

BUILDINGSNY® / GREEN BUILDINGSNY® 2008



EVENT AUDIT



DATES OF EVENT:

Conference: June 17 – 18, 2008
Exhibits: June 17 – 18, 2008

LOCATION:

Jacob Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.BuildingsNY.com

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1983

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 16 – 17, 2009
Exhibits: June 16 – 17, 2009

LOCATION:

Jacob Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

Residential, commercial, institutional, and industrial buildings industry in the tri-state area.

Qualified attendees are property managers, building owners, facility managers, architects, engineers, designers, building managers, hospital administrators, and consultants.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-registered attendees scanned their barcode confirmation into the system and their badge automatically printed and entered them into the system as verified. Scanning guns were used to scan attendees' badges as they entered the exhibit hall and the conference sessions. In addition, downloaded leads captured by exhibitors were also entered into the system as verified.

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	New York	1,031	5,546	6,577	99	26	3,020	9,722
2007	New York	--	--	5,836	18	39	3,066	8,959
2006	New York	--	--	6,455	1	10	3,134	9,600

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

4. TYPE OF PROPERTY			
TYPE OF PROPERTY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF PROPERTY
Commercial	938	14.3	24.8
Less than 50,000 sq. ft.	386	5.9	10.2
50,000 - 100,000 sq. ft.	150	2.3	4.0
100,000 - 300,000 sq. ft.	119	1.8	3.1
300,000 - 600,000 sq. ft.	73	1.1	1.9
600,000 - 1 Million sq. ft.	78	1.2	2.1
1 Million+ sq. ft.	132	2.0	3.5
Residential	1,356	20.6	35.8
Under 250 Units	747	11.3	19.7
250 - 1,000 Units	300	4.6	7.9
1,000 - 2,500 Units	143	2.2	3.8
2,500 - 5,000 Units	58	0.9	1.5
5,000+ Units	108	1.6	2.9
Industrial	426	6.5	11.3
50,000 - 100,000 sq. ft.	242	3.7	6.4
100,000 - 300,000 sq. ft.	71	1.1	1.9
300,000 - 600,000 sq. ft.	39	0.6	1.0
600,000 - 1,000,000 sq. ft.	25	0.4	0.7
1,000,000 + sq. ft.	49	0.7	1.3
Other	1,062	16.1	28.1
Institutional	330	5.0	8.7
Hotel/Motel	115	1.7	3.1
Retail	215	3.3	5.7
Government	326	5.0	8.6
Medical	76	1.1	2.0
Total Conference and Exhibit Only Attendees Identified by Type of Property	3,782	57.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Property	2,795	42.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,577	100.0	100.0

5. BUSINESS/TITLE			
BUSINESS/TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS/TITLE
Architect	234	3.6	6.1
Building Manager	290	4.4	7.6
Building Maintenance	147	2.2	3.9
Building Owner	380	5.8	10.0
Consultant	288	4.4	7.5
Contractor	248	3.8	6.5
Designer	106	1.6	2.8
Developer	144	2.2	3.8
Electrical Engineer	56	0.9	1.5
Executive Management	291	4.4	7.6
Facility Manager	136	2.1	3.6
Hotel/Motel Management	10	0.2	0.3
Hospital Administrative	13	0.2	0.3
Maintenance Supervisor/Manager	86	1.3	2.3
Plant Manager	15	0.2	0.4
Press/Media	25	0.4	0.7
Project Manager	180	2.7	4.7
Property Manager	244	3.7	6.4
Sales	319	4.8	8.4
Superintendent	55	0.8	1.4
Telecommunications	36	0.5	0.9
Other	508	7.7	13.3
Total Conference and Exhibit Only Attendees Identified by Business/Title	3,811	57.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business/Title	2,766	42.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,577	100.0	100.0

