

## EVENT AUDIT



### DATES OF EVENT:

Conference: July 28 – 31, 2008  
 Exhibits: July 29 – 30, 2008

### LOCATION:

Pennsylvania Convention Center, Philadelphia, PA

### EVENT PRODUCER/MANAGER:

Company Name: National Trade Productions, Inc.  
 Address: 313 South Patrick Street  
 Alexandria, VA 22314  
 Phone: (703) 683-8500  
 Website (Show): <http://ts2show.com>

### REGISTRATION COMPANY:

CDS

### YEAR EVENT ESTABLISHED:

1973

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: July 20 – 23, 2009  
 Exhibits: July 21 – 22, 2009  
 LOCATION: Lakeside Center at McCormick Place, Chicago, IL

### 1. STATEMENT OF MARKET SERVED

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

**Qualified attendees** are corporate exhibit managers from Fortune 500 companies, as well as small-medium sized businesses; also sales and marketing executives and event planners.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Registrations were taken over the phone, by fax, or online. Once a registration was finalized a badge was sent (if the registration was received by the badge mailing cut-off date) along with a confirmation letter with instructions to pick up a badge holder and materials onsite. If the registration was received after the badge mailing cut-off date, a confirmation letter with instructions to pick up a badge, badge holder and materials onsite was sent. The registration company verified an attendee once he or she picked up a badge holder, badge or purchased a registration at the onsite registration desk.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2008	Philadelphia, PA	434	1,254	1,688	84	13	666	2,451
2007	Washington, DC	467	953	1,420	99	43	800	2,362
2006	Chicago, IL	533	1,293	1,826	90	23	764	2,703
2005	Washington, DC	456	1,170	1,626	45	8	710	2,389

\* Not audited. Verified counts taken from registration database provided by the registration company.

4. TYPE OF INDUSTRY			
TYPE OF INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF INDUSTRY
Association Management	78	4.6	9.1
Construction/Facilities	55	3.3	6.4
Consumer Electronics	22	1.3	2.6
Consumer Household Goods	29	1.7	3.4
Fashion and Apparel	48	2.9	5.6
Food and Beverage	31	1.8	3.6
Government	42	2.5	4.9
Industrial Equipment and Machinery	82	4.9	9.5
Internet/Technology	127	7.5	14.8
Medical/Healthcare	153	9.1	17.8
Sporting Goods	9	0.5	1.0
Other	183	10.8	21.3
Total Conference and Exhibit Only Attendees Identified by Type of Industry	859	50.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Industry	829	49.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

5. YOU ARE			
YOU ARE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YOU ARE
Advertising Representative	102	6.0	6.4
PR Representative	61	3.6	3.8
Event Agency Representative	133	7.9	8.4
Buyer of Exhibit Industry Goods and Services	498	29.5	31.4
Buyer of Marketing Industry Goods and Services	271	16.1	17.1
Dealer/Distributor of Exhibit Industry Goods and Services	160	9.5	10.1
Supplier of Exhibit Industry Goods and Services	362	21.4	22.8
Total Conference and Exhibit Only Attendees Identified by You Are	1,587	94.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by You Are	101	6.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

6. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Advertising and Promotions Management/Coordinator	72	4.3	4.8
Design	136	8.1	9.1
Exhibit & Event Marketing Management/Coordinator	269	15.9	17.9
Exhibit Management/Coordinator	125	7.4	8.3
Event Management/Coordinator	82	4.9	5.5
General Management	117	6.9	7.8
Marketing Management/Coordinator	178	10.5	11.9
Marketing Director/CMO	81	4.8	5.4
Meeting Planner	23	1.4	1.5
Owner/President/Partner	225	13.3	15.0
Sales Management	193	11.4	12.8
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	1,501	88.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	187	11.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

