

# Spa & Resort Expo & Conference and Medical Aesthetics Conference & Exposition LA 2008



## EVENT AUDIT



### DATES OF EVENT:

Conference: February 23 – 25, 2008  
Exhibits: February 23 – 25, 2008

### LOCATION:

Los Angeles Convention Center, Los Angeles, CA

### EVENT PRODUCER/MANAGER:

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

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

2004

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: February 21 – 23, 2009  
Exhibits: February 22 – 23, 2009  
LOCATION: Los Angeles Convention Center, Los Angeles, CA

### 1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Spa Conferences and Expos reflect and support the convergence of the Traditional and Medical segments of the Spa & Resort industry. The events include cutting edge medical techniques and a diverse array of spa products and services.

**Qualified attendees are** all medical and spa professionals including dermatologists, plastic surgeons, chiropractors, massage therapists, nurses, acupuncturists, nutritionists, holistic therapists, estheticians, and medical spa and spa owners and/or managers.

### 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 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	Los Angeles	308	2,965	3,273	38	115	1,407	4,833
2007	Los Angeles	447	2,398	2,845	50	134	1,271	4,300
2006	Los Angeles	498	2,646	3,144	51	99	1,138	4,432

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



4. TYPE OF BUSINESS/PRACTICE			
TYPE OF BUSINESS/PRACTICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS/PRACTICE
Alternative/Holistic Health Center	64	2.0	2.7
Cruise Ship Spa	1	<0.1	<0.1
Day Spa/Salon	1,058	32.3	45.3
Destination Spa	82	2.5	3.5
Health/Fitness Center	20	0.6	0.9
Hospital/Medical Institution	14	0.4	0.6
Massage Therapy	96	2.9	4.1
Medical Practice	142	4.4	6.1
Medical Spa	435	13.3	18.6
Resort Spa	27	0.8	1.2
Wellness Center	64	2.0	2.7
Other	335	10.2	14.3
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	2,338	71.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	935	28.6	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,273</b>	<b>100.0</b>	<b>100.0</b>

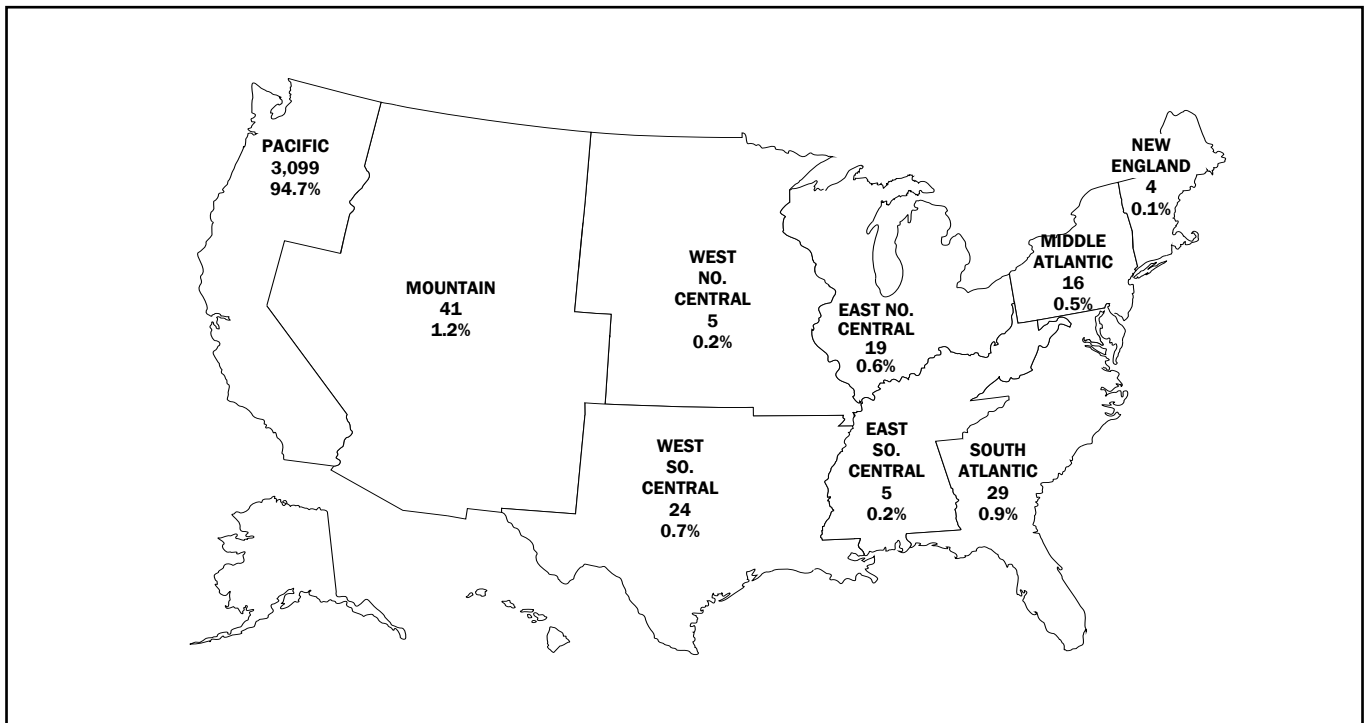
5. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Acupuncturist	19	0.6	0.8
Chiropractor	10	0.3	0.4
Esthetician	665	20.3	26.8
Holistic Therapist	9	0.3	0.4
Massage Therapist	150	4.6	6.0
Nutritionist	9	0.3	0.4
Office/Practice Manager	142	4.3	5.7
Spa/Salon Owner	297	9.1	11.9
Spa Manager/Director	218	6.7	8.8
Other Spa Professional	316	9.6	12.7
Spa Student	113	3.4	4.6
Physician	103	3.1	4.1
Physicians Assistant	10	0.3	0.4
Medical Esthetician	84	2.6	3.4
Medical Massage Therapist	20	0.6	0.8
Medical Director	15	0.5	0.6
Medical Spa Owner	78	2.4	3.1
Nurse Practitioner	13	0.4	0.5
Registered Nurse	62	1.9	2.5
Other Medical Professional	138	4.2	5.5
Medical Student	14	0.4	0.6
Total Conference and Exhibit Only Attendees Identified by Job Function	2,485	75.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	788	24.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,273</b>	<b>100.0</b>	<b>100.0</b>