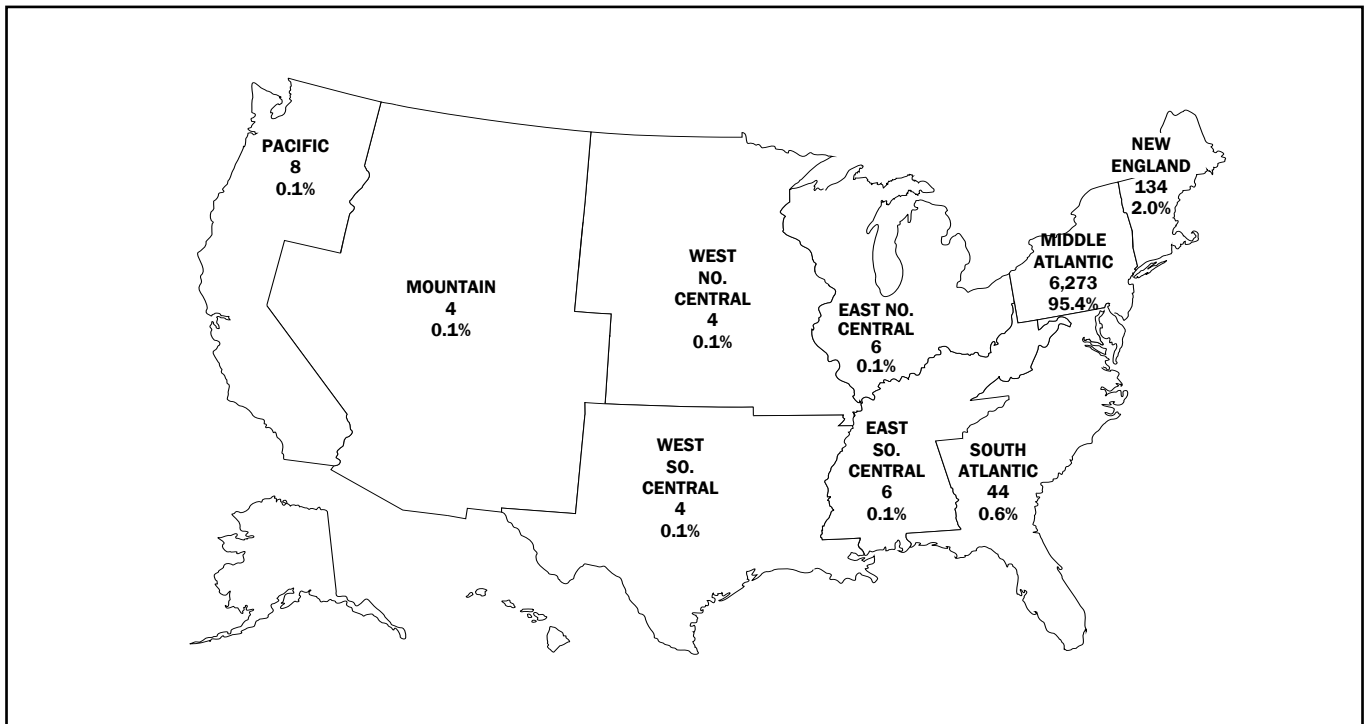
6. NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR			
NUMBER OF PROPERTIES YOU OWN/ARE RESPONSIBLE FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF PROPERTIES
0	563	8.6	18.4
Only 1	587	8.9	19.2
1 - 5	751	11.4	24.5
More than 5	1,163	17.7	37.9
Total Conference and Exhibit Only Attendees Identified by Number of Properties	3,064	46.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Properties	3,513	53.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,577	100.0	100.0

7. AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY			
AMOUNT SPENT ON BUILDING PRODUCTS ANNUALLY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AMOUNT SPENT
Less than \$100,000	992	15.1	35.9
\$100,000 - \$249,999	445	6.8	16.1
\$250,000 - \$499,999	271	4.1	9.8
\$500,000 - \$749,999	157	2.4	5.7
\$750,000 - \$999,999	169	2.6	6.1
\$1,000,000 - \$4,999,999	357	5.4	12.9
\$5,000,000 - \$10,000,000	138	2.1	5.0
More than \$10,000,000	236	3.6	8.5
Total Conference and Exhibit Only Attendees Identified by Amount Spent	2,765	42.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Amount Spent	3,812	57.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,577	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	134	2.0
Maine	1	
New Hampshire	1	
Vermont	--	
Massachusetts	23	
Rhode Island	--	
Connecticut	109	
MIDDLE ATLANTIC	6,273	95.4
New York	5,505	
New Jersey	727	
Pennsylvania	41	
EAST NO. CENTRAL	6	0.1
Ohio	2	
Indiana	1	
Illinois	2	
Michigan	1	
Wisconsin	--	
WEST NO. CENTRAL	4	0.1
Minnesota	4	
Iowa	--	
Missouri	--	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	--	
SOUTH ATLANTIC	44	0.6
Delaware	3	
Maryland	4	
Washington, DC	3	
Virginia	3	
West Virginia	--	
North Carolina	6	
South Carolina	4	
Georgia	10	
Florida	11	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	6	0.1
Kentucky	--	
Tennessee	3	
Alabama	3	
Mississippi	--	
WEST SO. CENTRAL	4	0.1
Arkansas	--	
Louisiana	--	
Oklahoma	1	
Texas	3	
MOUNTAIN	4	0.1
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	4	
New Mexico	--	
Arizona	--	
Utah	--	
Nevada	--	
PACIFIC	8	0.1
Alaska	--	
Washington	1	
Oregon	--	
California	6	
Hawaii	1	
UNITED STATES	6,483	98.6
INTERNATIONAL	94	1.4
Canada	10	
Mexico	--	
Other International	84	
Total Conference & Exhibit Attendees	6,577	100.0





REGISTRATION FORM June 17-18, 2008 ■ Jacob K Javits Convention Center ■ New York, NY

Which show are you attending? BuildingsNY GreenBuildingsNY

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 PREFIX FIRST NAME LAST NAME

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 JOB TITLE

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 COMPANY

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 ADDRESS 1

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 ADDRESS 2

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 CITY STATE/PROV ZIP/POSTAL CODE COUNTRY

We collect this data in order to provide you with information about BuildingsNY and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.buildingsny.com or call our Privacy Administrator at 888-306-2344, or from outside the US call 203-840-5810.