<b>7. ANNUAL TRADE SHOW BUDGET</b>			
ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Less than \$100,000	517	30.6	35.6
\$100,001 - \$250,000	193	11.4	13.3
\$250,001 - \$500,000	169	10.0	11.6
\$500,001 - \$1 Million	94	5.6	6.5
\$1 Million - \$5 Million	114	6.8	7.8
More than \$5 Million	38	2.3	2.6
I do not exhibit in tradeshow	328	19.4	22.6
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	1,453	86.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	235	13.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

<b>8. ROLE IN BUYING</b>			
ROLE IN BUYING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN BUYING
<b>NET BUYING INFLUENCES*</b>	<b>1,293</b>	<b>76.6</b>	<b>87.0</b>
Final Say	457	27.1	30.8
Recommend	550	32.6	37.0
Influence	286	16.9	19.2
<b>No role</b>	<b>193</b>	<b>11.4</b>	<b>13.0</b>
Total Conference and Exhibit Only Attendees Identified by Role in Buying	1,486	88.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Buying	202	12.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

\* Net Buying Influences (NBI) is the net percentage of attendees who have final say, specify the supplier, and/or influence the purchase for the types of products exhibited.

<b>9. NUMBER OF SHOWS IN WHICH THEY EXHIBIT</b>			
NUMBER OF SHOWS IN WHICH THEY EXHIBIT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF SHOWS IN WHICH THEY EXHIBIT
1 - 5	576	34.1	38.6
6 - 15	265	15.7	17.7
16 - 25	81	4.8	5.4
More than 25	256	15.2	17.1
I do not exhibit in trade shows	316	18.7	21.2
Total Conference and Exhibit Only Attendees Identified by Number of Shows	1,494	88.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Shows	194	11.5	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

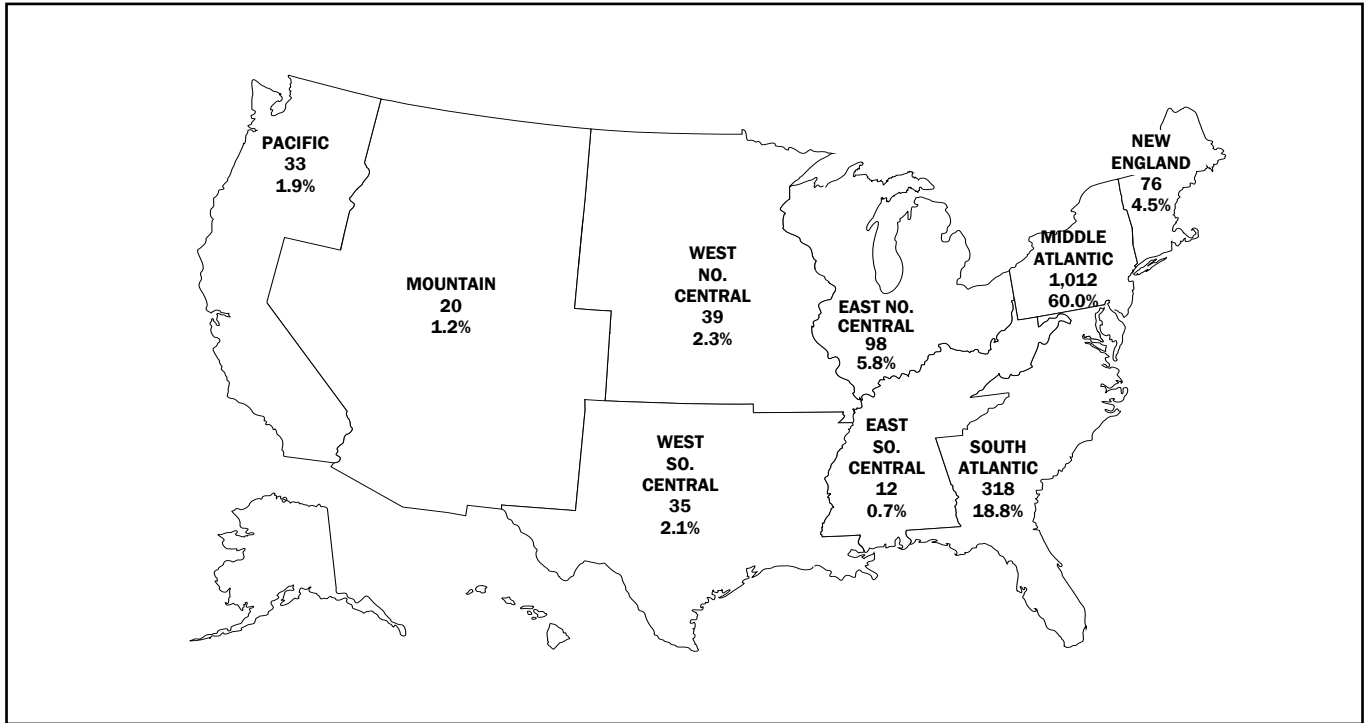
<b>10. YEARS OF INDUSTRY EXPERIENCE</b>			
YEARS OF INDUSTRY EXPERIENCE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YEARS OF INDUSTRY EXPERIENCE
0 - 3 years	471	27.9	31.8
3- 5 years	196	11.6	13.3
5 - 10 years	304	18.0	20.6
More than 10 years	508	30.1	34.3
Total Conference and Exhibit Only Attendees Identified by Years of Industry Experience	1479	87.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Years of Industry Experience	209	12.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

