



**DATES OF EVENT:**

Conference: August 4-7, 2008  
Exhibits: August 6-7, 2008

**LOCATION:**

San Francisco, CA

**EVENT PRODUCER/MANAGER:**

Company Name: IDG World Expo  
Address and Website (Show): 3 Speen Street  
Suite 320  
Framingham, MA 01701  
Phone: 508-424-4853  
Website (show): www.linuxworldexpo.com

**REGISTRATION COMPANY:**

RCS  
Phone: 805-207-3022

**YEAR EVENT ESTABLISHED:**

LinuxWorld - 1999  
NGDC - 2007

**FREQUENCY:**

Semi-Annual

**DATES OF NEXT EVENT:**

Conference: August 10-13, 2009  
Exhibits: August 12-13, 2009

**LOCATION:**

San Francisco, CA

**1. STATEMENT OF MARKET SERVED**

LinuxWorld Conference Expo is the open source community event bringing together IT professionals using Linux and open source technologies. Next Generation Data Center (NGDC) is the strategic IT event focused on the evolution of the data center to be more virtual and dynamic.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

All Conference and Exhibit Only Attendees included in this Audit Report were verified as having actually attended the event. No badges were mailed pre-show. Attendees were verified by registering onsite and having their badge printed at registration (for pre-registration attendees). A review of the entire database was performed to eliminate duplicate records and check for missing data.

**3. AUDITED ATTENDEE ANALYSIS**

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers*	Media	Special Program Attendees	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2008	San Francisco, CA	857	4,818	5,675	203	131	-	1,798	7,807
2007	San Francisco, CA	1,237	6,340	7,577	311	165	-	2,175	10,228
2006	San Francisco, CA	969	5,481	6,450	132	175	406	2,526	9,689

\*Verified and Non-verified counts taken from the registration database provided by the registration company.

**4a. ANALYSIS OF PRIMARY BUSINESS BY JOB FUNCTION**

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY	CLASSIFICATION BY JOB FUNCTION																	
				CEO	President/General Manager/Partner	Chief Financial Officer	CIO, CTO, CSO, COO, CFO, CMO	Finance/Attorney/VC	Vice President	Line of Business Management	Government Agency Executive	Sales/Marketing	IT Architect	IT/MIS Management/Director	IT/MIS Staff	Systems Administrator	R&D-Scientific	Systems Programmer/Analyst	Programmer/Developer	Consultant	Other
				Consultant-Business Services _____	659	12	13.5	85	72	3	22	1	13	10	-	51	21	34	28	20	6
Energy-Transportation-Utilities _____	94	2	1.9	4	3	1	2	1	-	1	-	4	6	12	13	19	4	2	6	6	10
Finance-Banking-Investment-VC _____	260	5	5.3	7	12	2	5	41	4	1	-	9	18	40	25	20	1	13	18	18	26
Government-Military-Public Administration	233	4	4.8	-	-	1	2	1	-	-	10	5	14	19	59	34	11	8	22	12	35
Healthcare-Medical _____	121	2	2.5	5	3	1	5	-	1	-	-	3	6	22	19	9	3	5	12	14	13
ISP-WebHost-IT Services Outsourcer _____	142	3	2.9	6	5	1	7	-	2	5	-	15	5	16	17	22	1	2	10	11	17
Legal-Insurance-Accounting _____	69	1	1.4	3	4	1	1	8	-	-	2	2	3	11	14	2	-	3	2	5	10
Manufacturing (computer related) _____	414	7	8.5	12	10	3	13	4	20	19	-	91	24	24	26	21	34	16	49	14	34
Manufacturing (non-computer related) _____	95	2	1.9	2	4	1	3	1	4	-	-	17	3	13	10	9	4	-	11	4	9
Marketing-Sales _____	182	3	3.7	5	9	-	2	-	9	7	-	96	3	11	9	5	2	3	5	10	6
Media-Publication-Broadcasting _____	138	2	2.8	7	8	-	5	-	3	2	-	25	6	17	9	13	3	2	15	7	16
Non-Profit-Trade Association-User Group _____	44	1	0.9	1	-	-	2	1	2	1	-	2	1	6	4	2	2	2	3	3	11
Research & Development-Scientific _____	198	3	4.1	7	5	-	2	-	5	4	1	6	5	11	11	12	59	13	30	13	13
Reseller-VAR-Sys Integrator _____	104	2	2.1	5	8	2	5	-	1	6	-	30	8	9	8	-	-	-	2	16	4
Retail-Wholesale-Distributor _____	93	2	1.9	9	3	-	4	1	3	2	-	13	5	12	12	11	1	2	4	3	8
Software/Application Development-ISV _____	945	17	19.3	56	22	2	44	3	39	34	-	111	45	54	49	57	30	55	219	54	71
Telecommunications-Carrier _____	144	3	2.9	6	1	-	5	-	5	7	-	15	9	12	8	6	4	9	30	11	16
Web Services/Design/Content _____	219	4	4.5	14	8	-	9	1	7	3	1	13	14	15	18	22	2	6	46	23	17
Education _____	387	7	7.9	4	15	1	10	3	12	6	1	46	10	37	30	19	7	9	29	16	132
Other _____	344	6	7.0	14	12	2	8	2	2	1	-	11	10	23	43	30	14	14	23	44	91
<b>SUB-TOTAL</b>	<b>4,885</b>	<b>86.1</b>	<b>100.0</b>	<b>252</b>	<b>204</b>	<b>21</b>	<b>156</b>	<b>68</b>	<b>132</b>	<b>109</b>	<b>15</b>	<b>565</b>	<b>216</b>	<b>398</b>	<b>412</b>	<b>333</b>	<b>188</b>	<b>173</b>	<b>564</b>	<b>504</b>	<b>575</b>
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry _____	4,885	86.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry _____	790	13.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>5,675</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>PERCENT OF TOTAL</b>				<b>4.4</b>	<b>3.6</b>	<b>0.4</b>	<b>2.7</b>	<b>1.2</b>	<b>2.3</b>	<b>1.9</b>	<b>0.3</b>	<b>10.0</b>	<b>3.8</b>	<b>7.0</b>	<b>7.3</b>	<b>5.9</b>	<b>3.3</b>	<b>3.0</b>	<b>9.9</b>	<b>8.9</b>	<b>10.1</b>
<b>PERCENT IDENTIFIED BY JOB FUNCTION</b>				<b>5.2</b>	<b>4.2</b>	<b>0.4</b>	<b>3.2</b>	<b>1.4</b>	<b>2.7</b>	<b>2.2</b>	<b>0.3</b>	<b>11.6</b>	<b>4.4</b>	<b>8.1</b>	<b>8.4</b>	<b>6.8</b>	<b>3.8</b>	<b>3.5</b>	<b>11.5</b>	<b>10.3</b>	<b>11.8</b>

