

# SAE COMMERCIAL VEHICLE ENGINEERING CONGRESS VEHICLE AND EXHIBITION



**DATES OF EVENT:**

Conference: October 30 - November 1, 2007  
 Exhibits: October 30 - November 1, 2007

**LOCATION:**

Stephens Convention Center, Rosemont, IL

**EVENT PRODUCER/MANAGER:**

Company Name: SAE  
 Address: 400 Commonwealth Drive  
 Warrendale PA 15096  
 Phone: 724.772.7506  
 Website (Show): www.sae.org

**REGISTRATION COMPANY:**

Registration Control Systems  
 Phone: 805.654.0701

**YEAR EVENT ESTABLISHED:**

2005

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: October 7-9, 2007  
 Exhibits: October 7-9, 2007

Location:

Stephens Convention Center, Rosemont, IL

**1. STATEMENT OF MARKET SERVED:**

The SAE Commercial Vehicle Engineering Congress and Exhibition brings together, in one place, an assembly of both on- and off-road customers, providing three days of interaction with engineers, supply managers and executives. This event enables attendees to access technological information, engage in networking and enhance understanding concerning the issues and challenges facing the commercial vehicle industry.

**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	Rosemont, IL	981	409	1,390	-	17	958	2,365

**4a. PRIMARY BUSINESS/INDUSTRY: This is an analysis of 1,254 attendees, or 90.2% who indicated as to what primary 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.**

PRIMA RY BUSINESS/INDUSTRY (COMPANY 'S INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	**PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Automotive Industry _____	616	49.1	44.3
Aerospace-Commercial Industry _____	76	6.1	5.5
Aerospace-Military Industry _____	59	4.7	4.2
Aerospace-Regional Industry _____	36	2.9	2.6
Aerospace-Space Industry _____	34	2.7	2.4
Heavy Duty-Agriculture Industry _____	366	29.2	26.3
Heavy Duty-Heavy Truck Industry _____	412	32.9	29.6
Heavy Duty-Industrial Industry _____	432	34.4	31.1
Heavy Duty-Medium Truck Industry _____	485	38.7	34.9
Heavy Duty-Military Industry _____	259	20.7	18.6
Other Industry Text _____	34	2.7	2.4
<b>TOTAL VISITOR RESPONSES</b>	<b>2,809</b>		
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry _____	1,254	90.2	
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry _____	136	9.8	
<b>TOTAL VISITORS</b>	<b>1,390</b>	<b>100.0</b>	

\*Percent of Total based on 1,390 Attendees

\*\* Percent Identified by Primary Business/Industry based on 1,254 Attendees

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

**4b. EXHIBITOR PRIMARY BUSINESS/INDUSTRY: This is an analysis of 838 exhibitors or 87.5% who indicated as to what primary business/industry their company is designated. Since an exhibitor may choose more than one response, the total number of responses may exceed the total number of exhibitors.**

EXHIBITOR PRIMARY BUSINESS/INDUSTRY (COMPANY 'S INDUSTRY)	TOTAL ATTENDEES	*PERCENT OF TOTAL	**PERCENT IDENTIFIED BY EXHIBITOR PRIMARY BUSINESS/INDUSTRY
Automotive Industry _____	450	53.7	47.0
Aerospace-Commercial Industry _____	01	12.1	10.5
Aerospace-Military Industry _____	70	8.4	7.3
Aerospace-Regional Industry _____	46	5.5	4.8
Aerospace-Space Industry _____	38	4.5	4.0
Heavy Duty-Agriculture Industry _____	455	54.3	47.5
Heavy Duty-Heavy Truck Industry _____	607	72.4	63.4
Heavy Duty-Industrial Industry _____	458	54.7	47.8
Heavy Duty-Medium Truck Industry _____	448	53.5	46.8
Heavy Duty-Military Industry _____	1	38.3	33.5
Other Industry Text _____	32	3.8	3.3
<b>TOTAL EXHIBITOR RESPONSES</b>	<b>3,026</b>		
Total of Exhibitors Identified by Primary Business/Industry _____	838	87.5	
Total of Exhibitors Not Identified by Primary Business/Industry _____	120	12.5	
<b>TOTAL EXHIBITORS</b>	<b>958</b>	<b>100.0</b>	