<b>11. FIRST TIME AT TS²</b>			
FIRST TIME AT TS²	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY FIRST TIME AT TS²
Yes	973	57.6	64.0
No	547	32.4	36.0
Total Conference and Exhibit Only Attendees Identified by First Time at TS²	1,520	90.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by First Time at TS²	168	10.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,688</b>	<b>100.0</b>	<b>100.0</b>

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>76</b>	<b>4.5</b>
Maine	-	
New Hampshire	3	
Vermont	3	
Massachusetts	43	
Rhode Island	3	
Connecticut	24	
<b>MIDDLE ATLANTIC</b>	<b>1,012</b>	<b>60.0</b>
New York	117	
New Jersey	322	
Pennsylvania	573	
<b>EAST NO. CENTRAL</b>	<b>98</b>	<b>5.8</b>
Ohio	30	
Indiana	9	
Illinois	36	
Michigan	14	
Wisconsin	9	
<b>WEST NO. CENTRAL</b>	<b>39</b>	<b>2.3</b>
Minnesota	21	
Iowa	4	
Missouri	6	
North Dakota	-	
South Dakota	-	
Nebraska	3	
Kansas	5	
<b>SOUTH ATLANTIC</b>	<b>318</b>	<b>18.8</b>
Delaware	25	
Maryland	111	
Washington, DC	14	
Virginia	88	
West Virginia	1	
North Carolina	13	
South Carolina	10	
Georgia	37	
Florida	19	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>12</b>	<b>0.7</b>
Kentucky	3	
Tennessee	6	
Alabama	2	
Mississippi	1	
<b>WEST SO. CENTRAL</b>	<b>35</b>	<b>2.1</b>
Arkansas	-	
Louisiana	2	
Oklahoma	2	
Texas	31	
<b>MOUNTAIN</b>	<b>20</b>	<b>1.2</b>
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	7	
New Mexico	2	
Arizona	7	
Utah	-	
Nevada	4	
<b>PACIFIC</b>	<b>33</b>	<b>1.9</b>
Alaska	-	
Washington	2	
Oregon	-	
California	30	
Hawaii	1	
<b>UNITED STATES</b>	<b>1,643</b>	<b>97.3</b>
<b>INTERNATIONAL</b>	<b>29</b>	<b>1.7</b>
Canada	13	
Mexico	-	
Other International	16	
<b>Not Identified</b>	<b>16</b>	<b>1.0</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>1,688</b>	<b>100.0</b>





# 2008 REGISTRATION FORM

**ONLINE:** www.ts2show.com  
**FAX:** 508.759.4552  
**MAIL:** TS<sup>2</sup> 2008, NTP Show  
 c/o Convention Data Services  
 107 Waterhouse Rd.  
 Bourne, MA 02532



Enter your priority code to be eligible to win great prizes at TS<sup>2</sup>

## STEP 1: CONTACT INFORMATION

Title:  Mr.  Ms.  Dr.  Mrs.

