

SPA & RESORT/MEDICAL AESTHETICS EXPO & CONFERENCE 2008



EVENT AUDIT



DATES OF EVENT:

Conference: September 20 - 22, 2008
Exhibits: September 21 - 22, 2008

LOCATION:

Jacob Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

2001

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: October 18 - 19, 2009
Exhibits: October 18 - 19, 2009
LOCATION: Jacob Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

The Spa & Resort/Medical Aesthetics 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, dentists, massage therapists, nurses, acupuncturists, naturopaths, 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 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	New York	409	2,313	2,722	39	145	1,018	3,924
2007	New York	533	2,422	2,955	47	193	1,147	4,342
2006	New York	600	2,714	3,314	41	109	1,204	4,668

* 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	77	2.8	3.6
Casino Spa	9	0.3	0.4
Cruise Ship Spa	--	--	--
Day Spa	831	30.5	38.5
Dental Spa	14	0.5	0.6
Destination Spa	5	0.2	0.2
Health/Fitness Center	34	1.3	1.6
Hospital/Medical Institution	26	1.0	1.2
Massage Therapy	107	3.9	5.0
Medical Practice	191	7.0	8.8
Medical Spa Cosmetic	295	10.9	13.7
Medical Spa Wellness	98	3.6	4.5
Mobile Spa	17	0.6	0.8
Resort/Hotel Spa	69	2.5	3.2
Retail Boutique	34	1.3	1.6
Other	352	12.9	16.3
Total Conference and Exhibit Only Attendees Identified by Type of Business/Practice	2,159	79.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business/Practice	563	20.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,722	100.0	100.0

5. TITLE/POSITION			
TITLE/POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/POSITION
SPA Professional:	1,759	64.6	78.3
Acupuncturist	5	0.2	0.2
Buyer/Retail Manager	58	2.1	2.6
C.E.O.	69	2.5	3.1
Coordinator/Assistant	51	1.9	2.3
Chiropractor	7	0.3	0.3
Esthetician	510	18.7	22.7
Holistic Therapist	2	0.1	0.1
Manager/Director	254	9.3	11.3
Marketing/Advertising	88	3.2	3.9
Massage Therapist	162	6.0	7.2
Nutritionist	9	0.3	0.4
Office/Practice Manager	41	1.5	1.8
Owner	330	12.1	14.7
Other Spa Professional	173	6.4	7.7
Medical Professional:	486	17.9	21.7
Physician	94	3.4	4.2
Physicians Assistant	12	0.4	0.5
Medical Esthetician	154	5.7	6.9
Medical Massage Therapist	26	1.0	1.2
Medical Director	22	0.8	1.0
Medical Spa Owner	34	1.2	1.5
Nurse Practitioner	10	0.4	0.5
Registered Nurse/LPN	32	1.2	1.4
Other Medical Professional	67	2.5	3.0
Medical Student	16	0.6	0.7
Scientist/Research & Development	19	0.7	0.8
Total Conference and Exhibit Only Attendees Identified by Title/Position	2,245	82.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Title/Position	477	17.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,722	100.0	100.0

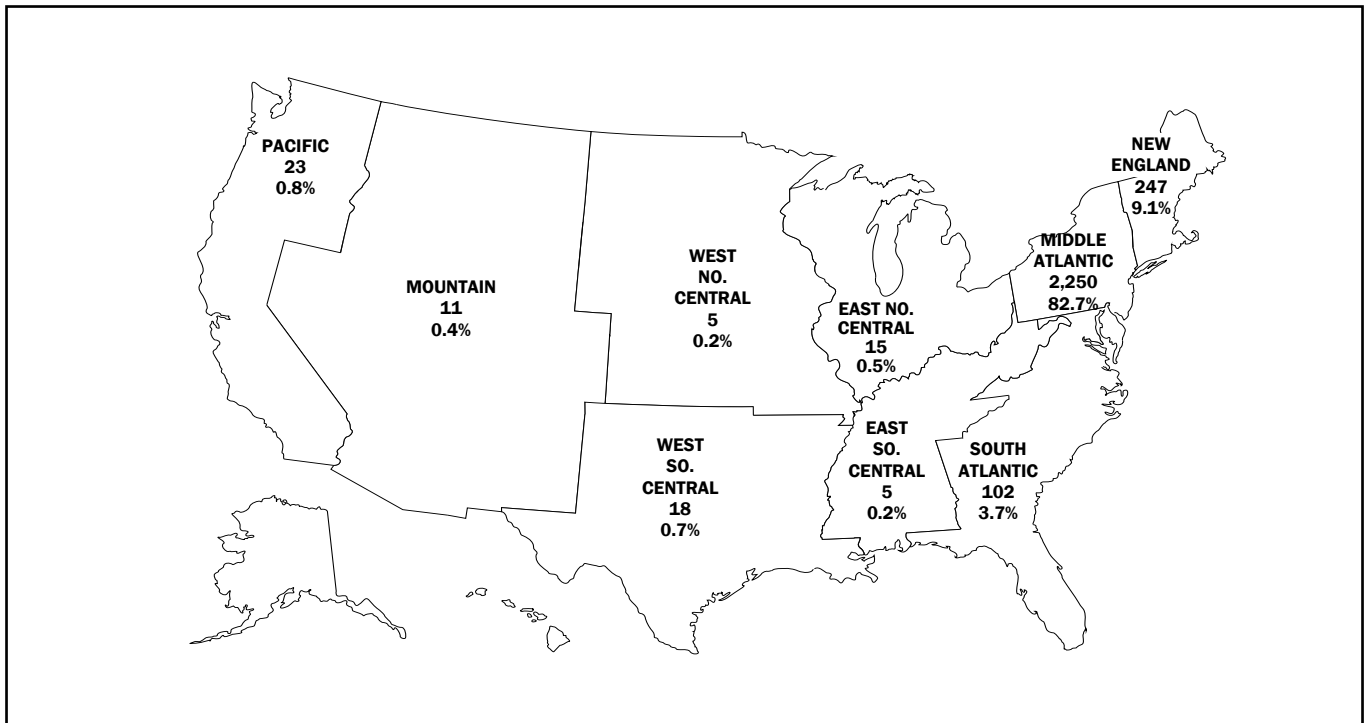
6. ROLE IN PURCHASING PROCESS			
ROLE IN PURCHASING PROCESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE
ROLE IN PURCHASING PROCESS (TOTAL)	1,618	59.5	83.9
Can approve/sign off on all purchases	854	31.4	44.3
Can approve up to a certain amount	174	6.4	9.0
Can recommend	590	21.7	30.6
Not involved in the purchasing process	311	11.4	16.1
Total Conference and Exhibit Only Attendees Identified by Role	1,929	70.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role	793	29.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,722	100.0	100.0

