

PGA Fall Expo 2008



EVENT AUDIT

**DATES OF EVENT:**

Conference: August 26 – 27, 2008
Exhibits: August 26 – 27, 2008

LOCATION:

Mandalay Bay Resort & Casino, Las Vegas, NV

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1980

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 1 – 2, 2009
Exhibits: September 1 – 2, 2009
LOCATION: Mandalay Bay Resort & Casino, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Golf organizations, manufacturers, retailers, and buyers.

Qualified attendees are golf professionals and buyers, club managers, and retail buyers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All badges were printed onsite and were verified when printed. 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	Las Vegas	230	2,202	2,432	4	140	1,423	3,999
2007	Las Vegas	215	2,243	2,458	21	140	1,489	4,108
2006	Las Vegas	225	1,894	2,119	8	141	1,315	3,583
2005	Las Vegas	198	2,109	2,307	15	137	1,345	3,804

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

4. TYPE OF BUSINESS			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Private Course	289	11.9	14.1
Public Course	315	13.0	15.4
Semi-Private Course	120	4.9	5.9
Golf Course Management Company	48	2.0	2.4
Off Course Golf Shop or Chain	178	7.3	8.7
Retail Shop or Chain	222	9.1	10.9
Golf Range	31	1.3	1.5
High School/College/University	30	1.2	1.5
Corporation/Group	124	5.1	6.1
Website	78	3.2	3.8
Military	10	0.4	0.5
Non-Profit	19	0.8	0.9
Manufacturer/Service Provider	193	7.9	9.4
Distributor	157	6.5	7.7
Ad Agency	22	0.9	1.1
Financial Institution/Resource	11	0.4	0.5
Other	197	8.1	9.6
Total Conference and Exhibit Only Attendees Identified by Type of Business	2,044	84.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	388	16.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,432	100.0	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Buyer (On-Course)	165	6.8	8.0
Buyer (Off-Course)	192	7.9	9.4
Buyer (Corporate)	92	3.8	4.5
Owner/CEO/President	423	17.4	20.6
VP/GM/Director/Management	298	12.3	14.5
Tournament Director/Organizer	32	1.3	1.6
Architect/Developer	1	<0.1	<0.1
Superintendent	2	0.1	0.1
Club Maker	8	0.3	0.4
Board Member	18	0.7	0.9
Student	10	0.4	0.5
Golf Consultant	48	2.0	2.3
Golf Manufacturer	19	0.8	0.9
Business Agent/Manager	44	1.8	2.1
Independent Sales Rep	72	3.0	3.5
Company Sales Rep	40	1.7	1.9
Non-Editorial Media	8	0.3	0.4
Director of Golf	109	4.5	5.3
Head Professional	182	7.5	8.9
Assistant Head Professional	27	1.1	1.3
Food & Beverage Director	3	0.1	0.2
Tour Player	3	0.1	0.2
Assistant Golf Professional	61	2.5	3.0
Golf Clinician	3	0.1	0.2
Golf Administrator	9	0.4	0.4
Coach	8	0.3	0.4
Club Fitting/Repair	3	0.1	0.2
Employed in the Golf Industry	9	0.4	0.4
Master Professional	3	0.1	0.2
Life Member	12	0.5	0.6
Retired PGA Member	2	0.1	0.1
Other	143	5.9	7.0
Total Conference and Exhibit Only Attendees Identified by Job Title	2,049	84.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	383	15.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,432	100.0	100.0

6. PRODUCT INTEREST			
PRODUCT INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT INTEREST
Accessories	1,189	48.9	64.9
Apparel	1,094	45.0	59.7
Art/Jewelry/Gifts	405	16.7	22.1
Awards	324	13.3	17.7
Bags & Luggage	565	23.2	30.8
Balls & Accessories	815	33.5	44.5
Carts & Cars	317	13.0	17.3
Clubs/Club Accessories/Components Equipment	759	31.2	41.4
Club Management	210	8.6	11.5
Computer/Web/Technology	360	14.8	19.6
Equipment	855	35.2	46.6
Facilities/Clubhouse Needs	198	8.1	10.8
Fitness/Health/Wellness	375	15.4	20.5
Fitting Equipment	370	15.2	20.2
Food & Beverage	216	8.9	11.8
Footwear	574	23.6	31.3
Healthcare Products & Services	196	8.1	10.7
Instruction/Teaching & Training Aids	465	19.1	25.4
Logo Golf Balls	397	16.3	21.7
Professional Services	224	9.2	12.2
Printing & Printed Material	229	9.4	12.5
Range & Practice	328	13.5	17.9
Real Estate/Development	141	5.8	7.7
Tournament & Outing Supplies, Gifts, Services	393	16.2	21.4
Travel & Tourism	218	9.0	11.9
Turf/Course Maintenance	127	5.2	6.9
Other	14	0.6	0.8
Total Conference and Exhibit Only Attendees Identified by Product Interest	1,833	75.4	--
Total Conference and Exhibit Only Attendees Not Identified by Product Interest	599	24.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,432	100.0	-

