

# Macworld

## Conference & Expo®



**DATES OF EVENT:**

Conference: January 14-18, 2008  
Exhibits: January 15-18, 2008

**LOCATION:**

The Moscone Center, San Francisco, CA

**EVENT PRODUCER/MANAGER:**

Company Name: IDG World Expo  
Address: 3 Speen Street  
Framingham, MA 01701  
Phone: 800.645.EXPO  
Fax: 508.620.6690  
Website (Show): www.macworldexpo.com

**REGISTRATION COMPANY:**

Registration Control Systems  
Phone: 805.654.0171

**YEAR EVENT ESTABLISHED:**

1985

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: January 5-9, 2009  
Exhibits: January 6-9, 2009

**LOCATION:**

The Moscone Center, San Francisco, CA

**1. STATEMENT OF MARKET SERVED**

Products and services geared to professionals in media and creative content development for corporate and home applications, and consumers using the Mac at home. The expo brings together the Mac OS audiences in creative services, education, application development, entertainment, small office/home office and Internet-based environments.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

All Conference and Exhibit Attendees, Media & Analysts, 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. A review of the entire database to eliminate duplicate records and check for missing data was performed.

**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
2008	San Francisco, CA	5,092	36,799	41,891	155	1,186	4,676	47,908
2007	San Francisco, CA	4,418	36,373	40,791	81	977	3,723	45,572
2006	San Francisco, CA	4,188	30,651	34,839	144	889	2,569	38,441
2005	San Francisco, CA	3,358	28,864	32,222	132	1,150	2,485	35,989
2004	San Francisco, CA	2,918	26,071	28,989	149	763	2,508	32,409

\* Verified and on-site counts taken from the registration database provided by the registration company.

