

## EVENT AUDIT

# AIA07

## NATIONAL CONVENTION AND DESIGN EXPOSITION

# SAN ANTONIO

**DATES OF EVENT:**

Conference: May 3 - 5, 2007  
Exhibits: May 3 - 5, 2007

**LOCATION:**

San Antonio, TX

**EVENT PRODUCER/MANAGER:**

Company Name: The American Institute of Architects  
Address: 1735 New York Avenue, NW  
Washington, D.C. 20006-5292  
Phone: 202.626.7353  
Website (Show): www.aia.org

**REGISTRATION COMPANY:**

Laser Registration  
Phone: 514.847.0522

**YEAR EVENT ESTABLISHED:**

1867

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: May 15 - 17, 2008  
Exhibits: May 15 - 17, 2008

**LOCATION:**

Boston, MA

### 1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for Architects and Building Industry Professionals. Attendees include Principals/Partners, Vice Presidents, Architects, Interior Designers, Project Managers, Landscape Architects, Facility Managers, Engineers others associated with the building design community.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

### 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	San Antonio, TX	7,753	4,083	11,836	414	101	5,166	17,517
2006	Los Angeles, CA	7,440	6,805	14,245	368	185	4,655	19,453
2005	Las Vegas, NV	5,796	7,705	13,501	309	139	5,371	19,320

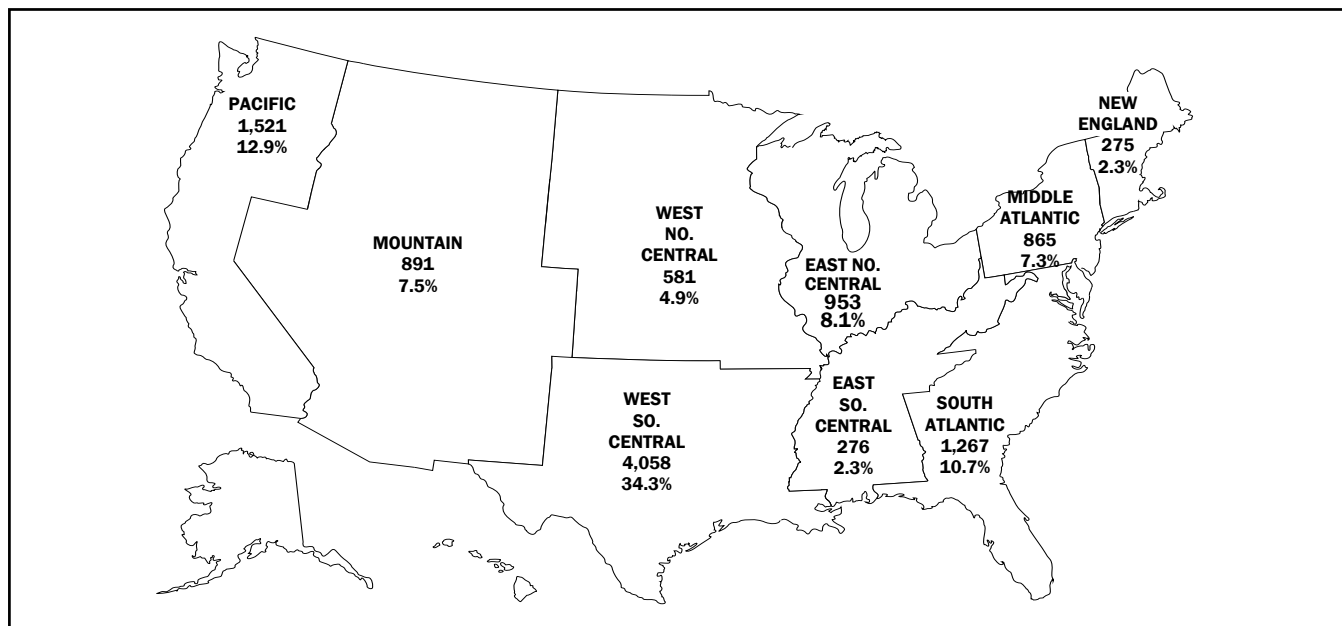
<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
AE or EA	608	5.1	9.2
Architecture	4,322	36.5	65.7
Consulting	269	2.3	4.1
Contractor-Builder-Construction Mgmt	227	1.9	3.5
Education	163	1.4	2.5
Facility management - development	66	0.6	1.0
Government	299	2.5	4.5
Interior design-space planning	76	0.6	1.2
Urban planning-architecture	66	0.6	1.0
Other	479	4.0	7.3
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,575	55.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	5,261	44.4	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>11,836</b>	<b>100.0</b>	

