

# SPA & RESORT/MEDICAL SPA EXPO & CONFERENCE 2007



## EVENT AUDIT



### DATES OF EVENT:

Conference: September 8 – 10, 2007  
Exhibits: September 9 – 10, 2007

### LOCATION:

Jacob 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.spaandresortexpo.com](http://www.spaandresortexpo.com)

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

2001

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: September 20 – 22, 2008  
Exhibits: September 21 – 22, 2008

### LOCATION:

Jacob Javits Convention Center, New York, NY

### 1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Spa Conferences and Expos reflect and support the convergence of the Traditional and Medical segments of the Spa & Resort industry. The events include cutting edge medical techniques and a diverse array of spa products and services.

**Qualified attendees are** all medical and spa professionals including dermatologists, plastic surgeons, chiropractors, dentists, massage therapists, nurses, acupuncturists, naturopaths, estheticians, and medical spa and spa owners and/or managers.

### 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 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	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2007	New York	533	2,422	2,955	47	193	1,147	4,342
2006	New York	600	2,714	3,314	41	109	1,204	4,668

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



<b>4. TYPE OF BUSINESS/PRACTICE</b>			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Alternative/Holistic Health Center	90	3.1	3.7
Cruise Ship Spa	3	0.1	0.1
Day Spa/Salon	938	31.7	38.1
Destination Spa	29	1.0	1.2
Health/Fitness Center	57	1.9	2.3
Hospital/Medical Institution	32	1.1	1.3
Massage Therapy	131	4.4	5.3
Medical Practice	213	7.2	8.7
Medical Spa	458	15.5	18.6
Resort Spa	42	1.4	1.7
Wellness Center	106	3.6	4.3
Other	363	12.3	14.7
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	2,462	83.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	493	16.7	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,955</b>	<b>100.0</b>	<b>100.0</b>

<b>5. TITLE/POSITION</b>			
TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/POSITION
<b>SPA Professional:</b>	<b>1,816</b>	<b>61.5</b>	<b>71.2</b>
Acupuncturist	22	0.7	0.9
Chiropractor	5	0.2	0.2
Esthetician	547	18.5	21.4
Holistic Therapist	12	0.4	0.5
Massage Therapist	180	6.1	7.1
Nutritionist	14	0.5	0.5
Office/Practice Manager	131	4.4	5.1
Spa/Salon Owner	349	11.8	13.7
Spa Manager/Director	194	6.6	7.6
Other Spa Professional	362	12.3	14.2
<b>Medical Professional:</b>	<b>736</b>	<b>24.9</b>	<b>28.8</b>
Dentist	14	0.5	0.5
Dermatologist	30	1.0	1.2
General Physician	61	2.1	2.4
Physicians Assistant	12	0.4	0.5
Medical Esthetician	99	3.3	3.9
Medical Massage Therapist	35	1.2	1.4
Medical Director	61	2.1	2.4
Medical Spa Owner	66	2.2	2.6
Nurse Practitioner	14	0.5	0.5
Obstetrics & Gynecology	17	0.6	0.6
Oncology	7	0.2	0.3
Plastic Surgeon	35	1.2	1.4
Registered Nurse	51	1.7	2.0
Other Medical Professional	234	7.9	9.1
Total Conference and Exhibit Only Attendees Identified by Title/Position	2,552	86.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Title/Position	403	13.6	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,955</b>	<b>100.0</b>	<b>100.0</b>