**4a. PRIMARY BUSINESS/INDUSTRY**

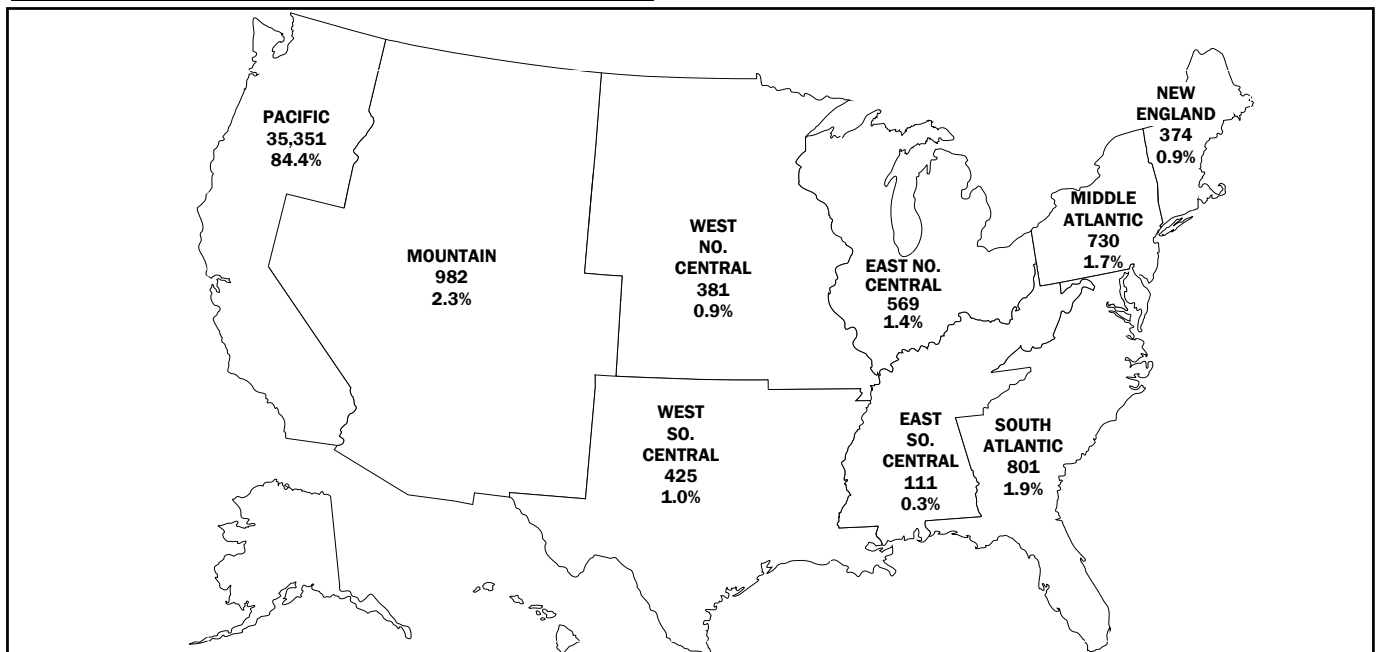
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Advertising/Public Relations	1,269	3.0	3.2
Aerospace/Defense Contractor	320	0.8	0.8
Agriculture/Forestry	143	0.3	0.4
Architectural/Engineering/Construction	834	2.0	2.1
Arts/Fine Arts/Culture	788	1.9	2.0
Biotechnology	385	0.9	1.0
Chemicals/Mining/Petroleum/Textiles	61	0.1	0.2
Consultant/Business Service	1,950	4.7	4.9
Design/Creative Services	2,119	5.1	5.3
Education Higher Ed/Corporate Training	2,250	5.4	5.6
Education K-12	2,321	5.5	5.8
Energy/Transportation/Utilities	192	0.5	0.5
Entrepreneur/Home Business	497	1.2	1.2
Film/Video/TV	2,104	5.0	5.3
Finance/Banking/Investment	998	2.4	2.5
Gaming/Game Development	285	0.7	0.7
Government/Military/Public Administration	925	2.2	2.3
Healthcare/Medical/Pharmaceutical	1,311	3.1	3.3
ISP/Web Host/IT Services	323	0.8	0.8
Legal/Insurance/Accounting	453	1.1	1.1
Manufacturing (computer related)	1,312	3.1	3.3
Manufacturing (non computer related)	676	1.6	1.7
Marketing/Sales	1,257	3.0	3.1
Media/Publication/Broadcasting	759	1.8	1.9
Music/Audio	908	2.2	2.3
None/Not applicable	1,708	4.1	4.3
Non-Profit/Trade Association	374	0.9	0.9
Photography/Digital Imaging	1,519	3.6	3.8
Printing/Publishing/Production	916	2.2	2.3
Reseller/System Integrator	463	1.1	1.2
Retail/Wholesale Distributor	1,299	3.1	3.3
Software Application Development	2,421	5.8	6.1
Student	2,040	4.9	5.1
Telecommunications Carrier	334	0.8	0.8
Travel/Hospitality/Recreation/Food Services	286	0.7	0.7
Web Administration/Content Development	321	0.8	0.8
Web Design	936	2.2	2.3
Other	2,843	6.8	7.1
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	39,900	95.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,991	4.8	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>41,891</b>	<b>100.0</b>	

<b>4b. JOB TITLE/FUNCTION</b>			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
Architect/Engineer	1,642	3.9	4.1
CEO	2,771	6.6	6.9
Chief Financial Officer	268	0.6	0.7
CIO/CTO/CSO/COO	677	1.6	1.7
Consultant	2,336	5.6	5.9
Director	1,895	4.5	4.7
Editorial-Writer	473	1.1	1.2
Educator-Teacher	2,269	5.4	5.7
Graphic Designer/Artist/Art Director	3,314	7.9	8.3
IT/IS Support	2,244	5.4	5.6
Marketing/PR/Communications	1,268	3.0	3.2
Network Manager/Administrator	416	1.0	1.0
Operations	1,014	2.4	2.5
President	1,518	3.6	3.8
Professional Services (Lawyer/Doctor)	618	1.5	1.5
Purchasing/Corporate Buyer	198	0.5	0.5
R&D/Scientific	567	1.4	1.4
Retired	1,330	3.2	3.3
Sales/Business Development	1,528	3.6	3.8
Self-Employed	2,844	6.8	7.1
Software Programmer/Developer/Engineer	1,597	3.8	4.0
Student	2,700	6.4	6.8
Systems Programmer/Analyst	327	0.8	0.8
Technology	1,192	2.8	3.0
Vice President	651	1.6	1.6
Web Admin/Content Developer	293	0.7	0.7
Web Designer	746	1.8	1.9
Other	3,227	7.7	8.1
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	39,921	95.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	1,970	4.7	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>41,891</b>	<b>100.0</b>	