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 EMAIL FAX BUSINESS TELEPHONE (DO NOT INCLUDE INTERNATIONAL DIALING CODES)

- 1. Please indicate the type of property you represent:**
- Commercial**
- 1AA Less than 50,000 sq. ft.
 1AB 50,000 - 100,000 sq. ft.
 1AC 100,000 - 300,000 sq. ft.
 1AD 300,000 - 600,000 sq. ft.
 1AE 600,000 - 1 Million sq. ft.
 1AF 1 Million+ sq. ft.
- Residential**
- 1BA Under 250 Units
 1BB 250 - 1,000 Units
 1BC 1,000 - 2,500 Units
 1BD 2,500 - 5,000 Units
 1BE 5,000+ Units
- Industrial**
- 1CA 50,000 - 100,000 sq. ft.
 1CB 100,000 - 300,000 sq. ft.
 1CC 300,000 - 600,000 sq. ft.
 1CD 600,000 - 1,000,000 sq. ft.
 1CE 1,000,000 + sq. ft.
- Other**
- 1DA Institutional
 1EA Hotel/Motel
 1FA Retail
 1GA Government
 1HA Medical

- 2AH Developer
 2AJ Electrical
 2AK Engineer
 2AM Executive Management
 2AN Facility Manager
 2AP Fiber Optics
 2AQ Hotel/Motel Management
 2AR Hospital Administrative
 2AS Information Systems
 2AT Maintenance Manger
 2AU Plant Manager
 2AV Press/Media
 2AW Project Manager
 2AX Property Manager
 2AY Sales
 2AZ Security
 2BA Superintendent
 2BB Telecommunications
 2BC Other
 2BD Other

- 3AQ Financial/Legal Services
 3AR Furnishings
 3AS Green/Sustainable Products
 3AT HVAC
 3AU Insurance
 3AV Interiors/Interior Design
 3AW Life Safety
 3AX Moving/Storage
 3AY New Construction
 3AZ Paint
 3BA Pest Control
 3BB Plumbers/Plumbing
 3BC Renovation & Restoration
 3BD Security
 3BE Signage
 3BF Tools
 3BG Windows/Doors
 3BH Other

- 6. Would you like information about becoming a member of our official sponsor organization (ABO)?**
- 7A Yes
 7B No
- 7. Would you like information about exhibiting at the BuildingsNY show?**
- 8A Yes
 8B No
- 8. Would you like information about a magazine subscription to Real Estate New York?**
- 9A Yes
 9B No
- 9. Would you like to receive information on becoming a member of the U.S. Green Building Council?**
- 10A Yes
 10B No
- 10. Would you like to receive information on becoming a member of the AIA?**
- 10A Yes
 10B No

- 3. I am interested in the following products:**
- 3AA Appliances/Laundry Equipment
 3AB Architectural Products/Services
 3AC Boilers/Boiler Repair
 3AD Building Automation
 3AE Building Supplies/Services
 3AF Cleaning Products/Equipment
 3AG Communications
 3AH Computer Software/Services
 3AJ Electrical/Fiber Optics
 3AK Elevators
 3AM Energy Management/Utilities
 3AN Facility Safety
 3AP Environmental

- 5. Number of Properties which you Own/Are Responsible For:**
- 5A 0
 5B Only 1
 5C 1 - 5
 5D More than 5
- 5. Approximate Amount Spent on Building Products Annually:**
- 6A Less than \$100,000
 6B \$100,000 - \$249,999
 6C \$250,000 - \$499,999
 6D \$500,000 - \$749,000
 6E \$750,000 - \$999,999
 6F \$1,000,000 - \$4,999,999
 6G \$5,000,000 - \$10,000,000
 6H More Than \$10,000,000

11. REGISTER FOR: Exhibits, a \$50 fee applies Priority Code **OS**

12. Method of Payment: (no purchase orders accepted)
 Check or money order#: _____

Total: \$ _____ (payable to Reed Exhibitions)

Charge to my credit card:
 Mastercard Visa American Express

Name as it appears on the card (print) _____

 Credit Card Number – Last 4 Digits Only _____

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 Expiration Date (month/year) _____ Signature _____

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 Fax: +1 203.447.2900
www.bpaww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue
 Red Bank, NJ 07701
 Phone: +1 800.224.3170
 Fax: +1 732.741.5704
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 (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