

## EVENT AUDIT


**DATES OF EVENT:**

Conference: March 25 – 29, 2008  
Exhibits: March 28 – 29, 2008

**LOCATION:**

Baltimore Convention Center, Baltimore, MD

**EVENT PRODUCER/MANAGER:**

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

**REGISTRATION COMPANY:**

ARI, Inc.

**YEAR EVENT ESTABLISHED:**

1982

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: March 24 – 28, 2009  
Exhibits: March 27 – 28, 2009  
LOCATION: Baltimore Convention Center, Baltimore, MD

### 1. STATEMENT OF MARKET SERVED

Manufacturers and suppliers of emergency medical products and services.

**Qualified attendees** are professionals involved in providing prehospital emergency medical services.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and the tickets collected from the conference sessions. 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	Baltimore, MD	2,226	1,376	3,602	68	7	932	4,609
2007	Baltimore, MD	2,382	1,080	3,462	109	4	812	4,387
2006	Baltimore, MD	1,965	906	2,871	87	6	1,139	4,103

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

<b>4. EMPLOYER/AFFILIATION</b>			
EMPLOYER/AFFILIATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY EMPLOYER/AFFILIATION
Hospital	230	6.4	9.7
Private Ambulance	316	8.8	13.2
Fire Dept./Rescue Squad	731	20.3	30.6
Third Service/Municipal Agency	293	8.1	12.3
Industrial/Commercial	117	3.3	4.9
Educational Institution	138	3.8	5.8
Military	44	1.2	1.8
Volunteer	349	9.7	14.6
Other	169	4.7	7.1
Total Conference and Exhibit Only Attendees Identified by Employer/Affiliation	2,387	66.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Employer/Affiliation	1,215	33.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,602</b>	<b>100.0</b>	<b>100.0</b>

<b>5. OCCUPATION/POSITION</b>			
OCCUPATION/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OCCUPATION/POSITION
Paramedic/EMT-I/EMT-D	853	23.7	34.2
EMT (Basic, 1 <sup>st</sup> Responder)	657	18.2	26.4
Nurse/Instructor/Coordinator	124	3.4	5.0
Physician	16	0.5	0.6
Administrator/Supervisor, EMS Chief, Fire Chief, Other Chief & Company Officer	563	15.6	22.6
Military	25	0.7	1.0
Student	52	1.5	2.1
Other	203	5.6	8.1
Total Conference and Exhibit Only Attendees Identified by Occupation/Position	2493	69.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Occupation/Position	1,109	30.8	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,602</b>	<b>100.0</b>	<b>100.0</b>

<b>6. PURCHASING ROLE</b>			
PURCHASING ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING ROLE
Purchase	715	19.9	35.6
Approve	564	15.7	28.1
Recommend	1,286	35.7	64.0
Specify	535	14.9	26.6
Influence	932	25.9	46.4
Total Conference and Exhibit Only Attendees Identified by Purchasing Role	2,009	55.8	--
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Role	1,593	44.2	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,602</b>	<b>100.0</b>	<b>--</b>

The above counts and percentages are based on 3,602 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one purchasing role, the total number of responses exceeds the total attendance and should not be added together.

