

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.pharmameddevice.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

2007

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

Industry professionals from the medical device, pharmaceutical, and biologic industries interested in combining technologies for new product applications and drug delivery technology. This show was co-located with INTERPHEX.

Qualified attendees have job titles ranging from scientists, R&D, and business development to product managers, manufacturing and design engineers, QA/QC, and regulatory specialists.

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 and the 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 Attendees	Exhibit Only Attendees	INTERPHEX Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	New York	152	689	3,190	4,031	194	138	349	4,712

* 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
Academia / University	22	0.5	3.0
Biotechnology	44	1.1	6.1
Biologics	3	0.1	0.4
Contract Manufacturing / Contract Services	145	3.6	19.9
Ethical and Proprietary Drugs / Pharmaceutical	16	0.4	2.2
Generic Drugs	15	0.4	2.1
Medical Devices and Diagnostics	290	7.2	39.8
Other	193	4.8	26.5
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	728	18.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	113	2.8	--
INTERPHEX Cross-Over Attendees	3,190	79.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,031	100.0	100.0

5. JOB RESPONSIBILITY			
JOB RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB RESPONSIBILITY
General / Corporate Management (VP level & above)	244	6.1	33.7
Director / Managerial	284	7.0	39.2
Non Managerial	196	4.9	27.1
Total Conference and Exhibit Only Attendees Identified by Primary Job Responsibility	724	18.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Responsibility	117	2.9	--
INTERPHEX Cross-Over Attendees	3,190	79.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,031	100.0	100.0

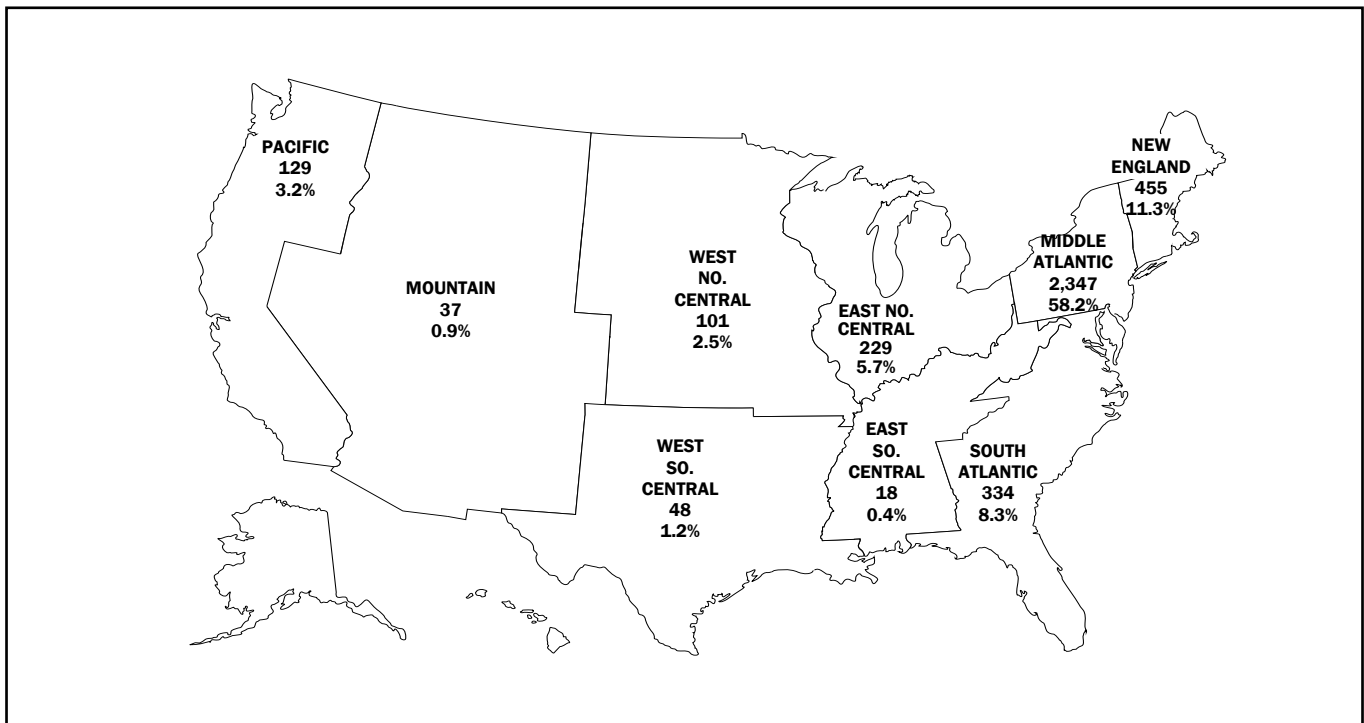
6. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Academia/University	13	0.3	1.8
Business Development	126	3.1	17.4
Corporate Management	83	2.1	11.4
Consulting	49	1.2	6.8
Engineering (Total)	98	2.4	13.5
Engineering	22	0.5	3.0
Automation Engineering	3	0.1	0.4
Design Engineering	18	0.5	2.5
Environmental Engineering	0	0.0	0.0
Multi - Disciplined Engineering	6	0.1	0.8
Packaging Engineering	4	0.1	0.6
Process Engineering	7	0.2	1.0
Product Engineering	5	0.1	0.7
Production Engineering	3	0.1	0.4
Project Engineering	7	0.2	1.0
R & D Engineering	22	0.5	3.0
Other Engineering	1	<0.1	0.1
Information Technology	6	0.1	0.8
Laboratory	3	0.1	0.4
Product Development	29	0.7	4.0
Production and Manufacturing (Total)	63	1.6	8.7
Production and Manufacturing	16	0.4	2.2
Overall Operations	11	0.3	1.5
Packaging	3	0.1	0.4
Purchasing	5	0.1	0.7
Other Production and Manufacturing	0	0.0	0.0
Research and Development	28	0.7	3.9
Quality Assurance/Quality Control (QA/QC)	18	0.5	2.5
Regulatory Affairs	16	0.4	2.2
Sales and Marketing	176	4.4	24.3
Validation	1	<0.1	0.1
Other	44	1.1	6.1
Total Conference and Exhibit Only Attendees Identified by Job Function	725	18.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	116	2.9	--
INTERPHEX Cross-Over Attendees	3,190	79.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,031	100.0	100.0