\*Percent of Total based on 1,390 Attendees

\*\* Percent Identified by Primary Business/Industry based on 1,254 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
Academia _____	42	3.0	3.3
Corporate Executive _____	135	9.7	10.6
Engineering - Product Design _____	244	17.6	19.1
Engineering - Quality Control/Assurance _____	13	0.9	1.0
Engineering - Research & Development _____	266	19.1	20.8
Engineering Management _____	193	13.9	15.1
Maintenance, Repair _____	14	1.0	1.1
Manufacturing _____	27	1.9	2.1
Marketing/Sales _____	311	22.4	24.4
Purchasing _____	13	0.9	1.0
Other _____	18	1.3	1.4
Total Conference and Exhibit Only Attendees Identified by Primary Job /Function _____	1,276	91.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job / Function _____	114	8.2	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>1,390</b>	<b>100.0</b>	

**4d. EXHIBITOR JOB TITLE / FUNCTION**

EXHIBITOR JOB TITLE / FUNCTION	TOTAL EXHIBITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
Corporate Executive _____	101	10.5	11.4
Engineering - Product Design _____	119	12.4	13.4
Engineering - Quality Control/Assurance _____	6	0.6	0.7
Engineering - Research & Development _____	58	6.1	6.5
Engineering Management _____	78	8.1	8.8
Maintenance, Repair _____	2	0.2	0.2
Manufacturing _____	40	4.2	4.5
Marketing/Sales _____	463	48.3	52.3
Purchasing _____	3	0.3	0.3
Other _____	16	1.7	1.8
Total of Exhibitors Identified by Job Title / Function _____	886	92.5	100.0
Total of Exhibitors Not Identified by Job Title / Function _____	72	7.5	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>958</b>	<b>100.0</b>	

**4e. ATTENDEE FOCUS**

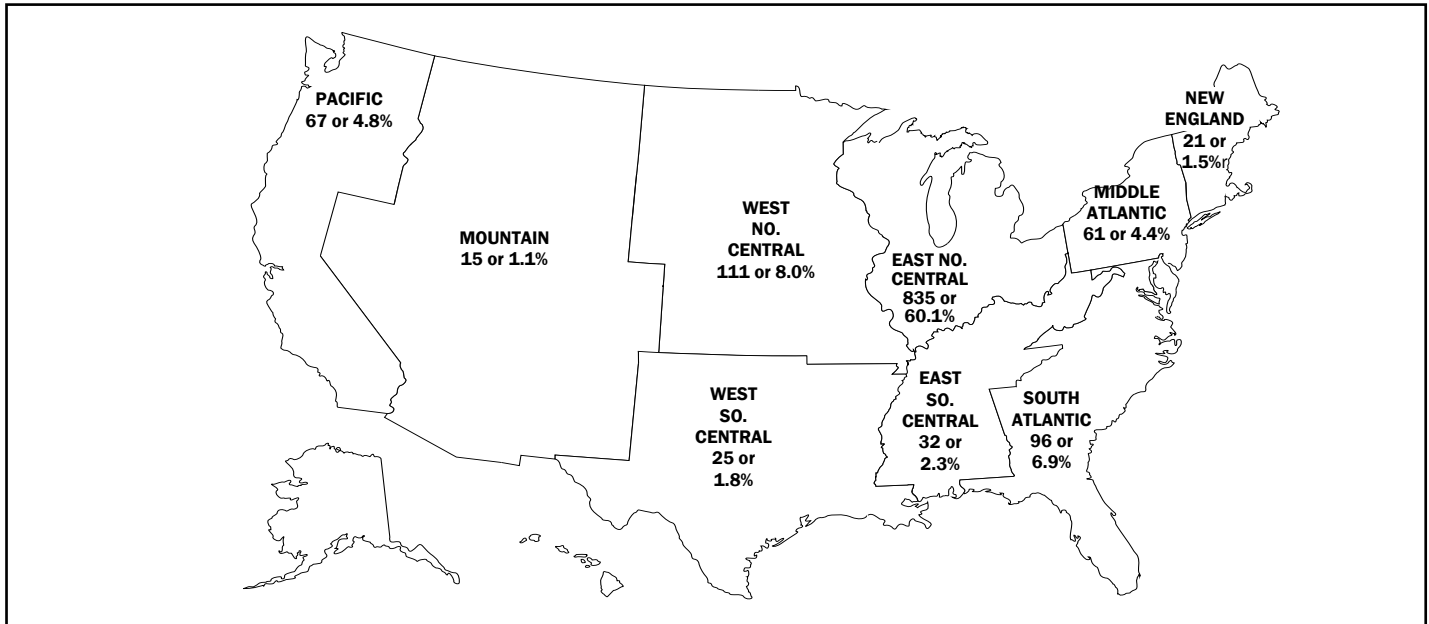
ATTENDEE FOCUS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ATTENDEES' FOCUS
Brake _____	104	7.5	11.4
Drivetrain _____	174	12.5	19.1
Electronics _____	219	15.8	24.1
Emission Control/Environment _____	178	12.8	19.6
Maintenance _____	26	1.9	2.9
Propulsion - Compression Ignition _____	64	4.6	7.0
Propulsion - Fuel Cell _____	12	0.9	1.3
Propulsion - Hybrid _____	39	2.8	4.3
Propulsion - Spark Ignition _____	20	1.4	2.2
Steering/Suspension _____	66	4.7	7.3
Other _____	7	0.5	0.8
Total Conference and Exhibit Only Attendees Identified by Attendees' focus _____	909	65.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Attendees' focus _____	481	34.6	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>1,390</b>	<b>100.0</b>	