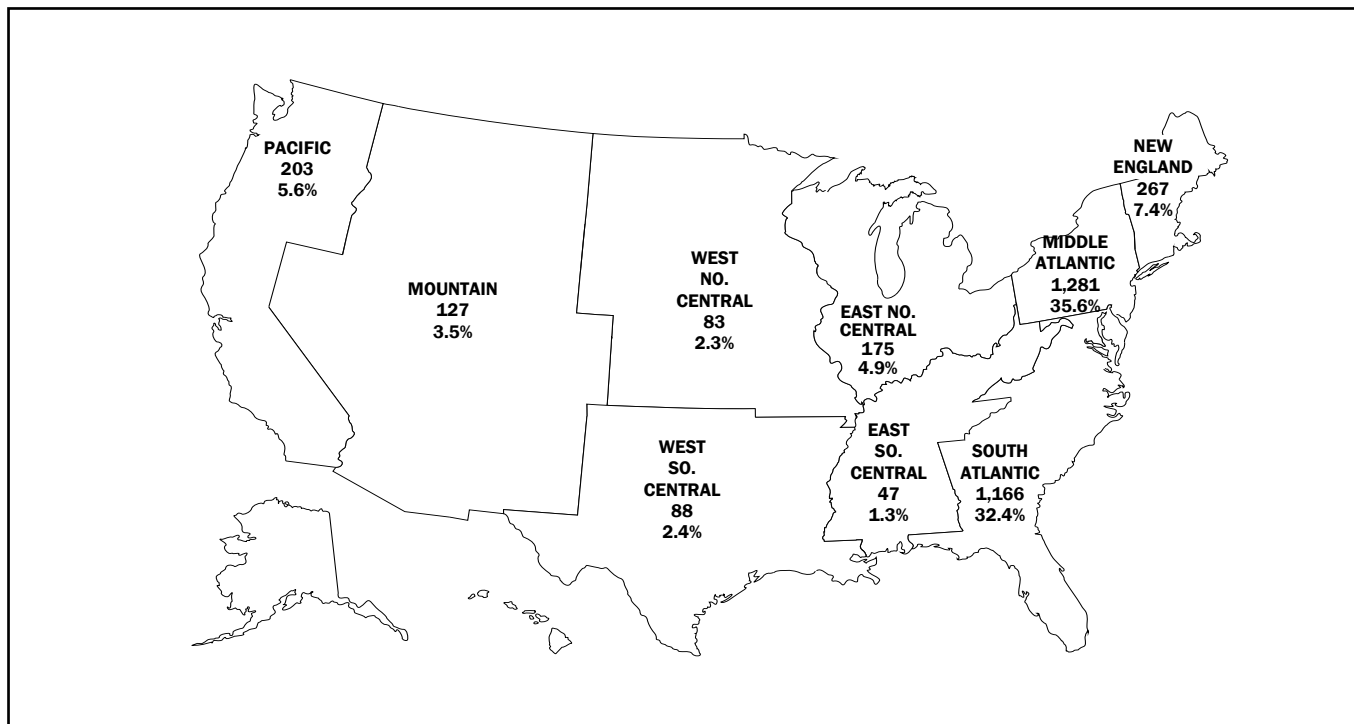
<b>7. PRODUCT CATEGORIES</b>			
PRODUCT CATEGORIES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT CATEGORIES
Advanced Life-Saving Equipment	578	16.0	42.4
Airway Equipment	476	13.2	34.9
Ambulances & Specialty Vehicles	440	12.2	32.3
Ambulance/Vehicle Accessories & Equipment	444	12.3	32.6
Apparatus	218	6.1	16.0
Apparel & Accessories	387	10.7	28.4
Association	95	2.6	7.0
Bags, Cases, Kits	474	13.2	34.8
Bar Coding	100	2.8	7.3
Basic Life-Saving Equipment	508	14.1	37.3
Billing Systems & Software	144	4.0	10.6
Communications	257	7.1	18.9
Computers	226	6.3	16.6
Consulting, Management, Legal Services	130	3.6	9.5
Data Management	236	6.6	17.3
Cardiac Monitors/Defibrillators/AEDs	421	11.7	30.9
Education and Training	559	15.5	41.0
Exhaust Removal Systems	97	2.7	7.1
Financial Institution/Leasing	44	1.2	3.2
GPS/Mapping Software	246	6.8	18.0
Hazardous Material Equipment	172	4.8	12.6
Health & Fitness	229	6.4	16.8
Immobilization Devices	357	9.9	26.2
Incident Management	288	8.0	21.1
Medical Equipment/Supplies	581	16.1	42.6
Lighting	159	4.4	11.7
Personal Protective Equipment	373	10.4	27.4
Pharmaceuticals	207	5.7	15.2
Publications	209	5.8	15.3
Recruitment	196	5.4	14.4
Rescue Equipment	303	8.4	22.2
Resuscitation Equipment	344	9.6	25.2
Self-Contained Breathing Apparatus	155	4.3	11.4
Shelters	123	3.4	9.0
Simulators/Manikins	323	9.0	23.7
Stations and Buildings	142	3.9	10.4
Stretchers	319	8.9	23.4
Tracheotomy/Tracheotomy Kits	202	5.6	14.8
Weapons of Mass Destruction (WMD) Detection	140	3.9	10.3
Weapons of Mass Destruction (WMD) Response	192	5.3	14.1
Other	244	6.8	17.9
Total Conference and Exhibit Only Attendees Identified by Purchasing Role	1,363	37.8	-
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Role	2,239	62.2	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,602</b>	<b>100.0</b>	<b>-</b>

