

Western Foodservice & Hospitality Expo 2008



EVENT AUDIT



DATES OF EVENT:

Conference: August 23 – 25, 2008
Exhibits: August 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.westernfoodexpo.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1936

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: August 30 – September 1, 2009
Exhibits: August 30 – September 1, 2009
LOCATION: San Diego Convention Center, San Diego, CA

1. STATEMENT OF MARKET SERVED

The foodservice and hospitality industries.

Qualified attendees are restaurant and foodservice owners, partners, corporate executives, managers, supervisors, chefs, caterers and event planners, purchasing agents, marketing consultants, designers, dieticians, and personnel of the foodservice and hospitality industries.

2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and 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	Los Angeles	8,121	54	124	3,625	11,924
2007	Los Angeles	8,176	56	132	4,631	12,995
2006	Los Angeles	10,448	16	64	5,007	15,535
2005	Los Angeles	9,796	15	126	5,225	15,162

* 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
Restaurant – Table Service/Full Service	1,919	23.6	28.3
Restaurant – QSR/Franchise	480	5.9	7.1
Pizzeria	58	0.7	0.8
Deli/Bakery	250	3.1	3.7
Hotel/Motel/Resort/Casino/Cruise Ship	243	3.0	3.6
School District/School/University/Camp	292	3.6	4.3
Hospital/Healthcare/Correctional Institution/Military	127	1.6	1.9
Municipal Service/Municipality	39	0.5	0.6
Corporate Dining Services/Office/Plant	49	0.6	0.7
Coffee Bar/Ice Cream/Yogurt	231	2.9	3.4
Country/Membership Club	96	1.2	1.4
Bar/Lounge/Night Club	76	0.9	1.1
Non-Hotel Banquet Facility/Catering Establishment	238	2.9	3.5
Sports Arena/Amusement Park/Concession/Convention Center	43	0.5	0.6
Architect/Design/Real Estate	64	0.8	0.9
Consultant/Specifier	261	3.2	3.8
Retail Store/Supermarket	92	1.1	1.4
Distributor/Dealer/Broker	764	9.4	11.3
Importer/Exporter	100	1.2	1.5
Manufacturer/Manufacturing Agent	486	6.0	7.2
Association	30	0.4	0.4
Other	848	10.5	12.5
Total Conference and Exhibit Only Attendees Identified by Type of Business	6,786	83.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	1,335	16.4	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,121	100.0	100.0

5. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Management (Partner/Owner)	2,695	33.2	38.8
Manager/Supervisor	1,399	17.2	20.1
Purchasing	396	4.9	5.7
Chef	489	6.0	7.0
Dietician/Nutritionist	50	0.6	0.7
Sommelier/Server/Bartender	55	0.7	0.8
Marketing/Sales/Public Relations	600	7.4	8.6
Education Administrator/Faculty/Student	182	2.2	2.6
Caterer/Private Chef/Event Planner	152	1.9	2.2
Financial/Operations/Administration	253	3.1	3.7
Distributor	134	1.6	1.9
Other	549	6.8	7.9
Total Conference and Exhibit Only Attendees Identified by Position	6,954	85.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	1,167	14.4	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,121	100.0	100.0

