

# Western Foodservice & Hospitality Expo 2007



## EVENT AUDIT

**DATES OF EVENT:**

Conference: August 18 – 20, 2007  
Exhibits: August 18 – 20, 2007

**LOCATION:**

Los Angeles Convention Center, Los Angeles, CA

**EVENT PRODUCER/MANAGER:**

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

**REGISTRATION COMPANY:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1936

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: August 23 – 25, 2008  
Exhibits: August 23 – 25, 2008  
LOCATION: Los Angeles Convention Center, Los Angeles, CA

### 1. STATEMENT OF MARKET SERVED

The foodservice and hospitality industries.

**Qualified attendees** are restaurant and foodservice owners, partners, corporate executives, managers, supervisors, chefs, caterers and event planners, purchasing agents, marketing consultants, designers, dietitians, and personnel of the foodservice and hospitality industries.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the free 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 & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Los Angeles	8,176	56	132	4,631	12,995
2006	Los Angeles	10,448	16	64	5,007	15,535
2005	Los Angeles	9,796	15	126	5,225	15,162

\* 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	2,085	25.5	28.7
Restaurant/QSR/Franchise	594	7.3	8.2
Pizzeria	86	1.0	1.2
Deli/Bakery	231	2.8	3.2
Hotel/Motel/Resort/Casino/Cruise Ship	234	2.9	3.2
School District/School/University/Camp	310	3.8	4.3
Hospital/Healthcare/Correctional Institution/Military	155	1.9	2.1
Municipal Service/Municipality	38	0.5	0.5
Corporate Dining Services/Office/Plant	62	0.8	0.9
Coffee Bar/Ice Cream/Yogurt	191	2.3	2.6
Country/Membership Club	57	0.7	0.8
Bar/Lounge/Night Club	58	0.7	0.8
Non-Hotel Banquet Facility/Catering Establishment	238	2.9	3.3
Sports Arena/Amusement Park/Concession/Convention Center	61	0.7	0.8
Architect/Design/Real Estate	73	0.9	1.0
Consultant/Specifier	271	3.3	3.7
Retail Store/Supermarket	113	1.4	1.6
Distributor/Dealer/Broker	798	9.8	11.0
Importer/Exporter	121	1.5	1.7
Manufacturer/Manufacturing Agent	499	6.1	6.9
Association	68	0.8	0.9
Other	912	11.1	12.6
Total Conference and Exhibit Only Attendees Identified by Type of Business	7,255	88.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	921	11.3	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>8,176</b>	<b>100.0</b>	<b>100.0</b>

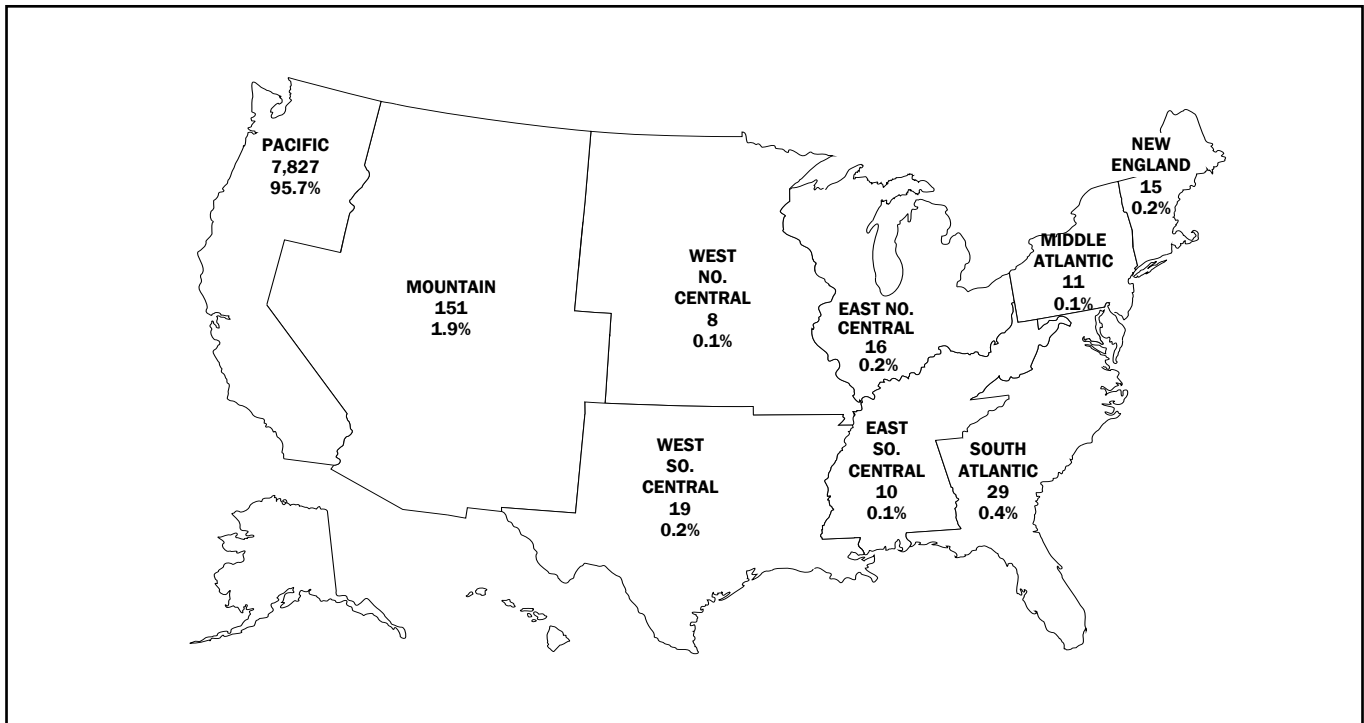
5. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	2,893	35.4	39.7
Manager/Supervisor	1,437	17.6	19.7
Purchasing	437	5.3	6.0
Chef	487	6.0	6.7
Dietician/Nutritionist	60	0.7	0.8
Sommelier/Server/Bartender	50	0.6	0.7
Marketing/Sales/Public Relations	696	8.5	9.5
Education Administrator/Faculty/Student	173	2.1	2.4
Caterer/Private Chef/Event Planner	143	1.8	2.0
Financial/Operations/Administration	230	2.8	3.1
Distributor	165	2.0	2.3
Other	517	6.3	7.1
Total Conference and Exhibit Only Attendees Identified by Position	7,288	89.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	888	10.9	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>8,176</b>	<b>100.0</b>	<b>100.0</b>