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>374</b>	<b>0.9</b>
Maine	17	
New Hampshire	26	
Vermont	20	
Massachusetts	229	
Rhode Island	11	
Connecticut	71	
<b>MIDDLE ATLANTIC</b>	<b>730</b>	<b>1.7</b>
New York	405	
New Jersey	167	
Pennsylvania	158	
<b>EAST NO. CENTRAL</b>	<b>569</b>	<b>1.4</b>
Ohio	111	
Indiana	57	
Illinois	203	
Michigan	112	
Wisconsin	86	
<b>WEST NO. CENTRAL</b>	<b>381</b>	<b>0.9</b>
Minnesota	165	
Iowa	23	
Missouri	85	
North Dakota	7	
South Dakota	6	
Nebraska	55	
Kansas	40	
<b>SOUTH ATLANTIC</b>	<b>801</b>	<b>1.9</b>
Delaware	15	
Maryland	103	
Washington, DC	44	
Virginia	152	
West Virginia	-	
North Carolina	62	
South Carolina	20	
Georgia	138	
Florida	267	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>111</b>	<b>0.3</b>
Kentucky	20	
Tennessee	59	
Alabama	23	
Mississippi	9	
<b>WEST SO. CENTRAL</b>	<b>425</b>	<b>1.0</b>
Arkansas	7	
Louisiana	16	
Oklahoma	26	
Texas	376	
<b>MOUNTAIN</b>	<b>982</b>	<b>2.3</b>
Montana	9	
Idaho	31	
Wyoming	13	
Colorado	189	
New Mexico	65	
Arizona	221	
Utah	206	
Nevada	248	
<b>PACIFIC</b>	<b>35,351</b>	<b>84.4</b>
Alaska	32	
Washington	394	
Oregon	305	
California	34526	
Hawaii	94	
<b>UNITED STATES</b>	<b>39,724</b>	<b>94.8</b>
<b>INTERNATIONAL</b>	<b>1,755</b>	<b>4.2</b>
Canada	398	
Mexico	71	
Other International	1286	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	41,479	
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	412	1.0
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>41,891</b>	<b>100.0</b>





## Registration Form

Early Bird Registration Deadline: 12/14/07

Please complete ENTIRE form. Incomplete forms will be returned unprocessed. Please use one form per person; Make photocopies for additional people.

January 14-18, 2008  
San Francisco, CA | The Moscone Center

### 1. ATTENDEE INFORMATION

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Company \_\_\_\_\_  
 Street Address \_\_\_\_\_ P.O. Box/Apt/Ste./etc. \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_ E-mail \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Please indicate if the phone number above is:  Business  Residential

YES! I would like to receive product information or news from Macworld Conference & Expo's exhibitors or approved third parties via e-mail.

I prefer to receive:  HTML  Text

Submit your Registration Form via:

MAIL Macworld Conference & Expo  
PO Box 3321  
Boston, MA 02241-3321  
(through 12/18/07 ONLY)

FAX (805) 654-1676  
Faxed registration forms must include credit card information.  
(through 12/28/07 ONLY)

OR register online  
at macworldexpo.com through 1/18/08

### 2. CONFERENCE PACKAGES:

\*Please check the box of the conference package you are registering for.

