

# FLORIDA RESTAURANT & LODGING SHOW 2008



## EVENT AUDIT



### DATES OF EVENT:

Conference: September 5 - 7, 2008  
Exhibits: September 5 - 7, 2008

### LOCATION:

Orange County Convention Center, Orlando, FL

### EVENT PRODUCER/MANAGER:

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

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1996

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: September 11 - 13, 2009  
Exhibits: September 11 - 13, 2009

### LOCATION:

Orange County Convention Center, Orlando, FL

### 1. STATEMENT OF MARKET SERVED

The foodservice and hospitality industries.

**Qualified attendees** are managers, partners, operators, corporate executives, restaurant owners, purchasing agents, marketing consultants, chefs, cooks, designers, dieticians, and hotel and motel personnel of the foodservice and lodging industries.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified. Scanning guns were used to scan attendees' badges as they entered the free 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 & Exhibit Only Attendees | Speakers | Media | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff* | Total  |
|---------------------------|----------------|-------------------------------------|----------|-------|---|--------|
| 2008                      | Orlando, FL    | 8,601                               | 49       | 52    | 4,210   | 12,912 |
| 2007                      | Orlando, FL    | 9,448                               | 48       | 85    | 4,523   | 14,104 |
| 2006                      | Orlando, FL    | 9,888                               | 33       | 15    | 4,977   | 14,913 |
| 2005                      | Orlando, FL    | 8,926                               | 32       | 34    | 5,115   | 14,107 |

