

EVENT AUDIT - REVISED



DATES OF EVENT:

Conference: March 10-12, 2009
Exhibits: March 10-12, 2009

LOCATION:

Walter E. Washington Convention Center
Washington, D.C.

EVENT PRODUCER/MANAGER:

Company Name: 1105 Government Information Group
Address and Website (Show): 3141 Fairview Park Drive, Suite 777
Falls Church, VA 22042
Phone: 703.645.7866
Website (Show): www.fose.com

REGISTRATION COMPANY:

CompuSystems
Phone: 708.344.9070
Fax: 708.344.9487

YEAR EVENT ESTABLISHED:

1976

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 23-25, 2010
Exhibits: March 23-25, 2010

LOCATION:

Washington, D.C.

1. STATEMENT OF MARKET SERVED:

FOSE is an event serving the government technology market. Attendees include Executives, Administrative/Operations Managers, Program Managers, IT/Computer/Communications/Network Managers, Engineering Managers, Procurement/Purchasing Managers, Personnel/Training Managers and others associated with the government. The event's attendees include federal civilian and defense, state and local government professionals, international attendees, as well as suppliers to the government and business/industry professionals interested in IT.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit attendees, speakers and media included in this report were verified as having actually attended the event. Pre-registrants used online registration and were mailed badges. A government id was required to be checked in and to pick up a badge holder. Onsite registrants registered through computer terminals throughout the registration area. Badges that were swiped at exhibitors' booths through lead retrieval and at conference sessions were also input into the database as another form of verification. The entire database was de-duplicated by the registration company and then checked and tested by a BPA Worldwide auditor.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Expo Attendees*	GovSec**	Sub-Total: Expo Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2009	Washington, D.C.	10,683	924	11,607	194	126	2,538	14,465
2008	Washington, D.C.	10,355	-	10,355	78	137	3,131	13,701

* Expo attendees include conference delegates.

** These attendees registered for GovSec and were verified as having visited FOSE 2009.

† This report was revised to provide clarity and consistency with previous and future data provided.

The data reported and various wording within the report was revised to keep the report consistent with past information.

Please destroy all originally released copies of this report.

