

## EVENT AUDIT



**EVENT NAME:** Sae AeroTech Congress and Exhibition

**DATES OF EVENT:**  
 Conference: September 17-20, 2007  
 Exhibits: September 17-20, 2007

**LOCATION:** Los Angeles Convention Center,  
 Los Angeles, CA

**EVENT PRODUCER/MANAGER:**  
 Company Name: John Casker  
 Address: SAE  
 400 Commonwealth Drive  
 Warrendale, PA 15096  
 Phone: 724.772.7506  
 Website (Show): www.sae.org

**REGISTRATION COMPANY:** Registration Control Systems  
 Phone: 805.290.1340 Ext 4275

**YEAR EVENT ESTABLISHED:** 2005

**FREQUENCY:** Bi-Annual

**DATES OF NEXT EVENT:**  
 Conference: November, 2009  
 Exhibits: November, 2009

**LOCATION:** Seattle, WA

### 1. STATEMENT OF MARKET SERVED

The SAE AeroTech Congress and Exhibition provides a forum for the aerospace community to meet and discuss current and future challenges, opportunities, and requirements of next-generation R&D, products, and systems and to develop professional relationships among the members of the world aerospace community. Technical sessions, panel discussions, and keynote presentations are integrated in a program, operators, educators, and students. The technical program covers a broad spectrum of topics including avionics, environment, flight sciences, man-machine interface, manufacturing, materials/structures, propulsion, safety, and systems

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-show registration was completed either by on-line registration or by phone. No badges were mailed pre-show and all on-site registration was done through the use of self-registration computer kiosks. Once a registrant completed on-line pre-show registration, they were sent a bar-coded email that was then used on-site. They could either swipe the bar code themselves or temporary registration staff would do it. Badges were then printed and badge holders were physically handed to all attendees. Anyone that is a member of SAE could just use their member number to receive their badge (if pre-registered) because their barcode generated from registration was connected to a unique number that is the same as their member code. Pre-registered non-members could look up their information at the self-reg kiosks because self-reg cannot be edited. On-site registration was 100% electronic with no hard copy forms. Verification occurred every time a bar code was scanned from a pre-registrant or when printing a badge from an on-site registrant.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2007	Los Angeles, CA	959	199	1,158	-	9	524	1,691

**4a. BUSINESS/INDUSTRY: ATTENDEE**

This is an analysis of 1,013 attendees, or 87.5% who indicated as to what business/industry their company is designated. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.

BUSINESS/INDUSTRY: ATTENDEE (COMPANY'S INDUSTRY)	NUMBER OF ATTENDEES RESPONSES	*PERCENT OF TOTAL ATTENDEES	***PERCENT IDENTIFIED BY BUSINESS/ INDUSTRY
<b>Aerospace</b>			
Commercial	752	64.9	74.2
Military	573	49.5	56.6
Regional	281	24.3	27.7
Space	60	5.2	5.9
<b>Automotive</b>	130	11.2	12.8
<b>Heavy Duty</b>			
Agriculture	34	2.9	3.4
Heavy Truck	48	4.1	4.7
Industrial	57	4.9	5.6
Medium Truck	35	3.0	3.5
Military	58	5.0	5.7
Other Industry	30	2.6	3.0
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	1,013	87.5	
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	145	12.5	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,158</b>	<b>100.0</b>	

\* Percent of Total based on 1,158 Attendees

\*\* Percent Identified by Business and Industry based on 1,013 Attendees

Note: Percentages should not be added together because of multiple responses

**4b. EXHIBITOR BUSINESS/INDUSTRY:**

This is an analysis of 420 exhibitors, or 80.2% who indicated as to what business/ industry their company is designated. Since an exhibitor may choose more than one response, the total number of responses may exceed the total exhibitors.