6. BADGE CATEGORY			
CLASSIFICATION OF BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	5,148	63.0	65.8
Non-Buyer	2,672	32.7	34.2
Total Conference and Exhibit Only Attendees Identified by Badge Category	7,820	95.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	356	4.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>8,176</b>	<b>100.0</b>	<b>100.0</b>

7. CATEGORIES OF INTEREST			
CATEGORIES OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES OF INTEREST
Appetizers	2,910	35.6	41.8
Bar Equipment Products	1,765	21.6	25.4
Beverage, Alcohol	2,180	26.7	31.3
Beverage, Non-Alcohol	2,325	28.4	33.4
Cleaning Supplies & Services	2,020	24.7	29.0
Dairy	2,036	24.9	29.3
Décor/Design	2,071	25.3	29.8
Dessert	2,639	32.3	37.9
Dressings/Sauces	2,091	25.6	30.1
Food Equipment & Services	3,489	42.7	50.1
Food Distributor	2,014	24.6	28.9
Franchise	845	10.3	12.1
Furniture/Furnishings	1,725	21.1	24.8
Hospitality Services	1,411	17.3	20.3
Kosher Foods	1,065	13.0	15.3
Meat/Poultry	2,345	28.7	33.7
Pasta & Rice	1,751	21.4	25.2
Pizza Products	1,410	17.2	20.3
Point of Sale Equipment	1,675	20.5	24.1
Paper & Plastic Products	2,374	29.0	34.1
Produce	2,054	25.1	29.5
Seafood	1,998	24.4	28.7
Tableware	1,879	23.0	27.0
Services	1,596	19.5	22.9
Other	480	5.9	6.9
Total Conference and Exhibit Only Attendees Identified by Categories of Interest	6,958	85.1	--
Total Conference and Exhibit Only Attendees Not Identified by Categories of Interest	1,218	14.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>8,176</b>	<b>100.0</b>	<b>--</b>

