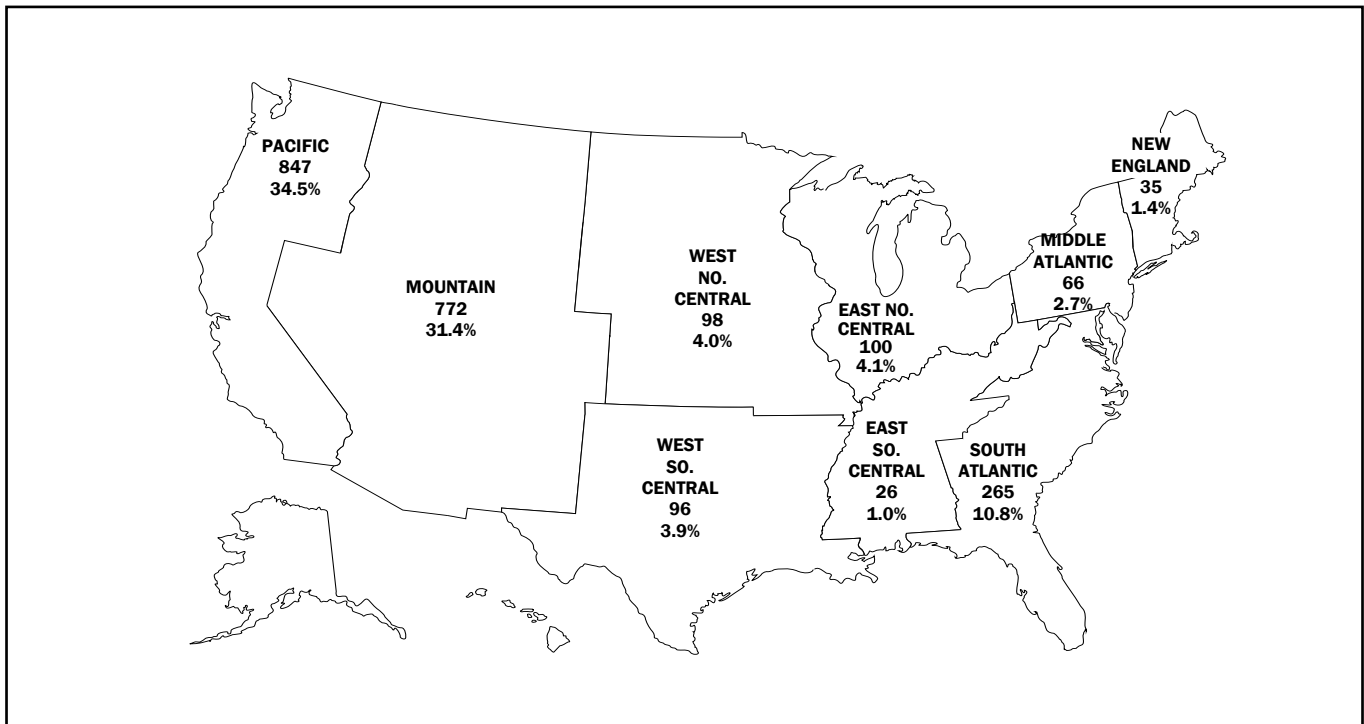
| 8. IF YES, WHICH CATEGORIES DO YOU BUY FOR? | | | |
|--|-----------------|------------------|--------------------------------|
| CATEGORIES ATTENDEES BUY FOR | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY CATEGORY |
| Apparel | 1,224 | 71.0 | 73.6 |
| Equipment | 1,343 | 77.9 | 80.8 |
| Accessories | 1,332 | 77.2 | 80.1 |
| Food & Beverage | 353 | 20.5 | 21.2 |
| Total Conference and Exhibit Only Attendees Identified by Categories Buy For | 1,663 | 96.4 | - |
| Total Conference and Exhibit Only Attendees Not Identified by Categories Buy For | 62 | 3.6 | - |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 1,725 | 100.0 | - |