<b>6. ROLE IN COMPANY'S EQUIPMENT &amp; PRODUCT PURCHASING PROCESS</b>			
ROLE IN COMPANY'S EQUIPMENT & PRODUCT PURCHASING PROCESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE
<b>Role in Company's Equipment &amp; Product Purchasing Process (TOTAL)</b>	<b>1,659</b>	<b>50.7</b>	<b>81.3</b>
Can approve/sign off on all purchases	972	29.7	47.6
Can approve up to a certain amount	222	6.8	10.9
Can recommend	465	14.2	22.8
Not involved in the purchasing process	381	11.6	18.7
Total Conference and Exhibit Only Attendees Identified by Role	2,040	62.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role	1,233	37.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,273</b>	<b>100.0</b>	<b>100.0</b>

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>4</b>	<b>0.1</b>
Maine	--	
New Hampshire	--	
Vermont	--	
Massachusetts	1	
Rhode Island	1	
Connecticut	2	
<b>MIDDLE ATLANTIC</b>	<b>16</b>	<b>0.5</b>
New York	7	
New Jersey	4	
Pennsylvania	5	
<b>EAST NO. CENTRAL</b>	<b>19</b>	<b>0.6</b>
Ohio	--	
Indiana	6	
Illinois	11	
Michigan	1	
Wisconsin	1	
<b>WEST NO. CENTRAL</b>	<b>5</b>	<b>0.2</b>
Minnesota	1	
Iowa	2	
Missouri	--	
North Dakota	--	
South Dakota	--	
Nebraska	2	
Kansas	--	
<b>SOUTH ATLANTIC</b>	<b>29</b>	<b>0.9</b>
Delaware	--	
Maryland	--	
Washington, DC	--	
Virginia	8	
West Virginia	--	
North Carolina	2	
South Carolina	--	
Georgia	8	
Florida	11	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>5</b>	<b>0.2</b>
Kentucky	--	
Tennessee	5	
Alabama	--	
Mississippi	--	
<b>WEST SO. CENTRAL</b>	<b>24</b>	<b>0.7</b>
Arkansas	--	
Louisiana	2	
Oklahoma	--	
Texas	22	
<b>MOUNTAIN</b>	<b>41</b>	<b>1.2</b>
Montana	--	
Idaho	3	
Wyoming	1	
Colorado	9	
New Mexico	1	
Arizona	8	
Utah	6	
Nevada	13	
<b>PACIFIC</b>	<b>3,099</b>	<b>94.7</b>
Alaska	--	
Washington	5	
Oregon	6	
California	3,075	
Hawaii	13	
<b>UNITED STATES</b>	<b>3,242</b>	<b>99.1</b>
<b>INTERNATIONAL</b>	<b>31</b>	<b>0.9</b>
Canada	9	
Mexico	5	
Other International	17	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,273</b>	<b>100.0</b>