<b>4b. PRIMARY TITLE/FUNCTION</b>			
PRIMARY TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY TITLE/FUNCTION
Principal or partner	3,189	26.9	46.8
Vice president or associate	544	4.6	8.0
Manager or Project Manager	883	7.5	12.9
Architect or designer	1,314	11.1	19.3
Intern	246	2.1	3.6
Student	116	1.0	1.7
Interior designer or space planner	63	0.5	0.9
Administrator or office manager	49	0.4	0.7
Construction Specifier	15	0.1	0.2
Consultant	88	0.7	1.3
Educator	91	0.8	1.3
Engineer	23	0.2	0.3
Facility manager	30	0.3	0.4
Planner	33	0.3	0.5
Landscape architect	4	-	0.1
Other technical	67	0.6	1.0
Other non-technical	64	0.5	0.9
Total Conference and Exhibit Only Attendees Identified by Primary Title/Function	6,819	57.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Title/Function	5,017	42.4	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>11,836</b>	<b>100.0</b>	

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>275</b>	<b>2.3</b>
Maine	13	
New Hampshire	20	
Vermont	16	
Massachusetts	145	
Rhode Island	14	
Connecticut	67	
<b>MIDDLE ATLANTIC</b>	<b>865</b>	<b>7.3</b>
New York	440	
New Jersey	169	
Pennsylvania	256	
<b>EAST NO. CENTRAL</b>	<b>953</b>	<b>8.1</b>
Ohio	234	
Indiana	74	
Illinois	381	
Michigan	152	
Wisconsin	112	
<b>WEST NO. CENTRAL</b>	<b>581</b>	<b>4.9</b>
Minnesota	155	
Iowa	69	
Missouri	195	
North Dakota	13	
South Dakota	20	
Nebraska	72	
Kansas	57	
<b>SOUTH ATLANTIC</b>	<b>1,267</b>	<b>10.7</b>
Delaware	12	
Maryland	176	
Washington, DC	166	
Virginia	211	
West Virginia	7	
North Carolina	158	
South Carolina	82	
Georgia	182	
Florida	273	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>276</b>	<b>2.3</b>
Kentucky	62	
Tennessee	114	
Alabama	69	
Mississippi	31	
<b>WEST SO. CENTRAL</b>	<b>4,058</b>	<b>34.3</b>
Arkansas	74	
Louisiana	111	
Oklahoma	86	
Texas	3,787	
<b>MOUNTAIN</b>	<b>891</b>	<b>7.5</b>
Montana	46	
Idaho	33	
Wyoming	23	
Colorado	290	
New Mexico	125	
Arizona	195	
Utah	88	
Nevada	91	
<b>PACIFIC</b>	<b>1,521</b>	<b>12.9</b>
Alaska	19	
Washington	201	
Oregon	89	
California	1,157	
Hawaii	55	
<b>UNITED STATES</b>	<b>10,687</b>	<b>90.3</b>
<b>INTERNATIONAL</b>	<b>396</b>	<b>3.3</b>
Canada	78	
Mexico	89	
Other International	229	
<b>Not Identified</b>	<b>753</b>	<b>6.4</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>11,836</b>	<b>100.0</b>



AIA 2007 National Convention and Design Exposition  
May 3-5 / San Antonio

**SAVE \$\$\$**  
**Register by March 28**

## Advance Registration: Part 1

### Registration Information Please print.

Name _____		AIA Member Number _____	
<input type="checkbox"/> A AIA	<input type="checkbox"/> B FAIA	<input type="checkbox"/> C Assoc. AIA	<input type="checkbox"/> D Int'l. Assoc. AIA
<input type="checkbox"/> E Hon. AIA	<input type="checkbox"/> F Hon. FAIA		
Firm Name _____			
Street Address _____			
City _____	State/Province _____	ZIP/Postal Code _____	Country _____
Telephone _____	Facsimile _____	E-mail (Confirmations will be sent via e-mail if e-mail address is provided.) _____	

I do not wish to receive any marketing materials from AIA convention exhibitors or third parties.

**Guest Information** Guest (family member or personal friend, not business associate or staff colleague) registration includes general sessions and AIA Expo2007 only. Please include payment for your guest when you register.

Guest name as it should appear on badge \_\_\_\_\_ Guest name as it should appear on badge \_\_\_\_\_

Check here if you have a disability that may require accommodations to fully participate. An AIA staff member will contact you to discuss specific arrangements.

**Full Convention Registration Fees** Check one box under the appropriate registration category to determine your cost, if any. Enter your total registration cost in the space provided below.

	Early-Bird Thru February 7	Advance Thru March 28	Full Registration After March 28
01 AIA Member .....	<input type="checkbox"/> \$290	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
02 AIA San Antonio Member .....	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
03 Nonmember .....	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675
04 Nonmember—One Day Only <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT .....	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350
05 Student .....	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
06 Expo Only .....	<input type="checkbox"/> \$40	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
07 Guest .....	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$50
08 Public Architects .....	<input type="checkbox"/> \$430	<input type="checkbox"/> \$490	<input type="checkbox"/> \$540

### Part 1 Total Registration Fees

Enter the total for Part 1 here and on next page: \$ \_\_\_\_\_

### AIA COMPONENT STAFF (CODE: 16)

Complete this form for your complimentary convention registration (includes most continuing education programs, expo education, general sessions, business meetings, and AIA Expo2007) and to register for preconvention workshops, tours, and networking/business events. Questions? Call the AIA, 800-242-3837.

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### 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  
August 27, 2007

ID Number: E978X0M7