EXHIBITOR BUSINESS/INDUSTRY (COMPANY'S INDUSTRY)	NUMBER OF EXHIBITOR RESPONSES	*PERCENT OF TOTAL EXHIBITORS	**PERCENT IDENTIFIED BY EXHIBITOR BUSINESS/INDUSTRY
<b>Aerospace</b>			
Commercial	357	68.1	85.0
Military	259	49.4	61.7
Regional	180	34.4	42.9
Space	155	29.6	36.9
<b>Automotive</b>	89	17.0	21.2
<b>Heavy Duty</b>			
Agriculture	29	5.5	6.9
Heavy Truck	48	9.2	11.4
Industrial	64	12.2	15.2
Medium Truck	40	7.6	9.5
Military	51	9.7	12.1
Total Exhibitors Identified by Primary Business/Industry	420	80.2	
Total Exhibitors Not Identified by Primary Business/Industry	104	19.8	
<b>TOTAL EXHIBITORS</b>	<b>524</b>	<b>100.0</b>	

\* Percent of Total based on 524 Exhibitors

\*\* Percent Identified by Business and Industry based on 420 Exhibitors

Note: Percentages should not be added together because of multiple responses

**4c. ATTENDEE JOB TITLE / FUNCTION**

ATTENDEE JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
<b>Academia</b>	68	5.9	6.8
<b>Corporate Executive</b>	90	7.8	9.0
<b>Engineering</b>			
Product Design	170	14.7	17.0
Quality Control/Assurance	57	4.9	5.7
Research & Development	243	21.0	24.3
<b>Engineering Management</b>	124	10.7	12.4
<b>Maintenance, Repair</b>	16	1.4	1.6
<b>Manufacturing</b>	72	6.2	7.2
<b>Marketing/Sales</b>	125	10.8	12.5
<b>Purchasing</b>	6	0.5	0.6
Other	30	2.6	3.0
Total Conference and Exhibit Only Attendees Identified by Job Title / Function	1001	86.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title / Function	157	13.6	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,158</b>	<b>100.0</b>	

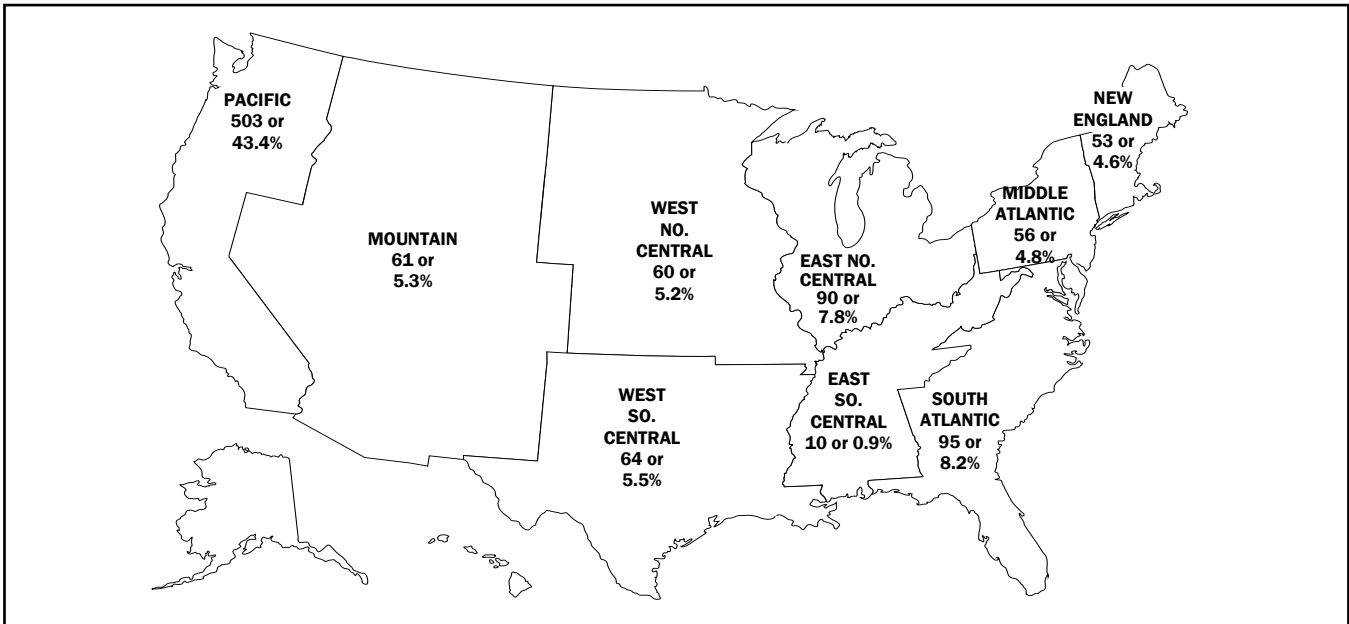
<b>4d. EXHIBITOR JOB TITLE / FUNCTION</b>			
EXHIBITOR JOB TITLE/FUNCTION	TOTAL EXHIBITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY EXHIBITOR JOB TITLE/FUNCTION
<b>Academia</b>	10	1.9	2.2
<b>Corporate Executive</b>	54	10.3	11.6
<b>Engineering</b>			
Product Design	57	10.9	12.3
Quality Control/Assurance	10	1.9	2.2
Research & Development	27	5.2	5.8
<b>Engineering Management</b>	33	6.3	7.1
<b>Maintenance, Repair</b>	5	1.0	1.1
<b>Manufacturing</b>	28	5.3	6.0
<b>Marketing/Sales</b>	214	40.8	46.0
<b>Purchasing</b>	4	0.8	0.9
Other	23	4.4	4.9
Total Exhibitors Identified by Job Title / Function	465	88.7	100.0
Total Exhibitors Not Identified by Job Title / Function	59	11.3	
<b>TOTAL EXHIBITORS</b>	<b>524</b>	<b>100.0</b>	