The above counts and percentages are based on 2,432 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. BUYING RESPONSIBILITY			
BUYING RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUYING RESPONSIBILITY
Yes	1,716	70.6	79.4
No	446	18.3	20.6
Total Conference and Exhibit Only Attendees Identified by Buying Responsibility	2,162	88.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Buying Responsibility	270	11.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,432	100.0	100.0

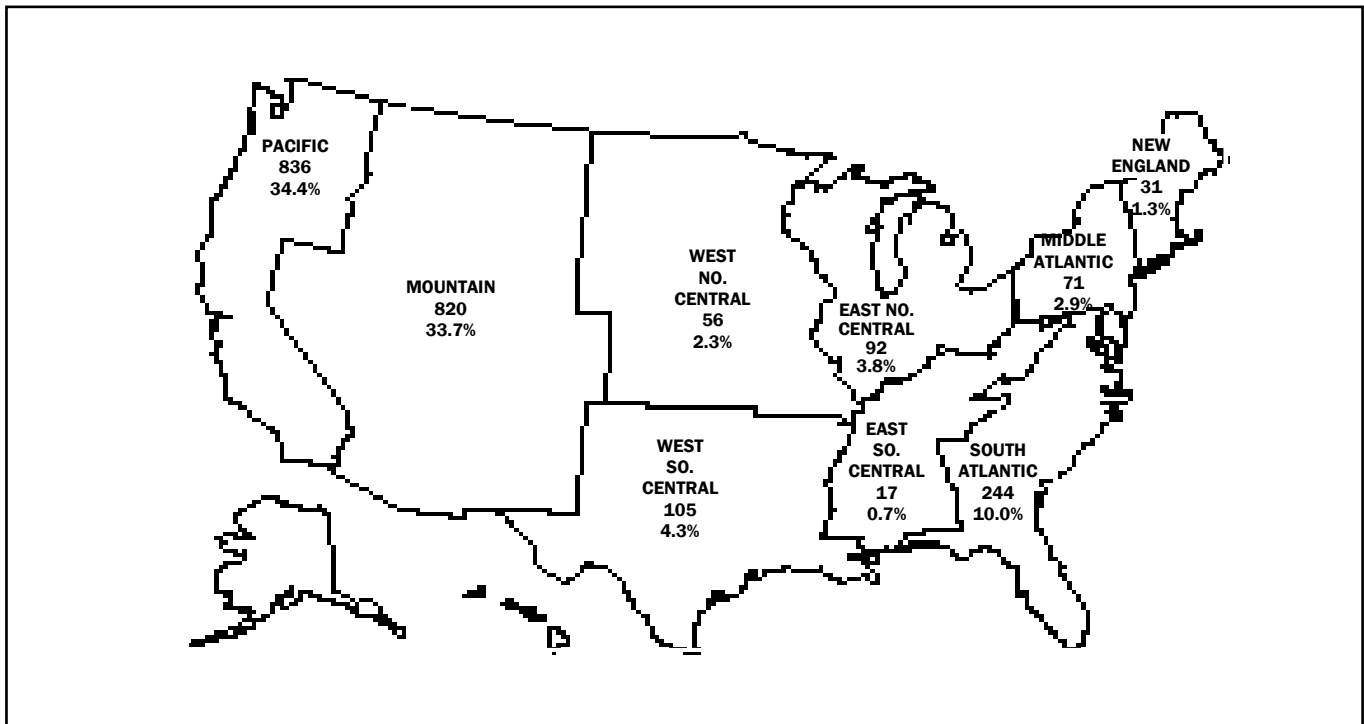
8. IF YES, WHICH CATEGORIES DO YOU BUY FOR?			
CATEGORIES ATTENDEES BUY FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORY
Apparel	1,289	75.1	77.2
Equipment	1,221	71.2	73.1
Accessories	1,350	78.7	80.8
Food & Beverage	314	18.3	18.8
Total Conference and Exhibit Only Attendees Identified by Categories Buy For	1,670	97.3	--
Total Conference and Exhibit Only Attendees Not Identified by Categories Buy For	46	2.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,716	100.0	--