Conference Packages	Early Bird Pricing (on or before 12/14/07)	Regular Pricing (12/15/07 through 1/18/08)	Your Choice
<input type="checkbox"/> <b>Platinum Pass *Best Value*</b> Power Tools Series 1 & 2 (choose 1 of each) Mac IT conference Users Conference Market Symposium (choose 1) Hands-On MacLab (choose 1) 5 Days Lunch Priority Keynote Seating Macworld C & E Encore complete downloads Birds of a Feather boxed lunch Exhibit Hall	\$1,695	\$1,895	Series 1: P _____ Series 2: P _____  Symposium: MS _____ Mac Lab: _____
<input type="checkbox"/> <b>Super Pass</b> Power Tools Series 1 only (choose 1) MacIT Conference Users Conference Market Symposium (choice of 1) Exhibit Hall 5 Days Lunch Priority Keynote Seating Birds of a Feather Boxed Lunch Can be combined only with MacLab	\$1,495	\$1,695	Series 1: P _____  Symposium: MS _____
<b>A la Carte Conference</b>			
<input type="checkbox"/> <b>Power Tools Conference (1 or 2)</b> 2 Days Lunch Exhibit Hall Keynote Attendees must select which session they will be taking Can be combined with: Power Tools Series 2, MacIT Conference, Users Conference, Market Symposium or MacLab	\$795	\$895	P: _____
<input type="checkbox"/> <b>MacIT Conference</b> 3 Days Lunch Exhibit Hall Keynote Can be combined with: Power Tools Series, Power Tools Series 2, Users Conference, Market Symposium or MacLab	\$995	\$1,095	
<input type="checkbox"/> <b>User Conference</b> Exhibit Hall Keynote Can be combined with: Power Tools Series, Power Tools Series 2, MacIT Conference, Market Symposium or MacLab	\$229	\$329	
<input type="checkbox"/> <b>Market Symposium</b> 1 day lunch Exhibit Hall Keynote Attendees must select which session they will be taking Can be combined with: Power Tools Series 1, Power Tools Series 2, MacIT Conference, Users Conference or MacLab	\$295	\$395	Symposium: MS _____
<input type="checkbox"/> <b>Hands-on MacLab</b> Exhibit Hall 2-hour sessions Attendees must select which session/s they will be taking Can be combined with: Power Tools Series 1, Power Tools Series 2, MacIT Conference, Users Conference or Market Symposium	\$199	\$299	Sessions: _____

Specialty Programs	Early Bird Pricing (on or before 12/14/07)	Regular Pricing (12/15/07 through 1/18/08)
<input type="checkbox"/> Educator Academy Educator: K-12 Sessions Exhibit Hall Does NOT include Keynote	One Day: \$99 Two Days: \$199	One Day: \$99 Two Days: \$199
<input type="checkbox"/> Day at the Office: Microsoft Office 2008 Exhibit Hall Does NOT include Keynote	\$199	\$199
<input type="checkbox"/> Digital Photography Safari Exhibit Hall Advanced or Beginner	\$295	\$395
<input type="checkbox"/> Digital Video Safari Exhibit Hall	\$295	\$395
<input type="checkbox"/> iPhone Supersession Exhibit Hall	\$29	\$49
<b>Exhibits Hall Passes &amp; More!</b>		
<input type="checkbox"/> 4 Day Exhibit Hall Only	\$25	\$45
<input type="checkbox"/> Macworld Party Ticket Date: Tuesday, January 15th Time: 8:00PM Tickets: (Includes 2 drink tickets and entry into raffle for great Macworld Conference & Expo Prizes)	\$40	\$40

