

The Motivation Show 2008



EVENT AUDIT



DATES OF EVENT:

Conference: September 23 – 25, 2008
Exhibits: September 23 – 25, 2008

LOCATION:

McCormick Place, Chicago, IL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1929

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 29 – October 1, 2009
Exhibits: September 29 – October 1, 2009
LOCATION: McCormick Place, Chicago, IL

1. STATEMENT OF MARKET SERVED

Incentive merchandise, travel and meeting destinations, recognition rewards, promotional products, performance improvement services, and business gifts.

Qualified attendees are executives from sales and marketing, human resources, meeting planning and event marketing, who are responsible for incentive, meeting, and recognition programs for their employees and customers. Also attending are resellers of incentives, distributors of promotional products, and travel fulfillment companies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants received a badge in the mail that included a bar code that was scanned as they entered the exhibit hall and seminar sessions. The advance registrant was then entered into the registration system as verified. On-site registrants were automatically entered as verified. In addition, downloaded leads captured by exhibitors were 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
2008	Chicago, IL	7,026	46	85	5,081	12,238
2007	Chicago, IL	7,514	62	145	6,186	13,907
2006	Chicago, IL	8,839	47	128	6,465	15,479

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

NOTE: 49 of the verified attendees were also speakers.

4. PRIMARY PRODUCT/SERVICE		
PRIMARY PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL
End Buyer	2,467	35.1
Manufacturer	358	5.1
Retailer/Food/Lodging Service	238	3.4
Financial/Insurance/Real Estate	309	4.4
Medical/Pharmaceutical/Healthcare	181	2.6
Media/Publishing/Internet	147	2.1
Transportation/Communications/Utilities	80	1.1
Services (Business or Professional)	626	8.9
Other	528	7.5
Supplier	4,531	64.5
Incentive Company	1,106	15.7
Promotional Products Distributor - PPAI Member	293	4.2
Promotional Products Distributor - Non-Member	72	1.0
Ad/Marketing/Sales Promo Agency	449	6.4
Meeting Planner	885	12.6
Travel Agency / Fulfillment	399	5.7
Incentive Representative	270	3.8
Catalog/Mail Order	76	1.1
Incentive Manufacturer (non-exhibitor)	85	1.2
Travel Service Supplier	316	4.5
Other	580	8.3
Total Conference and Exhibit Only Attendees Identified by Primary Product/Service	6,998	99.6
Total Conference and Exhibit Only Attendees Not Identified by Primary Product/Service	28	0.4
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,026	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/Owner/CEO/COO/Chairman	1,703	24.2	25.6
Sales/Marketing VP, Director or Manager	1,904	27.1	28.6
HR/Training Director or Manager	154	2.2	2.3
Advertising/Sales Promotion Director or Manager	227	3.2	3.4
Meeting/Convention/Travel Manager	489	7.0	7.4
Purchasing/Production Manager	264	3.8	4.0
Event Planner/Marketer/Sponsorship Manager	470	6.7	7.1
Other	1,434	20.4	21.6
Total Conference and Exhibit Only Attendees Identified by Job Title	6,645	94.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	381	5.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,026	100.0	100.0

6. INVOLVEMENT WITH INCENTIVES/MEETINGS			
INVOLVEMENT WITH INCENTIVES/MEETINGS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT WITH INCENTIVES/MEETINGS
NET INVOLVEMENT	5,561	79.2	82.7
Recommend	4,596	65.4	68.4
Purchase	3,000	42.7	44.6
Approve	2,304	32.8	34.3
None	1,160	16.5	17.3
Total Conference and Exhibit Only Attendees Identified by Involvement with Incentives/Meetings	6,721	95.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Involvement with Incentives/Meetings	305	4.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,026	100.0	100.0

The above counts and percentages are based on 7,026 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.

