

# 2008 International Restaurant & Food Service Show of New York



## EVENT AUDIT



### DATES OF EVENT:

Conference: March 9 – 11, 2008  
Exhibits: March 9 – 11, 2008

### LOCATION:

Jacob J. Javits Center, New York, NY

### EVENT PRODUCER/MANAGER:

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

### REGISTRATION COMPANY:

CompuSystems

### YEAR EVENT ESTABLISHED:

1994

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: March 1 – 3, 2009  
Exhibits: March 1 – 3, 2009  
LOCATION: Jacob J. Javits Center, New York, NY

### 1. STATEMENT OF MARKET SERVED

Regional, national, and international marketers of foodservice and catering products, equipment, beverage, tabletop products, computer equipment and systems, and financial and administrative services.

**Qualified attendees** are owners, managers, chefs, and supervisors of food-service establishments for restaurants, multi-unit and chain operations, caterers, institutional and corporate feeders, dieticians, etc.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received an email confirmation with a barcode were required to have their badges printed on-site. The registrant was then entered into the system as verified. In addition, 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	New York	13,203	121	525	5,220	19,069
2007	New York	11,519	49	234	5,428	17,230
2006	New York	12,575	44	172	5,068	17,859

\* 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	3,160	23.9	32.7
Restaurant – QSR/Franchise	322	2.4	3.3
Pizzeria	222	1.7	2.3
Deli/Bakery	457	3.5	4.7
Hotel/Motel/Resort/Casino/Cruise Ship	292	2.2	3.0
School District/School/University/Camp	776	5.9	8.1
Hospital/Healthcare/Correctional Institution/Military	286	2.2	3.0
Municipal Service/Municipality	31	0.2	0.3
Corporate Dining Services/Office/Plant	174	1.3	1.8
Coffee Bar/Ice Cream/Yogurt	263	2.0	2.7
Country/Membership Club	356	2.7	3.7
Bar/Lounge/Night Club	116	0.9	1.2
Non-Hotel Banquet Facility/Catering Establishment	759	5.7	7.9
Sports Arena/Amusement Park/Concession/Convention Center	80	0.6	0.8
Architect/Design/Real Estate	106	0.8	1.1
Consultant/Specifier	431	3.3	4.5
Retail Store/Supermarket	303	2.3	3.1
Distributor/Dealer/Broker	594	4.5	6.2
Importer/Exporter	128	1.0	1.3
Manufacturer/Manufacturers' Agent	454	3.4	4.7
Association	178	1.4	1.9
Other	164	1.2	1.7
Total Conference and Exhibit Only Attendees Identified by Type of Business	9,652	73.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	3,551	26.9	–
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,203</b>	<b>100.0</b>	<b>100.0</b>

<b>5. POSITION</b>			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	3,766	28.5	39.6
Manager/Supervisor	1,151	8.7	12.1
Purchasing	441	3.3	4.6
Chef	1,408	10.7	14.8
Dietician/Nutritionist	98	0.7	1.0
Sommelier/Server/Bartender	104	0.8	1.1
Marketing/Sales/Public Relations	567	4.3	6.0
Education Administrator/Faculty/Student	308	2.3	3.2
Caterer/Private Chef/Event Planner	473	3.6	5.0
Financial/Operations/Administration	273	2.1	2.9
Distributor	205	1.6	2.2
Other	716	5.4	7.5
Total Conference and Exhibit Only Attendees Identified by Position	9,510	72.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	3,693	28.0	–
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,203</b>	<b>100.0</b>	<b>100.0</b>