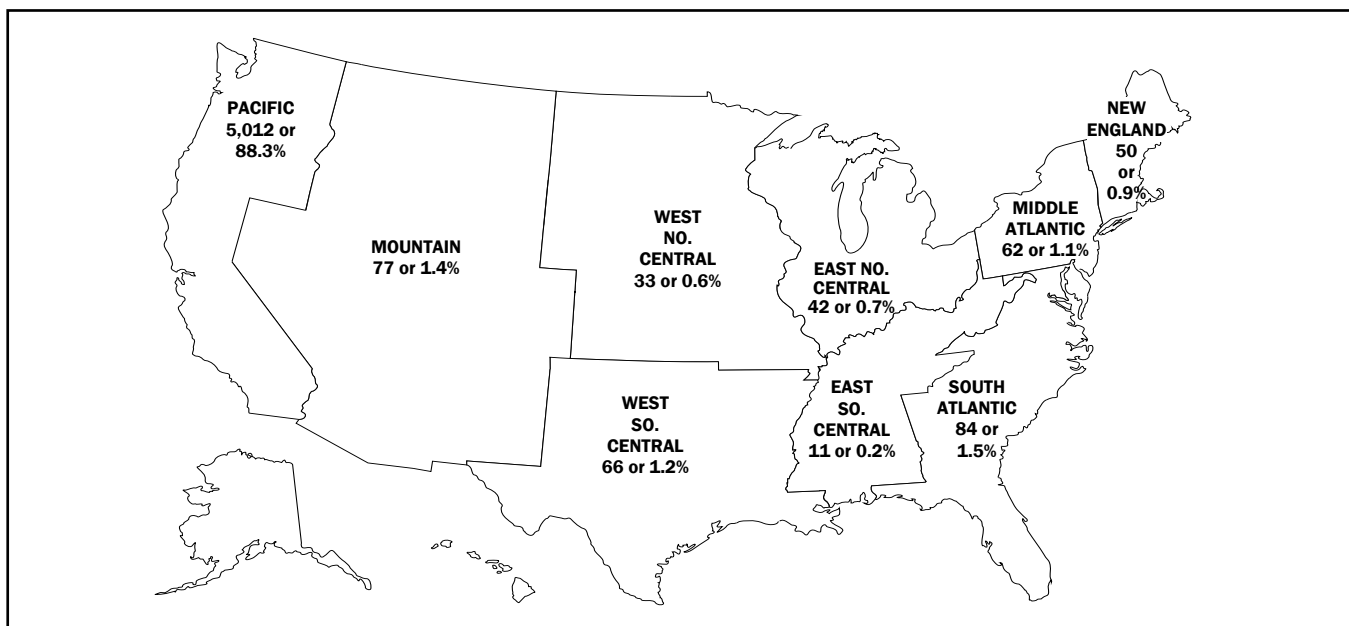
<b>4b. COMPANY SIZE</b>			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
Under 50 _____	1,844	32.5	37.9
50-99 _____	419	7.4	8.6
100-499 _____	599	10.6	12.3
500-999 _____	259	4.6	5.3
1,000-4,999 _____	424	7.5	8.7
5,000-9,999 _____	228	4.0	4.7
10,000 or More _____	743	13.1	15.3
Do Not Know _____	346	6.1	7.1
Total Conference and Exhibit Only Attendees Identified by Company Size _____	4,862	85.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size _____	813	14.3	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>5,675</b>	<b>100.0</b>	