**3. ATTENDEE PROFILE**

**Q001 JOB FUNCTION (CHECK ONE)**

- 101 Architect-Engineer
- 104 CEO
- 105 Chief Financial Officer
- 107 CIO, CTO, CSO, COO
- 109 Consultant
- 111 Director
- 112 Editorial-Writer
- 113 Educator-Teacher
- 116 Graphic Designer-Artist-Art Director
- 118 IT/IS, Support
- 121 Marketing-PR-Communications
- 122 Network Manager/Administrator
- 124 Operations
- 128 President
- 132 Professional Svcs (Lawyer, Doctor, etc.)
- 133 Purchasing-Corporate Buyer
- 134 R&D-Scientific
- 135 Retired
- 136 Sales-Business Development
- 137 Self-Employed
- 139 Software
- 140 Programmer/Developer/Engineer
- 143 Systems Programmer/Analyst
- 144 Technology
- 145 Vice President
- 148 Web Admin-Content Developer
- 149 Web Designer
- 151 Other (Please Specify) \_\_\_\_\_

- 162 Consultant-Business Service
- 163 Design-Creative Services
- 164 Education: Higher Ed/Corporate Training
- 165 Education: K-12
- 166 Energy-Transportation-Utilities
- 167 Entrepreneur-Home Business
- 169 Film-Video-TV
- 170 Finance-Banking-Investment-VC
- 171 Gaming-Game Development
- 172 Government-Military-Public Administration
- 173 Healthcare-Medical-Pharmaceutical
- 177 ISP-Web Host-IT Services Outsourcer
- 178 Legal-Insurance-Accounting
- 179 Manufacturing (computer related)
- 180 Manufacturing (non-computer related)
- 181 Marketing-Sales
- 182 Media-Publication-Broadcasting
- 183 Music-Audio
- 184 None-Not Applicable
- 185 Nonprofit-Trade Association-User Group
- 186 Photography-Digital Imaging
- 187 Printing-Publishing-Production
- 190 Reseller-VAR-Sys Integrator
- 191 Retail-Wholesale-Distributor
- 192 Software/Application Development-ISV
- 193 Student
- 194 Telecommunications-Carrier
- 195 Travel-Hospitality-Recreation-Food Services
- 196 Web Administration-Content Development
- 197 Web Design
- 198 Other (Please Specify) \_\_\_\_\_

- 201 \$100,001 - \$500,000
- 202 \$500,001 - \$1,000,000
- 203 > \$1M
- 204 N/A

**Q004 PURCHASING ROLE (CHECK ONE)**

- 205 Final Decision Maker
- 206 Recommend brands/vendors
- 207 Specify brands/vendors
- 208 All of the above
- 209 None

**Q005 NUMBER OF EMPLOYEES IN COMPANY/ORGANIZATION? (CHECK ONE)**

- 210 Under 50
- 211 50 - 99
- 212 100 - 499
- 213 500 - 999
- 214 1,000 - 4,999
- 215 5,000 - 9,999
- 216 >10,000
- 217 Unknown

**Q006 PURPOSE FOR ATTENDING (CHECK ONE)**

- 218 Professionally for my company/organization
- 219 Personally as a consumer
- 220 Both

**Q007 PRODUCTS/SERVICES INTERESTED IN PURCHASING (CHECK ALL THAT APPLY)**

- 246 Accelerators-Cards-Memory Hardware
- 247 Assistive Technologies
- 248 Computers-Desktop Envtvs
- 249 Digital Cameras & Video Recorders
- 250 Displays-Monitors-Projection
- 251 FireWire
- 252 Input Devices
- 253 Music & Audio
- 254 Mobile Computing
- 255 Networking & Connectivity
- 256 Printers & Printing Hardware/Tools
- 257 Servers & Server Management

- 258 Storage-Drives-Players
- 259 USB
- 260 Other Hardware
- Software**
- 261 2D/3D Graphics & Animation
- 262 Assistive Technologies
- 263 Business & Vertical Markets
- 265 Design & Print
- 266 Development Tools
- 267 Education
- 268 Games
- 269 Home: General Use & Recreation
- 270 Internet & Email
- 271 Kids
- 272 Languages & Literature
- 273 Mobile Computing
- 274 Networking & Connectivity
- 275 Productivity & Utilities
- 276 Science & Technology
- 277 Security
- 278 Server Software
- 279 Video-Photography-Multimedia
- 280 Web Publishing
- 281 Other Software
- Market Services & Accessories**
- 282 Accessories & Ergonomics
- 283 Directories-Publications-Websites
- 284 Employment-HR-Staffing
- 285 VAR-System Integrator
- 286 Retailer-Wholesaler
- 287 Other Services & Accessories