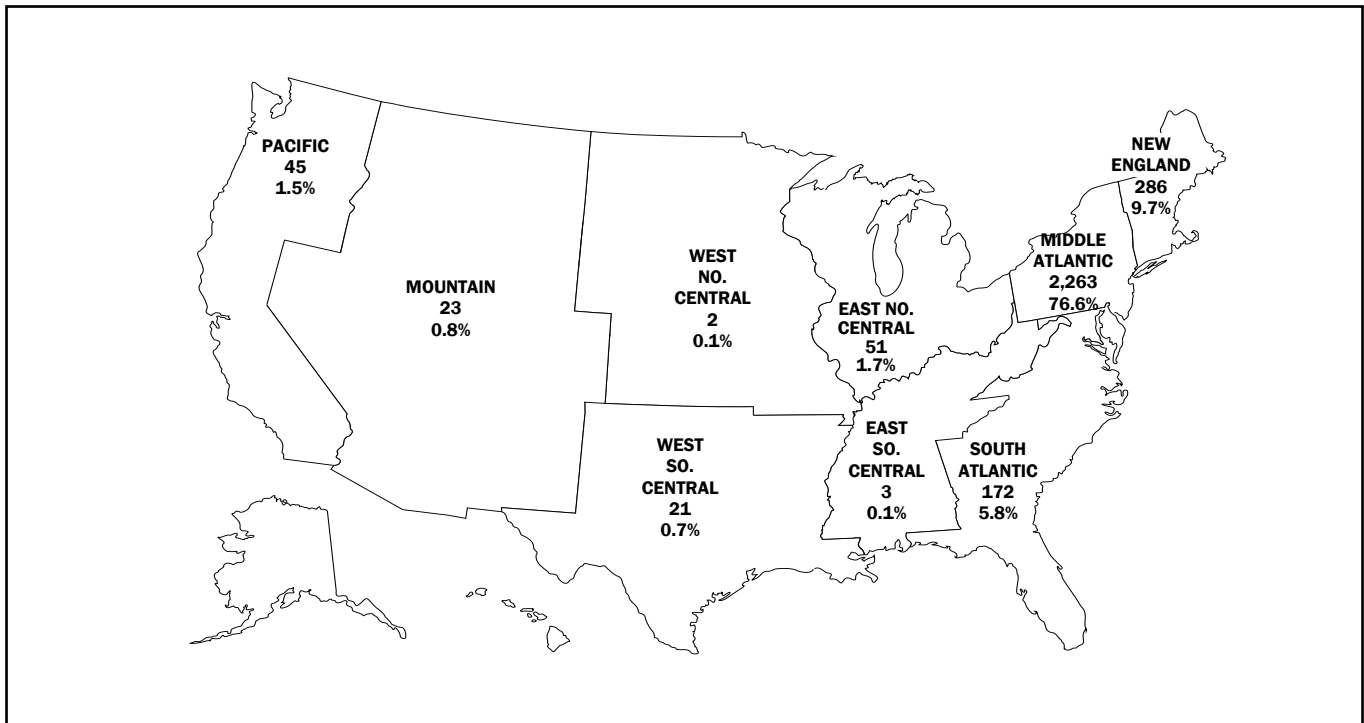
<b>6. ROLE IN PURCHASING PROCESS</b>			
ROLE IN PURCHASING PROCESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE
<b>ROLE IN PURCHASING PROCESS (TOTAL)</b>	<b>1,853</b>	<b>62.7</b>	<b>81.8</b>
Can approve/sign off on all purchases	1,105	37.4	48.8
Can approve up to a certain amount	245	8.3	10.8
Can recommend	503	17.0	22.2
<b>Not involved in the purchasing process</b>	<b>413</b>	<b>14.0</b>	<b>18.2</b>
Total Conference and Exhibit Only Attendees Identified by Role	2,266	76.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role	689	23.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,955</b>	<b>100.0</b>	<b>100.0</b>

*The above question only appeared on the on-line registration form.*

**7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>286</b>	<b>9.7</b>
Maine	11	
New Hampshire	5	
Vermont	3	
Massachusetts	44	
Rhode Island	8	
Connecticut	215	
<b>MIDDLE ATLANTIC</b>	<b>2,263</b>	<b>76.6</b>
New York	1,624	
New Jersey	483	
Pennsylvania	156	
<b>EAST NO. CENTRAL</b>	<b>51</b>	<b>1.7</b>
Ohio	16	
Indiana	9	
Illinois	14	
Michigan	8	
Wisconsin	4	
<b>WEST NO. CENTRAL</b>	<b>2</b>	<b>0.1</b>
Minnesota	--	
Iowa	--	
Missouri	--	
North Dakota	1	
South Dakota	--	
Nebraska	--	
Kansas	1	
<b>SOUTH ATLANTIC</b>	<b>172</b>	<b>5.8</b>
Delaware	17	
Maryland	38	
Washington, DC	4	
Virginia	36	
West Virginia	2	
North Carolina	13	
South Carolina	9	
Georgia	16	
Florida	37	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>3</b>	<b>0.1</b>
Kentucky	--	
Tennessee	2	
Alabama	--	
Mississippi	1	
<b>WEST SO. CENTRAL</b>	<b>21</b>	<b>0.7</b>
Arkansas	3	
Louisiana	5	
Oklahoma	1	
Texas	12	
<b>MOUNTAIN</b>	<b>23</b>	<b>0.8</b>
Montana	2	
Idaho	4	
Wyoming	2	
Colorado	7	
New Mexico	1	
Arizona	5	
Utah	--	
Nevada	2	
<b>PACIFIC</b>	<b>45</b>	<b>1.5</b>
Alaska	--	
Washington	6	
Oregon	--	
California	33	
Hawaii	6	
<b>UNITED STATES</b>	<b>2,866</b>	<b>97.0</b>
<b>INTERNATIONAL</b>	<b>89</b>	<b>3.0</b>
Canada	23	
Mexico	3	
Other International	63	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>2,955</b>	<b>100.0</b>





SEPTEMBER 8-10, 2007  
JACOB JAVITS CONVENTION CENTER  
NEW YORK, NY



**1 Contact Information**

First Name: \_\_\_\_\_  
 Last Name: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_ - \_\_\_\_\_ Country: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_  
 (do not include international dialing code)  
 Business Fax: \_\_\_\_\_  
 (do not include international dialing code)  
 Email: \_\_\_\_\_

**4 Registration Packages and A-la-carte Selections**

A-la-carte sessions can be included into any education package for additional fees. Includes admission to the Exhibit Hall. Please see pricing below.