Last Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Designation:  CME or CME/H  CME or CME/H Candidate  Other: \_\_\_\_\_

Company: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_

ZIP Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

I have special ADA needs and would like to be contacted by a Customer Service Representative.

Check here if you do not want your e-mail address shared with exhibitors who scan your badge on-site. Your e-mail address will not be shared with exhibitors prior to TS<sup>2</sup>. Only TS<sup>2</sup> and office service providers will contact you via e-mail with important updates and information.

## STEP 2: JOIN TSEA AND SAVE

**YES! I want to join TSEA now and qualify for the Member Rate!**

- Full Active (Exhibit Manager) Membership (12 Months) – \$295
- Full Allied (Vendor) Membership (12 Months) – \$500

**SAVE UP TO \$190!**

## STEP 3: REGISTER

	Before June 13	After June 13
<b>UNLIMITED – BEST VALUE!</b> <input type="checkbox"/> YES, I want to be a TSEA active (exhibit manager) member! Include a complimentary TSEA trial membership valid through December 31, 2008, with my non-member Unlimited Package.	<input type="checkbox"/> TSEA Member: \$725 <input type="checkbox"/> Non-member: \$825	<input type="checkbox"/> TSEA Member: \$915 <input type="checkbox"/> Non-member: \$1015
<b>TWO DAY**</b> **Select Two Days: <input type="checkbox"/> Mon. & Tues. <input type="checkbox"/> Tues. & Wed. <input type="checkbox"/> Wed. & Thurs.	<input type="checkbox"/> TSEA Member: \$525 <input type="checkbox"/> Non-member: \$625	<input type="checkbox"/> TSEA Member: \$575 <input type="checkbox"/> Non-member: \$675
<b>ONE DAY*</b> *Select One Day: <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs.	<input type="checkbox"/> TSEA Member: \$375 <input type="checkbox"/> Non-member: \$475	<input type="checkbox"/> TSEA Member: \$425 <input type="checkbox"/> Non-member: \$525
<b>SESSION SAMPLER</b>	<input type="checkbox"/> TSEA Member: \$250 <input type="checkbox"/> Non-member: \$350	<input type="checkbox"/> TSEA Member: \$300 <input type="checkbox"/> Non-member: \$400
<b>EXPO-PLUS</b>	<input type="checkbox"/> TSEA Member: \$75 <input type="checkbox"/> Non-member: \$90	<input type="checkbox"/> TSEA Member: \$85 <input type="checkbox"/> Non-member: \$100
<b>EXPO-ONLY</b>	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
<b>SPECIAL FEATURES</b>	<input type="checkbox"/> CME Enrollment: \$100 <input type="checkbox"/> EDPA: Dealer/Distributor Day: Free <input type="checkbox"/> ESCA – The Show Behind the Show: Free <input type="checkbox"/> Mentor – Be a Mentor: Free <input type="checkbox"/> Mentor – Have a Mentor: Free <input type="checkbox"/> TSEA Boot Camp: \$195 <input type="checkbox"/> REED University: Free <input type="checkbox"/> TS <sup>2</sup> Orientation: Free <input type="checkbox"/> TS <sup>2</sup> Block Party: Free	
<b>Total Amount Due</b> (in U.S. currency)	_____	

**Age Policy:** No one under age of 18 is permitted to attend TS<sup>2</sup> or enter the exhibit hall during set-up, show hours or move-out.  
**Cancellation:** For complete cancellation policies and instructions, go to www.ts2show.com. Policies are listed under Register Now.  
**Questions:** Call TS<sup>2</sup> Registration Customer Service, 508.743.8513, or e-mail callcenter@cdsreg.com

## STEP 4: COMPLETE QUESTIONNAIRE

CHECK ONE PER QUESTION.