**Q011 PLEASE INDICATE YOUR HOUSING PLANS (CHECK ONE)**

- 348 Use my own Travel Agent
- 349 Book accommodations myself
- 350 Use Event Management Housing
- 351 Live locally
- 352 Staying with friends/family
- 353 Not ready yet

**4. PAYMENT INFORMATION**

Payment must accompany form for registration to be complete. **DON'T PAY FOR THIS EVENT TWICE!** You will be charged for all registrations received and will not be refunded for duplicate registrations. Please use one method of registration only. **PO's are not accepted.** All registration fees are non-refundable and credentials are non-transferable. A \$20 fee will be charged for all returned checks. **\*Discounts must be noted at time of initial registration.** No refunds or credits will be issued for a discount after the initial registration.

Check Enclosed (make check payable to IDG World Expo) Indicate Check # \_\_\_\_\_

MasterCard     Visa     American Express    Total Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_    Expiration Date \_\_\_\_\_

**Priority Code**

Be sure to copy your priority code in the box above (priority code located in the e-mail or direct mail you may have received).

**IF PAYER IS OTHER THAN REGISTRANT, PLEASE PRINT NAME AND/OR COMPANY NAME BELOW:**

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_

Company Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Conference sessions and speakers are subject to change. Please visit [macworldexpo.com](http://macworldexpo.com) for the latest information.

Please check here if you have any special needs that require attention (Attach a written description of your needs).

[macworldexpo.com](http://macworldexpo.com) • 1-800-645-EXPO

**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of MACWORLD 2008 for the date and location as reported in this 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 (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  
March 20, 2008

TYPE: EVENT INSIGHTS  
ID Number: E997X0J8



# Key Findings

The following results are based on 990 respondents (21% net return) to an attendee survey. These results are projectable to the audited net attendance of 41,933. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

## Product Interest & Buying Plans

Product/Service	%	
	Interested	Plan to Buy
<b>SOFTWARE</b>	<b>84</b>	<b>52</b>
2D/3D Graphics & Animation	29	8
Assistive Technologies	9	2
Business & Vertical Markets	12	4
Design & Print	40	18
Development Tools	18	6
Education	24	10
Games	26	11
Home & Recreation	26	9
Internet & E-Mail	30	7
Kids	11	4
Language & Literature	12	3
Mobile Computing	36	15
Networking & Connectivity	30	11
Productivity & Utilities	37	20
Science & Technology	20	5
Security	19	6
Server Software	12	4
Video-Photography-Multimedia	42	21
Web Publishing	26	9
Other Software	20	9
<b>HARDWARE</b>	<b>82</b>	<b>53</b>
Accelerators-Cards-Memory	17	8
Assistive Technologies	6	1
Computers-Desktop Environments	30	13
Digital Cameras & Video Recorders	43	20
Displays-Monitors-Projection	26	12
FireWire	25	10
Input Devices	27	11
Music & Audio	36	14
Mobile Computing	34	16
Networking & Connectivity	24	9
Printers & Printing Hardware/Tools	35	16
Servers & Server Management	11	4
Storage-Drives-Players	44	23
USB	25	10
Other Hardware	15	6
<b>Market Services &amp; Accessories</b>	<b>29</b>	<b>11</b>
Accessories & Ergonomics	21	8
Directories-Publications-Websites	8	2
Employment-HR-Staffing	4	1
VAR-System Integrator	3	--
Retailer-Wholesaler	7	2
Other Services & Accessories	7	2
<b>Net Total</b>	<b>88</b>	<b>63</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 show. TBP for Macworld San Francisco 2008 is 63%, (our all-show average is 52%).