<b>4e. ATTENDEE FOCUS</b>			
ATTENDEE FOCUS	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY ATTENDEES' FOCUS
Aerodynamics	87	7.5	10.2
Bodies/Structures	67	5.8	7.8
Emission Control/Environment	37	3.2	4.3
Fastening	49	4.2	5.7
Guidance & Navigation Systems	43	3.7	5.0
Maintenance	35	3.0	4.1
Manufacturing/Production	281	24.3	32.8
Materials	69	6.0	8.1
Power Systems	52	4.5	6.1
Safety	83	7.2	9.7
Other	53	4.6	6.2
Total Conference and Exhibit Only Attendees Identified by Attendees' focus	856	73.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Attendees' focus	302	26.1	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,158</b>	<b>100.0</b>	

<b>4f. EXHIBITOR FOCUS</b>			
EXHIBITOR FOCUS	TOTAL EXHIBITORS	PERCENT OF EXHIBITORS	PERCENT IDENTIFIED BY EXHIBITOR FOCUS
Aerodynamics	28	5.3	6.8
Bodies/Structures	27	5.2	6.6
Emission Control/Environment	2	0.4	0.5
Fastening	102	19.5	24.8
Guidance & Navigation Systems	6	1.1	1.5
Maintenance	5	1.0	1.2
Manufacturing/Production	160	30.5	38.9
Materials	20	3.8	4.9
Power Systems	5	1.0	1.2
Safety	16	3.1	3.9
Other	40	7.6	9.7
Aerodynamics	28	5.3	6.8
Total Exhibitors Identified by Exhibitors' Focus	411	78.4	100.0
Total Exhibitors Not Identified by Exhibitors' Focus	113	21.6	
<b>TOTAL EXHIBITORS</b>	<b>524</b>	<b>100.0</b>	