<b>4c. ANNUAL PURCHASING BUDGET</b>			
ANNUAL PURCHASING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL PURCHASING BUDGET
\$0-\$25,000 _____	1,052	18.5	21.6
\$25,000-\$100,000 _____	588	10.4	12.1
\$100,000-\$500,000 _____	477	8.4	9.8
\$500,001-\$999,999 _____	338	6.0	7.0
\$1 Million-\$4,999,999 _____	385	6.8	7.9
\$5 Million-\$9,999,999 _____	172	3.0	3.5
\$10 Million-\$50 Million _____	160	2.8	3.3
More than \$50 Million _____	357	6.3	7.3
N/A _____	1,331	23.5	27.4
Total Conference and Exhibit Only Attendees Identified by Annual Purchasing Budget _____	4,860	85.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Purchasing Budget _____	815	14.4	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>5,675</b>	<b>100.0</b>	

**5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>50</b>	<b>0.9</b>
Maine	-	
New Hampshire	7	
Vermont	1	
Massachusetts	34	
Rhode Island	-	
Connecticut	8	
<b>MIDDLE ATLANTIC</b>	<b>62</b>	<b>1.1</b>
New York	34	
New Jersey	12	
Pennsylvania	16	
<b>EAST NO. CENTRAL</b>	<b>42</b>	<b>0.7</b>
Ohio	3	
Indiana	2	
Illinois	21	
Michigan	9	
Wisconsin	7	
<b>WEST NO. CENTRAL</b>	<b>33</b>	<b>0.6</b>
Minnesota	10	
Iowa	5	
Missouri	13	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	5	
<b>SOUTH ATLANTIC</b>	<b>84</b>	<b>1.5</b>
Delaware	4	
Maryland	13	
Washington, DC	2	
Virginia	15	
West Virginia	1	
North Carolina	17	
South Carolina	3	
Georgia	8	
Florida	21	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>11</b>	<b>0.2</b>
Kentucky	-	
Tennessee	7	
Alabama	2	
Mississippi	2	
<b>WEST SO. CENTRAL</b>	<b>66</b>	<b>1.2</b>
Arkansas	-	
Louisiana	1	
Oklahoma	-	
Texas	65	
<b>MOUNTAIN</b>	<b>77</b>	<b>1.4</b>
Montana	1	
Idaho	2	
Wyoming	-	
Colorado	24	
New Mexico	1	
Arizona	20	
Utah	19	
Nevada	10	
<b>PACIFIC</b>	<b>5,012</b>	<b>88.3</b>
Alaska	-	
Washington	26	
Oregon	22	
Hawaii	1	
California (CA)-Breakout by zip code	-	
CA Bay Area: zip code range 94000 to 95000	3,510	
Northern CA: zip code range 93400 to 94000 & 95000 to 97000	1,268	
Southern CA: zip code range 90000 to 93400	180	
CA-Not Identified by zip	5	
<b>UNITED STATES</b>	<b>5,437</b>	<b>95.8</b>
<b>INTERNATIONAL</b>	<b>234</b>	<b>4.1</b>
Canada	27	
Mexico	7	
Other International	200	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	5,671	
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	4	0.1
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>5,675</b>	<b>100.0</b>



# Registration Form

## Attendee Information

(Use one registration form per person. Make photocopies to register additional colleagues.)