## Role in Buying

- An attendee who evaluates specific products, 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/ Brand	Recommend/ Determine Need	Evaluate Specific Products or Brands	Net Buying Influence
Hardware	55	17	27	25	77
Market Services & Accessories	43	11	19	16	59
Software	55	17	28	25	78
<b>Net</b>	<b>57</b>	<b>19</b>	<b>31</b>	<b>28</b>	<b>81</b>
<b>All-show Average</b>	<b>38</b>	<b>28</b>	<b>55</b>	<b>-</b>	<b>83</b>

## Reasons for Attending

- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	94
See specific companies or products	70
Evaluate and compare products for future purchase	70
Keep up-to-date on general industry trends/issues	69
Get technical data	41
Make a purchase	40
Network with colleagues and/or vendors	27
Attend the conference program	18
Attend the Keynote	13
Other	6

## Halls Visited

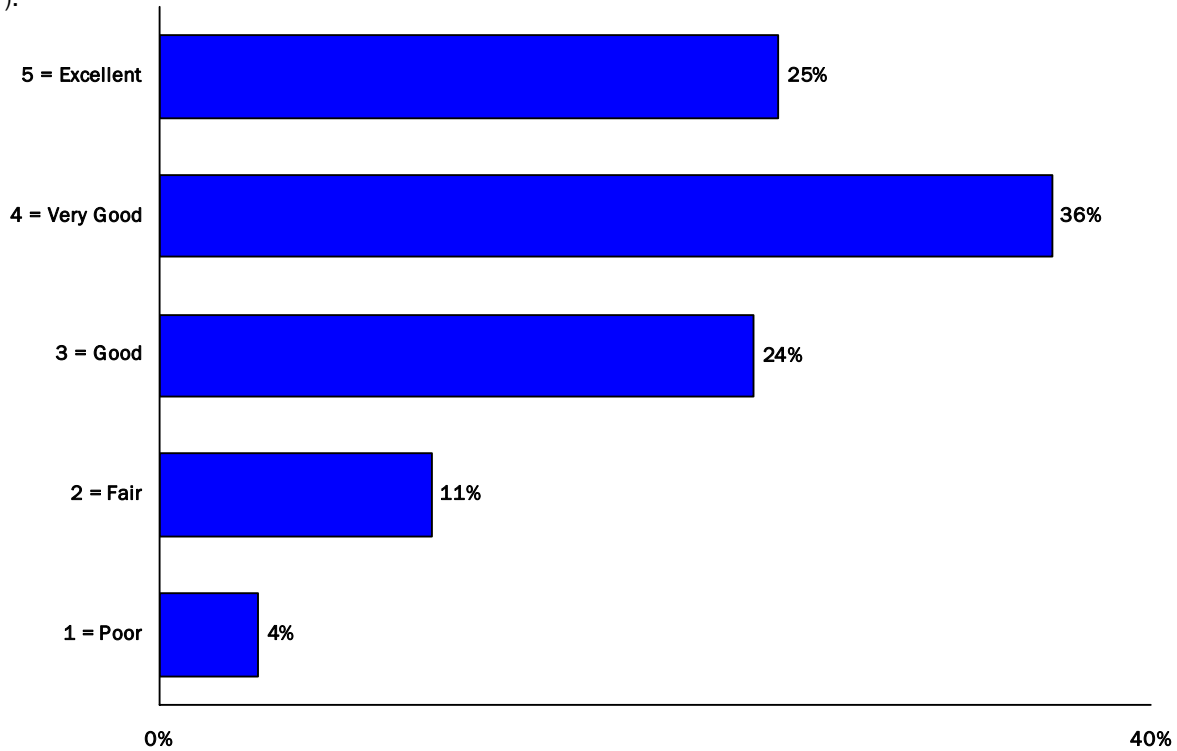
- Almost all of the respondents (92%) visited both the West and South Halls.