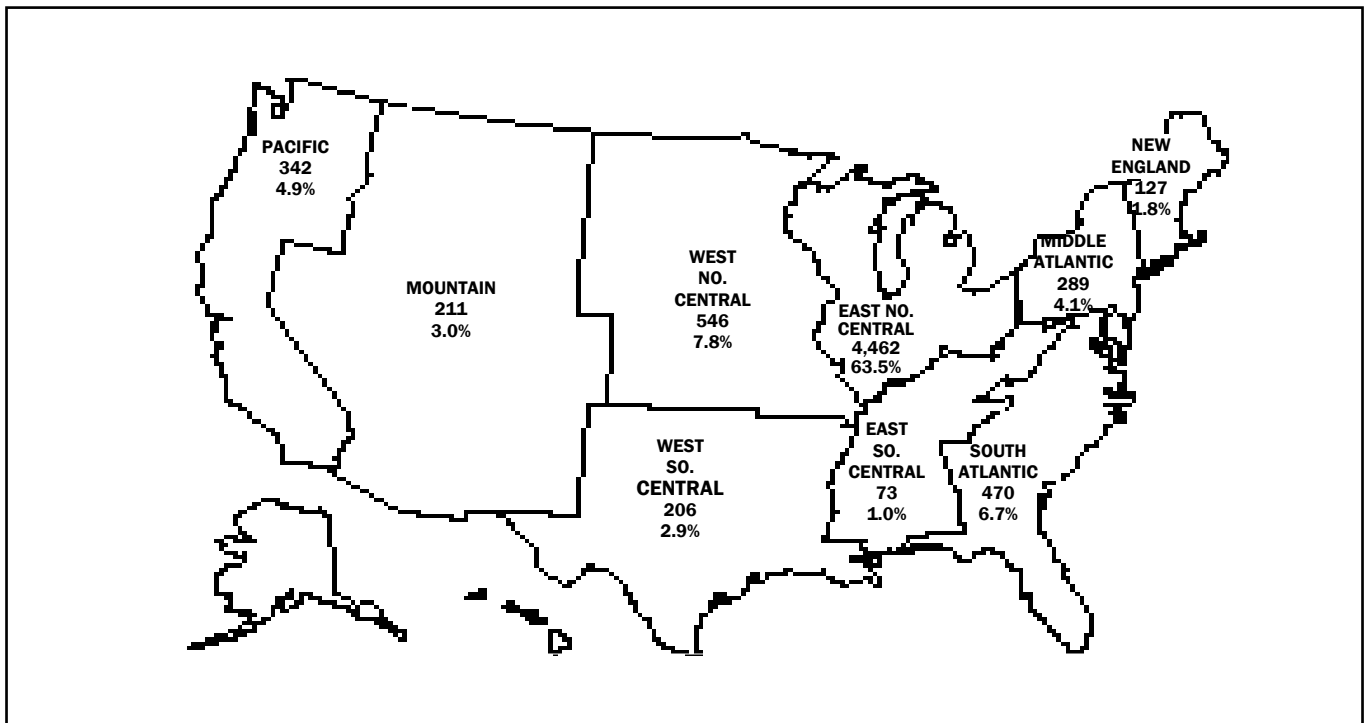
7. INVOLVEMENT INCLUDES			
INVOLVEMENT INCLUDES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT INCLUDES
Merchandise Incentives/Awards	3,446	62.0	63.7
Promotional Products/Ad Specialties	2,892	52.0	53.4
Gift Cards/Debit Cards	2,245	40.4	41.5
Travel Incentives	2,748	49.4	50.8
Meeting Services/Sites	2,711	48.8	50.1
Event Marketing/Services	2,171	39.0	40.1
Total Conference and Exhibit Only Attendees Identified by Involvement Includes	5,412	97.3	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement Includes	149	2.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,561	100.0	--

The above counts and percentages are based on 5,561 Conference and Exhibit Only Attendees who have involvement with meetings/incentives. Since any one attendee may have checked more than one response, the total number of responses exceeds the total number of attendees with involvement and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	127	1.8
Maine	4	
New Hampshire	4	
Vermont	--	
Massachusetts	73	
Rhode Island	8	
Connecticut	38	
MIDDLE ATLANTIC	289	4.1
New York	154	
New Jersey	80	
Pennsylvania	55	
EAST NO. CENTRAL	4,462	63.5
Ohio	181	
Indiana	217	
Illinois	3,515	
Michigan	227	
Wisconsin	322	
WEST NO. CENTRAL	546	7.8
Minnesota	232	
Iowa	64	
Missouri	182	
North Dakota	--	
South Dakota	3	
Nebraska	22	
Kansas	43	
SOUTH ATLANTIC	470	6.7
Delaware	4	
Maryland	22	
Washington, DC	12	
Virginia	33	
West Virginia	4	
North Carolina	50	
South Carolina	23	
Georgia	127	
Florida	195	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	73	1.0
Kentucky	18	
Tennessee	35	
Alabama	14	
Mississippi	6	
WEST SO. CENTRAL	206	2.9
Arkansas	7	
Louisiana	6	
Oklahoma	9	
Texas	184	
MOUNTAIN	211	3.0
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	64	
New Mexico	1	
Arizona	83	
Utah	25	
Nevada	38	
PACIFIC	342	4.9
Alaska	--	
Washington	58	
Oregon	14	
California	267	
Hawaii	3	
UNITED STATES	6,726	95.7
INTERNATIONAL	300	4.3
Canada	154	
Mexico	31	
Other International	115	
Total Conference & Exhibit Attendees	7,026	100.0





ATTENDEE REGISTRATION FORM

September 23, 24, 25, 2008

Registration for the Exhibit Hall is \$20 if this information is provided by **SEPTEMBER 15**. Registration is \$40 after September 15.

