

EVENT AUDIT

EXHIBITOR2008 20TH YEAR

DATES OF EVENT:

 Conference: March 9 - 13, 2008
 Exhibits: March 10 - 12, 2008

LOCATION:

Mandalay Bay Convention Center, Las Vegas

EVENT PRODUCER/MANAGER:

 Company Name: Hall-Erickson, Inc.
 Address: 98 E. Naperville Road, Westmont IL 60559
 Website (Show): www.exhibitoronline.com
 Phone: 630-434-7779

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

 Conference: March 22 - 26, 2009
 Exhibits: March 23 - 25, 2009

LOCATION:

Mandalay Bay Convention Center, Las Vegas

1. STATEMENT OF MARKET SERVED

Corporate exhibit, event and trade show managers and suppliers to the exhibition industry.

Qualified attendees are corporate exhibit and event managers, sales and marketing communication managers, and others who plan and execute any part of their organization's trade show and event marketing program.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All registrants picked up their badge onsite and were verified when their badge was printed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitor Staff	Total
2008	Las Vegas	1,547	2,287	3,834	113	35	2,084	6,066
2007	Las Vegas	1,697	2,102	3,799	121	31	1,846	5,797
2006	Las Vegas	1,623	1,995	3,618	132	26	1,946 ^a	5,722
2005	Las Vegas	1,256	2,160	3,416	125	38	1,139 ^a	4,718
2004	Las Vegas	c	c	3,286	175 ^a	b	1,569 ^a	5,030

(a) Not audited.

(b) Included with speakers.

(c) Not available.

4. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Manufacturing	2,057	53.66	55.68
Electronics/Computer/Communications	430	11.22	11.64
Industrial Equipment/Machinery	190	4.96	5.14
Instrumentation/Medical	195	5.09	5.28
Other	1,242	32.39	33.62
Non-manufacturing	1,637	42.69	44.32
Service Industry	1,471	38.37	39.82
Internet Products/Services	166	4.32	4.50
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,694	96.35	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	140	3.65	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

5. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Exhibit/Event Manager/Coordinator	1,188	30.98	32.06
Marketing Management	552	14.40	14.90
Owner/President/Partner	707	18.44	19.08
Advertising/Promotion Management	87	2.27	2.35
General Management	244	6.36	6.58
Designer	190	4.96	5.13
Sales Management	417	10.88	11.26
Other	320	8.35	8.64
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,705	96.64	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	129	3.36	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EXHIBITS AND RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,324	34.53	35.77
Specify	641	16.72	17.31
Recommend	1,229	32.06	33.20
No Role	508	13.25	13.72
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,702	96.56	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	132	3.44	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

6b. BUYING INFLUENCES FOR EVENT- RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EVENT-RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,266	33.02	34.21
Specify	616	16.07	16.64
Recommend	1,207	31.48	32.61
No Role	612	15.96	16.54
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,701	96.53	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	133	3.47	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

6c. ANNUAL TRADE SHOW BUDGET

CLASSIFICATION OF ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Up to \$50,000	590	15.39	15.97
\$50,001 - \$100,000	333	8.68	9.01
\$100,001 - \$200,000	324	8.45	8.77
\$200,001 - \$500,000	465	12.13	12.58
\$500,001 - \$1,000,000	327	8.53	8.85
Over \$1,000,000	422	11.01	11.42
N/A	1,234	32.19	33.40
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,695	96.38	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	139	3.62	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