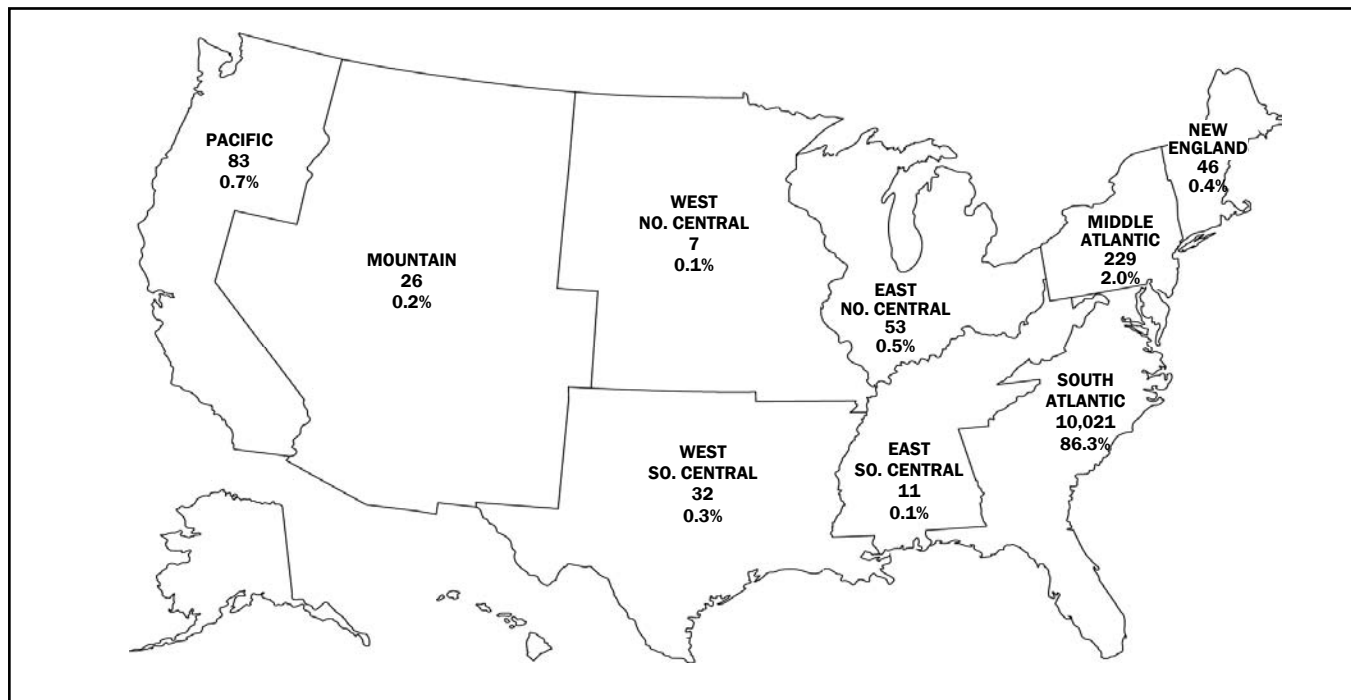
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
Federal Defense Government	1,783	15.4	16.9
Including U.S. Air Force, U.S. Army, U.S. Navy and Marine Corps, Intelligence Agencies [NSA, NRO, DIA, NGA, under secretary of Defense-Intelligence], and all other DOD or military			
Federal Civilian Government	2,803	24.1	26.6
Including Executive Office of the President (includes OMB), Department of Agriculture, Commerce, Education, Energy, Health & Human Services, Homeland Security, housing & Urban Development, the Interior, Justice (includes FBI), Labor, State, Transportation, Treasury (includes IRS), Veteran Affairs, EPA, GSA, USPS, SSA, NASA, Other Independent Agencies (includes CIA, TVA, NSF), Legislative Agencies (GAO, GPO, LOC), Judicial Branch Agencies			
Other Federal Government	433	3.7	4.1
Non-Federal Government	497	4.3	4.7
Including State/County/City/Municipal and other government			
Supplier to Government	3,481	30.0	33.1
Including Systems Integrators/developers/VARs/Consultants, Manufacturers/Distributors/ Dealers of IT Related Products Supplied to the Government			
Business Corporate (Non-supplier to government)	258	2.2	2.5
Education/University/Healthcare	630	5.4	6.0
Consulting	279	2.4	2.7
Other	362	3.1	3.4
Total Expo Attendees Identified by Primary Business/Industry	10,526	91	100.0
Total Expo + GOVSEC Attendees Not Identified by Primary Business/Industry	1,081	9.3	
TOTAL EXPO ATTENDEES	11,607	100.0	

4b. JOB TITLE/FUNCTION			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Executive/Command	1,647	14.2	15.6
Administrative/Operations Management	618	5.3	5.9
Program Management	2,543	21.9	24.2
IT/Computer/Communications/Network Management	2,857	24.6	27.1
Sales/Marketing Manager	1,028	8.9	9.8
Procurement/Purchasing Management	341	2.9	3.2
Personnel/Training Management	308	2.7	2.9
Other [includes Legislative, Judicial, Consulting, etc.]	1,184	10.2	11.2
Total Expo Attendees Identified by Job Title/Function	10,526	90.7	100.0
Total Expo + GOVSEC Attendees Not Identified by Job Title/Function	1,081	9.3	
TOTAL EXPO ATTENDEES	11,607	100.0	

4c. PURCHASE ROLE			
PURCHASE ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
Final Decision	1,325	11.4	12.6
Significant Influence	2,369	20.4	22.6
Recommend	4,577	39.4	43.7
Research	2,214	19.1	21.1
Total Expo Attendees Identified by Purchase Role	10,485	90.3	100.0
Total Expo + GOVSEC Attendees Not Identified by Purchase Role	1,122	9.7	
TOTAL EXPO ATTENDEES	11,607	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF EXPO ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	46	0.4	EAST SO. CENTRAL	11	0.1
Maine	--		Kentucky	1	
New Hampshire	9		Tennessee	6	
Vermont	--		Alabama	2	
Massachusetts	25		Mississippi	2	
Rhode Island	1		WEST SO. CENTRAL	32	0.3
Connecticut	11		Arkansas	2	
MIDDLE ATLANTIC	229	2.0	Louisiana	6	
New York	32		Oklahoma	--	
New Jersey	74		Texas	24	
Pennsylvania	123		MOUNTAIN	26	0.2
EAST NO. CENTRAL	53	0.5	Montana	1	
Ohio	21		Idaho	1	
Indiana	--		Wyoming	--	
Illinois	18		Colorado	8	
Michigan	13		New Mexico	5	
Wisconsin	1		Arizona	5	
WEST NO. CENTRAL	7	0.1	Utah	4	
Minnesota	3		Nevada	2	
Iowa	--		PACIFIC	83	0.7
Missouri	3		Alaska	1	
North Dakota	--		Washington	6	
South Dakota	1		Oregon	1	
Nebraska	--		California	73	
Kansas	--		Hawaii	2	
SOUTH ATLANTIC	10,021	86.3	UNITED STATES	10,508	90.5
Delaware	21		INTERNATIONAL	14	0.1
Maryland	2,988		Canada	6	
Washington, DC	3,365		Mexico	-	
Virginia	3,522		Other International	8	
West Virginia	35		Total Expo Attendees Identified by Geographic Breakout	10,522	
North Carolina	29		Total Expo + GOVSEC Attendees Not Identified by Geographic Breakout	1,085	9.3
South Carolina	18		TOTAL EXPO ATTENDEES	11,607	100.0
Georgia	23				
Florida	20				