First Name  MI  Last Name  
 Title  
 Company  
 Street Address, P.O. Box, Apt. #, Mail Stop, etc.  
 City  State/Province  
 Zip/Postal Code  Country  
 Phone  Business  Residential  Cell  Fax

**Save up to \$500**  
off conference prices  
by registering early!  
Early-bird registration  
savings are valid  
on or before  
June 15, 2007

For your convenience,  
on-line registration is  
available until  
August 5, 2007

E-mail address

Check here if you would like to receive info from approved industry related third parties via e-mail. Prefer to receive  HTML  Text e-mails

## Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions and Half-day Tutorial/Labs codes and pricing. If applicable, indicate Tutorial/Labs selection[s] listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.

### LinuxWorld Conference Packages

**IPLI Passport**  
Choose 2 Tutorials  
Please enter Tutorial codes

**IL2 3-Day Conference Pass**  
3-Day Conference

**IL1 One-Day Conference Pass**  
Please indicate day:  
 Tues  Wed  Thurs

### Tutorials and Hands-On Labs

**IT1 Half-Day Tutorial AND/OR**  **HT1 Half Day Hands-on Lab**  
Please enter up to 2 codes

### Exhibits Only

**IE0 Exhibit Hall Pass**

## Attendee Profile

### What is your job function?

- CEO
- President
- Chief Financial Officer
- CIO, CTO, CSO, COO
- Vice President
- IT Architect
- IT/MIS Management/Director
- IT/MIS Staff
- Finance/Attorney/VC
- Government Agency Executive
- Line of Business Management
- Programmer/Developer
- R&D-Scientific
- Sales/Marketing
- Systems Administrator
- Systems Programmer/Analyst
- Consultant
- Other

- Energy-Transportation-Utilities
- Finance-Banking-Investment-VC
- Government-Military-Public Administration
- Healthcare-Medical
- ISP-Web Host-IT Services Outsourcer
- Legal-Insurance-Accounting
- Manufacturing (computer related)
- Manufacturing (non-computer related)
- Marketing-Sales
- Media-Publication-Broadcasting
- Non-Profit-Trade Association-User Group
- Research & Development-Scientific
- Reseller-VAR-Sys Integrator
- Retail-Wholesale-Distributor
- Software/Application Development-ISV
- Telecommunications-Carrier
- Web Services/Design/Content
- Other

- \$5 million - \$10 million
- \$1 million - \$5 million
- \$500,001 - \$1,000,000
- \$100,001 - \$500,000
- \$25,001 - \$100,000
- \$0 - \$25,000
- N/A

- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- > 10,000
- Do not know

### How did you hear about this event?

- Publication/Print Ad
- Exhibitor Promotion
- Web Banner Ad...
- Email Blast
- Article or mention in the Media
- Direct Mail Piece
- Word of Mouth - Colleague/Friend
- Web Search
- Other

### What is your primary business/industry at your location?

- Consultant-Business Service
- Education

### What is your annual purchasing budget?

- > \$50 million
- \$10 million - \$50 million

### What is your purchasing role?

- I have no role in the purchasing process
- Recommend/specify products/brands
- Identify need for products
- Evaluate products/vendors/brands
- Establish business goals/direction/budgets
- Authorize/approve of acquisitions
- Other purchasing role

### Number of employees in your company/organization?

- Under 50
- 50 - 99
- 100 - 499

### Please indicate your housing plans:

- Use my own Travel Agent
- Book accommodations myself
- Use Event Management Housing
- Live locally
- Staying with friends/family
- Not ready yet

## Payment Information

(Payment must accompany form for registration to be complete)

CONDITIONS: Registration fees are non-refundable, including all cancellations, and credentials non-transferable. Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of registration. No refunds or credits will be issued for a discount after the initial registration. No purchase orders will be accepted. A \$20 fee will be charged for all returned checks. No checks will be accepted during on-site registration. LinuxWorld is open to business professionals only. No one under 18 years of age will be admitted.

### Total Amount \$

- Check Enclosed - **make payable to IDG World Expo and enclose the registration form in envelope.**

- MasterCard  Visa  American Express

Card Holder Signature

Account Number  Expiration Date

First Name  MI  Last Name

### PRIORITY CODE



Be sure to copy your priority code here.

# Registration Form

## Attendee Information

[Use one registration form per person. Make photocopies to register additional colleagues.]

First Name  MI  Last Name  
 Title  
 Company  
 Street Address, P.O. Box, Apt. #, Mail Stop, etc.  
 City  State/Province  
 Zip/Postal Code  Country  
 Phone  Business  Residential  Cell Fax:   
 E-mail address

**Save up to \$500** off conference prices by registering early! Early-bird registration savings are valid on or before June 15, 2007

For your convenience, on-line registration is available until August 5, 2007

## Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions and Half-day Tutorial codes and pricing. If applicable, indicate Tutorial selection[s] listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at \$50.