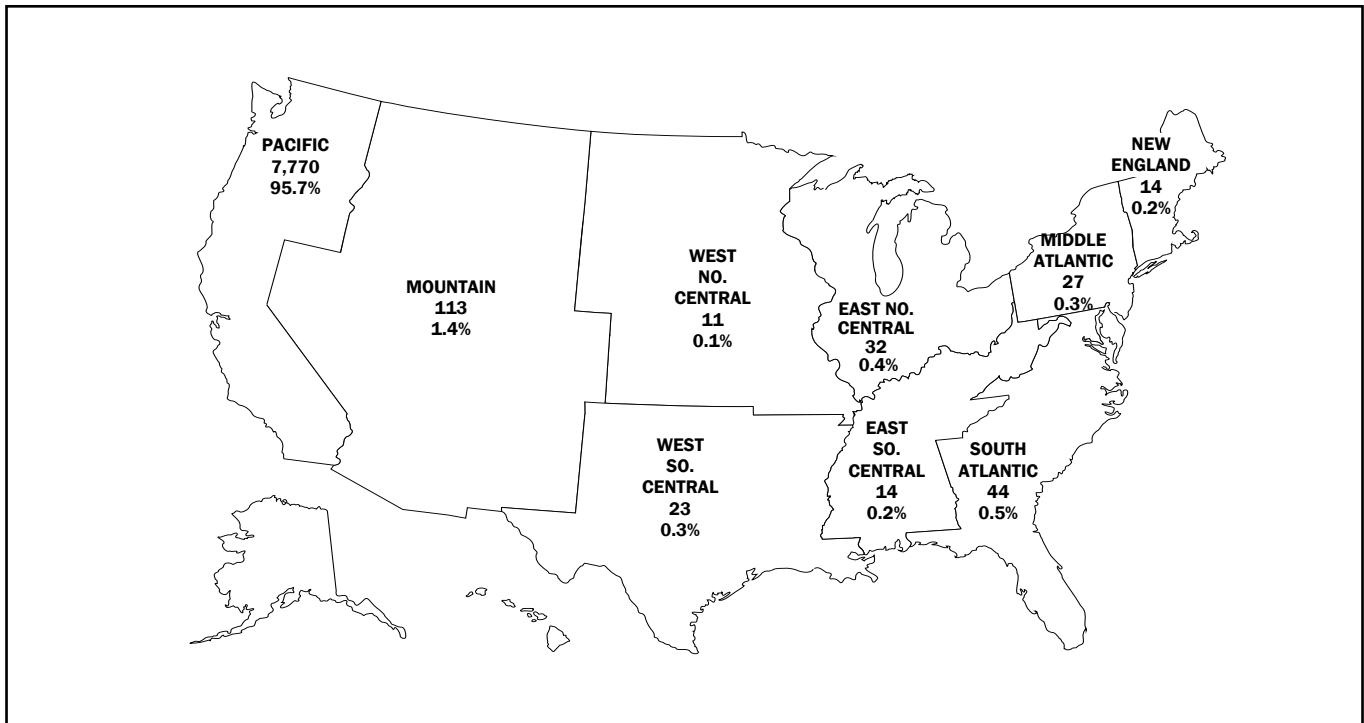
6. BADGE CATEGORY			
CLASSIFICATION OF BADGE CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CATEGORY
Buyer	5,436	67.0	69.2
Non-Buyer	2,415	29.7	30.8
Total Conference and Exhibit Only Attendees Identified by Badge Category	7,851	96.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Category	270	3.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,121	100.0	100.0

7. ESTABLISHMENT			
ESTABLISHMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ESTABLISHMENT
Independent	4,516	55.6	66.2
Multi-Unit	1,655	20.4	24.3
Other	647	8.0	9.5
Total Conference and Exhibit Only Attendees Identified by Establishment	6,818	84.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Establishment	1,303	16.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,121	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	14	0.2
Maine	1	
New Hampshire	--	
Vermont	1	
Massachusetts	6	
Rhode Island	--	
Connecticut	6	
MIDDLE ATLANTIC	27	0.3
New York	9	
New Jersey	12	
Pennsylvania	6	
EAST NO. CENTRAL	32	0.4
Ohio	10	
Indiana	2	
Illinois	20	
Michigan	--	
Wisconsin	--	
WEST NO. CENTRAL	11	0.1
Minnesota	5	
Iowa	--	
Missouri	1	
North Dakota	--	
South Dakota	--	
Nebraska	1	
Kansas	4	
SOUTH ATLANTIC	44	0.5
Delaware	--	
Maryland	2	
Washington, DC	8	
Virginia	3	
West Virginia	--	
North Carolina	9	
South Carolina	--	
Georgia	12	
Florida	10	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	14	0.2
Kentucky	3	
Tennessee	4	
Alabama	--	
Mississippi	7	
WEST SO. CENTRAL	23	0.3
Arkansas	--	
Louisiana	4	
Oklahoma	--	
Texas	19	
MOUNTAIN	113	1.4
Montana	--	
Idaho	1	
Wyoming	--	
Colorado	14	
New Mexico	3	
Arizona	46	
Utah	3	
Nevada	46	
PACIFIC	7,770	95.7
Alaska	--	
Washington	11	
Oregon	14	
California	7,730	
Hawaii	15	
UNITED STATES	8,048	99.1
INTERNATIONAL	73	0.9
Canada	17	
Mexico	22	
Other International	34	
Total Conference & Exhibit Attendees	8,121	100.0



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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