The above counts and percentages are based on 3,602 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. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>267</b>	<b>7.4</b>
Maine	23	
New Hampshire	29	
Vermont	1	
Massachusetts	101	
Rhode Island	11	
Connecticut	102	
<b>MIDDLE ATLANTIC</b>	<b>1,281</b>	<b>35.6</b>
New York	476	
New Jersey	369	
Pennsylvania	436	
<b>EAST NO. CENTRAL</b>	<b>175</b>	<b>4.9</b>
Ohio	83	
Indiana	23	
Illinois	31	
Michigan	23	
Wisconsin	15	
<b>WEST NO. CENTRAL</b>	<b>83</b>	<b>2.3</b>
Minnesota	13	
Iowa	15	
Missouri	24	
North Dakota	3	
South Dakota	--	
Nebraska	5	
Kansas	23	
<b>SOUTH ATLANTIC</b>	<b>1,166</b>	<b>32.4</b>
Delaware	144	
Maryland	603	
Washington, DC	35	
Virginia	165	
West Virginia	38	
North Carolina	90	
South Carolina	11	
Georgia	19	
Florida	61	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>47</b>	<b>1.3</b>
Kentucky	20	
Tennessee	12	
Alabama	10	
Mississippi	5	
<b>WEST SO. CENTRAL</b>	<b>88</b>	<b>2.4</b>
Arkansas	--	
Louisiana	3	
Oklahoma	--	
Texas	85	
<b>MOUNTAIN</b>	<b>127</b>	<b>3.5</b>
Montana	10	
Idaho	6	
Wyoming	18	
Colorado	51	
New Mexico	6	
Arizona	10	
Utah	11	
Nevada	15	
<b>PACIFIC</b>	<b>203</b>	<b>5.6</b>
Alaska	24	
Washington	47	
Oregon	9	
California	123	
Hawaii	--	
<b>UNITED STATES</b>	<b>3,437</b>	<b>95.4</b>
<b>INTERNATIONAL</b>	<b>136</b>	<b>3.8</b>
Canada	53	
Mexico	2	
Other International	81	
<b>Not Identified</b>	<b>29</b>	<b>0.8</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,602</b>	<b>100.0</b>



# EMS TODAY 2008 REGISTRATION FORM

PRIORITY CODE: **CS**

Please type/print name and title as you wish them to appear on your name badge:

FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

This address is my  Home  Office

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

This phone is my  Home  Office

E-MAIL ADDRESS: \_\_\_\_\_

**A UNIQUE EMAIL ADDRESS IS REQUIRED—YOUR CONFIRMATION SENT VIA EMAIL. EMAIL ADDRESS NEEDED FOR CEU CERTIFICATE LOGON.**

**YES, I WANT A CEU CERTIFICATE**

CERTIFICATION/LICENSE #	
LICENSE STATE	DATE OF BIRTH
LEVEL OF LICENSURE/TYPE OF LICENSE	
<input type="checkbox"/> ALS <input type="checkbox"/> BLS	
LICENSE EXPIRATION DATE	

