

EVENT AUDIT

DATES OF EVENT:

Conference: September 15 - 19, 2008
 Exhibits: September 17 - 18, 2008

LOCATION:

Jacob K. Javits Convention Center
 New York City, NY

EVENT PRODUCER/MANAGER:

Company Name: TechWeb
 Address and Website (Show): 600 Harrison Street
 San Francisco, CA 94107
 Phone: 415.947.6000
 Website (Show): www.interop.com/newyork

REGISTRATION COMPANY:

Wingate Web
 Phone: 801.722.3200

YEAR EVENT ESTABLISHED:

2005

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: November 16 - 20, 2009
 Exhibits: November 16 - 20, 2009

LOCATION:

Jacob K. Javits Convention Center
 New York City, NY

INTEROP[®]

NEW YORK | SEPTEMBER 15-19, 2008


 CONFERENCE & EXPO

1. STATEMENT OF MARKET SERVED:

Interop New York is a global business technology event that draws attendees who represent all segments of the technology buying process. The IT Conference provides thought leadership across a full range of technologies for business.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Conference and Exhibit Only Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Attendees, both pre-registered and onsite, were verified by showing a form of government id before a badge was issued to them. Onsite registration was completed electronically at kiosks located in the registration area. Each time a badge was issued to an attendee, a time and date stamp was entered into the database for that particular visitor. A review of the entire database was performed to check for duplicate records and missing data.

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	New York, NY	597	5,598	6,195	371	181	1,256	8,003
2007	New York, NY	608	4,303	4,911	237	166	1,355	6,669
2006	New York, NY	647	3,816	4,463	109	132	814	5,518
2005	New York, NY	557	2,907	3,464	141	132	753	4,490

* Verified and Non-Verified counts taken from the registration database provided by the registration company.

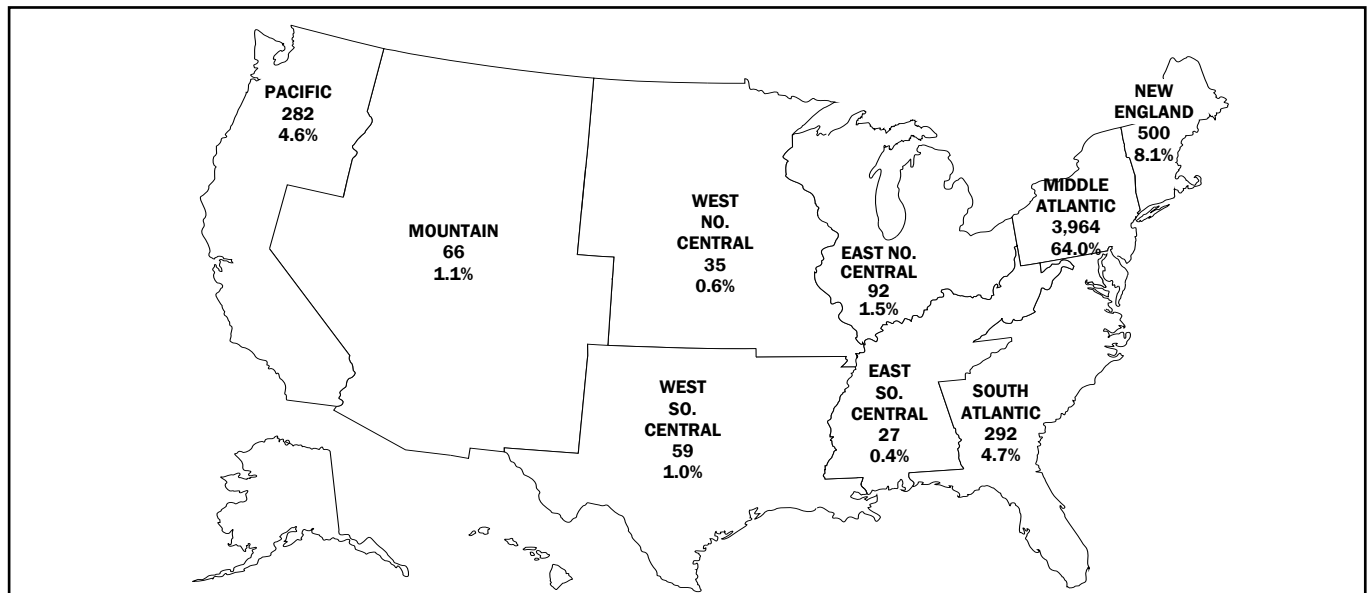
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
General Business			
Business/Professional Services	105	1.7	2.3
Finance/Banking/Accounting	388	6.3	8.6
Medical/Healthcare/Pharmaceuticals	182	2.9	4.0
Retail/Distributor/Wholesaler	97	1.6	2.1
Government	198	3.2	4.4
Military	11	0.2	0.2
Education	211	3.4	4.7
Web/Internet/Online Business	85	1.4	1.9
Media/Entertainment/Marketing	197	3.2	4.4
Transportation/Utilities/Energy	76	1.2	1.7
Construction/Architecture/Engineering	45	0.7	1.0
Venture Capitalist/Investment Banking	23	0.4	0.5
Manufacturing (non-computer)	145	2.3	3.2
Consulting	203	3.3	4.5
Other General Business	189	3.1	4.2
Technology			
Systems/Network Integrator	146	2.4	3.2
Computer Retailer/Wholesaler/Distributor	34	0.5	0.8
VAR/VAD	87	1.4	1.9
Computer/Network Consultants	136	2.2	3.0
Other Technology Channel	69	1.1	1.5
Technology Industry			
Computer/Networking Manufacturer	398	6.4	8.8
Software Publisher/Developer/ISV	467	7.5	10.3
Other Technology Industry	536	8.7	11.9
Carrier/Service Provider	490	7.9	10.8
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	4,518	72.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,677	27.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,195	100.0	

