

EVENT AUDIT

INTEROP[®]

LAS VEGAS | APRIL 27-MAY 2, 2008

DATES OF EVENT:

Conference: April 27 – May 2, 2008
 Exhibits: April 29 – May 1, 2008

LOCATION:

Mandalay Bay, Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: TechWeb
 Address: 600 Harrison Street, 6th Floor
 San Francisco, CA 94107
 Phone: 415.947.6111
 Website (Show): www.interop.com/lasvegas

REGISTRATION COMPANY:

Wingate Studios
 Phone: 801.722.3200

YEAR EVENT ESTABLISHED:

1979

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 17 - 22, 2009
 Exhibits: May 19 - 21, 2009

LOCATION:

Mandalay Bay, Las Vegas, NV

1. STATEMENT OF MARKET SERVED:

Interop attendees represent all segments of the technology buying process: IT Professionals (CIO's, CTO's, VPs of Technology, IT directors and managers, developers) Channel Professionals (System integrators, distributors, and VARs) Carriers/Service providers, Enterprise buyers (500+ employees) and SMB (<500 employees).

REGISTRATION CRITERIA: This tradeshow is open to all those within the business community over the age of eighteen who are involved in the market served.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. No badges were mailed for pre-registered attendees. All pre-registration was done on-line. All pre-registered attendees received confirmation of their completed registration and were required to show a government issued id at the registration counter at the show. Once the id was checked, the pre-registrant's badge was printed and a badge holder was issued. The printing of the badge created a time stamp in the electronic database to verify that pre-registrant was officially an attendee. On-site registrants used computers at the on-site registration kiosks to electronically register for the event. Their information went to the badge /holder pick-up area where they were required to show a government issued id to receive their newly printed badge. No hard copy registration took place on site, however a hard copy form may have been brought in from one of the pre-show mailers

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2008	Las Vegas, NV	2,846	8,626	11,472	449	269	3,851	16,041
2007	Las Vegas, NV	2,034	10,296	12,330	328	205	4,486	17,349
2006	Las Vegas, NV	1,936	10,540	12,476	258	194	4,625	17,553