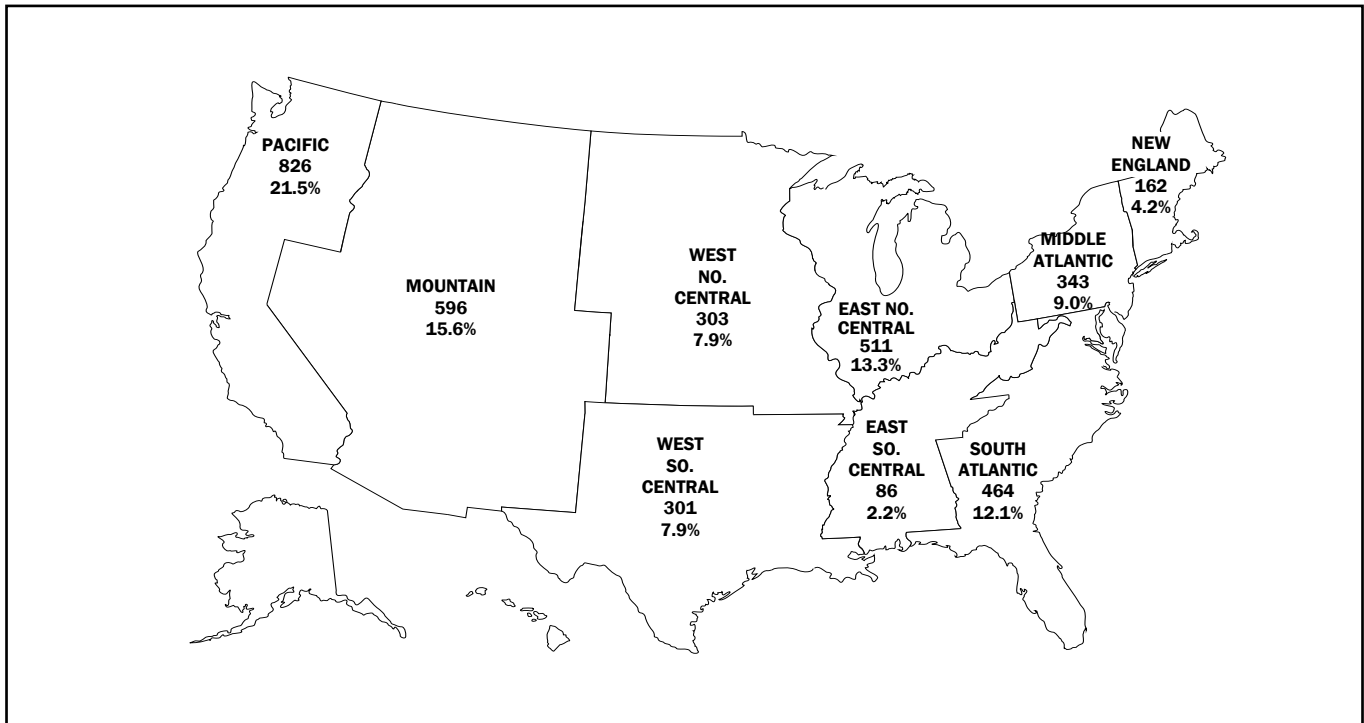
7. ENROLLED IN EXHIBITOR'S CTSM PROGRAM

CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED ENROLLED IN CTSM PROGRAM
Yes	498	12.99	13.49
No	3,152	82.21	85.37
Graduate	42	1.10	1.14
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,692	96.30	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	142	3.70	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,834	100.00	100.00

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	162	4.2
Maine	12	
New Hampshire	20	
Vermont	-	
Massachusetts	87	
Rhode Island	8	
Connecticut	35	
MIDDLE ATLANTIC	343	9.0
New York	97	
New Jersey	133	
Pennsylvania	113	
EAST NO. CENTRAL	511	13.3
Ohio	130	
Indiana	45	
Illinois	183	
Michigan	85	
Wisconsin	68	
WEST NO. CENTRAL	303	7.9
Minnesota	136	
Iowa	37	
Missouri	78	
North Dakota	2	
South Dakota	4	
Nebraska	18	
Kansas	28	
SOUTH ATLANTIC	464	12.1
Delaware	2	
Maryland	54	
Washington, DC	9	
Virginia	63	
West Virginia	3	
North Carolina	71	
South Carolina	19	
Georgia	149	
Florida	94	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	86	2.2
Kentucky	22	
Tennessee	46	
Alabama	17	
Mississippi	1	
WEST SO. CENTRAL	301	7.9
Arkansas	16	
Louisiana	16	
Oklahoma	28	
Texas	241	
MOUNTAIN	596	15.6
Montana	6	
Idaho	8	
Wyoming	1	
Colorado	80	
New Mexico	23	
Arizona	80	
Utah	52	
Nevada	346	
PACIFIC	826	21.5
Alaska	1	
Washington	71	
Oregon	54	
California	699	
Hawaii	1	
UNITED STATES	3,592	93.7
INTERNATIONAL	242	6.3
Canada	148	
Mexico	17	
Other International	77	
Not Identified	-	-
Total Conference & Exhibit Attendees	3,834	100.00



EXHIBITOR2008 CONFERENCE REGISTRATION FORM

Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2008.com/HallOnly.asp
 Registrations will be processed only if all requested information is provided and accompanied by full payment.