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



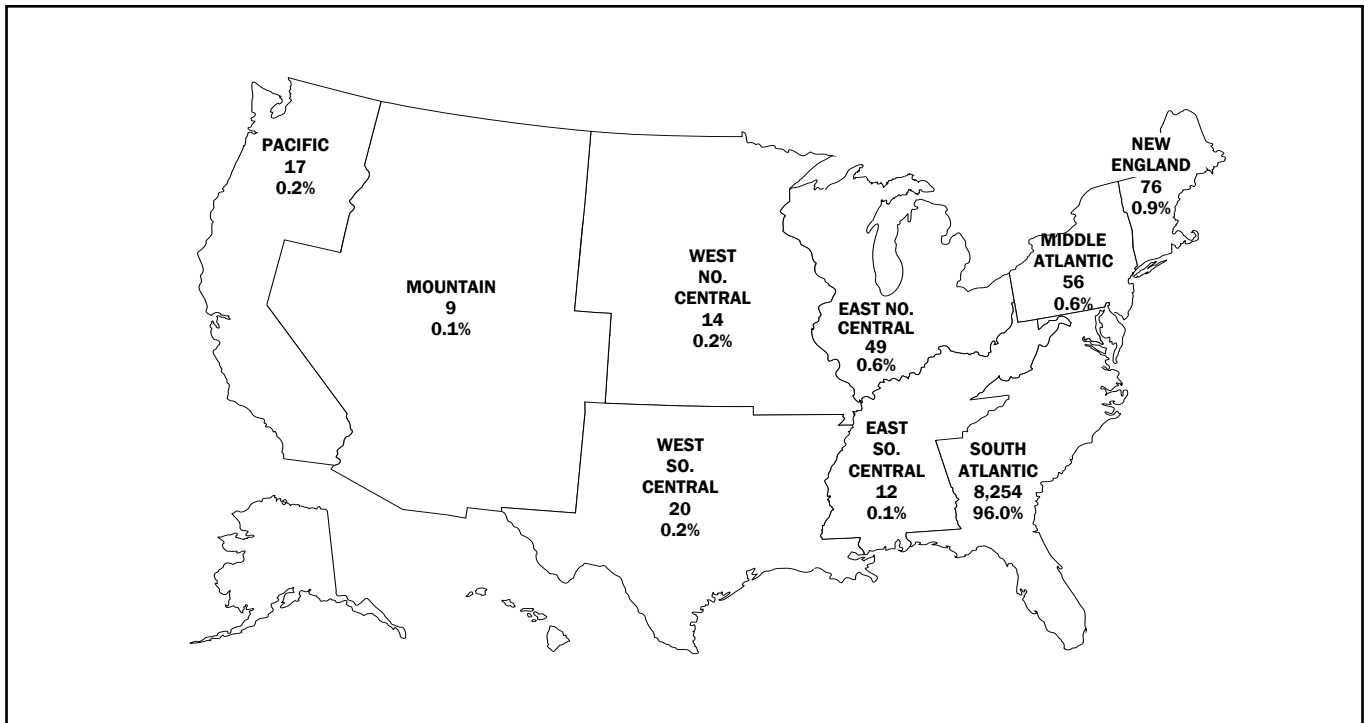
| <b>4. TYPE OF BUSINESS</b>   |                 |                  |  |
|--|-----------------|------------------|--|
| TYPE OF BUSINESS   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPE OF BUSINESS |
| Restaurant/Table Service/Full Service  | 1,895           | 22.0             | 26.5                                   |
| Restaurant/QSR/Franchise   | 394             | 4.6              | 5.5                                    |
| Pizzeria   | 229             | 2.7              | 3.2                                    |
| Deli/Bakery  | 211             | 2.4              | 2.9                                    |
| Hotel/Motel/Resort/Casino/Cruise Ship  | 713             | 8.3              | 10.0                                   |
| School District/School/University/Camp   | 714             | 8.3              | 10.0                                   |
| Hospital/Healthcare/Correctional Institution/Military                          | 157             | 1.8              | 2.2                                    |
| Municipal Service/Municipality   | 11              | 0.1              | 0.1                                    |
| Corporate Dining Services/Office/Plant   | 104             | 1.2              | 1.4                                    |
| Coffee Bar/Ice Cream/Yogurt  | 105             | 1.2              | 1.5                                    |
| Country/Membership Club  | 255             | 3.0              | 3.6                                    |
| Bar/Lounge/Night Club  | 98              | 1.1              | 1.4                                    |
| Non-Hotel Banquet Facility/Catering Establishment                              | 221             | 2.6              | 3.1                                    |
| Sports Arena/Amusement Park/Concession/Convention Center                       | 114             | 1.3              | 1.6                                    |
| Architect/Design/Real Estate   | 48              | 0.6              | 0.7                                    |
| Consultant/Specifier   | 196             | 2.3              | 2.7                                    |
| Retail Store/Supermarket   | 76              | 0.9              | 1.1                                    |
| Distributor/Dealer/Broker  | 577             | 6.7              | 8.0                                    |
| Importer/Exporter  | 52              | 0.6              | 0.7                                    |
| Manufacturer/Manufacturer's Agent  | 252             | 2.9              | 3.5                                    |
| Association  | 51              | 0.6              | 0.7                                    |
| Other  | 686             | 8.0              | 9.6                                    |
| Total Conference and Exhibit Only Attendees Identified by Type of Business     | 7,159           | 83.2             | 100.0                                  |
| Total Conference and Exhibit Only Attendees Not Identified by Type of Business | 1,442           | 16.8             | -                                      |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                             | <b>8,601</b>    | <b>100.0</b>     | <b>100.0</b>                           |

| <b>5. BADGE CATEGORY</b>   |                 |                  |                                      |
|--|-----------------|------------------|--------------------------------------|
| BADGE CATEGORY   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY BADGE CATEGORY |
| Buyer  | 5,554           | 64.6             | 68.6                                 |
| Non-Buyer  | 2,537           | 29.5             | 31.4                                 |
| Total Conference and Exhibit Only Attendees Identified by Badge Category     | 8,091           | 94.1             | 100.0                                |
| Total Conference and Exhibit Only Attendees Not Identified by Badge Category | 510             | 5.9              | -                                    |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                           | <b>8,601</b>    | <b>100.0</b>     | <b>100.0</b>                         |

