

# AIA 2008 CONVENTION



## EVENT AUDIT



**DATES OF EVENT:**

Conference: May 15-17, 2008  
 Exhibits: May 15-17, 2008

**LOCATION:**

Boston, MA

**EVENT PRODUCER/MANAGER:**

Company Name: The American Institute of Architects  
 Address: 1735 New York Avenue, NW  
 Washington, D.C. 20006-5292  
 Phone: 202.626.7353  
 Website (Show): www.aia.org

**REGISTRATION COMPANY:**

Laser Registration  
 Phone: 514.228.3000

**YEAR EVENT ESTABLISHED:**

1867

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: April 30-May 2, 2009  
 Exhibits: April 30-May 2, 2009

**LOCATION:**

San Francisco, CA

### 1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for Architects and Building Industry Professionals. Attendees include Principals/Partners, Vice Presidents, Architects, Interior Designers, Project Managers, Landscape Architects, Facility Managers, Engineers others associated with the building design community.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Guests	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff *	Total
2008	Boston, MA	7,871	4,264	12,135	1,548	367	103	5,367	19,520
2007	San Antonio, TX	7,753	4,083	11,836	-	414	101	5,166	17,517
2006	Los Angeles, CA	7,440	6,805	14,245	-	368	185	4,655	19,453
2005	Las Vegas, NV	5,796	7,705	13,501	-	309	139	5,371	19,320

\*Verified and on-site counts taken from the registration database provided by the registration company.



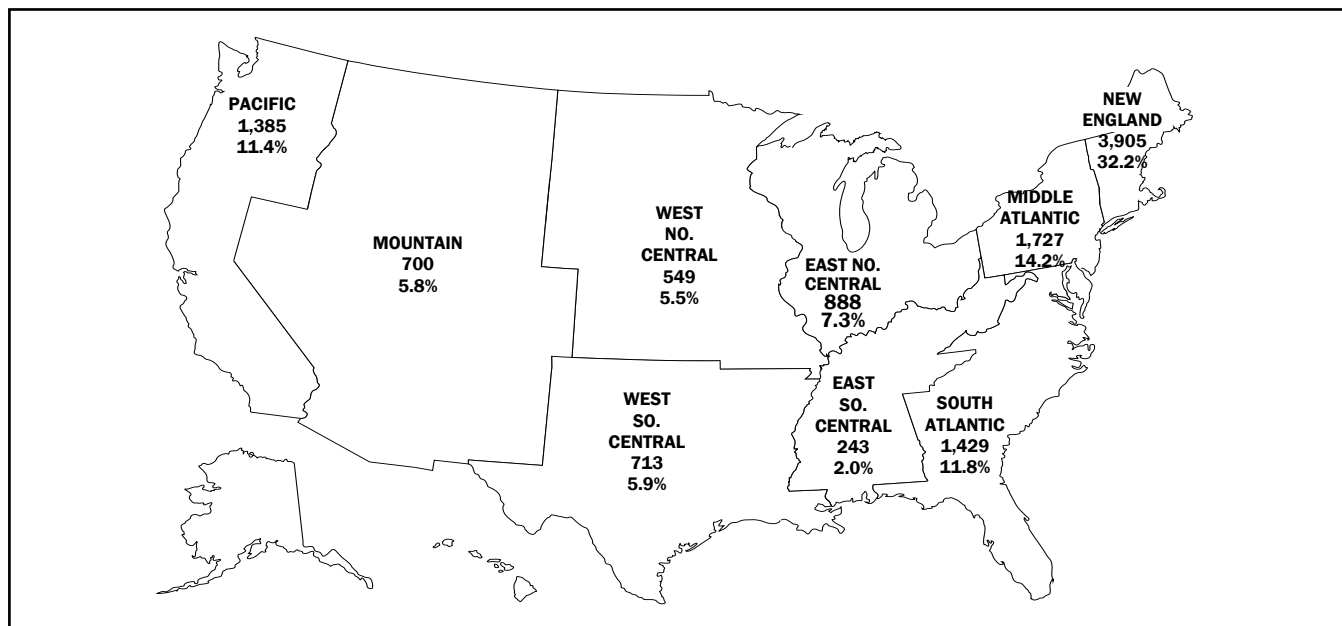
<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
AE or EA	718	5.9	9.7
Architecture	4,508	37.1	61.1
Consulting	335	2.8	4.5
Contractor-Builder-Construction Mgmt	261	2.2	3.5
Education	189	1.6	2.6
Facility management - development	81	0.7	1.1
Government	267	2.2	3.6
Interior design-space planning	81	0.7	1.1
Urban planning-architecture	98	0.8	1.3
Other	837	6.9	11.3
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	7375	60.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	4,760	39.2	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,135</b>	<b>100.0</b>	