The above counts and percentages are based on 1,725 Conference and Exhibit Only Attendees who have a Buying Responsibility. Since any one attendee may have checked more than one response, the total number of responses exceeds the number of attendees with a Buying Responsibility and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

| STATE | TOTAL | PERCENT |
|-------------------------|------------|-------------|
| NEW ENGLAND | 35 | 1.4 |
| Maine | - | |
| New Hampshire | 4 | |
| Vermont | 3 | |
| Massachusetts | 18 | |
| Rhode Island | 1 | |
| Connecticut | 9 | |
| MIDDLE ATLANTIC | 66 | 2.7 |
| New York | 37 | |
| New Jersey | 10 | |
| Pennsylvania | 19 | |
| EAST NO. CENTRAL | 100 | 4.1 |
| Ohio | 26 | |
| Indiana | 9 | |
| Illinois | 26 | |
| Michigan | 23 | |
| Wisconsin | 16 | |
| WEST NO. CENTRAL | 98 | 4.0 |
| Minnesota | 26 | |
| Iowa | 12 | |
| Missouri | 33 | |
| North Dakota | - | |
| South Dakota | 1 | |
| Nebraska | 13 | |
| Kansas | 13 | |
| SOUTH ATLANTIC | 265 | 10.8 |
| Delaware | 4 | |
| Maryland | 19 | |
| Washington, DC | 1 | |
| Virginia | 27 | |
| West Virginia | 4 | |
| North Carolina | 27 | |
| South Carolina | 14 | |
| Georgia | 24 | |
| Florida | 145 | |

| STATE | TOTAL | PERCENT |
|---|--------------|--------------|
| EAST SO. CENTRAL | 26 | 1.0 |
| Kentucky | 3 | |
| Tennessee | 14 | |
| Alabama | 4 | |
| Mississippi | 5 | |
| WEST SO. CENTRAL | 96 | 3.9 |
| Arkansas | 6 | |
| Louisiana | 9 | |
| Oklahoma | 6 | |
| Texas | 75 | |
| MOUNTAIN | 772 | 31.4 |
| Montana | 11 | |
| Idaho | 18 | |
| Wyoming | 7 | |
| Colorado | 51 | |
| New Mexico | 24 | |
| Arizona | 153 | |
| Utah | 77 | |
| Nevada | 431 | |
| PACIFIC | 847 | 34.5 |
| Alaska | - | |
| Washington | 24 | |
| Oregon | 21 | |
| California | 779 | |
| Hawaii | 23 | |
| UNITED STATES | 2,305 | 93.8 |
| INTERNATIONAL | 153 | 6.2 |
| Canada | 57 | |
| Mexico | 16 | |
| Other International | 80 | |
| Total Conference & Exhibit Attendees | 2,458 | 100.0 |





Registration Form

September 11-12, 2007 • Mandalay Bay Resort & Casino • Las Vegas, Nevada
www.pgaexpo.com/2007

First name _____ Last Name _____

Title _____

Company _____

Address 1 _____

Address 2 _____

City _____

State _____ Zip/Postal Code _____ Country _____

Phone (Do NOT include international Dialing Code) _____ Priority Code: CS

Fax (Do NOT include international Dialing Code) _____

E-Mail _____

PGA Member# _____ PGA Section _____

3 Ways to Register!

1. **On-Line at:** www.pgashow.com/2007
2. **Fax:** (708) 344-4444
3. **Mail:** 2007 PGA Merchandise Show/CSI
P.O. Box 581 • Broadview, IL 60513-0581

Questions: Call 1-800-840-5628 or 1-203-840-5628

PGA Badge Policy: The PGA Show Badge is not to be given or sold to another individual. Should misuse or abuse be brought to the attention of Show Management, PGA Exhibitions/ Reed Exhibitions reserves the right to reclaim the badge, without obligation or refund any payment for said badge, and refuse that individual further entry into the 2007 PGA Merchandise Show. No one will be admitted to the 2007 PGA Merchandise Show without an official PGA badge.

Visitors may only be registered on-site by a badged attendee. A \$50 visitors fee will be applied. All children over 12 must wear a badge.

The PGA Merchandise Show is not open to the general public.
You must complete 1-4 to register.

On-site registration cost is \$20 for all attendees (excluding PGA Members).
On-site fee for suppliers/non-buyers is \$100.