The above counts and percentages are based on 1,716 Conference and Exhibit Only Attendees who have a Buying Responsibility. Since any one attendee may have checked more than one response, the total number of responses exceeds the number of attendees with a Buying Responsibility and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	31	1.3
Maine	2	
New Hampshire	-	
Vermont	-	
Massachusetts	16	
Rhode Island	3	
Connecticut	10	
MIDDLE ATLANTIC	71	2.9
New York	34	
New Jersey	19	
Pennsylvania	18	
EAST NO. CENTRAL	92	3.8
Ohio	25	
Indiana	11	
Illinois	28	
Michigan	12	
Wisconsin	16	
WEST NO. CENTRAL	56	2.3
Minnesota	22	
Iowa	5	
Missouri	14	
North Dakota	1	
South Dakota	-	
Nebraska	3	
Kansas	11	
SOUTH ATLANTIC	244	10.0
Delaware	-	
Maryland	14	
Washington, DC	-	
Virginia	17	
West Virginia	3	
North Carolina	32	
South Carolina	14	
Georgia	30	
Florida	134	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	17	0.7
Kentucky	4	
Tennessee	5	
Alabama	5	
Mississippi	3	
WEST SO. CENTRAL	105	4.3
Arkansas	8	
Louisiana	12	
Oklahoma	8	
Texas	77	
MOUNTAIN	820	33.7
Montana	14	
Idaho	15	
Wyoming	4	
Colorado	68	
New Mexico	22	
Arizona	169	
Utah	90	
Nevada	438	
PACIFIC	836	34.4
Alaska	-	
Washington	23	
Oregon	22	
California	762	
Hawaii	29	
UNITED STATES	2,272	93.4
INTERNATIONAL	160	6.6
Canada	66	
Mexico	24	
Other International	70	
Total Conference & Exhibit Attendees	2,432	100.0





PGA
2008 FALL EXPO

On-site Registration Form

August 25-27, 2008 • Mandalay Bay Resort & Casino • Las Vegas, Nevada
www.pgaexpo.com

First Name _____		Last Name _____	
Title _____			
Company _____			
Address 1 _____			
Address 2 _____			
City _____			
State _____	Zip/Postal Code _____	Country _____	
Phone (Do NOT include International Dialing Code) _____			
Fax (Do NOT include International Dialing Code) _____			
E-Mail _____			
PGA Member # _____		PGA Section _____	

PGA Badge Policy

The 2008 PGA Fall Expo Badge is not to be given or sold to another individual. Should misuse or abuse be brought to the attention of Show Management, PGA Exhibitions/Reed Exhibitions reserves the right to reclaim the badge, without obligation or refund any payment for said badge, and refuse that individual further entry into the 2008 PGA Fall Expo Show. No one will be admitted to the 2008 PGA Fall Expo Show without an official PGA badge.

Visitors may only be registered on-site by a badge attendee. A \$20 visitors fee will be applied. All children over 12 must wear a badge.

Questions: Call 1-800-840-5628 or 1-202-840-5628

Priority Code:

OS

The PGA Fall Expo is not open to the general public.
You must complete 1-12 to register.

On-site registration cost is \$20 for all attendees (excluding PGA Members).
On-site fee for suppliers/ non-buyers is \$120.

1. Badge Category

- AA. Buyer
 AB. PGA Professional
 AC. PGA Head Professional
 AD. PGA Apprentice
 AE. PGA Apprentice Head Professional
 AF. PGM Student
 AG. PGA Buyer
 AM. International PGA Professional
 AN. Golf Professional
 AP. Board member
 AQ. Supplier/Non-buyer (\$100 Fee)
 AR. Independent Sales Rep
 BK. LPGA

2. Golf Shop/Facility Type

- A. On-Course
 B. Off-Course
 C. Other (Please specify): _____

3. Type of Business

- A. Private Course
 B. Public Course
 C. Semi-Private Course
 D. Golf Course Management Company
 E. Off Course Golf Shop or Chain
 F. Retail Shop or Chain
 G. Golf Range
 H. High School/College/University
 J. Corporation/Group
 K. Website
 M. Military
 N. Non-Profit
 P. Manufacturer/Service Provider
 Q. Distributor
 R. Ad Agency
 S. Financial Institution/Resource
 T. Other (Please specify): _____

