

National Hardware Show 2008



EVENT AUDIT



DATES OF EVENT:

Conference: May 6 – 8, 2008
Exhibits: May 6 – 8, 2008

LOCATION:

Las Vegas Convention Center, Las Vegas, NV

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1946

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 5 – 7, 2009
Exhibits: May 5 – 7, 2009
LOCATION: Las Vegas Convention Center, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

An annual marketplace for hardware products, hand and power tools, electrical and plumbing supplies, building materials, paint, sundries, housewares, safety equipment, security systems, automotive parts and accessories, information technology, outdoor power equipment, outdoor-living products, lawn and garden equipment, grills and outdoor furniture.

Qualified attendees are home improvement wholesalers, retailers, home centers, specialty distributors, mass merchandisers, lawn and garden retailers, pro dealers and exporters.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All attendee badges were printed on-site and were automatically verified at the Express Badge counter. Lead retrieval units used at the exhibitors booths were also downloaded into the database to assist in verification.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	National Hardware Show Attendees	Gourmet Housewares Show Attendee/ Exhibitor Cross-Over	Global Textiles Show Attendee/ Exhibitor Cross-Over	Sub-Total: Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2008	Las Vegas	14,719	--	--	14,719	--	372	21,089*	36,180
2007	Orlando	13,372	747	117	14,236	--	333	13,352**	27,921
2006	Las Vegas	16,773	1,698	--	18,471	35	327	14,848**	33,681
2005	Las Vegas	16,817	1,455	--	18,272	37	358	15,516**	34,183

* Not audited. Includes all pre-registered exhibitors.

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

NOTE: In 2007 and 2008 there was not a separate registration category for Speakers.



4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Retailer (TOTAL)	5,543	37.7	37.8
Automotive	189	1.3	1.3
Catalog, Mail Order & Internet	550	3.8	3.8
Discount Store	194	1.3	1.3
Hardware Store	741	5.0	5.0
Home Center	317	2.2	2.2
Home Décor	157	1.1	1.1
Kitchen & Bath	110	0.8	0.8
Lawn & Garden	735	5.0	5.0
Lumber & Building Supply	222	1.5	1.5
Mass Merchandiser	200	1.4	1.4
Paint & Wallcovering	167	1.1	1.1
Pool & Spa	36	0.2	0.2
Specialty Store	232	1.6	1.6
Supermarket/Drugstore	77	0.5	0.5
Wholesale Club	103	0.7	0.7
Homewares/Housewares	165	1.1	1.1
Pet Supplies	23	0.2	0.2
Buyer	477	3.2	3.2
Retailer - Manufacturing Program	62	0.4	0.4
Other Retailer	786	5.3	5.4
Non-Retailer (TOTAL)	9,118	61.9	62.2
Architect & Designer	135	0.9	0.9
Builder, Remodeler & Contractor	416	2.8	2.8
Consultant	710	4.8	4.8
Government	52	0.4	0.4
Interior Designer	120	0.8	0.8
Importer & Exporter	907	6.2	6.2
Manufacturer's Representative	2,327	15.8	15.9
Manufacturer	2,296	15.6	15.7
Wholesaler & Distributor	2,155	14.6	14.7
Total National Hardware Show Attendees Identified by Primary Business	14,661	99.6	100.0
Total National Hardware Show Attendees Not Identified by Primary Business	58	0.4	-
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Executive Management (TOTAL)	7,715	52.4	56.1
Chairman	245	1.7	1.8
President	1,992	13.5	14.5
Owner/Partner	3,089	21.0	22.4
Vice President	1,387	9.4	10.1
General Manager	1,002	6.8	7.3
Operations Manager (TOTAL)	554	3.7	4.0
Regional Manager	225	1.5	1.6
Store Manager	103	0.7	0.8
Department Manager	226	1.5	1.6
Purchasing Management (TOTAL)	2,706	18.4	19.7
Merchandise Manager	340	2.3	2.5
Purchasing Director/Agent	305	2.1	2.2
Buyer	1,377	9.4	10.0
Product Manager	368	2.5	2.7
Advertising/Marketing Manager	253	1.7	1.8
Division Merchandise Manager	63	0.4	0.5
Other Managers (TOTAL)	1,628	11.1	11.8
Sales Manager	1,515	10.3	11.0
Training Manager	53	0.4	0.4
Personnel Manager	60	0.4	0.4
Non-Buyers (TOTAL)	1,148	7.8	8.4
Editor/Publisher	28	0.2	0.2
Spouse	284	1.9	2.1
Other	836	5.7	6.1
Total National Hardware Show Attendees Identified by Job Title	13,751	93.4	100.0
Total National Hardware Show Attendees Not Identified by Job Title	968	6.6	
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	100.0