**5a. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

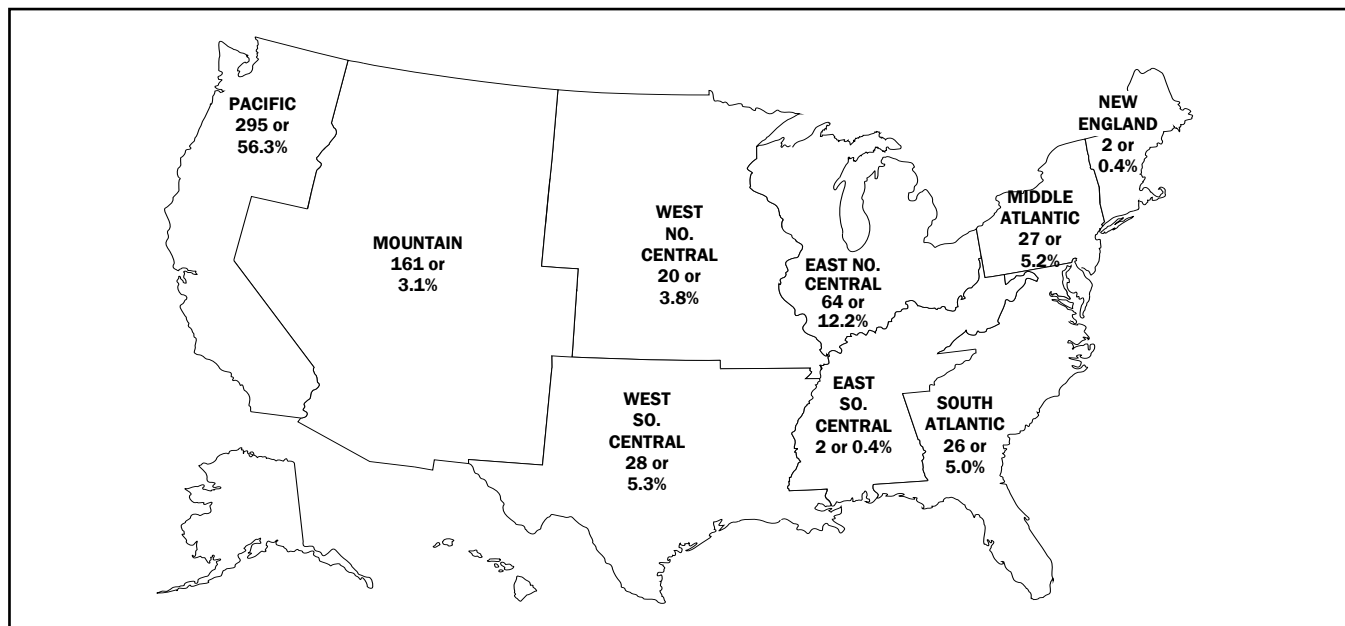
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	53	4.6	<b>EAST SO. CENTRAL</b>	10	0.9
Maine	-		Kentucky	-	
New Hampshire	7		Tennessee	4	
Vermont	1		Alabama	6	
Massachusetts	19		Mississippi	-	
Rhode Island	1		<b>WEST SO. CENTRAL</b>	64	5.5
Connecticut	25		Arkansas	-	
<b>MIDDLE ATLANTIC</b>	56	4.8	Louisiana	-	
New York	25		Oklahoma	5	
New Jersey	11		Texas	59	
Pennsylvania	20		<b>MOUNTAIN</b>	61	5.3
<b>EAST NO. CENTRAL</b>	90	7.8	Montana	1	
Ohio	36		Idaho	2	
Indiana	12		Wyoming	1	
Illinois	13		Colorado	9	
Michigan	25		New Mexico	1	
Wisconsin	4		Arizona	34	
<b>WEST NO. CENTRAL</b>	60	5.2	Utah	8	
Minnesota	5		Nevada	5	
Iowa	1		<b>PACIFIC</b>	503	43.4
Missouri	18		Alaska	-	
North Dakota	-		Washington	91	
South Dakota	-		Oregon	8	
Nebraska	2		California	404	
Kansas	34		Hawaii	-	
<b>SOUTH ATLANTIC</b>	95	8.2	<b>UNITED STATES</b>	992	85.7
Delaware	1		<b>INTERNATIONAL</b>	166	14.3
Maryland	21		Canada	29	
Washington, DC	2		Mexico	3	
Virginia	16		Other International	134	
West Virginia	2		<b>Not Identified</b>	-	
North Carolina	14		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	1,158	
South Carolina	2		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	
Georgia	14		<b>Total Conference &amp; Exhibit Only Attendees</b>	<b>1,158</b>	<b>100.0</b>
Florida	1				



**5a. AUDITED GEOGRAPHIC BREAKOUT OF EXHIBITORS**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	2	0.4
Maine	-	
New Hampshire	1	
Vermont	-	
Massachusetts	1	
Rhode Island	-	
Connecticut	-	
<b>MIDDLE ATLANTIC</b>	27	5.2
New York	9	
New Jersey	7	
Pennsylvania	11	
<b>EAST NO. CENTRAL</b>	64	12.2
Ohio	10	
Indiana	4	
Illinois	1	
Michigan	43	
Wisconsin	6	
<b>WEST NO. CENTRAL</b>	20	3.8
Minnesota	3	
Iowa	-	
Missouri	2	
North Dakota	-	
South Dakota	-	
Nebraska	1	
Kansas	14	
<b>SOUTH ATLANTIC</b>	26	5.0
Delaware	-	
Maryland	2	
Washington, DC	-	
Virginia	1	
West Virginia	-	
North Carolina	-	
South Carolina	-	
Georgia	1	
Florida	3	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	2	0.4
Kentucky	-	
Tennessee	1	
Alabama	1	
Mississippi	-	
<b>WEST SO. CENTRAL</b>	28	5.3
Arkansas	-	
Louisiana	-	
Oklahoma	1	
Texas	27	
<b>MOUNTAIN</b>	16	3.1
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	5	
New Mexico	-	
Arizona	7	
Utah	-	
Nevada	4	
<b>PACIFIC</b>	295	56.3
Alaska	-	
Washington	40	
Oregon	-	
California	255	
Hawaii	-	
<b>UNITED STATES</b>	480	
<b>INTERNATIONAL</b>	44	
Canada	6	
Mexico	-	
Other International	38	
<b>Not Identified</b>	-	
Total Exhibitors Identified by Geographic Breakout	524	
Total Exhibitors Not Identified by Geographic Breakout	-	
<b>Total Exhibitors</b>	<b>524</b>	<b>100.0</b>