**IF YOU HAVE MULTIPLE CERTIFICATIONS, PLEASE FAX OR EMAIL THEM WITH YOUR FIRST AND LAST NAME TO: 972/620-3099 OR INQUIRY@EMSTODAYEXPO.COM**

**PLEASE CIRCLE THE NUMBERS OF THE MAIN SESSIONS YOU PLAN TO ATTEND:**

**Wednesday, March 26, 2008—Speed Networking** (Limited to 100, add'l \$35) **and Evening Sessions**

1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010

**Thursday, March 27, 2008—Keynote and Morning Sessions**

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

**Thursday, March 27, 2008—Lunch & Leams** (Limited to 25 each, add'l \$25)

L001 L002 L003 L005

L004 Prehospital Care Research Forum Luncheon (Limited to the first 105 attendees.)

**Thursday, March 27, 2008—Early Afternoon Sessions**

3001 3002 3003 3004 3005 3006 3007 3008 3009 3010 3011

**Thursday, March 27, 2008—Late Afternoon Sessions**

4001 4002 4003 4004 4005 4006 4007 4008

**Friday, March 28, 2008—Bagels & Breakthroughs and Morning Sessions**

5000 5001 5002 5003 5004 5005 5006 5007 5008 5009 5010 5011

**Friday, March 28, 2008—Early Afternoon Sessions**

6001 6002 6003 6004 6005 6006 6007 6008 6009 6010

**Friday, March 28, 2008—Late Afternoon Sessions**

7001 7002 7003 7004 7005 7006 7007 7008 7009 7010

**Saturday, March 29, 2008— Keynote and Early Afternoon Sessions**

8000 8001 8002 8003 8004 8005 8006 8007 8008 8009 8010 8011

**Saturday, March 29, 2008—Late Afternoon Sessions**

9001 9002 9003 9004 9005 9006 9008 9009 9010

**1. OCCUPATION/POSITION**

- A. PARAMEDIC/EMT-I/EMT-D
- B. EMT (BASIC, 1ST RESPONDER)
- C. NURSE/INSTRUCTOR/COORDINATOR
- D. PHYSICIAN
- E. ADMINISTRATOR/SUPERVISOR, EMS CHIEF, FIRE CHIEF, OTHER CHIEF & COMPANY OFFICER
- F. MILITARY
- G. STUDENT
- O. OTHER \_\_\_\_\_

**2. EMPLOYER/AFFILIATION**

- 1. HOSPITAL
- 2. PRIVATE AMBULANCE
- 3. FIRE DEPT./RESCUE SQUAD
- 4. THIRD SERVICE/MUNICIPAL AGENCY
- 5. INDUSTRIAL/COMMERCIAL
- 6. EDUCATIONAL INSTITUTION
- 7. MILITARY
- 8. OTHER \_\_\_\_\_
- 9. VOLUNTEER

**3. PURCHASING ROLE**

(Check all that apply)

- FA. PURCHASE
- FB. APPROVE
- FC. RECOMMEND
- FD. SPECIFY
- FE. INFLUENCE

- I am eligible for the New Jersey EMT Training Fund
- Yes, I am a member of the American Ambulance Association
- Do you have any special needs? Please check here and our staff will contact you.