<b>NGDC Conference Packages</b> <input type="checkbox"/> <b>IPLI Passport</b> Choose 2 Tutorials Please enter Tutorial codes: <input type="text"/> <input type="text"/>	<input type="checkbox"/> <b>IL3 3-Day Conference Pass</b> 3-Day Conference	<input type="checkbox"/> <b>I1D One-Day Conference Pass</b> Please indicate day: <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs
<b>NGDC &amp; EIW Tutorials</b> <input type="checkbox"/> <b>I11 Half-Day Tutorial</b> Please enter up to 2 codes: <input type="text"/> <input type="text"/>	<b>Enterprise Information World</b> <input type="checkbox"/> EIW Full Conference Pass <input type="checkbox"/> EIW Conference Pass	<b>Exhibits Only</b> <input type="checkbox"/> IEO Exhibit Hall Pass

## Attendee Profile

### What is your job function?

- CEO
- President
- Chief Financial Officer
- CIO, CTO, CSO, COO
- Vice President
- IT Architect
- IT/MIS Management/Director
- IT/MIS Staff
- Finance/Attorney/VC
- Government Agency Executive
- Line of Business Management
- Programmer/Developer
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- Systems Administrator
- Systems Programmer/Analyst
- Consultant
- Other

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- Healthcare-Medical
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- Legal-Insurance-Accounting
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- \$1 million - \$5 million
- \$500,001 - \$1,000,000
- \$100,001 - \$500,000
- \$25,001 - \$100,000
- \$0 - \$25,000
- N/A

- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- > 10,000
- Do not know

### What is your purchasing role?

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- Authorize/approve of acquisitions
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### How did you hear about this event?

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- Web Banner Ad...
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- Article or mention in the Media
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- Other

### What is your primary business/industry at your location?

- Consultant-Business Service
- Education

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- Check Enclosed - make payable to IDG World Expo and enclose the registration form in envelope.
- MasterCard  Visa  American Express

Card Holder Signature

Account Number  Expiration Date

First Name  MI  Last Name

### PRIORITY CODE



Be sure to copy your priority code here.

## STATEMENT OF CERTIFICATION - AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of Linux/World/NGD 2008 for the date and location of the show/event as reported in this BPA Event Insights 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

Date:

TYPE: EVENT INSIGHTS

ID Number: E971M0AU8



# Key Findings

The following results are based on 591 respondents (5% net return) to an attendee survey. These results are projectable to the audited net attendance of 5,675. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

## Product Interest & Buying Plans

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)? Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.

	%	
	Interested	Plan to Buy
<b>Systems</b>	<b>62</b>	<b>25</b>
Computers – Desktops/Notebooks/Laptops	39	14
Servers	31	11
Clustering	19	4
Blade Servers	20	5
Grid/Utility Computing	15	3
PDA/Mobile Devices	25	8
Other Systems	7	2
<b>Peripherals</b>	<b>29</b>	<b>10</b>
Printers	9	3
Accelerators-Cards-Memory	10	3
Monitors-Displays-Projection	10	3
Scanners	6	3
UPS	13	5
Other Peripherals	10	3
<b>Networking &amp; Connectivity</b>	<b>43</b>	<b>14</b>
LANs	21	6
WANs	15	4
Switches/Routers/Hubs	21	7
Remote Access	15	4
VOIP	20	6
Network Management Software	18	5
Other Network/Telecommunications	10	2
<b>Storage</b>	<b>42</b>	<b>15</b>
Disk/Tape Backup	17	5
RAID	20	7
Network Attached Storage	23	7
Storage Area Network	20	5
Storage Management	17	4
Disaster Recovery	19	4
Other Storage	7	2