Check if form has been faxed previously

REGISTRANT INFORMATION

NAME _____
 TITLE _____
 COMPANY _____
 STREET _____
 CITY _____ STATE/PROV _____ ZIP _____
 COUNTRY _____ PHONE _____ FAX _____

E-MAIL _____

Some of our exhibitors send special show offers, private invitations and information to conferees (on a limited basis) pre- and/or post-show. We encourage you to indicate a preferred method of receiving information. E-mail will be used if no preference is selected.

Please choose all that apply: E-mail Mail I don't want any information pre- or post-show.

REGISTRATION OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY JAN 29, 2008	AFTER JAN 29, 2008	ONSITE	
<input type="checkbox"/> GOLD PASSPORT – Save \$2345 Up to 13 seminars, 3 Peer2Peer Roundtables, exhibit hall, 4 lunch vouchers, and admission to all events	\$1,425	\$1,675	\$1,775	\$
<input type="checkbox"/> SILVER PASSPORT – Save \$1575 Up to 10 seminars, 2 Peer2Peer Roundtables, exhibit hall, 3 lunch vouchers, and admission to all events	\$1,325	\$1,575	\$1,675	\$
<input type="checkbox"/> ONE-DAY PASSPORT – Save \$380 (Valid one day only Mon - Wed) 3 seminars, 1 Peer2Peer Roundtable, exhibit hall, lunch voucher, and admission to all events	\$595	\$845	\$895	\$
<input type="checkbox"/> INDIVIDUAL SEMINARS multiply number _____ X	\$225	\$290	\$325	\$
<input type="checkbox"/> ALL-DAY WORKSHOP Sunday, 8:30 AM - 4:30 PM	\$580	\$680	\$780	\$
<input type="checkbox"/> HALF-DAY WORKSHOPS Sunday and Thursday	\$360	\$460	\$560	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS – save \$122 (includes lunch)	\$598	\$698	\$798	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$222 (includes lunch)	\$498	\$598	\$698	\$
<input type="checkbox"/> EXCURSION (T605) Tue. 4:00PM-8:30PM	\$580	\$680	\$780	\$
PROCESSING FEE (covers all seminar materials)				\$ 70.00
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades. See p. 11)	\$90	\$90	\$90	\$
OPENING AND WELCOME RECEPTIONS free to conference registrants				FREE
ORIENTATION SESSION free to conference registrants				FREE
EXHIBIT HALL ADMISSION free to conference registrants				FREE
THE MARCH ISSUE OF EXHIBITOR MAGAZINE free to conference registrants				FREE
DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (If applying for team discount, forms must be submitted together) Applies to Gold and Silver Passports only. See p. 54 for discount information.				\$ -
<input type="checkbox"/> EXHIBITOR magazine subscription: 12 issues / \$78 (save \$67) U.S. only.				\$
<input type="checkbox"/> Corporate EVENT magazine subscription: 4 issues / \$28 U.S. only.				\$
TOTAL				\$

SESSION SELECTIONS (example: M210)

ALL-DAY WORKSHOP (not included with passports)
 Sun 8:30 AM – 4:30 PM _____

HALF-DAY WORKSHOPS (not included with passports)
 Sun 8:30 AM – 12:00 PM _____
 Sun 1:00 PM – 4:30 PM _____
 Thurs 8:00 AM – 11:30 AM _____
 Thurs 1:00 PM – 4:30 PM _____

EXCURSION T605 (not included with passports)
 Tues 4:00 PM – 8:30 PM _____

FIELD TRIPS
 Mon 8:30 AM – 11:30 AM (M306) _____
 Tues 8:30 AM – 11:30 AM (T406) _____
 Wed 8:00 AM – 11:30 AM (W212) _____
 Thurs 9:00 AM – 2:00 PM (R405) _____
 Thurs 1:00 PM – 4:30 PM (R406) _____

* Peer2Peer (P2P) Roundtable topics found on page 15.
 Please enter topic number. Available only to passport registrants.