Name: _____ **FOSE 2009 Registration Form**

Fields with * are required and must be completed to process your registration.

Prof: (Mr., Mrs., Ms., Dr.) _____

* First Name _____

* Last Name _____

* Job Title _____

* Company/Dept./Agency/Organization _____

* Address _____

Room/State/MailStop _____

* City _____

* State/Province * Zip/Postal Code _____

* Country _____

* Phone _____

Fax _____

* Email Address _____

Check this box if you require special accommodations to fully participate in the meeting.
A FOSE staff person will contact you for more information.
 If you do not wish to receive email updates from FOSE check here.
 If you do not wish to receive information and product announcements from exhibitors check here.

* #1: I am currently employed by: (check only one)

Government/Military

Government Contractor

Education/University

OTHER (5% fee applies to this selection and also if your Business Function in question #2 is Private Industry)

* #2: What primary government agency/department do you work for? (check only one)

FEDERAL GOVERNMENT DEPARTMENT OF DEFENSE/MILITARY

US Air Force

US Navy and Marine Corps

US Army

INTELLIGENCE AGENCIES (NSA, NRO, DIA, NGA, UNDER SECRETARY OF DEFENSE - INTELLIGENCE, ETC.)

ALL OTHER DOD

FEDERAL CIVILIAN EXECUTIVE DEPARTMENTS

Executive office of the President (includes OMB)

Dept. of Agriculture

Dept. of Commerce/NST

Dept. of Education

Dept. of Energy

Dept. of Health and Human Services

Dept. of Homeland Security

Dept. of Housing & Urban Development

Dept. of the Interior

Dept. of Justice

Dept. of Labor

Dept. of State

Dept. of Treasury (includes IRS)

Dept. of Transportation

Dept. of Veterans Affairs

FEDERAL INDEPENDENT AGENCIES

EPA

GSA

USPS

SSA

NASA

Other Independent Agencies (includes CIA, TVA, NSF)

National Security Related Orgs

Legislative Agencies (GAO, GPO, LOC, etc)

Judicial Branch Agencies

Other Federal Government (please Specify)

NON FEDERAL GOVERNMENT

State/County/City/Municipal Government

Other Government

* #3: What is your primary job function? (check only one)

EXECUTIVE/COMMAND/AGENCY MGMT [C-Level Mgmt (CEO, CFO, COO, CRO, CAO, etc.), Chief, Commodore, Exec Mgmt, Sr Mgmt, Company Division, etc.]

EXECUTIVE/SENSOR IT IS MGMT [Executive IT Mgmt (CIO, CTO, CISO), Sr. IT Mgmt]

PROGRAM/PROJECT MANAGEMENT

ADMINISTRATIVE/OPERATIONS/LOGISTICS MANAGEMENT

IT/SYSTEMS/NETWORK MANAGEMENT

DATA/COMMUNICATIONS/TELECOMMUNICATIONS MANAGEMENT

SOFTWARE APPLICATIONS/DEVELOPMENT/PROGRAMMING MANAGEMENT

PURCHASING/PROCUREMENT/ACQUISITION MANAGEMENT

PERSONNEL/TRAINING/EDUCATION [HR Officer, Training Officer, etc.]