4b. JOB TITLE/FUNCTION			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
President/CEO/Owner	719	11.6	15.9
CIO/CTO/CSO/CXO	205	3.3	4.5
Vice President	335	5.4	7.4
Director	671	10.8	14.9
Manager	1,039	16.8	23.0
Staff	912	14.7	20.2
Other	637	10.3	14.1
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	4,518	72.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	1,677	27.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,195	100.0	

4c. PURCHASE ROLE			
PURCHASE ROLE	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY PURCHASE ROLE
Authorize	1,395	22.5	30.9
Specify	568	9.2	12.6
Recommend	1,353	21.8	30.0
Identify Need	386	6.2	8.5
No Role	815	13.2	18.0
Total Conference and Exhibit Only Attendees Identified by Purchase Role	4,517	72.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchase Role	1,678	27.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,195	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	500	8.1	EAST SO. CENTRAL	27	0.4
Maine	6		Kentucky	4	
New Hampshire	23		Tennessee	10	
Vermont	1		Alabama	11	
Massachusetts	174		Mississippi	2	
Rhode Island	14		WEST SO. CENTRAL	59	1.0
Connecticut	282		Arkansas	2	
MIDDLE ATLANTIC	3,964	64.0	Louisiana	5	
New York	2,573		Oklahoma	7	
New Jersey	1,174		Texas	45	
Pennsylvania	217		MOUNTAIN	66	1.1
EAST NO. CENTRAL	92	1.5	Montana	2	
Ohio	16		Idaho	2	
Indiana	6		Wyoming	1	
Illinois	43		Colorado	28	
Michigan	16		New Mexico	3	
Wisconsin	11		Arizona	11	
WEST NO. CENTRAL	35	0.6	Utah	18	
Minnesota	15		Nevada	1	
Iowa	5		PACIFIC	282	4.6
Missouri	5		Alaska	1	
North Dakota	-		Washington	52	
South Dakota	1		Oregon	4	
Nebraska	3		California	223	
Kansas	6		Hawaii	2	
SOUTH ATLANTIC	292	4.7	UNITED STATES	5,317	85.8
Delaware	8		INTERNATIONAL	455	7.3
Maryland	63		Canada	105	
Washington, DC	24		Mexico	1	
Virginia	69		Other International	349	
West Virginia	2		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	5,772	93.2
North Carolina	33		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	423	6.8
South Carolina	9		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	6,195	100.0
Georgia	34				
Florida	50				



INTEROP[®]

NEW YORK | SEPTEMBER 15-19, 2008

REGISTRATION FORM

www.interop.com/newyork

HOW TO REGISTER

Online: www.interop.com/newyork
 By Fax: 801-922-1713
 By Phone: 800-745-6499, International 801-617-0403
 By Mail: Interop, New York 2008
 P.O. Box 594
 Orem, Utah 84059

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

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 TechWeb Privacy Statement at <http://www.newyork.interop.com/privacy/privacy.html>.