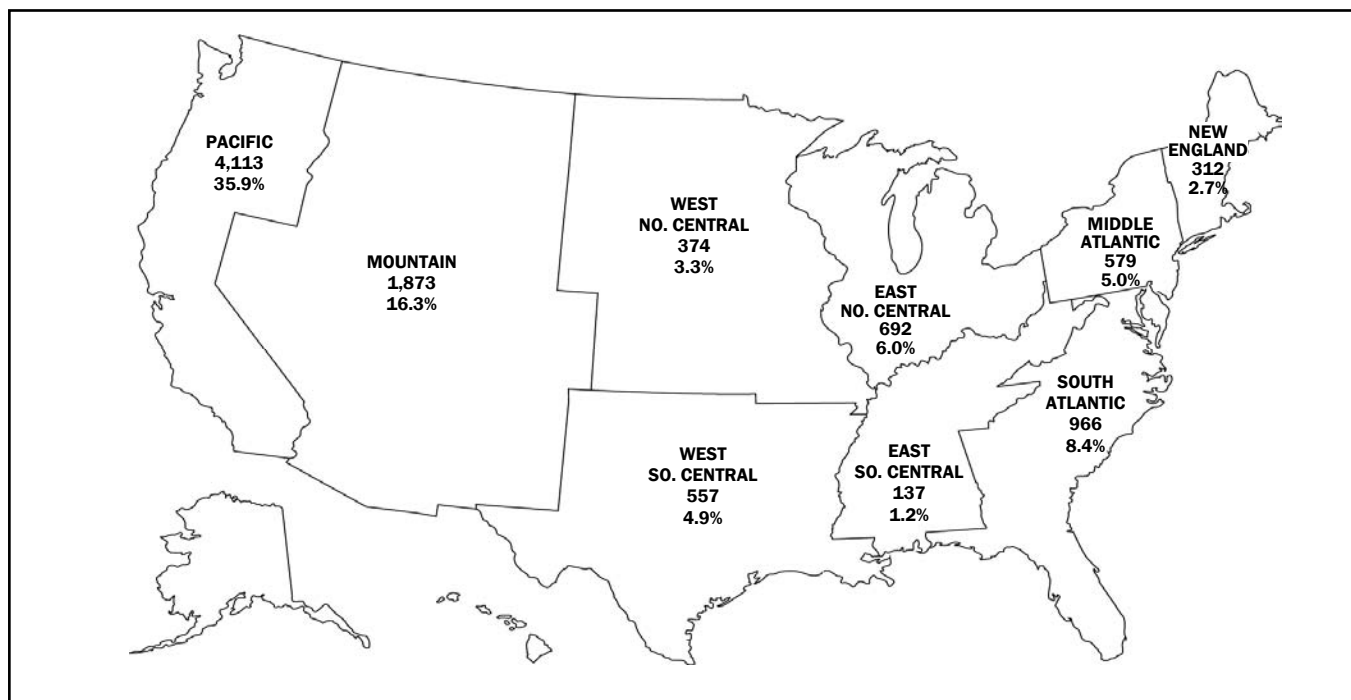
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
TECHNICAL INDUSTRY			
Computer/Networking Manufacturer	1,304	11.4	14.5
Software Publisher/Developer/ISV	843	7.3	9.4
Web/Internet/Online Business	137	1.2	1.5
Other Technology Industry	936	8.2	10.4
Sub-Total Technical Industry	3,220	28.1	35.9
TECHNICAL CHANNEL			
Systems/Network Integrator	455	4.0	5.1
Computer Retailer/Wholesaler/Distributor	145	1.3	1.6
VAR/VAD	243	2.1	2.7
Computer/Network Consultants	309	2.7	3.4
Other Technology Channel	87	0.8	1.0
Sub-Total Technical Channel	1,239	10.8	13.8
GENERAL BUSINESS			
Consulting	368	3.2	4.1
Education	568	5.0	6.3
Government	626	5.5	7.0
Military	71	0.6	0.8
Manufacturing (non-computer)	392	3.4	4.4
Finance/Banking/Accounting	551	4.8	6.1
Medical/Healthcare/Pharmaceuticals	346	3.0	3.9
Retail/Distributor/Wholesaler (non-computer)	260	2.3	2.9
Media/Entertainment/Marketing	321	2.8	3.6
Transportation/Utilities/Energy	181	1.6	2.0
Construction/Architecture/Engineering	127	1.1	1.4
Venture Capitalist/Investment Banking	57	0.5	0.6
Business/Professional Services (non-computer)	164	1.4	1.8
Other Qualified Business	477	4.2	5.3
Sub-Total General Business	4,509	39.3	50.3
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	8,968	78.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	2,504	21.8	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,472	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/CEO/Owner	1,450	12.6	14.3
CIO/CTO/CSO/CXO	432	3.8	4.3
Vice President	770	6.7	7.6
Director	1,465	12.8	14.5
Manager	2,522	22.0	25.0
Staff	2,301	20.1	22.8
Other	1,165	10.2	11.5
Total Conference and Exhibit Only Attendees Identified by Job Title	10,105	88.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	1,367	11.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,472	100.0	

4c. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY COMPANY SIZE
50,000 or more	873	7.6	8.6
10,000 - 49,999	961	8.4	9.5
1,000 - 9,999	2,060	18.0	20.4
500 - 999	803	7.0	7.9
250 - 499	760	6.6	7.5
100 - 249	1,322	11.5	13.1
1 - 99	3,325	29.0	32.9
Total Conference and Exhibit Only Attendees Identified by Company Size	10,104	88.1	100
Total Conference and Exhibit Only Attendees Not Identified by Company Size	1,368	11.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,472	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	312	2.7	EAST SO. CENTRAL	137	1.2
Maine	11		Kentucky	29	
New Hampshire	22		Tennessee	42	
Vermont	3		Alabama	53	
Massachusetts	209		Mississippi	13	
Rhode Island	10		WEST SO. CENTRAL	557	4.9
Connecticut	57		Arkansas	6	
MIDDLE ATLANTIC	579	5.0	Louisiana	10	
New York	284		Oklahoma	52	
New Jersey	181		Texas	489	
Pennsylvania	114		MOUNTAIN	1,873	16.3
EAST NO. CENTRAL	692	6.0	Montana	23	
Ohio	136		Idaho	43	
Indiana	27		Wyoming	24	
Illinois	294		Colorado	223	
Michigan	169		New Mexico	58	
Wisconsin	66		Arizona	327	
WEST NO. CENTRAL	374	3.3	Utah	191	
Minnesota	135		Nevada	984	
Iowa	53		PACIFIC	4,113	35.9
Missouri	76		Alaska	7	
North Dakota	17		Washington	273	
South Dakota	12		Oregon	123	
Nebraska	32		California	3,661	
Kansas	49		Hawaii	49	
SOUTH ATLANTIC	966	8.4	UNITED STATES	9,603	83.7
Delaware	10		INTERNATIONAL	1,427	12.4
Maryland	145		Canada	349	
Washington, DC	41		Mexico	161	
Virginia	249		Other International	917	
West Virginia	10		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	11,030	
North Carolina	121		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	442	3.9
South Carolina	34		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	11,472	100.00
Georgia	142				
Florida	214				