7. INFLUENCE ON BUYING DECISIONS			
INFLUENCE ON BUYING DECISIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INFLUENCE
Significant Influence / Final Decision Maker	270	6.7	40.7
Initial Recommendation	211	5.3	31.8
Not Applicable/No Influence	182	4.5	27.5
Total Conference and Exhibit Only Attendees Identified by Influence	663	16.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Influence	178	4.4	--
INTERPHEX Cross-Over Attendees	3,190	79.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,031	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	455	11.3
Maine	4	
New Hampshire	34	
Vermont	5	
Massachusetts	221	
Rhode Island	17	
Connecticut	174	
MIDDLE ATLANTIC	2,347	58.2
New York	682	
New Jersey	1,043	
Pennsylvania	622	
EAST NO. CENTRAL	229	5.7
Ohio	55	
Indiana	31	
Illinois	75	
Michigan	38	
Wisconsin	30	
WEST NO. CENTRAL	101	2.5
Minnesota	56	
Iowa	9	
Missouri	24	
North Dakota	-	
South Dakota	2	
Nebraska	1	
Kansas	9	
SOUTH ATLANTIC	334	8.3
Delaware	36	
Maryland	76	
Washington, DC	9	
Virginia	35	
West Virginia	3	
North Carolina	63	
South Carolina	21	
Georgia	22	
Florida	69	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	18	0.4
Kentucky	5	
Tennessee	10	
Alabama	3	
Mississippi	-	
WEST SO. CENTRAL	48	1.2
Arkansas	2	
Louisiana	4	
Oklahoma	3	
Texas	39	
MOUNTAIN	37	0.9
Montana	1	
Idaho	-	
Wyoming	-	
Colorado	11	
New Mexico	3	
Arizona	8	
Utah	13	
Nevada	1	
PACIFIC	129	3.2
Alaska	-	
Washington	10	
Oregon	6	
California	112	
Hawaii	1	
UNITED STATES	3,698	91.7
INTERNATIONAL	333	8.3
Canada	98	
Mexico	16	
Other International	219	
Total Conference & Exhibit Attendees	4,031	100.0



PharmaMedDevice Conference and Exhibit Registration Form

Avoid on-site admission fees and save money by returning this form by February 23, 2007.

1 General Information

Prefix: Mr., Ms., etc. _____ First Name _____ MI _____
 Last Name _____
 Title (Must provide title to receive badge.) _____
 Company _____
 Division/P.O. Box/Suite _____
 Street Address _____
 City _____
 State/Prov (Required for U.S. and Canada only) _____ Zip/Postal Code _____
 Country _____
 Telephone (Do not include international dialing code.) _____
 Mobile Phone _____
 Fax (Do not include international dialing code.) _____
 E-mail Address _____

2 Primary Business/Industry

- (please check one)
- Academia/University
 - Biotechnology
 - Biologics
 - Contract Manufacturing/Contract Services
 - Ethical and Proprietary Drugs/ (Pharmaceutical)
 - Generic Drugs
 - Medical Devices and Diagnostics
 - Other (please specify) _____

3 What is your Level of Responsibility?

- General/Corporate Management (VP level & above)
- Director/Managerial
- Non Managerial

4 Job Function:

- (please check one)
- Academia/University
 - Business Development
 - Corporate Management
 - Consulting
 - Engineering
 - Automation Engineering
 - Design Engineering
 - Environmental Engineering
 - Multi - Disciplined Engineering
 - Packaging Engineering
 - Process Engineering
 - Product Engineering
 - Production Engineering
 - Project Engineering
 - R & D Engineering
 - Other Engineering _____
 - Information Technology
 - Laboratory
 - Product Development
 - Production and Manufacturing
 - Overall Operations
 - Packaging
 - Purchasing
 - Other _____
 - Research and Development
 - Quality Assurance, Quality Control (QA, QC)
 - Regulatory Affairs
 - Sales and Marketing
 - Validation
 - Other (please specify) _____