The above question only appeared on the on-line registration form.

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	247	9.1
Maine	-	
New Hampshire	5	
Vermont	3	
Massachusetts	45	
Rhode Island	8	
Connecticut	186	
MIDDLE ATLANTIC	2,250	82.7
New York	1,598	
New Jersey	544	
Pennsylvania	108	
EAST NO. CENTRAL	15	0.5
Ohio	3	
Indiana	-	
Illinois	4	
Michigan	5	
Wisconsin	3	
WEST NO. CENTRAL	5	0.2
Minnesota	-	
Iowa	2	
Missouri	1	
North Dakota	1	
South Dakota	-	
Nebraska	-	
Kansas	1	
SOUTH ATLANTIC	102	3.7
Delaware	4	
Maryland	32	
Washington, DC	2	
Virginia	18	
West Virginia	1	
North Carolina	11	
South Carolina	1	
Georgia	6	
Florida	27	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	5	0.2
Kentucky	-	
Tennessee	5	
Alabama	-	
Mississippi	-	
WEST SO. CENTRAL	18	0.7
Arkansas	-	
Louisiana	4	
Oklahoma	-	
Texas	14	
MOUNTAIN	11	0.4
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	1	
New Mexico	8	
Arizona	1	
Utah	1	
Nevada	-	
PACIFIC	23	0.8
Alaska	-	
Washington	1	
Oregon	-	
California	21	
Hawaii	1	
UNITED STATES	2,676	98.3
INTERNATIONAL	46	1.7
Canada	14	
Mexico	3	
Other International	29	
Total Conference & Exhibit Attendees	2,722	100.0



REGISTRATION FORM

Spa & Resort

EXPO & CONFERENCE

SEPTEMBER 20-22, 2008
JACOB K. JAVITS CONVENTION CENTER
NEW YORK, NY

CO-LOCATED WITH: MEDICAL AESTHETICS Conference & Exposition
PRODUCED AND MANAGED BY: Reed Exhibitions

**REGISTER BY AUGUST 24, 2008
AND SAVE \$20**

ADMISSION FEES

Pre-registration (through August 24, 2008) \$20
Onsite registration (after August 24, 2008) \$40

Stay Current. Stay Informed.
Stay Profitable.

Register to attend the Spa & Resort
Expo and Conference

HOW TO REGISTER

A. Register online at www.MedAestheticsConferenceNY.com
-OR-

B. Please complete all sections of this form.

Payment must accompany this form. Complete credit card information below or enclose a check made payable to Reed Exhibitions.

Mail to: Medical Aesthetics Conference & Exposition; c/o Christine Callaghan; 383 Main Ave.; Norwalk, CT 06851

Fax to: (203) 840-9996

FOR THE TRADE ONLY. NO ONE UNDER 18 YEARS OF AGE WILL BE ADMITTED, INCLUDING INFANTS. Registration fees are non-refundable and non-transferrable. PHOTO ID IS REQUIRED.

For additional questions, contact your personal Conference Concierge, Christine at (203) 840-5996.

Priority code:

1. REGISTRATION INFORMATION (PLEASE COMPLETE ALL SECTIONS OF THIS FORM)

First Name	MI	Last Name
Title		
Company Name		
Mailing Address		
City		
State	Zip Code	
Country		
Business Phone (Do not include international dialling Code)		
Business Fax		

E-mail for receipt confirmation.