A-la-carte	ON OR BEFORE 8/11/07	ON-SITE AND AFTER 8/11/07
One Hour of Education* – Sunday or Monday	\$75 <input type="checkbox"/>	\$85 <input type="checkbox"/>
Medical Spa Start-Up – Saturday only	\$349 <input type="checkbox"/>	\$499 <input type="checkbox"/>
Successful Spa Start Up – Saturday only	\$349 <input type="checkbox"/>	\$499 <input type="checkbox"/>
Medical Spa Tour – Monday	\$75 <input type="checkbox"/>	\$90 <input type="checkbox"/>
Spa Tour – Monday	\$75 <input type="checkbox"/>	\$90 <input type="checkbox"/>

All education packages include: Entrance to the Exhibit Hall, Networking/Roundtable Event, Global Trends International Panel, Meet the Industry Leaders Program, Media Speak Out Session, Manufacturer's Workshops, Spa Sanctuary, Sunday Networking Cocktail Reception and Conference Proceedings.

When registering please be sure to select the sessions you wish to attend.

**Education Packages**

Ultimate Education Package – Three full days	\$899 <input type="checkbox"/>	\$999 <input type="checkbox"/>
Premier Education Package – Two full days	\$489 <input type="checkbox"/>	\$589 <input type="checkbox"/>
Basic Education Package – One full day	\$289 <input type="checkbox"/>	\$349 <input type="checkbox"/>
Half Day Education Package*	\$180 <input type="checkbox"/>	\$175 <input type="checkbox"/>
Esthetician Education Track – Sunday	\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>
Well Women Track – Saturday	\$249 <input type="checkbox"/>	\$399 <input type="checkbox"/>
Thai Massage Education Package – Saturday	\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>
Self Care and Massage Techniques for the Neck & Shoulder – Sunday	\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>
Deep Tissue & Stone Massage Education Package – Monday	\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>
3-Day Massage Education Package	\$375 <input type="checkbox"/>	\$399 <input type="checkbox"/>
2-Day Massage Education Package	\$240 <input type="checkbox"/>	\$265 <input type="checkbox"/>
Exhibit Hall Package	\$20 <input type="checkbox"/>	\$40 <input type="checkbox"/>

\*Does not apply to Massage Education Saturday, Sunday or Monday.  
 All Massage Tracks - Please bring your own table.  
 Packages are subject to change

**5 List below the courses you wish to take:** Be sure to include free courses.

Saturday		Sunday		Monday	
Course Number	Fee	Course Number	Fee	Course Number	Fee

Grand Total: \$ \_\_\_\_\_

**6 Please select payment method:**

Check enclosed payable to Reed Exhibitions  AMEX  MC  VISA  
 Mail Check with form to: Reed Exhibition, c/o Diana Press, 383 Main Ave, Norwalk, CT 06851

Account # \_\_\_\_\_ Exp. Date (month/year) \_\_\_\_\_  
 First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

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

**2 Your Title/Position**

- Please check one.  
**Spa Professional**  
 A  Acupuncturist  
 B  Chiropractor  
 C  Esthetician  
 D  Holistic Therapist  
 E  Massage Therapist  
 F  Nutritionist  
 G  Office/Practice Manager  
 H  Spa/Salon Owner  
 J  Spa Manager/Director  
 K  Other Spa Professional \_\_\_\_\_ (please specify)

- Medical Professional**  
 L  Dentist  
 M  Dermatologist  
 N  General Physician  
 P  Physicians Assistant  
 Q  Medical Esthetician  
 R  Medical Massage Therapist  
 S  Medical Director  
 T  Medical Spa Owner  
 U  Nurse Practitioner  
 V  Obstetric & Gynecology  
 W  Oncology  
 X  Plastic Surgeon  
 Y  Registered Nurse  
 Z  Other Medical Professional \_\_\_\_\_ (please specify)

**3 Type of Business/Practice**

- Please check one.  
 A  Alternative/Holistic Health Center  
 B  Cruise Ship Spa  
 C  Day Spa/Salon  
 D  Destination Spa  
 E  Health/Fitness Center  
 F  Hospital/Medical Institution  
 G  Massage Therapy  
 H  Medical Practice  
 J  Medical Spa  
 K  Resort Spa  
 L  Wellness Center  
 M  Other \_\_\_\_\_ (please specify)

**3 EASY WAYS TO REGISTER**

1. Online: [www.spaandresortexpo.com](http://www.spaandresortexpo.com)
2. By Mail:  
 Spa & Resort Expo/Medical Spa Expo  
 c/o ARJ  
 350 E. Royal Lane  
 Suite 100  
 Irving, TX 75039
3. By Fax: 972-620-3099

For Group and or Association discounts contact Diana Press at 1-800-363-3631

For questions call:  
**1-888-267-3793**  
 9am - 5pm EST

Fax form to:  
**972-620-3099**

Priority Code:  
**CS**

For Group or Association discounts on education, contact Diana Press at 1-800-363-3631.

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Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)



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Red Bank, NJ 07701  
Phone: +1 800.224.3170  
Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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