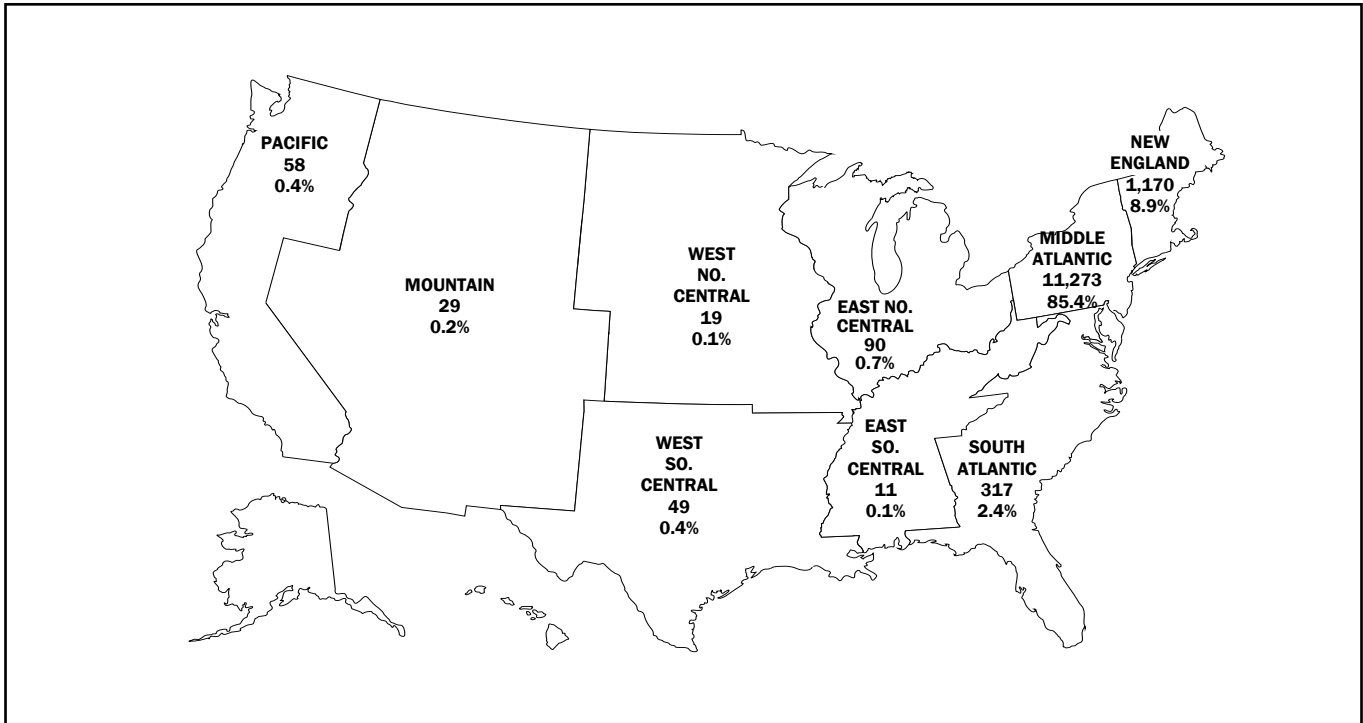
<b>6. BADGE CATEGORY</b>			
CLASSIFICATION OF BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	8,217	62.2	65.6
Non-Buyer	4,305	32.6	34.4
Total Conference and Exhibit Only Attendees Identified by Badge Category	12,522	94.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	681	5.2	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,203</b>	<b>100.0</b>	<b>100.0</b>

<b>7. TYPE OF ESTABLISHMENT</b>			
TYPE OF ESTABLISHMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF ESTABLISHMENT
Independent	6,971	52.8	66.0
Multi-Unit	1,917	14.5	18.2
Other	1,665	12.6	15.8
Total Conference and Exhibit Only Attendees Identified by Type of Establishment	10,553	79.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Establishment	2,650	20.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>13,203</b>	<b>100.0</b>	<b>--</b>

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,170</b>	<b>8.9</b>
Maine	12	
New Hampshire	32	
Vermont	9	
Massachusetts	178	
Rhode Island	41	
Connecticut	898	
<b>MIDDLE ATLANTIC</b>	<b>11,273</b>	<b>85.4</b>
New York	7,562	
New Jersey	2,802	
Pennsylvania	909	
<b>EAST NO. CENTRAL</b>	<b>90</b>	<b>0.7</b>
Ohio	27	
Indiana	-	
Illinois	47	
Michigan	10	
Wisconsin	6	
<b>WEST NO. CENTRAL</b>	<b>19</b>	<b>0.1</b>
Minnesota	1	
Iowa	3	
Missouri	7	
North Dakota	-	
South Dakota	-	
Nebraska	6	
Kansas	2	
<b>SOUTH ATLANTIC</b>	<b>317</b>	<b>2.4</b>
Delaware	13	
Maryland	75	
Washington, DC	7	
Virginia	72	
West Virginia	21	
North Carolina	20	
South Carolina	6	
Georgia	16	
Florida	87	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>11</b>	<b>0.1</b>
Kentucky	7	
Tennessee	3	
Alabama	-	
Mississippi	1	
<b>WEST SO. CENTRAL</b>	<b>49</b>	<b>0.4</b>
Arkansas	1	
Louisiana	2	
Oklahoma	2	
Texas	44	
<b>MOUNTAIN</b>	<b>29</b>	<b>0.2</b>
Montana	-	
Idaho	6	
Wyoming	-	
Colorado	12	
New Mexico	1	
Arizona	8	
Utah	-	
Nevada	2	
<b>PACIFIC</b>	<b>58</b>	<b>0.4</b>
Alaska	-	
Washington	7	
Oregon	2	
California	49	
Hawaii	-	
<b>UNITED STATES</b>	<b>13,016</b>	<b>98.6</b>
<b>INTERNATIONAL</b>	<b>187</b>	<b>1.4</b>
Canada	37	
Mexico	4	
Other International	146	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>13,203</b>	<b>100.0</b>





# REGISTRATION FORM

**FOR THE TRADE ONLY**

No one under 18 will be permitted, including infants.