Please check off the events and workshops you will be attending:

- Tuesday, March 25, 2008 & Wednesday, March 26, 2008**  
**Two-Day Preconference Workshops 8:00 a.m. – 5:00 p.m.**  
 (0001) National EMS ALS Refresher Core Content Workshop \$300  
 (0002) Medical Emergencies for the EMT and Paramedic \$300  
 (0003) EMS Supervisor \*Boot Camp\* \$300

- Tuesday, March 25, 2008**  
**One-Day Preconference Workshops 8:00 a.m. – 5:00 p.m.**  
 (0004) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) \$210

- Wednesday, March 26, 2008**  
**One-Day Preconference Workshops 8:00 a.m. – 5:00 p.m.**  
 (0005) Leadership, Law & Policy 2008 \$195  
 (0006) EMS Street Survival Workshop (Limit of 25) \$195  
 (0007) Patient Assessment Workshop for EMTs and Paramedics \$195  
 (0008) Multi-Lead Medics: 12-Lead ECG for Acute and Critical Care Providers \$195  
 (0009) Trauma from A to Z \$195  
 (0010) Your Child Has What? Special Care for Special Children \$195  
 (0011) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) \$195

- Wednesday, March 26, 2008**  
**Half-Day Preconference Workshop 8:00 a.m. – 12:00 p.m.**  
 (0012) OB Rodeo: Confidently Handling Obstetrical Emergencies (Limit of 25) \$100

- Wednesday, March 26, 2008**  
**Half-Day Preconference Workshop 1:00 p.m. – 5:00 p.m.**  
 (0013) The Art of Critical Care Transportation \$100  
 (0014) OB Rodeo: Confidently Handling Obstetrical Emergencies (Limit of 25) \$100

**Subscription to JEMS**  
 A 6-month subscription to JEMS is included in your registration fee.  
 Check here if you do not wish to receive JEMS.

**Conference Fees (please check one)**

	Early Expires March 21	Regular March 22 to March 29
<input type="checkbox"/> Gold Passport 3-Day <i>Includes Wednesday Evening Sessions</i>	\$415	\$495
<input type="checkbox"/> Silver Passport 2-Day <i>Includes Wednesday Evening Sessions</i>	\$305	\$375
<input type="checkbox"/> Wednesday Evening Sessions	\$50	\$50
<input type="checkbox"/> One-Day Only	\$190	\$265
<input type="checkbox"/> Special Saturday Pass	\$99	\$99
<input type="checkbox"/> Special Saturday *Bus* Pass	\$75	\$75
<input type="checkbox"/> Exhibit Hall Only Pass	FREE	\$20
(If you register for the conference your exhibit pass is included)		
<input type="checkbox"/> Guest Pass to Exhibits Only	\$5	\$10
<input type="checkbox"/> EMS Today Party	FREE	FREE
(FREE to paid conference registrants only: 1, 2 or 3-day)		
<input type="checkbox"/> Speed Networking	\$35	\$35
<input type="checkbox"/> Lunch & Learn	\$25	\$25

**Please circle which days you will attend the main conference:**

	Thursday	Friday	Saturday
<b>A</b> Conference/Exhibit Hall Registration Fee		\$ _____	
<b>B</b> Preconference Workshop(s)		\$ _____	
<b>C</b> Guest Party Ticket (\$25 ea.) # of tickets: _____		\$ _____	
<b>D</b> Six-month subscription to JEMS (\$20 value)		\$ _____	INCLUDED
<b>E</b> Discounts: (Good on 2-day or 3-day only)			-\$ _____
Group - \$500 OR \$1,000			
Military - \$100 (Please fax/mail a copy of your Military ID with your reg. form)			
(See page 6 for discount information.)			

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

**Payment Information:**

- Enclosed is my check for \$ \_\_\_\_\_ payable in U.S. dollars to Reed Exhibitions.
- Enclosed is my Purchase Order # \_\_\_\_\_ for \$ \_\_\_\_\_.
- Charge my:  VISA  MasterCard  AMEX

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Holder \_\_\_\_\_

Authorized Cardholder Signature \_\_\_\_\_

**PRIVACY POLICY**

We collect data to provide you with information about EMS Today Conference & Exposition and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [www.EMSTodayConference.com](http://www.EMSTodayConference.com) or call our Privacy Administrator at 1-888-306-2344 or 1-203-840-5810.

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**www.bpaww.com**



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**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