The above counts and percentages are based on 8,176 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
<b>NEW ENGLAND</b>	<b>15</b>	<b>0.2</b>	<b>EAST SO. CENTRAL</b>	<b>10</b>	<b>0.1</b>
Maine	--		Kentucky	1	
New Hampshire	1		Tennessee	3	
Vermont	1		Alabama	1	
Massachusetts	10		Mississippi	5	
Rhode Island	--		<b>WEST SO. CENTRAL</b>	<b>19</b>	<b>0.2</b>
Connecticut	3		Arkansas	2	
<b>MIDDLE ATLANTIC</b>	<b>11</b>	<b>0.1</b>	Louisiana	2	
New York	7		Oklahoma	1	
New Jersey	4		Texas	14	
Pennsylvania	--		<b>MOUNTAIN</b>	<b>151</b>	<b>1.9</b>
<b>EAST NO. CENTRAL</b>	<b>16</b>	<b>0.2</b>	Montana	--	
Ohio	2		Idaho	4	
Indiana	4		Wyoming	--	
Illinois	8		Colorado	6	
Michigan	--		New Mexico	1	
Wisconsin	2		Arizona	60	
<b>WEST NO. CENTRAL</b>	<b>8</b>	<b>0.1</b>	Utah	10	
Minnesota	4		Nevada	70	
Iowa	--		<b>PACIFIC</b>	<b>7,827</b>	<b>95.7</b>
Missouri	1		Alaska	2	
North Dakota	--		Washington	7	
South Dakota	--		Oregon	13	
Nebraska	2		California	7,795	
Kansas	1		Hawaii	10	
<b>SOUTH ATLANTIC</b>	<b>29</b>	<b>0.4</b>	<b>UNITED STATES</b>	<b>8,086</b>	<b>98.9</b>
Delaware	--		<b>INTERNATIONAL</b>	<b>90</b>	<b>1.1</b>
Maryland	8		Canada	9	
Washington, DC	--		Mexico	28	
Virginia	4		Other International	53	
West Virginia	--		<b>Total Conference &amp; Exhibit Attendees</b>	<b>8,176</b>	<b>100.0</b>
North Carolina	5				
South Carolina	1				
Georgia	5				
Florida	6				



Registration Form

**AUGUST 18-20, 2007**  
**LOS ANGELES CONVENTION CENTER**  
**LOS ANGELES, CA**



**REGISTER BY JULY 13, 2007**  
**AND SAVE \$20**

**ADMISSION FEES**  
 Pre-Registration (through July 13, 2007) \$30  
 On-Site (after July 13, 2007) \$50

**Sign up for the largest foodservice show on the West Coast!**

SPONSORED BY:



PRODUCED AND MANAGED BY:



**HOW TO REGISTER!**

**A.) Register online at [www.westernfoodexpo.com](http://www.westernfoodexpo.com)**

**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 July 13 to receive \$30 admission fee. Mail to: Western Foodservice & Hospitality Expo, P.O. Box 624, Brookfield, IL 60513-0614 Fax to: (708) 344-4444

Badges 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 (800) 840-5612.

Priority Code:

**1. Registration Information** (Please complete all sections of this form)

First Name \_\_\_\_\_ M \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Cell Phone (For text message reminders at the Show) \_\_\_\_\_  
 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 Western Foodservice & Hospitality Expo and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [www.reedprivacy.com](http://www.reedprivacy.com) or call our Privacy Administration at (800) 840-5612.

**2. Options**

Item	Price	Quantity	Total
Exhibits Plus Registration on or before 7/13/07	\$30	1	
Exhibits Plus Registration after 7/13/07	\$50		
<b>Barfly Sessions</b>			
Restaurant Rookie Boot Camp, Sat., August 18, 9:00 am – 4:00 pm	\$275		
Profit & Loss Management 101, Sun., August 19, 9:00 am – 12:00 pm	\$149		
What's the Trend?, Sun., August 19, 2:00 – 4:00 pm	\$99		
<b>TOTAL AMOUNT DUE</b>			

Please select payment method:  Check enclosed payable to Reed Exhibitions  AMEX  MC  V ISA

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

Is this a corporate card?  Yes  No If this is a personal credit card, will your company reimburse you?  Yes  No

Company Name \_\_\_\_\_

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

No Refunds, No Exceptions.

- Are you over the age of 21?**  
 Yes, over 21  
 No, not over 21
- 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.*
- Badge Category**  
 Buyer  
 Non-Buyer
- Is your establishment**  
 Independent  
 Multi-Unit  
 Other
- 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)
- 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  
 N  Bar/Lounge/Night Club
- Non-Hotel Banquet Facility/Catering Establishment**  
 Sports Arena/Amusement Park/Concession/Convention Center  
 Architect/Design/Real Estate  
 Consultant/Spectator  
 Retail Store/Supermarket  
 Distributor/Dealer/Broker  
 Importer/Exporter  
 Manufacturer/Mtg. Agent  
 Association  
 Other (Please specify)
- 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  Decor/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)
- 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)

**PAC POLICY:** The California Restaurant Association Political Action Committee (CRAPAC) is a voluntary, non-partisan PAC that supports legislative candidates who have demonstrated an awareness and appreciation of the concerns of foodservice operators and the business community. CRP is grateful for your worthwhile involvement in the political process through a modest \$6 per badge voluntary contribution to the CRAPAC (#990231). Larger contributions, of course, are welcomed. A subsidiary or affiliate which makes a contribution must advise the recipient of the parent's or other affiliated entity's name and address as well.

Dues payment, contributions or gifts to the CRAPAC are not deductible as charitable contributions for federal income tax purposes; dues to the CRA may be deductible as business expenses pursuant to I.R.C. Section 162. If you do wish to make a voluntary contribution, mark this box. The \$6 per person contribution will be applied instead to the admission cost. Your admission price will not change.

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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