| <b>6. POSITION</b>   |                 |                  |                                |
|--|-----------------|------------------|--------------------------------|
| POSITION   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY POSITION |
| Management (Partner/Owner)   | 2,316           | 26.9             | 32.1                           |
| Manager/Supervisor   | 1,539           | 17.9             | 21.3                           |
| Purchasing   | 316             | 3.7              | 4.4                            |
| Chef   | 845             | 9.8              | 11.7                           |
| Dietician/Nutritionist   | 29              | 0.3              | 0.4                            |
| Sommelier/Server/Bartender   | 86              | 1.0              | 1.2                            |
| Marketing/Sales/Public Relations                                       | 425             | 5.0              | 5.9                            |
| Education Administrator/Faculty/Student                                | 549             | 6.4              | 7.6                            |
| Caterer/Private Chef/Event Planner                                     | 170             | 2.0              | 2.4                            |
| Financial/Operations/Administration                                    | 226             | 2.6              | 3.1                            |
| Distributor  | 165             | 1.9              | 2.3                            |
| Other  | 545             | 6.3              | 7.6                            |
| Total Conference and Exhibit Only Attendees Identified by Position     | 7,211           | 83.8             | 100.0                          |
| Total Conference and Exhibit Only Attendees Not Identified by Position | 1,390           | 16.2             | -                              |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                     | <b>8,601</b>    | <b>100.0</b>     | <b>100.0</b>                   |

| <b>7. ESTABLISHMENT</b>   |                 |                  |                                     |
|---|-----------------|------------------|-------------------------------------|
| ESTABLISHMENT   | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY ESTABLISHMENT |
| Independent   | 4,233           | 49.2             | 59.0                                |
| Multi-Unit  | 1,709           | 19.9             | 23.8                                |
| Other   | 1,232           | 14.3             | 17.2                                |
| Total Conference and Exhibit Only Attendees Identified by Establishment     | 7,174           | 83.4             | 100.0                               |
| Total Conference and Exhibit Only Attendees Not Identified by Establishment | 1,427           | 16.6             | -                                   |
| <b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>                          | <b>8,601</b>    | <b>100.0</b>     | <b>100.0</b>                        |

| 8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES |              |             |   |              |              |
|---|--------------|-------------|---|--------------|--------------|
| STATE   | TOTAL        | PERCENT     | STATE   | TOTAL        | PERCENT      |
| <b>NEW ENGLAND</b>  | <b>76</b>    | <b>0.9</b>  | <b>EAST SO. CENTRAL</b>                         | <b>12</b>    | <b>0.1</b>   |
| Maine   | --           |             | Kentucky  | --           |              |
| New Hampshire   | --           |             | Tennessee                                       | 5            |              |
| Vermont   | --           |             | Alabama   | 3            |              |
| Massachusetts   | 6            |             | Mississippi                                     | 4            |              |
| Rhode Island  | 4            |             | <b>WEST SO. CENTRAL</b>                         | <b>20</b>    | <b>0.2</b>   |
| Connecticut   | 66           |             | Arkansas  | --           |              |
| <b>MIDDLE ATLANTIC</b>  | <b>56</b>    | <b>0.6</b>  | Louisiana                                       | 4            |              |
| New York  | 32           |             | Oklahoma  | 2            |              |
| New Jersey  | 10           |             | Texas   | 14           |              |
| Pennsylvania  | 14           |             | <b>MOUNTAIN</b>                                 | <b>9</b>     | <b>0.1</b>   |
| <b>EAST NO. CENTRAL</b>   | <b>49</b>    | <b>0.6</b>  | Montana   | --           |              |
| Ohio  | 13           |             | Idaho   | 4            |              |
| Indiana   | 4            |             | Wyoming   | --           |              |
| Illinois  | 16           |             | Colorado  | 1            |              |
| Michigan  | 13           |             | New Mexico                                      | --           |              |
| Wisconsin   | 3            |             | Arizona   | 4            |              |
| <b>WEST NO. CENTRAL</b>   | <b>14</b>    | <b>0.2</b>  | Utah  | --           |              |
| Minnesota   | 2            |             | Nevada  | --           |              |
| Iowa  | 4            |             | <b>PACIFIC</b>                                  | <b>17</b>    | <b>0.2</b>   |
| Missouri  | 7            |             | Alaska  | --           |              |
| North Dakota  | --           |             | Washington                                      | --           |              |
| South Dakota  | --           |             | Oregon  | 5            |              |
| Nebraska  | --           |             | California                                      | 11           |              |
| Kansas  | 1            |             | Hawaii  | 1            |              |
| <b>SOUTH ATLANTIC</b>   | <b>8,254</b> | <b>96.0</b> | <b>UNITED STATES</b>                            | <b>8,507</b> | <b>98.9</b>  |
| Delaware  | --           |             | <b>INTERNATIONAL</b>                            | <b>94</b>    | <b>1.1</b>   |
| Maryland  | 4            |             | Canada  | 12           |              |
| Washington, DC  | 1            |             | Mexico  | --           |              |
| Virginia  | 11           |             | Other International                             | 82           |              |
| West Virginia   | --           |             | <b>Total Conference &amp; Exhibit Attendees</b> | <b>8,601</b> | <b>100.0</b> |
| North Carolina  | 11           |             |   |              |              |
| South Carolina  | 20           |             |   |              |              |
| Georgia   | 89           |             |   |              |              |
| Florida   | 8,118        |             |   |              |              |