5 Product Interest

- (please check all that apply)
- Adhesives/Adhesive Products
 - Analytical Equipment and Services
 - Business Services
 - Clean Room Equipment and Supplies
 - Consulting Services
 - Contract Manufacturing
 - Contract Packaging
 - Contract Research
 - Contract Services
 - Drug Delivery Systems
 - Extrusion Services
 - Information Technology
 - Injection Molding/Plastic Molding
 - Instruments and Controls
 - Labeling, Coding and Marking
 - Laboratory Instrumentation, Supplies
 - Manufacturing Software
 - Medical Device Components
 - Medical Device and Design Equipment
 - Medical Device Related Software
 - Motors/Motion Control
 - Nanotechnology
 - Packaging Machinery
 - Process Systems, Controls and Automation
 - Processing and Manufacturing
 - Processing Machinery and Equipment
 - Quality Assurance, Quality Control (QA, QC)
 - Validation Support
 - Other _____

6 Influence on Buying Decisions

- Significant influence/ Final decision maker
- Initial Recommendation
- Not applicable/No influence

7 Please indicate if you would like to receive a 30-day, risk-free trial of "The Gray Sheet" Your Weekly Guide to the Medical Device and Diagnostic Industries provided by FDC Reports.

- Yes No

8 Please specify any industry associations that you are a member of?

9 While at PharmaMedDevice, I plan on visiting INTERPHEX:

- Yes No



10 Register by:

- **Website**, at <http://www.pharmameddevice.com/Register> or
- **Faxing** this form to 1-708-344-4444 or
- **Mailing** this form and any fees to PHARMAMEDDEVICE2007, PO Box 604, Brookfield, IL 60513-0624.

For **Conference registration only** - call 1-800-363-3631 or 1-203-840-5533. Please check the website for further program details. For **Questions** - please call 800-518-6672 or visit the website at www.PharmaMedDevice.com/Register.

Group Discounts: Bring your entire team! Groups of three (3) or more people from the same company, who register at the same time save 10% on Full Conference, Full Track and One Day packages. To take advantage of the group discount, contact Diana Press at 800-363-3631.

Please supply your Priority Code:

Registration Options

REGISTRATION TYPE	PACKAGE INCLUDES:	BEFORE 02/23/07	AFTER 02/23/07	INDICATE YOUR SELECTION
EXHIBIT FLOOR ONLY	Full access to the exhibit hall (\$50 value), 3 days (including INTERPHEX exhibits)	FREE	FREE (Onsite \$50)	\$ _____
COMBINATION PASS	Full access to ALL PharmaMedDevice conference sessions in both the Converging Technologies & Bioengineering Programs, 3 days	\$899	\$1,099	\$ _____
SUPER PASS INTERPHEX Conference Pass	Plus full access to all INTERPHEX sessions, 3 days. See the program details at INTERPHEX.com (valid with PharmaMedDevice Combination Pass purchase only, excludes pre-conference workshops).	+ \$399	+ \$399	\$ _____
TOTAL				\$ _____

Additional Conference Program Options

REGISTRATION TYPE	PACKAGE INCLUDES:	BEFORE 02/23/07	AFTER 02/23/07	INDICATE YOUR SELECTION	CIRCLE YOUR SELECTION
Converging Technologies Program Three Day Pass	Full access to the Converging Technologies sessions	\$699	\$799	\$ _____	
Converging Technologies Program One Day Pass	One day access to the Converging Technologies sessions (select day)	\$299	\$399	\$ _____	TUES WED THURS
Bioengineering Program Two Day Pass	Full access to the Bioengineering sessions	\$399	\$499	\$ _____	
Bioengineering Program One Day Pass	One day access to the Bioengineering sessions (select day)	\$249	\$349	\$ _____	TUES WED
TOTAL				\$ _____	

Payment Method: (please choose one)

Enclosed is my check for \$ _____ payable to Reed Exhibitions. See mailing instructions above.

Charge my credit card:
 American Express Visa MasterCard in the amount of \$ _____

Account number: _____ Expiration Date: _____

Signature: _____
 (I agree to pay the above total amount according to my card issuer agreement.)

Cardholder name: _____

We collect this data to provide you with information about PharmaMedDevice and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.PharmaMedDevice.com or call our Privacy Administrator at 1-866-306-2344, or from outside the US at 1-203-840-5610.

Cancellation Policy: Cancellations received in writing before April 10, 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 April 10, 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, it's employees and agents against any claims. PharmaMedDevice 2007 REFUNDS, Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851

PharmaMedDevice is for trade only. No one under the age of 18 will be admitted and no infants are permitted.

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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 Red Bank, NJ 07701
 Phone: +1 800.224.3170
 Fax: +1 732.741.5704
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