**Product Interest & Buying Plans (Continued)**

	%	
	Interested	Plan to Buy
<b>Software</b>	<b>63</b>	<b>23</b>
Database	27	7
Desktop Linux	41	12
Development Tools	24	8
Mobile & Embedded	19	6
Internet & E-mail	22	5
Networking and Connectivity	25	5
Productivity & Utilities	20	6
Other Software	12	4
<b>Security</b>	<b>45</b>	<b>13</b>
Security/Firewall/Encryption	25	6
Antivirus	13	4
VPN	16	4
NAC	5	2
Security Applications	17	4
Mobile/Embedded Reference Platforms	10	4
High Performance Computing	14	2
Power Efficiency	13	3
Other Security	6	2
<b>Services</b>	<b>52</b>	<b>19</b>
Hosted Applications	13	3
Virtual Private Servers	11	2
Grid/Utility/Cloud Services	14	3
Server Co-location	10	3
Contract Development	5	2
Developer Services	7	3
Cooling Systems	7	2
Asset Management Software	6	2
GPRS/CDMA	4	1
Flash	9	3
Virtualization Software	30	9
Management Software	16	5
Business Intelligence	9	3
Virtualization Security	14	3
Client/Server/Application Encryption Software	10	3
Encryption Hardware/Accelerators	10	3
Mobile Security	10	3
Trusted Computing	5	1
Other Services	5	2
<b>Total Buying Plans</b>		<b>37</b>

- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the event. TBP for LinuxWorld/NGDC 2008 is 37%, (our all-show average is 55%).



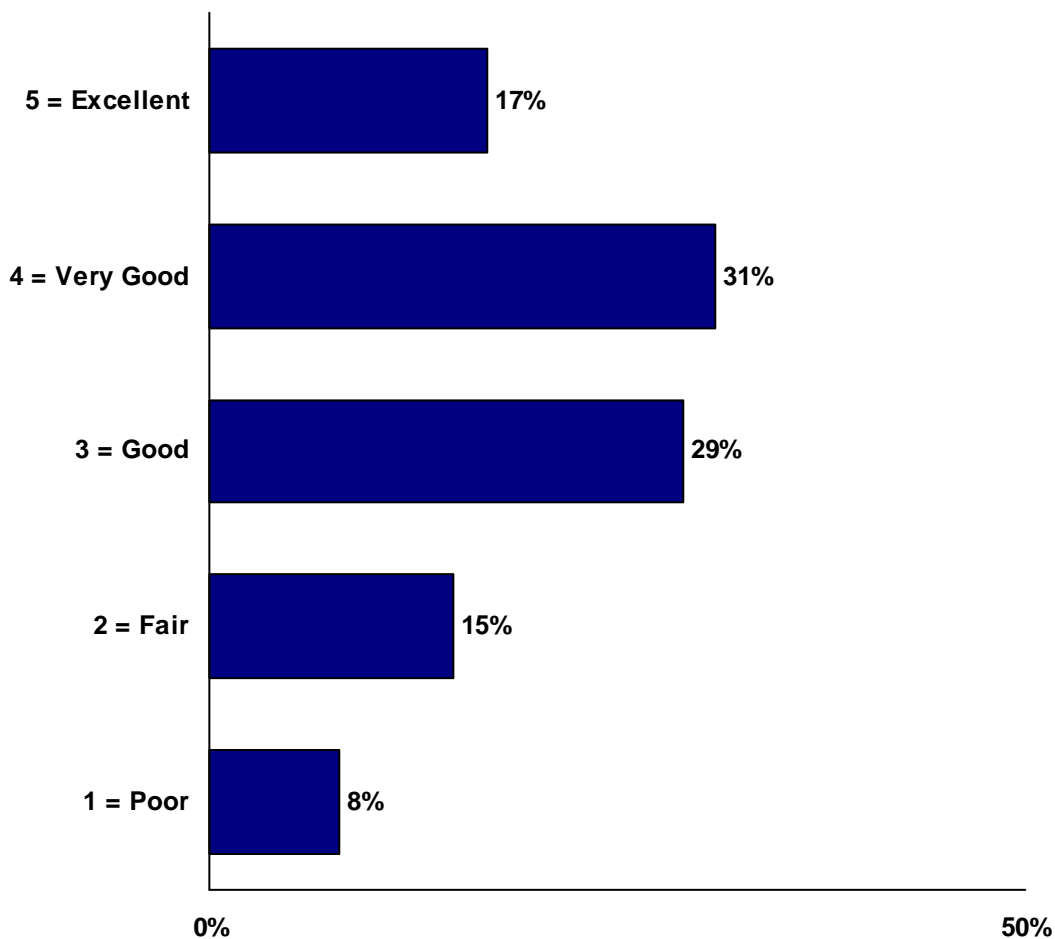
### Reasons for Attending

- These results help to determine what will motivate people to attend the event and/or visit specific exhibits and should be used in developing content and attendance promotion.
- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

<b>Reasons</b>	<b>%</b>
See new products and developments	82
Keep up-to-date on general industry trends/issues	74
Get technical data	46
See specific companies or products	45
Network with colleagues and/or vendors	45
Evaluate and compare products for future purchase	41
Attend the conference program	26
Make a purchase	3
Other	10

### Value Received from Attending

- 48% of the attendees found the event to be “excellent” or “very good”. The average rating is 3.3 (our all-show average is 3.7).