Halls Visited	%
West Hall Only	2
South Hall Only	6
Both Halls	92



## Value Received from Attending

- 61% of the attendees found the exhibition to be “excellent” or “very good”. The average rating is 3.7 (our all-show average is also 3.7).



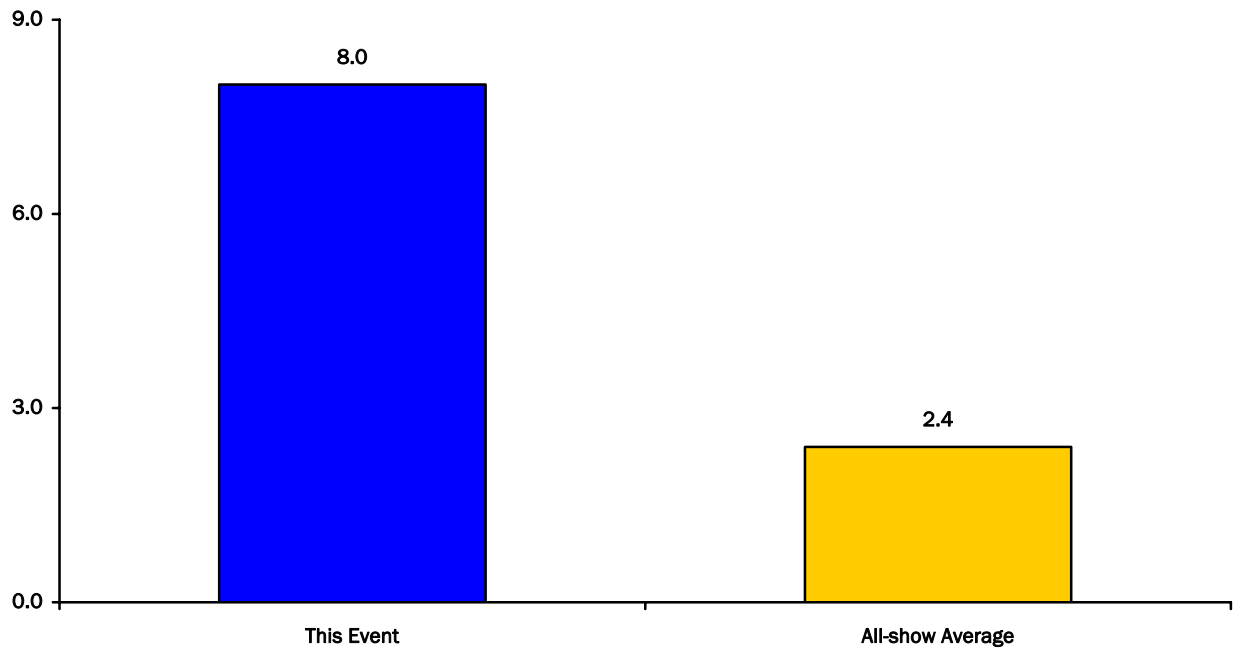
## Other Shows Attended

- A total of 69% 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 37%.

Show	%
CES	6
NAB	4
Apple's Worldwide Developer Conference (WWDC)	4
DV Expo	2
NAMM	1
PhotoPlus Expo	1
South by Southwest (SxSW)	1
Apple Expo Paris	1
HOW Conference	1
MacLiveExpo London	1
Other show(s)	14
<b>No Other Event Attended in Past Year</b>	<b>69</b>
No Answer	6
<b>All-show Average</b>	<b>37</b>

## 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 Macworld San Francisco 2008 was 8.0 (2.4 is average). This means that on average approximately eight 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 = 41,933 (excludes exhibitors, press, speakers, and staff)
A	=	Total exhibit space = 124,400 sq. ft.
tv	=	Average time attendees spent at the exhibits = 6.9 hours
ts	=	Total hours the exhibits were open = 29 hours