REGISTRATION FORM

STEP 1 ATTENDEE

Please Complete the Following: (Must be completed for registration to be processed.)

- 1. Management Level** (check ONE only)
  - a.  Owner, President, Corp. Officer
  - b.  Vice President, Senior Executive
  - c.  Publisher/Associate Publisher
  - d.  Editor
  - e.  Director/Manager
  - f.  Staff
  - g.  Other (please specify) \_\_\_\_\_
- 2. Principal Job Function** (check ONE only)
  - a.  Ad Sales
  - b.  Art/Design
  - c.  Circulation
  - d.  Editorial
  - e.  Executive/General Management
  - f.  Finance
  - g.  Marketing/Promotion
  - h.  New Media
  - i.  Production/Manufacturing
  - j.  Publisher
  - k.  Research
  - l.  Other (please specify) \_\_\_\_\_
- 3. Years in Magazine Publishing** (check ONE only)
  - a.  Less than 1 year
  - b.  1 - 5 years
  - c.  6 - 10 years
  - d.  More than 10 years
- 4. Type of publication(s) you work with** (check ALL that apply)
  - a.  Association
  - b.  Business-to-Business/Trade
  - c.  Corporate Communications
  - d.  Enthusiast/Special Interest
  - e.  Mass Market Consumer
  - f.  Newsletters
  - g.  Online
  - h.  Other (please specify) \_\_\_\_\_
- 5. What is the circulation of the largest publication in which you are involved?** (check ONE only)
  - a.  Under 10,000
  - b.  10,000 - 24,999
  - c.  25,000 - 74,999
  - d.  75,000 - 199,999
  - e.  200,000 - 750,000
  - f.  750,000 - 999,999
  - g.  1 million or more
- 6. I am a member of** (check ALL that apply)
 

<input type="checkbox"/> AARP	<input type="checkbox"/> Canada
<input type="checkbox"/> ASAE	<input type="checkbox"/> MPA
<input type="checkbox"/> AMA	<input type="checkbox"/> NAPR
<input type="checkbox"/> ASME	<input type="checkbox"/> NEPA
<input type="checkbox"/> APRA	<input type="checkbox"/> NPES
<input type="checkbox"/> CRPA	<input type="checkbox"/> CPA
<input type="checkbox"/> FPP	<input type="checkbox"/> PBA
<input type="checkbox"/> FLTA/Assoc.	<input type="checkbox"/> SNAP
<input type="checkbox"/> FPA	<input type="checkbox"/> SPD
<input type="checkbox"/> GAB	<input type="checkbox"/> STC
<input type="checkbox"/> IDEA/Alliance	<input type="checkbox"/> WVPP
<input type="checkbox"/> MAGS	
- 7. Purchasing Authority** (check ONE only)
  - a.  Authorize
  - b.  Recommend
  - c.  Not applicable

Online: www.foliowshow.com Fax: 817-277-7616 (include credit card information) Phone: 203-854-6730 x1129  
 Mail: FOLIOSHOW c/o Custom Registration, Inc., 2020 E. Randol Mill Rd., Ste. 307, Arlington, TX 76011 (include check or credit card info)

STEP 2 GENERAL INFORMATION

Please print name as you would like it to appear on badge. Copy for additional registrants. No one under 18 admitted.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Magazine Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ EMail # \_\_\_\_\_

\* By providing you grant Red 7 Media permission to contact you via email regarding your registration as well as to receive updates on FOLIOSHOW and/or updates and promotional material from exhibitors.