6. ANNUAL RETAIL/WHOLESALE SALES VOLUME			
ANNUAL RETAIL/WHOLESALE SALES VOLUME	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL RETAIL/WHOLESALE SALES VOLUME
\$0 - \$9 million	5,628	38.2	41.0
\$10 - \$49 million	2,273	15.4	16.5
\$50 - \$99 million	853	5.8	6.2
Over \$100 million	1,421	9.7	10.3
Does Not Apply	3,573	24.3	26.0
Total National Hardware Show Attendees Identified by Annual Sales Volume	13,748	93.4	100.0
Total National Hardware Show Attendees Not Identified by Annual Sales Volume	971	6.6	-
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	100.0

7. SOURCING NEEDS			
SOURCING NEEDS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SOURCING NEEDS
Hardware	8,008	54.4	58.1
Lawn & Garden	6,995	47.5	50.8
Paint & Décor	3,378	22.9	24.5
Homewares/Housewares	4,300	29.2	31.2
Plumbing and Electrical	3,780	25.7	27.4
Home Environment	2,856	19.4	20.7
Seasonal	3,978	27.0	28.9
Pet	2,041	13.9	14.8
Appliances	1,949	13.2	14.1
Other	928	6.3	6.7
Total National Hardware Show Attendees Identified by Sourcing Needs	13,779	93.6	--
Total National Hardware Show Attendees Not Identified by Sourcing Needs	940	6.4	--
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	--

The above counts and percentages are based on 14,719 National Hardware 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.

8. PRIMARY SUPPLY SOURCE			
SUPPLY SOURCE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SUPPLY SOURCE
ACE	349	2.4	2.5
Do-It Best	170	1.2	1.2
True Value	154	1.0	1.1
Orgill	5,625	38.2	40.9
Co-Op/Wholesaler/Distributor	2,265	15.4	16.5
Direct from Manufacturer	75	0.5	0.6
Does Not Apply	5,113	34.7	37.2
Total National Hardware Show Attendees Identified by Supply Source	13,751	93.4	100.0
Total National Hardware Show Attendees Not Identified by Supply Source	968	6.6	--
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	100.0