INTEROP

LAS VEGAS | APRIL 27-MAY 2, 2008

REGISTRATION FORM

www.interop.com/lasvegas

HOW TO REGISTER

Online: www.interop.com/lasvegas
 By Fax: 801-932-1713
 By Phone: 800-745-6493, International 801-617-0403
 By Mail: Interop Las Vegas 2008
 P.O. Box 594
 Orem, Utah 84059

PRIORITY CODE: If you have a priority code, please enter it here.

4 HOTEL ACCOMMODATIONS

For a complete list of available hotels go to www.interop.com/hotel. To submit your request by fax, specify your arrival and departure dates along with any special requirements. Below. Please fax to 801-932-1713. Or, email your request to support@interop.com or call 801-617-0403.

HOTEL NAME _____

RATE _____

SINGLE ROOM OR DOUBLE ROOM

ARRIVAL DATE _____ DEPARTURE DATE _____

SPECIAL REQUIREMENTS _____

COMPLETE SECTIONS 1-5. Please print or type your information. To submit multiple registrations, please copy and complete this form for each registration.

1 PERSONAL INFORMATION

FIRST NAME _____ LAST NAME _____

JOB TITLE _____ COMPANY _____

ADDRESS 1 _____

ADDRESS 2 _____

ADDRESS 3 _____

CITY _____ STATE/PROVINCE _____

ZIP/POSTAL CODE _____ COUNTRY _____

EMAIL ADDRESS* _____

ALTERNATE EMAIL ADDRESS _____

TELEPHONE _____

* A valid email is required for registration verification. For details about the use of the information please read the CMP Privacy Statement at <http://www.cmp.com/online/privacy.html>.

I would like to receive relevant information about events, products and services from Interop/CMP exhibitors or partner companies via email.

2 PACKAGE SELECTION

	EARLY BIRD <small>On or before Friday 03/28/08</small>	REGULAR RATE <small>03/29/08-04/26/08</small>	ON-SITE <small>On or after 04/27/08</small>
<input type="checkbox"/> Flex Pass	\$2,895	\$3,095	\$3,295
<input type="checkbox"/> Interop Conference + Workshop	\$2,395	\$2,595	\$2,795
<input type="checkbox"/> Interop Conference Pass	\$1,795	\$1,995	\$2,195
<input type="checkbox"/> CSI Conference	\$1,595	\$1,695	\$1,795
<input type="checkbox"/> OIO Boot Camp	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> One 2-Day Workshop	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> Two 1-Day Workshops	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> Software 2008 Conference	\$1,495	\$1,695	\$1,795
<input type="checkbox"/> One 1-Day Workshop	\$795	\$895	\$995
<input type="checkbox"/> NAC Day	\$795	\$895	\$995
<input type="checkbox"/> Expo Plus	\$150	\$195	\$295
<input type="checkbox"/> Expo	FREE	FREE	\$100

3 PAYMENT METHOD (Prepayment is required)

Payment in U.S. funds, drawn on a U.S. bank. MUST accompany this form for your registration to be processed. For additional registrations, please make a copy of this form (each registration MUST be filled out separately).

Check Number (Made payable to Interop Las Vegas 2008) _____ Amount \$ _____

CREDIT CARD AUTHORIZATION MasterCard Visa American Express

I would like to use my credit card to charge my attendance.

CREDIT CARDHOLDER'S NAME _____

CARD NUMBER _____

3 OR 4 DIGIT SECURITY CODE _____

EXPIRATION DATE _____

SIGNATURE OF CREDIT CARDHOLDER _____

Persons under the age of 18 are not permitted at Interop Las Vegas, including airfare. Event is open only to trade participants and is not open to the public. Reserving tickets and contracts, 801 or video, are prohibited. Attendee consents to any recording of the event by CMP Media LLC or its designees. Tickets subject to prior arrangement only.