STEP 3 REGISTRATION OPTIONS

- Note: Conference Program includes access to the following Concurrent Sessions, Keynotes, Special Events, Networking Luncheons and all Exhibit Hall Functions. Celebration of Excellence Awards Gala is NOT included. You must purchase a ticket separately.
- FULL CONFERENCE PASS with Boot Camp** Conference Program plus Boot Camps on Monday Onsite \$1575 \$ \_\_\_\_\_
  - FULL CONFERENCE PASS (2-days only)** Conference Program Wednesday - Thursday \$1275 \$ \_\_\_\_\_
  - ONE-DAY CONFERENCE PASS or Boot Camp** Includes lunches, concurrent sessions, keynotes and all exhibit hall functions that day.
    - Check One  Wednesday  Thursday \$ 845 \$ \_\_\_\_\_
  - EXHIBIT HALL PASSPORT** (includes food and in-hall sessions) \$299 \$ \_\_\_\_\_
  - EXHIBIT HALL ONLY** \$ 50 \$ \_\_\_\_\_

STEP 4 SESSION SELECTIONS

If you are attending a Boot Camp, you MUST select one below. Circle the session(s) you wish to attend below. Single Session price does not apply to Boot Camps.

<b>Tuesday Boot Camp:</b> 9:00 am - 4:00 pm T01 T02 T03 T04 T05 T06 T07	<b>Thursday</b> 8:00 am - 9:30 am WIPP Breakfast (please circle if you plan to attend) 9:45 am - 11:00 am TH01 TH05 TH09 TH13 TH17 TH21 11:00 am - 12:15 pm TH02 TH06 TH10 TH14 TH18 TH22 1:15 pm - 2:30 pm TH03 TH07 TH11 TH15 TH19 TH23 2:30 - 3:45 pm TH04 TH08 TH12 TH16 TH20 TH24
<b>Critique Clinics, Wednesday 3:30 - 4:30 pm</b> (please circle if you plan to participate) CC01 CC02 CC03 CC04 CC05	<b>Critique Clinics, Wednesday 2:00 - 3:00 pm</b> (please circle if you plan to participate) CC06 CC07 CC08 CC09 CC10

STEP 5 CELEBRATION OF EXCELLENCE AWARDS GALA (Presentation of the Tuesday, November 2 Reception at 6:30 pm; Dinner at 7:00 pm. Seating is Limited.

- DINNER & CEREMONY** (Includes Exhibit Hall Only Pass) If Paid By 10/18 \$250 If Paid After 10/18 \$350
- EXCLUSIVE TABLES OF TEN: Bring Your Entire Team and Save!** We want to purchase \_\_\_\_\_ table(s) of ten @ \$2,000 = \$ \_\_\_\_\_

Note: A separate registration form is required for each individual at the table. Tables MUST be purchased prior to the Show date.

**REQUIRED: Key contact for Table of Ten:** Name \_\_\_\_\_ Phone \_\_\_\_\_ Sub Total B \$ \_\_\_\_\_  
 EMail \_\_\_\_\_ Total A & B \$ \_\_\_\_\_

STEP 6 METHOD OF PAYMENT

- Check or money order enclosed** (payable to FOLIOSHOW in U.S. Dollars drawn on a U.S. bank) Check # \_\_\_\_\_
- Credit Card:**  MasterCard  VISA  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

\*Registrations will not be processed without full payment. Registrations with declined or invalid credit cards will not be processed.  
**CANCELLATION/REFUNDS: Cancellation Deadline is 10/14/05.** All cancellations (including Conference Passes, Sessions, Boot Camps Executive Seminar and Awards Gala) must be received in writing by October 14, 2005 to receive a refund minus a \$75 processing fee. Refund requests received after October 14, 2005 will not be refunded. All requests are processed post-show.

REGISTRATION POLICY AND FEES FEE SCHEDULE:

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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STATEMENT OF CERTIFICATION - AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of SAE AEROTECH CONGRESS & EXHIBITION for the date and location of the show/event as reported in this BPA 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 (EIIAC), a not for profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, 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.

BPA Worldwide  
 Shelton, CT  
 January 31, 2008  
 TYPE: EVENT AUDIT  
 ID Number: E941X0S7