**4f. EXHIBITOR FOCUS**

EXHIBITOR FOCUS	TOTAL EXHIBITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY EXHIBITOR FOCUS
Brake _____	24	2.5	4.3
Drivetrain _____	106	11.1	19.0
Electronics _____	254	26.5	45.4
Emission Control/Environment _____	106	11.1	19.0
Maintenance _____	9	0.9	1.6
Propulsion - Compression Ignition _____	9	0.9	1.6
Propulsion - Fuel Cell _____	2	0.2	0.4
Propulsion - Hybrid _____	3	0.3	0.5
Propulsion - Spark Ignition _____	7	0.7	1.3
Steering/Suspension _____	22	2.3	3.9
Other _____	17	1.8	3.0
Total of Exhibitors Identified by Attendees' focus _____	559	58.4	100
Total of Exhibitors Not Identified by Attendees' focus _____	399	41.6	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>958</b>	<b>100.0</b>	

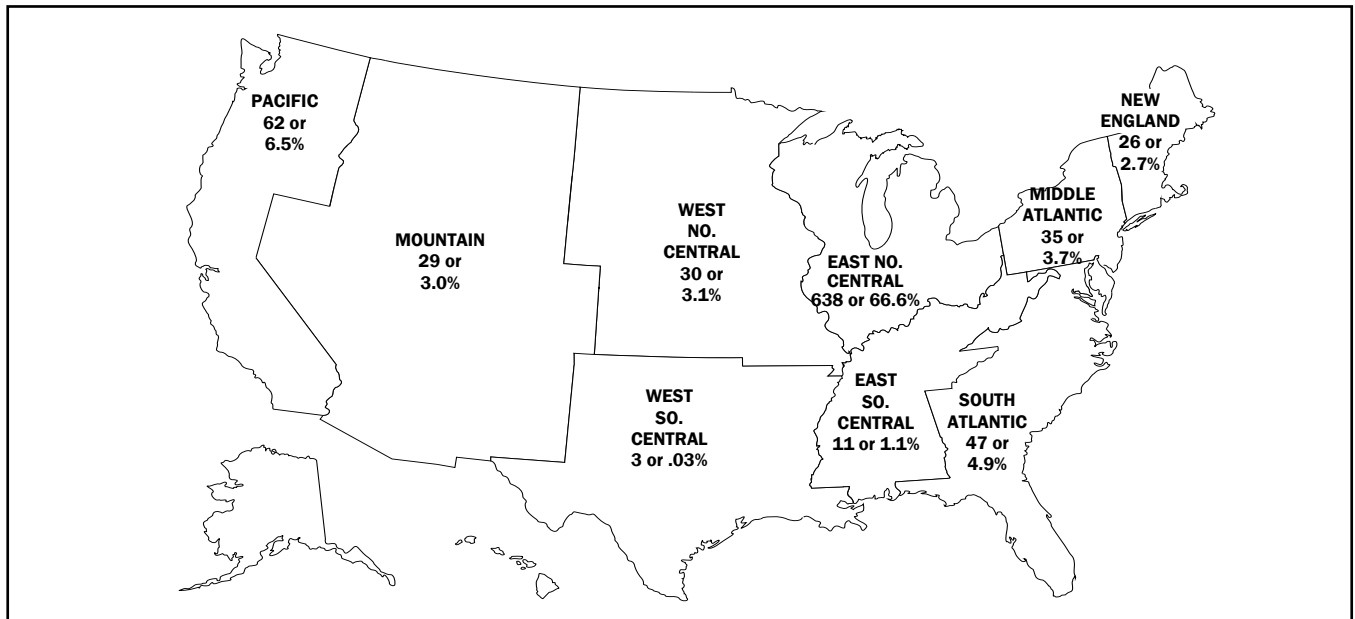
**5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT	State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	21	1.5	<b>EAST SO. CENTRAL</b>	32	2.3
Maine _____	1		Kentucky _____	6	
New Hampshire _____	4		Tennessee _____	10	
Vermont _____	-		Alabama _____	15	
Massachusetts _____	13		Mississippi _____	1	
Rhode Island _____	2		<b>WEST SO. CENTRAL</b>	25	1.8
Connecticut _____	1		Arkansas _____	1	