Cancellation Substitutions & Upgrades: If you need to cancel your Interop Las Vegas 2008 Conference registration, you may do so for a full refund less a \$250 no-show charge until March 26, 2008. Attendees who register prior to or after the deadline date, who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Some requests are available for no-show. If you are unable to attend the event, we recommend that you send a substitution in your place. Please fax your cancellation or substitution request to 801-932-1713 or email to support@interop.com.

Written requests for a damaged pass must be received no later than March 23, 2008 for a full refund on the difference of registration fees between the value of the original and damaged pass. Sorry, requests received after March 23, 2008 cannot be accommodated. Upgrade pass requests must be submitted in writing and based to 801-932-1713 along with payment information for the difference in value. CMP Media reserves the right to rescind any registration and in that event will return 100% of the registration fee. All dates and times of the Interop Las Vegas 2008 program are subject to change. If you have a disability and require special assistance, please call us at 801-417-0403 by March 26, 2008.

General Business

Financial/Accounting/IT/IT

Database

Architect

Security/Privacy

Corporate Management

Systems

Telecommunications

Business Development/Sales/Marketing

Networking

Call/Contact Management

Product Management

Application Development

Web Development/Management

Purchasing

Management of Systems

IT Consultant

Operations/Facilities

Networking/Apps

Non-IT Consultant

Customer Service/Support

Compliance

Other Job Function
If other, please specify _____

Job Function Check only one

IT Management

Financial/Accounting/IT/IT

Database

Architect

Security/Privacy

Corporate Management

Systems

Telecommunications

Business Development/Sales/Marketing

Networking

Call/Contact Management

Product Management

Application Development

Web Development/Management

Purchasing

Management of Systems

IT Consultant

Operations/Facilities

Networking/Apps

Non-IT Consultant

Customer Service/Support

Compliance

Other Job Function
If other, please specify _____

Job Title Check only one

President/CEO/Owner

Director

Other
If other, please specify _____

Director

Manager

Other

Vice President

Staff

Company Type Check only one

Venture Capitalist/Investment Banking

Computer Network Consultants

Financial/Banking/Accounting

Manufacturing (non-computer)

Other Technology Channel
If other, please specify _____

Medical/Healthcare/Pharmaceuticals Manufacturer

Business/Professional Services (non-computer)

Consulting

Other General Business
If other, please specify _____

Retail/Distributor/Wholesaler (non-computer)

Government

Military

Education

Web/Internet/Online Business

Media/Entertainment/Marketing

Transportation/Utilities/Energy

Construction/Architectural/Engineering

Technology Industry

Computer/Network/Manufacturer

Software Publisher/Developer/ISV

Other Technology Industry
If other, please specify _____

Company Size Check only one

50,000 or more

10,000-49,999

5,000-9,999

1,000-4,999

500-999

250-499

100-249

1 to 99

Purchase Role Check all that apply

Authorize

Specify

Recommend

Identify Need

No Role

Application Performance

Call/Contact Center

Collaboration

Data Center

Enterprise Software

Network Infrastructure

Network Management

Mobile Devices

Operating Systems

Security (IT)

Security (Physical)

Servers

Services from Carriers/SPs/ISPs

SaaS/Web Services

Storage

Unified Communications

Virtualization

VoIP/VoIP Telephony

Wireless Technologies

Other Product Interests
If other, please specify _____

Company Annual IT Budget Check only one

\$500 million or more

\$100 million to less than \$500 million

\$10 million to less than \$100 million

\$1 million to less than \$10 million

\$100,000 to less than \$1 million

\$25,000 to less than \$100,000

Less than \$25,000

Don't Know

Product Interest Check all that apply

Application Performance

Call/Contact Center

Collaboration

Data Center

Enterprise Software

Network Infrastructure

Network Management

Mobile Devices

Operating Systems

Security (IT)

Security (Physical)

Servers

Services from Carriers/SPs/ISPs

SaaS/Web Services

Storage

Unified Communications

Virtualization

VoIP/VoIP Telephony

Wireless Technologies

Other Product Interests
If other, please specify _____

Questions? Call Customer Service at 800-745-6493 (toll free); International 801-617-0403 or visit www.interop.com

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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 BPA WORLDWIDE

We have examined the attendee records of INTEROP LAS VEGAS for the date and location of the show as reported in this BPA 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 (EIIAC), a not for profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary. Based on such examinations, the statement set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide
 Shelton, CT
 September 1, 2008

TYPE: EVENT AUDIT
 ID Number: E994X0M8