# REGISTRATION FORM

**FOR THE TRADE ONLY**

No one under 18 will be permitted, including infants.



## 1 CONTACT INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_

State/Prov. \_\_\_\_\_ Zip +4/Postal Code \_\_\_\_\_

Business Telephone (do not include international dialing code) \_\_\_\_\_

Fax (do not include international dialing code) \_\_\_\_\_

Email \_\_\_\_\_

Priority Code: CS

## FAX COMPLETED FORM TO 1-708-344-4444

Or mail to: Florida Restaurant & Lodging Show  
P.O. Box 604, Brookfield, IL 60513-0604

1. Are you over the age of 21?  
 Yes, over 21  
 No, not over 21
2. Are you at least 18 years of age?  
 Yes  
 No  
*No one under the age of 18 will be admitted to the Show at any time, including infants. No exceptions.*
3. Are you a  
 Buyer  
 Non-Buyer
4. Is your establishment  
 Independent  
 Multi-Unit  
 Other
5. Position: Please tell us which ONE best describes your area of responsibility.  
 A  Management (Partner/Owner)  
 B  Manager/Supervisor  
 C  Purchasing  
 D  Chef  
 E  Dietitian/Nutritionist  
 F  Sommelier/Server/Bartender  
 G  Marketing/Sales/Public Relations  
 H  Edu. Administrator/Faculty/Student  
 J  Caterer/Private Chef/Event Planner  
 K  Financial/Operations/Administration  
 M  Distributor  
 N  Other \_\_\_\_\_  
*(Please specify)*
6. Type of Business: (Choose ONE only)  
 A  Restaurant/Table Service/Full Service  
 B  Restaurant/QSR/Franchise  
 C  Pizzeria  
 D  Deli/Bakery  
 E  Hotel/Motel/Resort/Casino/Cruise Ship  
 F  School District/School/University/Camp
- G  Hospital/Healthcare/Correctional Institution/Military  
 H  Municipal Service/Municipality  
 J  Corporate Dining Services/Office/Plant  
 K  Coffee Bar/Ice Cream/Yogurt  
 M  Country/Membership Club  
 N  Bar/Lounge/Night Club  
 P  Non-Hotel Banquet Facility/Catering Establishment  
 Q  Sports Arena/Amusement Park/Concession/Convention Center  
 R  Architect/Design/Real Estate  
 S  Consultant/Specifier  
 T  Retail Store/Supermarket  
 U  Distributor/Dealer/Broker  
 V  Importer/Exporter  
 W  Manufacturer/Mfg. Agent  
 X  Association  
 Y  Other \_\_\_\_\_  
*(Please specify)*
7. Categories of Interest:  
 Please tell us which products you are coming to see at the Show: (select ALL that apply)  
 AA  Appetizers  
 AB  Bar Equipment Products  
 AC  Beverage, Alcohol  
 AD  Beverage, Non-Alcohol  
 AE  Cleaning Supplies & Services  
 AF  Dairy  
 AG  Décor/Design  
 AH  Dessert  
 AJ  Dressings/Sauces  
 AK  Food Equipment & Services  
 AM  Food Distributor  
 AN  Franchise  
 AP  Furniture/Furnishings  
 AQ  Hospitality Services  
 AR  Kosher Foods  
 AS  Meat/Poultry  
 AT  Pasta & Rice  
 AU  Pizza Products  
 AV  Point of Sale Equipment  
 AW  Paper & Plastic Products  
 AX  Produce  
 AY  Seafood  
 AZ  Tableware  
 BA  Services  
 BB  Other \_\_\_\_\_  
*(Please specify)*