We collect this data in order to provide you with information about the Medical Aesthetics Conference & Exposition and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.reedprivacy.com or call our Privacy Administrator at (800) 840-5612.

2. OPTIONS

Item **	Pre-Registration On or before 8/24/08	Onsite After 8/24/08
Exhibit Hall Registration	\$20	\$40
Exhibit Hall Package	\$25	\$50
One-Hour Conference Session - ONSITE ONLY		\$75
Student Exhibit Hall Registrations (Hours: Monday, September 23, 3 - 5 pm PRE-REGISTRATION ONLY)	\$20	
Operations & Management Educational Workshops- Saturday, September 20		
Innovative Spa Leadership & Management Forum, 9 am - 12 pm	\$395	\$445
Innovative Spa Leadership & Management Forum, 1 - 4 pm	\$395	\$445
Three Hour Management Workshops- Saturday, September 20		
Building your Medical Aesthetics Practice, 9 am - 12 pm	\$175	\$199
Extraordinary Customer Service & Profitability, 9 am - 12 pm	\$175	\$199
Advanced Operations & Management for the Experienced Spa, 9 am - 12 pm	\$175	\$199
Strategies to Growing & Maintaining your Existing Aesthetics Practice, 1 - 4 pm	\$175	\$199
Retail Strategies that Produce Maximum Revenues for Maximum Results, 1 - 4 pm	\$175	\$199
High Impact Marketing & Branding Strategies- What Works Today, 1 - 4 pm	\$175	\$199
(2) Three Hour Management Workshops Package- Saturday, September 20*	\$299	\$349
Education Packages*		
Three Day Package	\$799	\$899
Two Day Package	\$535	\$635
One Day Package	\$375	\$399
Massage Education Package*		
Three Day Package	\$395	\$425
Two Day Package	\$275	\$295
One Day Package	\$175	\$199
Esthetician Education Package*		
Two Day Package	\$275	\$295
One Day Package	\$175	\$199

* Includes entrance to the Exhibit Hall, Networking/Roundtable, The Benefits of Mineral Makeup Lecture, Media Speak Out Session, Conference Proceedings, Spa Sanctuary, Green Room, Manufacturer Workshops, Accreditation Hours, and Sunday Cocktail Event.

** Pricing & Packages are subject to change.

Type of Business/Practice (Choose ONE only)

- A. Alternative/Holistic Health Center
B. Casino Spa
C. Cruise Ship Spa
D. Day Spa
E. Dental Spa
F. Destination Spa
G. Health/Fitness Center
H. Hospital/Medical Institution
I. Massage Therapy
J. Medical Practice
K. Medical Spa Cosmetic
L. Medical Spa Wellness
M. Mobile Spa
N. Resort/Hotel Spa
O. Other _____
(Please specify)
P. Retail Boutique

Your Title/Position (Choose ONE only)

- Spa Professional
AA. Acupuncturist
AB. Buyer/Retail Manager _____
AC. C.E.O.
AD. Coordinator/Assistant
AE. Chiropractor
AF. Esthetician
AG. Holistic Therapist
AH. Manager/Director
AI. Marketing/Advertising
AJ. Massage Therapist
AK. Nutritionist
AL. Office/Practice Manager
AM. Owner
AN. Other Spa Professional _____
(Please specify)
AO. Spa Student

Medical Professional

- AS. Physician (if you are a physician, please see below)
AT. Physicians Assistant
AU. Medical Esthetician
AV. Medical Massage Therapist
AW. Medical Director
AX. Medical Spa Owner
AY. Nurse Practitioner
AZ. Registered Nurse/LPN
BA. Other Medical Professional _____
(Please specify)
BB. Medical Student
BC. Scientist/Research and Development

Physicians ONLY

- Your Specialty is:
AA. Dentistry
BB. Dermatology
CC. ObGyn
DD. Oncology
EE. Plastic Surgeon
FF. Other Physician _____
(Please specify)

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Title					

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Mailing Address					

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State		Zip Code			

Country					

Business Phone (Do not include International Dialing Code)					

Business Fax					

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 (Please specify)
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 AG. Holistic Therapist
 AH. Manager/Director
 AI. Marketing/Advertising
 AJ. Massage Therapist
 AK. Nutritionist
 AL. Office/Practice Manager
 AM. Owner
 AN. Other Spa Professional _____
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 AV. Medical Massage Therapist
 AW. Medical Director
 AX. Medical Spa Owner
 AY. Nurse Practitioner
 AZ. Registered Nurse/LPN
 BA. Other Medical Professional _____
 (Please specify)
 BB. Medical Student
 BC. Scientist/Research and Development

Physicians ONLY

- Your Specialty is:
 AA. Dentistry
 BB. Dermatology
 CC. ObGyn
 DD. Oncology
 EE. Plastic Surgeon
 FF. Other Physician _____
 (Please specify)

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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.

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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