PEER2PEER ROUNDTABLES

*Mon P2P 5:30 PM – 6:30 PM _____
 *Tues P2P 5:30 PM – 6:30 PM _____
 *Wed P2P 5:30 PM – 6:30 PM _____

SESSIONS

Mon 8:00 AM – 9:30 AM _____
 Mon 10:00 AM – 11:30 AM _____
 Mon 3:45 PM – 5:15 PM _____
 Tues 8:00 AM – 9:30 AM _____
 Tues 10:00 AM – 11:30 AM _____
 Tues 3:45 PM – 5:15 PM _____
 Wed 8:00 AM – 9:30 AM _____
 Wed 10:00 AM – 11:30 AM _____
 Wed 3:45 PM – 5:15 PM _____
 Thur 8:00 AM – 9:30 AM _____
 Thur 10:00 AM – 11:30 AM _____
 Thur 1:00 PM – 2:30 PM _____
 Thur 3:00 PM – 4:30 PM _____

ONLINE: www.EXHIBITOR2008.com
 FAX: 630.434.1216
 QUESTIONS: 800.752.6312 or 630.434.7779
 MAIL: EXHIBITOR2008 Registration
 Hall-Erickson Inc, 98 E. Naperville Rd., Westmont, IL 60559

PAYMENT OPTIONS

U.S. funds only.

CHECK (please make checks payable to EXHIBITOR2008)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER

NAME _____
 CARD NUMBER _____
 EXP DATE _____

SIGNATURE _____

REGISTRANT PROFILE (required information)

Industry Role (check one)
 a) Corporate Exhibit Mgr. (Buyer)
 b) Corporate Event Mgr. (Buyer)
 c) Both A & B
 d) Press
 e) EXHIBITOR SHOW Exhibitor
 f) Display Manufacturer/Builder
 g) Dealer/Distributor/Rep
 h) Exhibit/Event Supplier

Primary Job Function (check one)
 a) Exhibit/Event Mgr./Coordinator
 b) Marketing Mgmt.
 c) Owner/President/Partner
 d) Advertising/Promotion Mgmt.
 e) General Mgmt.
 f) Other
 g) Designer
 h) Sales Management

Primary Business (check one)
 a) Electronics/Computer/Communications mfr.
 b) Industrial Eqt./Machinery mfr.
 c) Instrumentation/Medical mfr.
 d) Other manufacturing
 e) Service Industry
 f) Internet Products/Services

What is your role in the purchase of EXHIBITS and related products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

What is your role in the purchase of EVENT-RELATED products and services? (check one)
 a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

How many TRADE SHOWS does your company exhibit in each year?
 a) 0-4 d) 25-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

How many EVENTS does your company produce each year?
 a) 0-4 d) 25-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

Does your company exhibit in shows overseas?
 a) Yes b) No
 If not, are they considering it?
 c) Yes d) No

Number of Company Employees (check one)
 a) 1-4 g) 250-499
 b) 5-9 h) 500-999
 c) 10-19 i) 1,000-4,999
 d) 20-49 j) 5,000-9,999
 e) 50-99 k) 10,000 or more
 f) 100-249

Number of people who plan and execute TRADE SHOWS company-wide (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Is this your first EXHIBITOR SHOW?
 a) Yes b) No

Which industry conferences have you attended in the past two years?
 a) EXHIBITOR SHOW
 b) EXHIBITOR FastTrak
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR'S CTSM Program?
 a) Yes b) No
 c) Graduate

Annual Trade Show Budget
 a) Up to \$50K a) Up to \$50K
 b) \$50K-\$100K b) \$50K-\$100K
 c) \$100K-\$200K c) \$100K-\$200K
 d) \$200K-\$500K d) \$200K-\$500K
 e) \$500K-\$1MM e) \$500K-\$1MM
 f) Over \$1MM f) Over \$1MM
 g) N/A g) N/A

PRIORITY NUMBER

113B



Check here if you have special needs that require attention.



Check here if international visitor requesting a Letter of Invitation

CONFIRMATION/CANCELLATION REFUNDS.
 All registrations received by February 28, 2008 will be confirmed by fax and/or mail. If you must cancel for any reason, notify us in writing by February 21, 2008 to receive a full refund minus \$50 cancellation fee. After February 21, 2008, an additional 10% service charge will be deducted from the total cost. Because many of the sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5:00 PM, February 28, 2008.

OFFICE USE ONLY

\$ _____ REC'D
 CK# _____
 REF. _____

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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 (EIIAC), 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

May 5, 2008