<b>4b. PRIMARY TITLE/FUNCTION</b>			
PRIMARY TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY TITLE/FUNCTION
Principal or partner	3217	26.5	43.3
Vice president or associate	588	4.8	7.9
Manager or Project Manager	936	7.7	12.6
Architect or designer	1554	12.8	20.9
Intern	293	2.4	3.9
Student	139	1.1	1.9
Interior designer or space planner	43	0.4	0.6
Administrator or office manager	64	0.5	0.9
Construction Specifier	16	0.1	0.2
Consultant	127	1.0	1.7
Educator	107	0.9	1.4
Engineer	47	0.4	0.6
Facility manager	31	0.3	0.4
Planner	34	0.3	0.5
Landscape architect	11	0.1	0.1
Other technical	112	0.9	1.5
Other non-technical	112	0.9	1.5
Total Conference and Exhibit Only Attendees Identified by Primary Title/Function	7431	61.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Title/Function	4,704	38.8	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,135</b>	<b>100.0</b>	

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	3,905	32.2
Maine	102	
New Hampshire	181	
Vermont	67	
Massachusetts	3,043	
Rhode Island	125	
Connecticut	387	
<b>MIDDLE ATLANTIC</b>	1,727	14.2
New York	1,008	
New Jersey	349	
Pennsylvania	370	
<b>EAST NO. CENTRAL</b>	888	7.3
Ohio	208	
Indiana	70	
Illinois	397	
Michigan	128	
Wisconsin	85	
<b>WEST NO. CENTRAL</b>	549	4.5
Minnesota	143	
Iowa	64	
Missouri	183	
North Dakota	14	
South Dakota	23	
Nebraska	58	
Kansas	64	
<b>SOUTH ATLANTIC</b>	1,429	11.8
Delaware	15	
Maryland	190	
Washington, DC	202	
Virginia	241	
West Virginia	16	
North Carolina	215	
South Carolina	106	
Georgia	209	
Florida	235	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	243	2.0
Kentucky	57	
Tennessee	86	
Alabama	60	
Mississippi	40	
<b>WEST SO. CENTRAL</b>	713	5.9
Arkansas	50	
Louisiana	88	
Oklahoma	46	
Texas	529	
<b>MOUNTAIN</b>	700	5.8
Montana	31	
Idaho	20	
Wyoming	19	
Colorado	261	
New Mexico	84	
Arizona	138	
Utah	79	
Nevada	68	
<b>PACIFIC</b>	1,385	11.4
Alaska	14	
Washington	186	
Oregon	80	
California	1,046	
Hawaii	59	
<b>UNITED STATES</b>	11,539	95.1
<b>INTERNATIONAL</b>	444	3.7
Canada	116	
Mexico	21	
Other International	307	
<b>Not Identified</b>	152	1.3
<b>Total Conference &amp; Exhibit Attendees</b>	<b>12,135</b>	<b>100.00</b>



AIA 2008 NATIONAL CONVENTION AND DESIGN EXPOSITION MAY 15-17 | BOSTON

**SAVE \$\$\$**  
Register by April 4

## Advance Registration: Part 1

REGISTRATION INFORMATION Please print.

Name \_\_\_\_\_ AIA Member Number \_\_\_\_\_

A  AIA      B  FAIA      C  Assoc. AIA      D  Int'l. Assoc. AIA      E  Hon. AIA      F  Hon. FAIA

Firm Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_ E-mail (Confirmations will be sent via e-mail if e-mail address is provided.) \_\_\_\_\_

I do not wish to receive any marketing materials from AIA convention exhibitors or third parties.  
 I do not wish to appear on iCommunicate—the attendee search or e-mail messaging service provided to attendees.

GUEST INFORMATION Guest (family member or personal friend, not business associate or staff colleague) registration includes general sessions and AIA Expo2008 only. Please include payment for your guest when you register.

Guest name as it should appear on badge \_\_\_\_\_ Guest name as it should appear on badge \_\_\_\_\_

ACCESSIBILITY The AIA is committed to providing access to individuals attending continuing education programs, professional tours, and AIA Expo2008. Please indicate your needs below (check all that apply).

Sign language interpreter       Hearing device       Electric scooter       Wheelchair accessible bus

FULL CONVENTION REGISTRATION FEES Check one box under the appropriate registration category to determine your cost, if any. Enter your total registration cost in the space provided below. For complete registration descriptions, see page 84.

	Early Bird Thru February 22	Advance Thru April 4	Full Registration After April 4
01 New AIA Member .....	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
02 AIA Member .....	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475
03 Nonmember .....	<input type="checkbox"/> \$615	<input type="checkbox"/> \$695	<input type="checkbox"/> \$775
04 Nonmember—One Day Only <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT .....	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425
05 Public Architects .....	<input type="checkbox"/> \$515	<input type="checkbox"/> \$565	<input type="checkbox"/> \$615
06 Student .....	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
07 Guest .....	<input type="checkbox"/> \$40	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
08 Expo Only .....	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0

PART 1 TOTAL REGISTRATION FEES  
Enter the total for Part 1 here and on next page: \$ \_\_\_\_\_

For complete convention information, visit [www.aiaconvention.com](http://www.aiaconvention.com)

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Fax: +1 732.741.5704  
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**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of AIA 2008 for the date and location of the show/event 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 (EEIAC), 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      Type: EVENT AUDIT  
September 15, 2008      ID Number: E978X0M8