<b>MIDDLE ATLANTIC</b>	61	4.4	Louisiana _____	-	
New York _____	28		Oklahoma _____	4	
New Jersey _____	11		Texas _____	20	
Pennsylvania _____	22		<b>MOUNTAIN</b>	15	1.1
<b>EAST NO. CENTRAL</b>	835	60.1	Montana _____	-	
Ohio _____	70		Idaho _____	1	
Indiana _____	117		Wyoming _____	-	
Illinois _____	305		Colorado _____	9	
Michigan _____	275		New Mexico _____	2	
Wisconsin _____	68		Arizona _____	2	
<b>WEST NO. CENTRAL</b>	111	8.0	Utah _____	-	
Minnesota _____	28		Nevada _____	1	
Iowa _____	55		<b>PACIFIC</b>	67	4.8
Missouri _____	10		Alaska _____	-	
North Dakota _____	8		Washington _____	20	
South Dakota _____	-		Oregon _____	15	
Nebraska _____	1		California _____	31	
Kansas _____	9		Hawaii _____	1	
<b>SOUTH ATLANTIC</b>	96	6.9	<b>UNITED STATES</b>	1,263	90.9
Delaware _____	-		<b>INTERNATIONAL</b>	127	9.1
Maryland _____	5		Canada _____	24	
Washington, DC _____	11		Mexico _____	7	
Virginia _____	23		Other International _____	96	
South Carolina _____	12		Total Exhibitors Identified by Geographic _____	1,390	
Georgia _____	14		Total Exhibitors Not Identified by Geographic Breakout _____	-	-
Florida _____	11		<b>Total Conference &amp; Exhibit Attendees</b>	<b>1,390</b>	<b>100.00</b>