4. Job Title

- AA. Buyer (On-Course)
 AB. Buyer (Off-Course)
 AD. Buyer (Corporate)
 AE. Owner/CEO/President

- AF. VP/GM/Dir/Management
 AG. Tournament Director/Organizer
 AH. Architect/Developer
 AJ. Superintendent
 AK. Club Maker
 AM. Board Member
 AN. Student

- AR. Golf Consultant
 AS. Golf Manufacturer
 AT. Business Agent/Manager
 AU. Independent Sales Rep
 AV. Company Sales Rep
 AW. Non-editorial Media
 AX. Director of Golf
 AY. Head Professional
 AZ. Assistant Head Professional
 BA. Food and Beverage Director
 BP. Other (Please specify): _____

5. Do you have Buying Responsibility?

- Yes No

If yes, which categories do you buy for?

- A. Apparel
 B. Equipment
 C. Accessories
 D. Food and Beverage

6. What product categories are you interested in?

(Check all that apply)

- AA. Accessories
 AB. Apparel
 AC. Art/Jewelry/Gifts
 AD. Awards
 AE. Bags & Luggage
 AF. Balls & Accessories
 AG. Carts & Cars
 AH. Clubs/Club Accessories/
Components Equip.
 AJ. Club Management
 AK. Computer/Web/Technology
 AL. Equipment
 AM. Facilities/Clubhouse Needs
 AN. Fitness/Health/Wellness

- AP. Fitting Equipment
 AQ. Food & Beverage
 AR. Footwear
 AS. Healthcare Products & Services
 AT. Instruction/Teaching &
Training Aids
 AU. Logo Golf Balls
 AV. Professional Services
 AW. Printing and Printed Material
 AX. Range & Practice
 AY. Real Estate/Development
 AZ. Tournament & Outing Supplies,
Gifts, Services
 BA. Travel & Tourism
 BB. Turf/Course Maintenance
 BC. Other (Please specify): _____

7. Are you a member of an association?

- A. Yes (please indicate association and member number) _____
 B. No

8. SAVE TIME!

- Check here to register today for the
2009 PGA Merchandise Show
(January 29-31, 2009).

9. Conference Hours

- August 26 – 8:00am to 4:00pm
August 27 – 8:00am to 2:00pm

10. Conference Pricing

- 3 Day Pass (includes all sessions and materials)
 PGA Members - \$195
 PGA University Students, Military,
LPGA - Membership Fee of \$135
 Non-PGA Members - \$160
 1 Session (includes one session and its materials)
 Member or Non-Member - \$85
 PGA University Students, Military,
LPGA - \$85

11. References

(Required for Buyers, Golf Professionals, Industry Affiliates). Please provide your tax ID number or 3 references who will validate your status as a retail buyer or golf industry professional. If you're an allied association member, please give organization and member number only. Name of reference with phone number/e-mail or association name* and membership number, only

1. _____
2. _____
3. _____

*PGA, AGM, ASGCA, CMAA, GCA, GCAA, GCSAA, GEMA, GRAA, GWAA, IAG, LPGA, NPGA, NGBA, NPGA, NPGA, PCA, SGP, WIGL

12. Payment Information

- Check # _____
 MC Visa AMEX

Name (as it appears on card) _____

Card Number _____

Expiration Date _____

Signature _____

(I agree to pay the total amount according to my credit card issuer agreement. Cancellation policies apply.)

Attendees must provide references to show proof of golf industry or retail affiliation at Registration.

Cancellation Policy: All cancellation requests must be made by completing the Cancellation Request Form and submitted by 7/7/08. Cancellation requests submitted after this date will not be accepted or considered. Supplier Fee is non-refundable. On Site Fees are non-refundable. All cancellation requests submitted on or before 7/7/08 will be processed after PGA Fall Expo beginning in October in the form of a credit rollover. You will receive notification of your credit rollover within 90 days of processing. Credit rollovers are valid for 2009 PGA Merchandise Show or 2009 PGA Fall Expo Continuing Education only. Credit rollovers cannot be transferred to another person. PGA Member's MSR credits are not awarded if a credit rollover is issued. Credit will expire if not used by PGA Fall Expo 2009. No refunds will be given if the credit rollover is not used in full. Submit your cancellation to: Cancellation - The 2008 PGA Fall Expo, c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851

Privacy Statement: We collect this data in order to provide you with information about PGA Golf Exhibitions and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.pgaexpo.com or call our Privacy Administrator at 888-306-3344, or from outside the US at 202-840-5810.

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



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