## Hours & Days Spent at the Exhibits

- The attendees spent an average of 5.3 hours at the LinuxWorld/NGDC exhibits, spread over an average of 1.6 days. For comparison, our all-show average is 8.5 hours, spread over 2.3 days.
- Wednesday was the peak day. Exhibitors need additional booth personnel on peak traffic days in order to reach all of their potential audience.

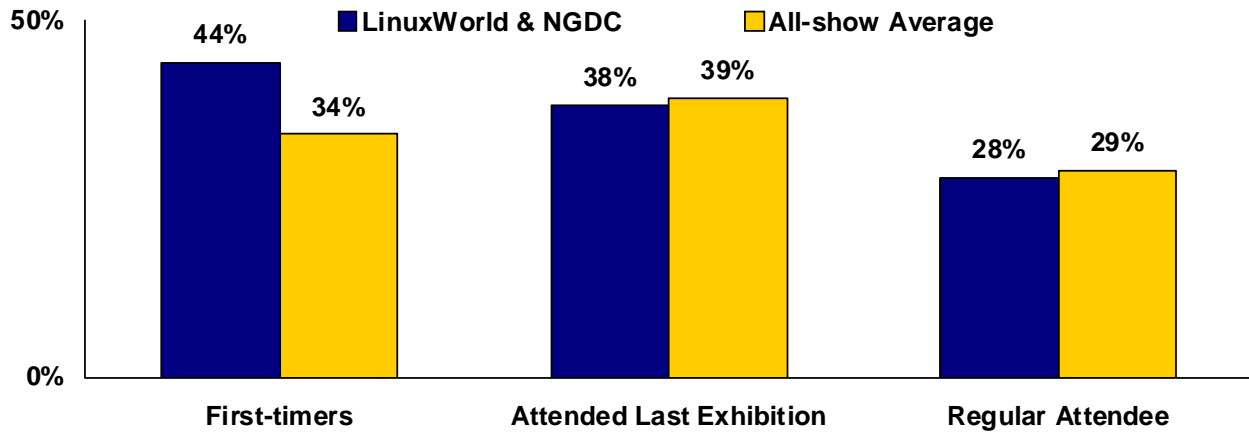
<b>Hours Spent</b>	<b>%</b>
1 - 2	4
3 - 4	29
5 - 6	33
7 - 8	18
More than 8	16
	<b>100</b>
<b>Mean</b>	<b>5.3</b>
<b>All-show Average</b>	<b>8.3</b>

<b>Days Spent</b>	<b>%</b>
1	67
2	17
3	16
	<b>100</b>
<b>Mean</b>	<b>1.5</b>
<b>All-show Average</b>	<b>2.3</b>

<b>Specific Days Spent</b>	<b>%</b>
Tuesday	55
Wednesday	61
Thursday	34

## Previous Attendance

- For any show to grow and remain vibrant, there needs to be a good mix of first timers and repeat attendees. When an exhibition has a low percentage of first-timers, it generally means more focus needs to be placed on promoting to new attendees.
- These results indicate that 44% of the attendees are first time visitors. For comparison, our average for all shows is 34%. 38% attended the last show (39% is average). 28% can be considered regular attendees in that they have attended for the past three years. Our all-show average is 29%.



- Exhibitors should look at the overlap in attendance results from the standpoint of exhibit properties/graphics/promotions/attention-getting techniques re-use. The lower the overlap, the more exhibit properties/graphics/etc. can be re-used without overexposure to the same audience. The higher the overlap in attendance from year to year, the more regularly exhibitors need to provide a fresh approach to attendees in terms of exhibit design, graphics, etc.

## Other Shows Attended

- A total of 43% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 35%.

Show	%
Vendor-sponsored events like JavaOne, EclipseWorld, Red Hat Summit, Oracle OpenWorld, etc.	24
Interop	11
VMWorld	9
Macworld Conference & Expo*	4
OS Con (O'Reilly)	4
Storage World Conference	3
Gartner Symposium/ITXPO	2
Data Center World	2
Gartner Data Center Conference	2
Datacenter Dynamics	2
Storage Decisions	2
Other (Please specify)	20
<b>No Other Event Attended in Past Year</b>	<b>43</b>
<b>No Answer</b>	<b>5</b>
<b>All-show Average</b>	<b>35</b>

\* Unaided

## Role in Buying

- An attendee who recommends products, specifies suppliers, or who makes final purchasing decisions is considered to be a buying influence. For each product category, Total Buying Influences is the percentage of attendees who have at least one buying role. Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Total Buying Influences.