## 2 REGISTRATION OPTIONS: All Master Series course registrations include FREE Exhibits plus Admission for all Show days.

|  |                         |                        |
|--|-------------------------|------------------------|
| <input type="checkbox"/> <b>Exhibit Plus</b><br><i>Includes admission to all FREE Ferdinand Metz Foodservice Forum Sessions and Keynotes, plus admission to the Exhibit Hall</i>   | \$30<br>(before 8/1/08) | \$50<br>(after 8/1/08) |
| <input type="checkbox"/> <b>Accelerated One Day "Jump Start" Personal Chef Seminar</b><br>Full Day, Saturday, September 6, presented by the American Personal & Private Chef Association<br><i>Course Completion includes full Personal Chef Certification, Professional Personal Chef Training Manual entitled "The Business of Doing Business as a Personal Chef"®, first-year membership in the American Personal &amp; Private Chef Association, PLUS admission to all Ferdinand Metz Foodservice Forum events and keynotes AND full access to the Exhibit Hall.</i> | \$995.00                |                        |
| <input type="checkbox"/> <b>Catering Symposium</b> <span style="float: right;">Catering Symposium</span><br>Full Day Symposium, presented by Catering Magazine<br><i>Includes admission to the Ferdinand Metz Foodservice Forum Sessions and Keynotes, plus admission to the Exhibit Hall</i><br>Sunday, September 7 – 9:00 am to 5:00 pm  | \$299.00                |                        |
| <b>Grand Total \$</b>  |                         |                        |

**Important:** The pre-registration cut-off date is 8/1/08. No badges will be mailed. All badges must be picked up on-site. Be sure to provide your email address for your personalized confirmation with barcode. For the trade only. No one under the age of 18 will be admitted to the Show. No exceptions.

## 3 METHOD OF PAYMENT Enclosed is my check for \$\_\_\_\_\_ payable to Reed Exhibitions.

Charge my:  AMEX  VISA  MasterCard in the amount of \$\_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

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

**FRLA Policy:** Included in the registration fee is a voluntary contribution to the Florida Restaurant and Lodging Association Political Action Committee, the organization through which the foodservice industry supports political candidates supportive of restaurant government affairs, positions and interest. Dues, payments, contributions or gifts to the FRLA are deductible as normal business expenses. Contribution/dues to the FRLA PAC are not deductible. Contributions to the FRLA PAC entitles you to PAC membership.

If you do not wish to make a voluntary contribution mark this box. The \$3 per person contribution will be applied instead to the admission cost. Your admission price will not change.

We collect this data in order to provide you with information about the Florida Restaurant & Lodging Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at [flrestaurantandlodgingshow.com](http://flrestaurantandlodgingshow.com) or call our Privacy Administration at (888) 306-2344. Cancellation Policy is available at: [flrestaurantandlodgingshow.com](http://flrestaurantandlodgingshow.com)

**QUESTIONS: CALL 1-888-372-3976  
9:00 AM – 5:00 PM EST**

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)



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7 Hendrickson Avenue  
Red Bank, NJ 07701  
Phone: +1 800.224.3170  
Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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