## Spa & Resort Expo & Conference Registration Form

February 23 - 25, 2008 | Los Angeles Convention Center | Los Angeles, CA

**Fax form to: 1-972-620-3099. For questions call Customer Service: 1-888-267-3793 or 203-840-5671.**

### 1. Contact Information

<i>First Name</i>	<i>Last Name</i>	
<i>Spa/Resort, Medical Spa, Hotel or Company Name</i>		
<i>Title</i>		
<i>Street</i>		
<i>City</i>	<i>State</i>	
<i>Postal Code</i>	<i>Country</i>	
<i>Phone</i>	<i>Fax</i>	<i>E-mail</i>

### 2. Please select payment method:

PLEASE CHECK ONE:

Enclosed is my check payable to Reed Exhibitions

**Mail to:** Reed Expo, C/O Customer Service, 383 Main Avenue, Norwalk, CT 06851

Charge my credit card:     AmEx         MasterCard     Visa

<i>Print Name</i>	<i>Expiration Date</i>
<i>Account #</i>	<i>Expiration Date</i>
<i>Signature</i>	

### 3. JOB FUNCTION:

(check one)

- A. Acupuncturist  
 B. Chiropractor  
 C. Esthetician  
 D. Holistic Therapist  
 E. Massage Therapist  
 F. Nutritionist  
 G. Office/ Practice Manager  
 H. Spa/ Salon Owner  
 I. Spa Manager/ Director  
 J. Spa Student  
 K. Other \_\_\_\_\_

### 4. TYPE OF BUSINESS/PRACTICE:

(check one)

- A. Alternative/Holistic Health Center     J. Resort Spa  
 B. Cruise Ship Spa                             K. Wellness Center  
 C. Day Spa                                         L. Other \_\_\_\_\_  
 D. Destination Spa  
 E. Health/Fitness Center  
 F. Hospital/Medical Institution  
 G. Massage Therapy  
 H. Medical Practice  
 I. Medical Spa

Priority Code

CS1

### 5. Registration Packages

EDUCATION PACKAGES	Before Jan. 25, 2008	After Jan. 25, 2008
Ultimate Package - 3 Day Admission*	\$ 899 <input type="checkbox"/>	\$ 999 <input type="checkbox"/>
Premier Package - 2 Day Admission (Sat, Sun or Mon)	\$ 535 <input type="checkbox"/>	\$ 635 <input type="checkbox"/>
Basic Package - 1 Day Admission (Sat, Sun or Mon)	\$ 375 <input type="checkbox"/>	\$ 399 <input type="checkbox"/>
<b>CONFERENCE EDUCATION PACKAGES - MASSAGE</b>		
Supreme Massage Package - 3 Day Admission*	\$ 395 <input type="checkbox"/>	\$ 425 <input type="checkbox"/>
2-Day Massage Package - 2 Day Admission (Sat, Sun or Mon)	\$ 275 <input type="checkbox"/>	\$ 295 <input type="checkbox"/>
1-Day Massage Package - 1 Day Admission (Sat, Sun or Mon)	\$ 175 <input type="checkbox"/>	\$ 199 <input type="checkbox"/>
Esthetician Track	\$ 175 <input type="checkbox"/>	\$ 199 <input type="checkbox"/>
Exhibit Hall	\$ 20 <input type="checkbox"/>	\$ 40 <input type="checkbox"/>

\* 3 VIP Exhibit Hall Passes Included.

#### Education Package Includes:

All Educational sessions on Saturday, Sunday and Monday (depending on your chosen package), CME, CE & NCEA, Networking/Roundtable Events, Industry Perspective Presentation, Industry Panels and Debates, Passion Test Presentation and Book signing event, Exhibit Hall Entrance, Manufacturer's Theatre Pavilion, Medical Speak Out Session, Complete Conference Proceedings and Welcome Reception Entrance.

Packages are subject to change

Privacy Policy: We collect this data in order to provide you with information about the Spa & Resort Expo & Conference. If you prefer not to receive further information, please see our Privacy Statement at [www.spaandresortexpo.com](http://www.spaandresortexpo.com) or call our Privacy Administrator at 1-203-840-5810. **Children under 18 years of age are not permitted, including infants.** For trade only: Cancellation Policy: Please see our cancellation policy at [www.spaandresortexpo.com](http://www.spaandresortexpo.com).

For Group or Association discounts on education, contact Christine Callaghan at 1-866-884-4327.

#### 3 EASY WAYS TO REGISTER:

1. Online: [www.spaandresortexpo.com](http://www.spaandresortexpo.com)

2. By Mail:  
 Spa & Resort Expo & Conference  
 383 Main Avenue  
 Norwalk, CT 06851

3. By Fax: 972-620-3099

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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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