Product/Service Category	%				
	Final Say/ Authorize Purchases	Specify Supplier	Evaluate Specific Products or Brands	Recommend/ Determine Need	Net Buying Influence
Software	23	14	28	36	68
Systems	21	13	25	35	64
Storage	19	13	21	27	53
Networking & Connectivity	19	12	21	27	54
Peripherals	19	12	21	28	56
Services	19	10	19	27	53
Security	19	10	19	24	50
<b>Net</b>	<b>25</b>	<b>18</b>	<b>35</b>	<b>46</b>	<b>76</b>
<b>All-show Average</b>	<b>39</b>	<b>26</b>	<b>--</b>	<b>51</b>	<b>82</b>

- More specifically, a net total of 25% of the attendees have the final say in the purchase of at least one of the categories measured, 18% specify the supplier, 35% evaluate specific products or brands, and 46% recommend one or more products for purchase. For comparison, our all show average is 39% for final say, 26% for specify, 51% for recommend, and 82% for Net Buying Influences.

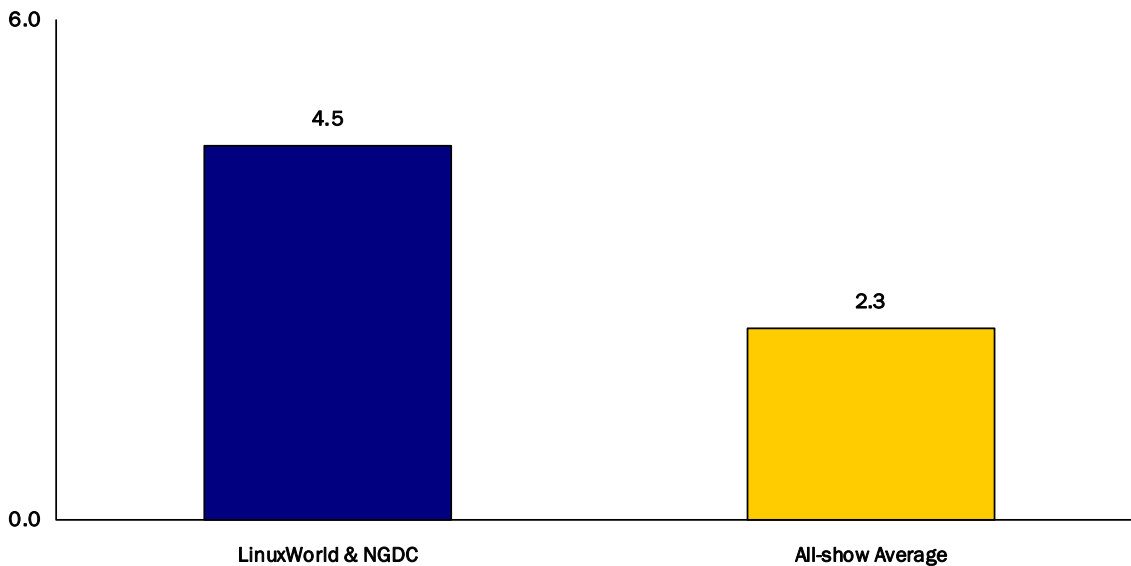
## Use of Linux or Open Source Technology

- The following table presents the attendees' use or planned use of Linux or open source technology. 62% currently use or plan to use web/intranet technology and 58% currently use or plan to use desktop Linux.

	%		
	Currently Use	Plan to Use	Net Use
Web/Intranet	50	21	62
Desktop Linux	43	23	58
File Serving	38	18	51
Network Management/Monitoring	36	17	48
Document Management	23	15	34
Print Serving	23	13	33
Business Intelligence/Reporting	16	15	28
Multimedia Production/Design	16	12	25
Desktop Publishing	14	11	22
CRM	12	10	20
ERP	7	8	15

## Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.
- The Traffic Density for LinuxWorld San Francisco 2008 was 4.5 (2.3 is average). This means that on average approximately four to five attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.



$$\text{Traffic Density (TD)} = \frac{N \times tv \times 100}{A \times ts}$$

Where: N = Net Attendance = 5,675 (excludes exhibitors, press, speakers, and staff)\*  
A = Total exhibit space = 33,100 sq. ft. (as provided by show management)  
tv = Average time attendees spent at the exhibits = 5.3 hours  
ts = Total hours the exhibits were open = 20 hours

\*As audited by BPA

- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.