MARCH 9 – 11, 2008 • JAVITS CONVENTION CENTER, NEW YORK • WWW.INTERNATIONALRESTAURANTNY.COM

## 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 \_\_\_\_\_

Owned & Sponsored by:



Produced and Managed by:



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

Or mail to: International Restaurant & Foodservice Show of NY  
 P.O. Box 465, Brookfield, IL 60513-0465

Priority Code:

CS

- Are you over the age of 21?  
 Yes, over 21  
 No, not over 21
- 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.*
- Are you a?  
 Buyer  
 Non-Buyer
- Is your establishment?  
 Independent  
 Multi-Unit  
 Other
- Position: Please tell us which ONE best describes your area of responsibility.  
 Management (Partner/Owner)  
 Manager/Supervisor  
 Purchasing  
 Chef  
 Dietitian/Nutritionist  
 Sommelier/Server/Bartender  
 Marketing/Sales/Public Relations  
 Edu. Administrator/Faculty/Student  
 Caterer/Private Chef/Event Planner  
 Financial/Operations/Administration  
 Distributor  
 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> Includes Admission to all FREE Ferdinand Metz Foodservice Forum Sessions and Keynotes, Entrance to the Exhibit Hall, including PMQ's New York Pizza Show and The New York Wine Expo (Sunday only)	\$30 <small>(before 2/1/2008)</small>	\$50 <small>(after 2/1/2008)</small>
<input type="checkbox"/> <b>Menu Boot Camp – Pre-Show Workshop:</b> Saturday, March 8, 9:30 am – 5:30 pm Registration includes 4 admissions to the workshop plus 4 complimentary Exhibits Plus Passes (Additional admissions available for \$195.00 per person)	\$995.00 <small>(per restaurant)</small>	
<input type="checkbox"/> <b>The Business of Doing Business as a Personal Chef® – Full Day Certified Workshop</b> Sunday, March 9 – 8:30 am – 5:30 pm	\$995.00	
<input type="checkbox"/> <b>Catering Symposium – Full Day Symposium, presented by CATERING MAGAZINE</b> Monday, March 10 – 9:00 am – 5:00 pm	\$299.00	
<input type="checkbox"/> <b>Best Marketing Programs for Single and Multi-Unit Restaurants</b> Monday, March 10, 9:30 am – 12:30 pm	\$295.00	
<input type="checkbox"/> <b>The BarFly Group – Profit and Loss Management</b> Monday, March 10, 9:30 am – 12:30 pm	\$295.00	
<input type="checkbox"/> <b>Customer Delight – Accelerating Revenue Growth</b> Monday, March 10, 1:30 – 4:30 pm	\$295.00	
<input type="checkbox"/> <b>The BarFly Group – The “One-Minute Manager” of the Restaurant</b> Monday, March 10, 1:30 – 3:30 pm	\$195.00	
<input type="checkbox"/> <b>The BarFly Group – Follow Your Dream: How to Start and Run Your Restaurant</b> Tuesday, March 11, 10:00 am – 4:00 pm	\$495.00	
<input type="checkbox"/> <b>The Successful Restaurateur Breakfast – Defining Your Brand</b> Monday, March 10, 9:00 – 10:00 am	\$50 <small>(before 2/1/2008)</small>	\$70 <small>(after 2/1/2008)</small>
<input type="checkbox"/> <b>TY Award Dinner</b> Monday, March 10, 6:30 pm, Rainbow Room	\$275.00	
<input type="checkbox"/> NYSRA Education Foundation – Optional Donation	<input type="checkbox"/> \$15 <input type="checkbox"/> \$20 <input type="checkbox"/> \$25 <input type="checkbox"/> \$30 <input type="checkbox"/> Other \$	
<input type="checkbox"/> NYSRA PAC – Optional Donation	<input type="checkbox"/> \$15 <input type="checkbox"/> \$20 <input type="checkbox"/> \$25 <input type="checkbox"/> \$30 <input type="checkbox"/> Other \$	
<b>Grand Total \$</b>		

Important: The pre-registration cut-off date is 2/1/08. 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 \_\_\_\_\_

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

Which show are you primarily planning to attend?

- International Restaurant & Foodservice Show of New York  PMQ's New York Pizza Show

**QUESTIONS: CALL 1-888-334-8705**  
**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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[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