- Is this your first TS<sup>2</sup>?  A. YES  B. NO
- You are a:
  - A. Advertising Agency
  - B. PR Agency
  - C. Event Agency
  - D. Buyer of Exhibit Industry Goods and Services
  - E. Buyer of Marketing Industry Goods and Services
  - F. Dealer/Distributor of Exhibit Industry Goods and Services
  - G. Supplier of Exhibit Industry Goods and Services
- Your primary job function is:
  - A. Advertising & Promotions Management/Coordinator
  - B. Design
  - C. Exhibit & Event Management/Coordinator
  - D. Exhibit Management/Coordinator
  - E. Event Management/Coordinator
  - F. General Management
  - G. Marketing Management/Coordinator
  - H. Marketing Director/CMO
  - I. Meeting Planner
  - J. Owner/President/Partner
  - K. Sales Management
- Your role in the purchase of equipment and services for your firm:
  - A. Final Say
  - B. Recommend
  - C. Influence
  - D. No Role
- Industry:
  - A. Association Management
  - B. Construction/Facilities
  - C. Consumer Electronics
  - D. Consumer Household Goods
  - E. Fashion and Apparel
  - F. Food & Beverage
  - G. Government
  - H. Industrial Equipment and Machinery
  - I. Internet/Technology
  - J. Medical/Healthcare
  - K. Sporting Goods
  - L. Other: \_\_\_\_\_
- Did you attend any industry trade show in the last 12 months?
  - A. Yes, which one(s): \_\_\_\_\_
  - B. No, TS<sup>2</sup> is the only industry trade show I attend.
- Years of exhibit/event management experience?
  - A. 0-3 years
  - B. 4-5 years
  - C. 6-10 years
  - D. More than 10 years
- Do you have direct responsibility for planning and organizing your company's trade show(s)?  A. YES  B. NO
- How many shows do you exhibit in annually?
  - A. 1-5
  - B. 6-15
  - C. 16-25
  - D. More than 25
  - E. I do not exhibit in trade shows.
- Your firm's annual trade show budget:  I do not exhibit in trade shows.
  - A. Less than \$100,000
  - B. \$100,001-\$250,000
  - C. \$250,001-\$500,000
  - D. \$500,001-\$1 Million
  - E. \$1 Million-\$5 Million
  - F. More than \$5 Million
  - G. I do not exhibit in trade shows.
- What size booth do you most often exhibit?
  - A. 10'x10' (100 sq. ft./3 sq. m.)
  - B. 10'x20' (200 sq. ft./18 sq. m.)
  - C. 20'x20' (400 sq. ft./37 sq. m.)
  - D. 20'x30' (600 sq. ft./55 sq. m.)
  - E. Larger than 20'x30' (>600 sq. ft./55 sq. m.)
  - F. I do not exhibit in trade shows.
- Do you exhibit at one or more Tradeshow Week 200 shows?
  - A. Yes, which one(s): \_\_\_\_\_
  - B. No
  - C. Don't know
- Do you have direct responsibility for planning and organizing corporate events?
  - A. YES
  - B. NO
 If yes, what is your firm's annual budget for corporate events?
  - A. Less than \$100,000
  - B. \$100,001-\$250,000
  - C. \$250,001-\$500,000
  - D. \$500,002-\$1 Million
  - E. \$1 Million-\$5 Million
  - F. More than \$5 Million
- How many corporate events per year do you plan?
  - A. Less than 10
  - B. 11-50
  - C. 51-100
  - D. 101-250
  - E. 250+

## STEP 5: PAYMENT INFORMATION

Check Enclosed Payable to NTP  VISA  MasterCard  American Express

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Two Corporate Drive, Ninth Floor  
 Shelton, CT 06484-6259  
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 Fax: +1 203.447.2900  
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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 TS<sup>2</sup> for July 28 – 31, 2008 in Philadelphia, PA 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

September 11, 2008