TO REGISTER Fax this form to: 1-708-344-4444 or Mail to: The Motivation Show, c/o CompuSystems, P.O. Box 571, Brookfield, IL 60513

PLEASE PRINT:

FIRST NAME / M.I.	CITY	
LAST NAME	STATE/PROV.	ZIP/POSTAL CODE
JOB TITLE	COUNTRY	
COMPANY NAME	PHONE	
MAILING ADDRESS	FAX	
E MAIL ADDRESS		

IMPORTANT: Your e-mail address is used to send a registration confirmation and to communicate important show information.

Please check here if you **DO NOT** wish to also receive Special e-mail offers from exhibiting companies at The Motivation Show.

PLEASE ANSWER THE FOLLOWING QUESTIONS...

Your firm's primary product/service (SELECT ONE—PRINTED ON BADGE)

End Buyer Categories:

- Manufacturer
- Retailer/Food/Lodging Service
- Financial/Insurance/Real Estate
- Medical/Pharmaceutical/Healthcare
- Media/Publishing/Internet
- Transportation/Communications/Utilities
- Services (Business or Professional)
- Other _____

Supplier Categories:

- Incentive Company
- Promotional Products Distributor
 - PPAI Member
 - PPAI/UPIIC # _____
 - Non-Member
- Ad/Marketing/Sales Promo Agency
- Meeting Planner
- Travel Agency/Fulfillment
- Incentive Representative
- Catalog/Mail Order
- Incentive Manufacturer (non-exhibitor)
- Travel Service Supplier
- Other _____

Is this your first time attending?

- Yes No

What is your title (Select one only)

- President/Owner/CEO/COO/Chairman
- Sales/Marketing VP, Director or Manager
- HR/Training Director or Manager
- Advertising/Sales Promotion Director or Manager

What is your title (continued)

- Meeting/Convention/Travel Manager
- Purchasing/Production Manager
- Event Planner/Marketer/ Sponsorship Manager
- Other _____

What is your involvement with incentives/meetings (Check all that apply)

- Recommend
- Purchase
- Approve
- None

Your involvement includes (Check all that apply)

- Merchandise Incentives/Awards
- Promotional Products/Ad Specialties
- Gift Cards/Debit Cards
- Travel Incentives
- Meeting Services/Sites
- Event Marketing/Services

What incentives do you use, or plan to use (Check all that apply)

- Dealer/Sales Incentives
- Consumer Promotions
- Employee Recognition/Awards
- Business/Corporate Gifts

Merchandise you use, or plan to use (Check all that apply)

- Apparel
- Appliances
- Automotive
- Awards/Trophies
- Books/Tapes/CD's
- Cameras
- Cleaning and Floor Care
- Clocks

Merchandise you use, or plan to use (continued)

- Computers
- Crafts/Hobbies
- Electronics
- Food/Beverage
- Giftware
- Health/Beauty
- Home Furnishings
- Housewares
- Infatables
- Jewelry
- Lawn/Garden
- Leather Goods & Accessories
- Linens/Domestics
- Luggage
- Office Equipment
- Optical Goods
- Patio
- Personal Accessories
- Personal Care
- Pet Supplies
- Recreation/Leisure
- Security/Safety
- Smokers' Products
- Sporting Goods
- Telephone/Communications
- Tools/Hardware
- Toys/Games
- Travel Specialties
- Watches
- Writing Instruments

Travel/meeting destinations you use, or plan to use (Check all that apply)

- Domestic USA
- Canada, Mexico & Caribbean
- Europe
- Pacific/Asia
- Africa/Middle East
- South/Central America

What is your travel/meeting special interest (Check all that apply)

- Golf Facilities & Products
- Gaming Facilities
- Cruises
- Adventure Travel

What is your travel/meeting group size (Check all that apply)

- Individual Travel
- Under 50
- 50-199
- 200-500
- Over 500

Enter up to 5 key words which express your primary interests in The Motivation Show.

What is your annual expenditure for incentive programs, meetings, business gifts and promotional products (Check one only)

- Under \$25,000
- \$25,000 to \$99,999
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$5,000,000
- More than \$5,000,000

Thank You

FOR ADDITIONAL INFO:

Visit our website at www.motivationshow.com or email: moti@heiexpo.com.

Questions? Call Hall-Erickson at 1-800-752-6312

PAYMENT INFORMATION: Full payment is required before processing. Multiple registrations can be combined with one payment. List names and titles on a separate sheet of paper and send with this form.

(by September 15) (after September 15)
 # _____ badges @ \$20.00 each @ \$40.00 each = \$ _____

Method of Payment: Visa MC Amex Check (payable: *The Motivation Show*)

CARD NO.

EXP. DATE

NAME ON CARD

SIGNATURE

I agree to pay the above amount according to my card issuer agreement.

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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