2 PACKAGE SELECTION

	EARLY BIRD On or before Friday 8/15/08	REGULAR RATE 8/16/08-9/14/08	ON-SITE On or after 9/15/08
<input type="checkbox"/> All Access Pass (5 days)	\$2,895	\$3,095	\$3,295
<input type="checkbox"/> Interop Conference+Workshop (4 days)	\$2,395	\$2,595	\$2,795
<input type="checkbox"/> MBX Conference+Workshop	\$2,095	\$2,295	\$2,495
<input type="checkbox"/> Interop Conference (3 days)	\$1,795	\$1,995	\$2,195
<input type="checkbox"/> CID Boot Camp (2 days)	\$1,690	\$1,890	\$2,190
<input type="checkbox"/> 2-Day Workshops (2 days)	\$1,690	\$1,890	\$2,190
<input type="checkbox"/> MBX Conference	\$1,595	\$1,795	\$1,995
<input type="checkbox"/> One 1-Day Workshop (1 day)	\$895	\$995	\$1,095
<input type="checkbox"/> NAC Day (1 day)	\$895	\$995	\$1,095
<input type="checkbox"/> Expo Plus	\$150	\$195	\$295
<input type="checkbox"/> Expo Only	\$50	\$50	\$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 New York 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 New York, including infants. Event is open only to trade participants and is not open to the public. Recording devices and cameras, still or video, are prohibited. Attendee consents to any recording of the event by TechWeb LLC or its designers. Tickets sold by prior arrangement only.
 Cancellations, Substitutions & Upgrades: If you need to cancel your Interop New York 2008 Conference registration, you may do so for a full refund, less a \$250.00 service charge until August 15, 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. Sorry, no refunds are available for no-shows. 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 801-922-1713 or email to support@interop.com.
 Written requests for a downgrade of pass must be received no later than August 15, 2008 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after August 15, 2008 cannot be accommodated. Upgrade pass requests must be submitted in writing and faxed to 801-922-1713 along with payment information for the difference in value. TechWeb reserves the right to rescind any registration and is that event will retain 100% of the registration fee. All dates and times of the Interop New York 2008 program are subject to change. If you have a disability and require special assistance, please call us at 801-617-0403 by August 15, 2008.
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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 801-922-1713. 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 _____

5 ATTENDEE PROFILE

This section must be completed to process your registration and create your event badge.

Job Function Check only one
 IT Management Financial/Accounting/HR Database
 Corporate Management Architect Security/Privacy
 Business Development/Sales/Marketing Systems Telecommunications
 Product Management Networking Call/Contact Management
 Purchasing Application Development Web Development/Management
 Operations/Facilities Management of Systems IT Consultant
 Customer Service/Support Networking/Apps Non-IT Consultant
 Compliance Other Job Function
 If other, please specify _____

Job Title Check only one
 President/CEO/Owner Director Other
 CIO/CFO/CSO/CXO Manager If other, please specify _____
 Vice President Staff

Company Type Check only one
 General Business Venture Capitalist/Investment Banking Computer Network Consultants
 Finance/Banking/Accounting Other Technology Channel
 Medical/Healthcare/Pharmaceuticals/Manufacturer Manufacturing (non-computer) If other, please specify _____
 Retail/Distributor/Wholesaler (non-computer) Business/Professional Services (non-computer) Technology Industry
 Government Consulting Computer/Networking Manufacturer
 Education Other General Business Software Publisher/Developer/ISV
 Military If other, please specify _____
 Education Technology Channel
 Web/Internet/Online Business Systems/Network Integrator
 Media/Entertainment/Marketing Computer Retailer/Wholesaler/Distributor
 Transportation/Utilities/Energy VAR/MRO Carrier/Service Provider
 Construction/Architecture/Engineering

Company Size Check only one
 50,000 or more 1,000-4,999 100-249
 10,000-49,999 500-999 1 to 99
 5,000-9,999 250-499

Purchase Role Check all that apply
 Authorize Specify Recommend Identify Need No Role

Product Interest Check all that apply
 Application Mobility Servers
 Application Performance Services from Carriers/ISPs/5Ps
 Call/Contact Center SaaS/Web Services
 Collaboration Social Networking
 Data Center Software as a Service (SaaS)
 Enterprise Software Storage
 Green IT Unified Communications
 Network Infrastructure Virtualization
 Network Management VoIP/Telephony
 Mobile Devices Web 2.0
 Operating Systems Wireless Technologies
 Outsourcing Other Product Interests
 Security (IT) Security (Physical)
 If other, please specify _____

Company Annual IT Budget Check only one
 \$500 million or more \$10,000 to less than \$1 million
 \$100 million to less than \$500 million \$25,000 to less than \$100,000
 \$10 million to less than \$100 million Less than \$25,000
 \$1 million to less than \$10 million Don't know

Questions? Call Customer Service at 800-745-6499 (toll free); International 801-617-0403 or visit Interop.com



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Exhibit Surveys

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 the 2008 Interop NY for the date and location 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 statements 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
 December 17, 2008

TYPE: EVENT AUDIT
 ID Number: E994X0S8