**5. AUDITED GEOGRAPHIC BREAKOUT OF EXHIBITORS**

State	TOTAL	PERCENT	State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	26	2.7	<b>EAST SO. CENTRAL</b>	11	1.1
Maine _____	-		Kentucky _____	6	
New Hampshire _____	5		Tennessee _____	-	
Vermont _____	-		Alabama _____	4	
Massachusetts _____	15		Mississippi _____	1	
Rhode Island _____	1		<b>WEST SO. CENTRAL</b>	3	0.3
Connecticut _____	5		Arkansas _____	-	
<b>MIDDLE ATLANTIC</b>	35	3.7	Louisiana _____	-	
New York _____	7		Oklahoma _____	-	
New Jersey _____	13		Texas _____	3	
Pennsylvania _____	15		<b>MOUNTAIN</b>	29	3.0
<b>EAST NO. CENTRAL</b>	638	66.6	Montana _____	-	
Ohio _____	72		Idaho _____	4	
Indiana _____	42		Wyoming _____	-	
Illinois _____	225		Colorado _____	16	
Michigan _____	235		New Mexico _____	-	
Wisconsin _____	64		Arizona _____	9	
<b>WEST NO. CENTRAL</b>	30	3.1	Utah _____	-	
Minnesota _____	8		Nevada _____	-	
Iowa _____	8		<b>PACIFIC</b>	62	6.5
Missouri _____	9		Alaska _____	-	
North Dakota _____	5		Washington _____	17	
South Dakota _____	-		Oregon _____	14	
Nebraska _____	-		California _____	31	
Kansas _____	-		Hawaii _____	-	
<b>SOUTH ATLANTIC</b>	47	4.9	<b>UNITED STATES</b>	881	92.0
Delaware _____	-		<b>INTERNATIONAL</b>	77	8.0
Maryland _____	7		Canada _____	25	
Washington, DC _____	3		Mexico _____	2	
Virginia _____	6		Other International _____	50	
South Carolina _____	1		Total Exhibitors Identified by Geographic Breakout _____	958	
Georgia _____	6		Total Exhibitors Not Identified by Geographic Breakout _____	-	
Florida _____	13		<b>Total Conference &amp; Exhibit Attendees</b>	<b>958</b>	<b>100.00</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)  Magazines Canada
- a.  ABM
  - b.  ASAE
  - c.  AMA
  - d.  ASME
  - e.  APPM
  - f.  CRMA
  - g.  FPP
  - h.  FLMagAssoc.
  - i.  FMA
  - j.  GAIN
  - k.  IDEAlliance
  - l.  MAGS
  - m.  MPA
  - n.  NAPR
  - o.  NEPA
  - p.  NPES
  - q.  OPA
  - r.  PBAA
  - s.  SNAP
  - t.  SPD
  - u.  STC
  - v.  STC
  - w.  WIPP

- 7. Purchasing Authority**  
(check ONE only)
- a.  Authorize
  - b.  Recommend
  - c.  Not applicable

Online: www.folioshow.com Fax: 817-277-7616 (include credit card information) Phone: 203-854-6730 x1129  
Mail: FOLIO:SHOW 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 FOLIO:SHOW 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.

Tuesday Boot Camp: 9:00 am - 4:00 pm	T01	T02	T03	T04	T05	T06	T07	Thursday 8:00 am - 9:30 am	WIPP Breakfast (please circle if you plan to attend)
Wednesday 10:00 am - 11:15 am	W01	W04	W07	W10	W13	W16		9:45 am - 11:00 am	TH01 TH05 TH09 TH13 TH17 TH21
11:15 am - 2:30 pm	W02	W05	W08	W11	W14	W17		11:00 pm - 12:15 pm	TH02 TH06 TH10 TH14 TH18 TH22
2:30 - 3:45 pm	W03	W06	W09	W12	W15	W18		2:15 pm - 3:30 pm	TH03 TH07 TH11 TH15 TH19 TH23
								3:30 pm - 4:45 pm	TH04 TH08 TH12 TH16 TH20 TH24

Critique Clinics, Wednesday 3:30 - 4:30 pm (please circle if you plan to participate)  
 CC01 CC02 CC03 CC04 CC05

Critique Clinics, Wednesday 2:00 - 3:00 pm (please circle if you plan to participate)  
 CC06 CC07 CC08 CC09 CC10

## STEP 5 CELEBRATION OF EXCELLENCE AWARDS GALA (Pre-Event Registration # 0107)

Tuesday, November 2 Reception at 6:30 pm; Dinner at 7:00 pm. Seating is Limited.

- DINNER & CEREMONY** (Includes Exhibit Hall Only Pass) Onsite \$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: \_\_\_\_\_  
 EMail: \_\_\_\_\_ **Sub Total B** \$ \_\_\_\_\_

**Total A & B** \$ \_\_\_\_\_

## STEP 6 METHOD OF PAYMENT

- Check or money order enclosed** (payable to FOLIO:SHOW 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 Camp, Executive Summit 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.

### STATEMENT OF CERTIFICATION - AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events 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 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 28, 2008

ID Number: E942X0N7