1. Badge Category

- AA. Buyer
 AB. PGA Professional
 AC. PGA Head Professional
 AD. PGA Apprentice
 AE. PGA Apprentice Head Professional
 AF. PGM Student
 AG. PGA Buyer
 AM. International PGA Professional
 AN. Golf Professional
 AP. Board member
 AQ. Supplier/ Non-buyer (\$100 Fee)
 AR. Independent Sales Rep

2. Type of Business

- A. Private Course
 B. Public Course
 C. Semi-Private Course
 D. Golf Course Management Company
 E. Off Course Golf Shop or Chain
 F. Retail Shop or Chain
 G. Golf Range
 H. High School/College/University
 J. Corporation/ Group
 K. Website
 M. Military
 N. Non-Profit
 P. Manufacturer/ Service Provider
 Q. Distributor
 R. Ad Agency
 S. Financial Institution/Resource
 T. Other (Please specify): _____

3. Golf Shop/ Facility Type

- A. On-Course
 B. Off-Course
 C. Other (Please specify): _____

4. Job Title

- AA. Buyer (On-Course)
 AB. Buyer (Off-Course)
 AD. Buyer (Corporate)
 AE. Owner/ CEO/ President
 AF. VP/GM/Dir/Management
 AG. Tournament Director/Organizer
 AH. Architect/Developer
 AJ. Superintendent
 AK. Club Maker

- AM. Board Member
 AN. Student
 AQ. Golf Consultant
 AR. Golf Manufacturer
 AS. Business Agent/ Manager
 AU. Independent Sales Rep
 AV. Company Sales Rep
 AW. Non-editorial Media
 AX. Director of Golf
 AY. Head Professional
 AZ. Assistant Head Professional
 BA. Food and Beverage Director
 BP. Other (Please specify): _____

5. Do you have Buying Responsibility? Yes No

- If yes, which categories do you buy for?
 A. Apparel B. Equipment
 C. Accessories D. Food and Beverage

6. What product categories are you interested in?

- (Check all that apply)
 AA. Accessories
 AB. Apparel
 AC. Art/Jewelry/Gifts
 AD. Awards
 AE. Bags & Luggage
 AF. Balls & Accessories
 AG. Carts & Cars
 AH. Clubs/Club Accessories/Components Equip.
 AJ. Club Management
 AK. Computer/Web/Technology
 AL. Equipment
 AM. Facilities/Clubhouse Needs
 AN. Fitting Equipment
 AP. Food & Beverage
 AQ. Footwear
 AR. Healthcare Products & Services
 AS. Instruction/Teaching & Training Aids
 AT. Logo Golf Balls
 AU. Professional Services
 AV. Printing and Printed Material
 AW. Range & Practice
 AX. Tournament & Outing Supplies, Gifts, Services
 AY. Real Estate/Development
 AZ. Travel & Tourism
 BA. Turf/Course Maintenance
 BB. Other (Please specify): _____

7. Are you a member of an association?

- A. Yes (please indicate association and member number) _____
 B. No

8. SAVE TIME!

- Check here to register today for the 2008 PGA Merchandise Show (January 17-19, 2008).

9. Conference Hours

Sept. 11 – 8:00am to 2:00pm • Sept. 12 8:00am to 1:00pm

9. Conference Pricing

- 2 Day Pass (includes all sessions and materials)
 \$100 - Members \$125 - Non-Members
1 Session (includes one session and its materials)
 \$50

10. References (Required for Buyers, Golf Professionals, Industry Affiliates). Please provide your tax ID number or 3 references who will validate your status as a retail buyer or golf industry professional. ***If an allied associate member, please give organization and member number only.***
Name of reference with phone number/e-mail or association name* and membership number, only.

1. _____
2. _____
3. _____

*PGA, AGM, ASGCA, CFG, CMAA, GCAA, GCSAA, GEMA, GRAA, GWAA, GTR, LPGA, NSGA, NCGCA, NCSA, PCA, PCS, WIGI.

12. Payment Information

- MC Visa AMEX Check # _____

Name (as it appears on card) _____

Card Number _____

Expiration Date _____

Signature _____

(I agree to pay the total amount according to my credit card issuer agreement. Cancellation policies apply.)

Attendees must provide references to show proof of golf industry or retail affiliation at Registration.

Cancellation Policy: All cancellation requests must be made by completing the Cancellation Request Form and submitted by 8/10/07. Cancellation requests submitted after this date will not be accepted or considered. Supplier Fee is non-refundable. On Site Fees are non-refundable. All cancellation requests submitted on or before 8/10/07 will be processed after PGA Fall Expo beginning in October in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for 2008 PGA Merchandise Show or 2008 PGA Fall Expo Continuing Education only. Credit rollovers cannot be transferred to another person. PGA Member's MSR hours are not awarded if a credit rollover is issued. Credit will expire if not used by PGA Fall Expo 2008. No refunds will be given if the credit rollover is not used in full. Submit your cancellation to: Cancellation - The 2007 PGA Fall Expo, c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851

Privacy Statement: We collect this data in order to provide you with information about PGA Golf Exhibitions and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.pgashow.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

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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