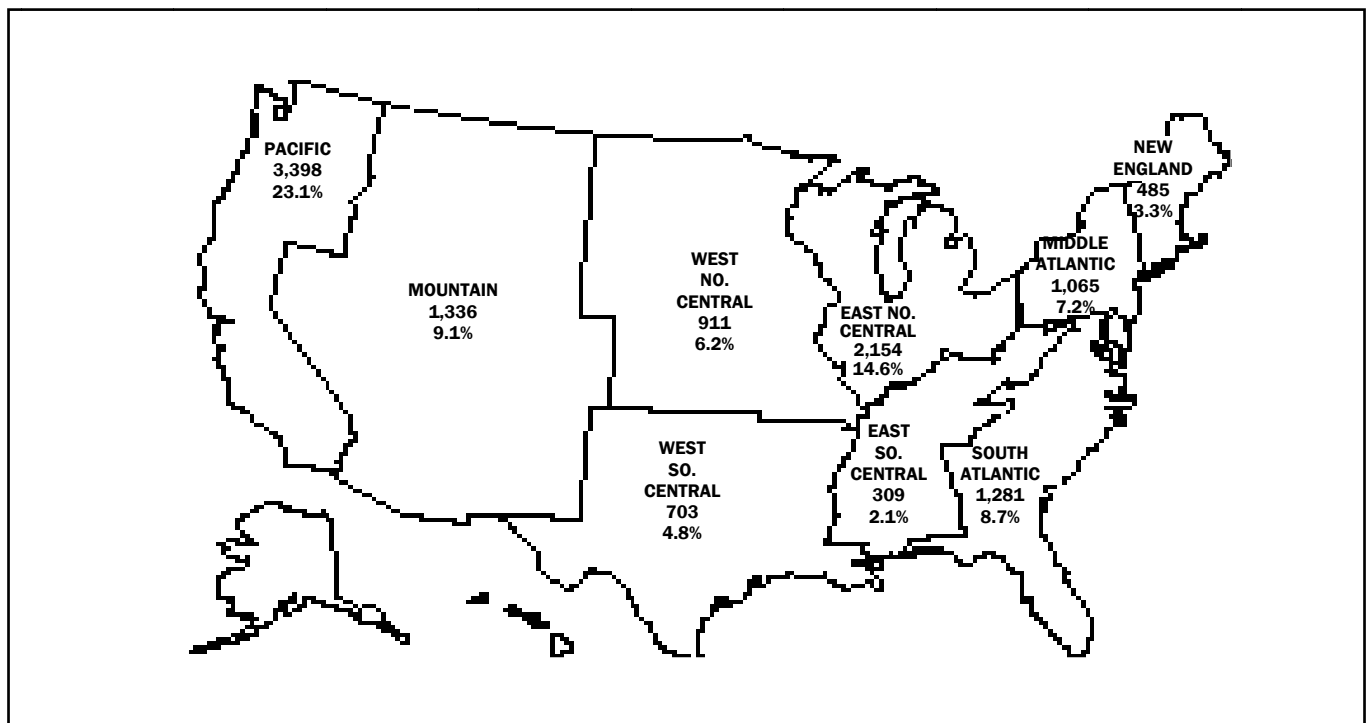
9. PRODUCT INTEREST			
PRODUCT INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT INTEREST
Appliances	2,415	16.4	17.6
Automotive Aftermarket	2,262	15.4	16.4
Building Supplies	3,824	26.0	27.8
Electrical & Lighting	3,847	26.1	28.0
Hand Tools & Power Tools	5,882	40.0	42.8
Hardware	6,959	47.3	50.6
Homewares/Housewares			
Cleaning Products/Supplies	2,634	17.9	19.2
Home Storage & Organization	3,154	21.4	22.9
Home, Health & Safety	2,698	18.3	19.6
Decorative Lighting/Home Décor/RTA	2,605	17.7	18.9
Personal Care & Gifts	1,799	12.2	13.1
Gourmet	1,530	10.4	11.1
Industry Services	832	5.7	6.1
Information Technologies	764	5.2	5.6
Kitchen & Bath	3,175	21.6	23.1
Lawn & Garden/Outdoor Living	6,459	43.9	47.0
Paint & Home Décor	3,093	21.0	22.5
Pet Supplies	2,134	14.5	15.5
Plumbing, Heating & Cooling	2,706	18.4	19.7
Pool & Spa	1,334	9.1	9.7
Publications	429	2.9	3.1
Rental	500	3.4	3.6
RTA Furniture	1,207	8.2	8.8
Seasonal	2,648	18.0	19.3
Other	282	1.9	2.1
Total National Hardware Show Attendees Identified by Product Interest	13,752	93.4	--
Total National Hardware Show Attendees Not Identified by Product Interest	967	6.6	--
TOTAL NATIONAL HARDWARE SHOW ATTENDEES	14,719	100.0	--

The above counts and percentages are based on 14,719 National Hardware 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.

10. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	485	3.3
Maine	31	
New Hampshire	32	
Vermont	25	
Massachusetts	234	
Rhode Island	56	
Connecticut	107	
MIDDLE ATLANTIC	1,065	7.2
New York	506	
New Jersey	289	
Pennsylvania	270	
EAST NO. CENTRAL	2,154	14.6
Ohio	498	
Indiana	151	
Illinois	917	
Michigan	299	
Wisconsin	289	
WEST NO. CENTRAL	911	6.2
Minnesota	433	
Iowa	81	
Missouri	200	
North Dakota	9	
South Dakota	12	
Nebraska	64	
Kansas	112	
SOUTH ATLANTIC	1,281	8.7
Delaware	11	
Maryland	96	
Washington, DC	16	
Virginia	92	
West Virginia	12	
North Carolina	231	
South Carolina	92	
Georgia	275	
Florida	456	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	309	2.1
Kentucky	73	
Tennessee	145	
Alabama	74	
Mississippi	17	
WEST SO. CENTRAL	703	4.8
Arkansas	53	
Louisiana	34	
Oklahoma	59	
Texas	557	
MOUNTAIN	1,336	9.1
Montana	25	
Idaho	51	
Wyoming	3	
Colorado	194	
New Mexico	33	
Arizona	397	
Utah	168	
Nevada	465	
PACIFIC	3,398	23.1
Alaska	4	
Washington	422	
Oregon	227	
California	2,676	
Hawaii	69	
UNITED STATES	11,642	79.1
INTERNATIONAL	3,077	20.9
Canada	1,132	
Mexico	236	
Other International	1,709	
Total National Hardware Show Attendees	14,719	100.0





On-Site Registration Form

Please complete the on-site attendee registration form for access to the Show floor.

On-Site Fee: \$100

IMPORTANT: You must complete Registrant's Information and questions 1-6 for your admission badge to be issued.

For Trade Only. No One under 18 admitted. No infants

Priority Code: OS

Registrant's Information:

First Name	Middle Initial	Last Name
Job Title		
Company Name		
Address 1		
Address 2		
City		
Country	State	Zip + 4 Postal Codes
Business Telephone		Business Fax
Email		

- Operations Manager**
- F. Regional Manager
 - G. Store Manager
 - H. Department Manager

- Purchasing Management**
- J. Merchandise Manager
 - K. Purchasing Director/Agent
 - M. Buyer
 - N. Product Manager
 - P. Advertising/Marketing Manager
 - Q. Division Merchandise Manager

- Other Managers**
- Q. Sales Manager
 - R. Training Manager
 - S. Personnel Manager

- Non-Buyers**
- T. Editor/Publisher
 - U. Spouse
 - V. Other _____
(please specify)

6. Product Interests (check all that apply)

- AA. Appliances
- AB. Automotive Aftermarket
- AC. Building Supplies
- AD. Electrical & Lighting
- AE. Hand Tools & Power Tools
- AF. Hardware

Homewares/Housewares

- AG. Cleaning Products/Supplies
- AH. Home Storage & Organization
- AJ. Home, Health & Safety
- AK. Decorative Lighting/Home Decor/RTA
- AM. Personal Care & Gifts
- AN. Gourmet
- AP. Industry Services
- AQ. Information Technologies
- AR. Kitchen & Bath
- AS. Lawn & Garden / Outdoor Living
- AT. Paint & Home Decor
- AU. Pet Supplies
- AV. Plumbing, Heating & Cooling
- AW. Pool & Spa
- AX. Publications
- AY. Rental
- AZ. RTA Furniture
- BA. Seasonal
- BB. Other _____

1. Primary Business (check one)
(Question #1 determines badge type)

- Retailer**
- AA. Automotive
 - AB. Catalog, Mail Order & Internet
 - AC. Discount Store
 - AD. Hardware Store
 - AE. Home Center
 - AF. Home Decor
 - AG. Kitchen & Bath
 - AH. Lawn & Garden
 - AJ. Lumber & Bldg. Supply
 - AK. Mass Merchandiser
 - AM. Paint & Wall covering
 - AN. Pool & Spa
 - AP. Specialty Store
 - AQ. Supermarket/Drug
 - AR. Wholesale Club
 - AS. Homewares/Housewares
 - AT. Pet Supplies
 - AU. Other Retailer _____
(please specify)
- Are you an Independent Retailer?
 Yes No

- Non-Retailer**
- AV. Architect & Designer
 - AW. Builder, Remodeler, Contractor
 - AX. Consultant
 - AY. Government
 - AZ. Interior Designer
 - BA. Importer & Exporter
 - BB. Manufacturer's Representative
 - BC. Manufacturer
 - BD. Wholesaler & Distributor
 - BE. Press

- 2. Sourcing Needs (check all that apply)**
- A. Hardware
 - B. Lawn and Garden
 - C. Paint and Decor
 - D. Homewares/Housewares
 - E. Plumbing and Electrical
 - F. Home Environment
 - G. Seasonal
 - H. Pet
 - J. Appliances
 - K. Other _____

- 3. Annual Retail/Wholesale Sales Volume (check one)**
- A. \$0-\$9 million
 - B. \$10-\$49 million
 - C. \$50-\$99 million
 - D. Over \$100 million
 - E. Does Not Apply

- 4. What is your primary source of supply? (check one)**
- A. ACE
 - B. Do-It Best
 - C. True Value
 - D. Orgill
 - E. Co-op/Wholesaler/Distributor
 - F. Direct from Manufacture
 - G. Does Not Apply

- 5. Job Codes (check one)**
- Executive Management**
- A. Chairman
 - B. President
 - C. Owner/Partner
 - D. Vice President
 - E. General Manager

METHOD OF PAYMENT: Check # _____ (make Check Payable to "Reed Exhibitions" in U.S. dollars) AMEX MC VISA CASH

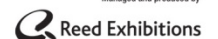
Credit Card Number	/	Expiration Date
First Name	MI	Last Name

Cardholder's Signature. I agree to pay the above total amount according to my card issuer agreement.

Show Policy:

Show attendees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims.

National Hardware Show®, Lawn and Garden World® and New Product World® are registered trademarks of Reed Elsevier Properties Inc., used under license.



Managed and produced by

© 2008 Reed Elsevier Inc.

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