SALES/MARKETING/MANAGER

OTHER - [includes Legal, Legislative Staff, Judicial, Consultant, etc.] (Please Specify)

* #4: Please indicate your grade/rank, (select only one)

MILITARY

O-10

O-9

O-6/8

O-5

O-3/5

Warrant Officer

E-9/9

Other Enlisted

CIVILIAN

SES

GS-15

GS-14

GS-12/13

GS-9/11

GS-6/4

GS-1/5

None of the Above

* #5: What is your role in purchasing decisions? (check only one)

Final Decision

Significant Influence

Recommend

Research

* #6: Which of the following products and technology are of interest to you? (check all that apply)

Computers/Hardware Systems

Enterprise Business Software/ERP

Network/Systems Management

App. Development/Web Integration

Data Management/Analysis Tools

Peripherals/Equipment

Storage

Networking

Wireless/Mobility

Telecommunications/Voice & Data Services

IT Security

IT Services

OTHER

* #7: Do you wish to attend the FOSE Career Fair?

YES NO

* #8: Would you like to receive or continue to receive the following 1105 Media Publications?

Government Computer News

Federal Computer Week

Defense Systems

Washington Technology

Government Health IT

Security Products

* #9: Would you like to receive any of the following FREE alerts from 1105 Media?

1105 Gov Info State and Local (bi-weekly)

1105 Gov Info Homeland Security (weekly)

Defense Systems (weekly)

FCW Daily (daily)

GCN Daily Update (daily)

WT Network (daily) Newsletter

* #10: Preferred newsletter format:

HTML TEXT

* #11: Are you interested in attending the Gov/Sec and U.S. Law Expo, which is co-located with FOSE?

YES NO

Name: _____ **FOSE 2009 Registration Form**

Fields with * are required and must be completed to process your registration.

Prof: (Mr., Mrs., Ms., Dr.) _____

* First Name _____

* Last Name _____

* Job Title _____

* Company/Dept./Agency/Organization _____

* Address _____

Room/State/MailStop _____

* City _____

* State/Province * Zip/Postal Code _____

* Country _____

* Phone _____

Fax _____

* Email Address _____

Check this box if you require special accommodations to fully participate in the meeting.
A FOSE staff person will contact you for more information.
 If you do not wish to receive email updates from FOSE check here.
 If you do not wish to receive information and product announcements from exhibitors check here.

* #1: I am currently employed by: (check only one)

Government/Military

Government Contractor

Education/University

OTHER (5% fee applies to this selection and also if your Business Function in question #2 is Private Industry)

* #2: What primary government agency/department do you work for? (check only one)

FEDERAL GOVERNMENT DEPARTMENT OF DEFENSE/MILITARY

US Air Force

US Navy and Marine Corps

US Army

INTELLIGENCE AGENCIES (NSA, NRO, DIA, NGA, UNDER SECRETARY OF DEFENSE - INTELLIGENCE, ETC.)

ALL OTHER DOD

FEDERAL CIVILIAN EXECUTIVE DEPARTMENTS

Executive office of the President (includes OMB)

Dept. of Agriculture

Dept. of Commerce/NST

Dept. of Education

Dept. of Energy

Dept. of Health and Human Services

Dept. of Homeland Security

Dept. of Housing & Urban Development

Dept. of the Interior

Dept. of Justice

Dept. of Labor

Dept. of State

Dept. of Treasury (includes IRS)

Dept. of Transportation

Dept. of Veterans Affairs

FEDERAL INDEPENDENT AGENCIES

EPA

GSA

USPS

SSA

NASA

Other Independent Agencies (includes CIA, TVA, NSF)

National Security Related Orgs

Legislative Agencies (GAO, GPO, LOC, etc)

Judicial Branch Agencies

Other Federal Government (please Specify)

NON FEDERAL GOVERNMENT

State/County/City/Municipal Government

Other Government

* #3: What is your primary job function? (check only one)

EXECUTIVE/COMMAND/AGENCY MGMT [C-Level Mgmt (CEO, CFO, COO, CRO, CAO, etc.), Chief, Commodore, Exec Mgmt, Sr Mgmt, Company Division, etc.]

EXECUTIVE/SENSOR IT IS MGMT [Executive IT Mgmt (CIO, CTO, CISO), Sr. IT Mgmt]

PROGRAM/PROJECT MANAGEMENT

ADMINISTRATIVE/OPERATIONS/LOGISTICS MANAGEMENT

IT/SYSTEMS/NETWORK MANAGEMENT

DATA/COMMUNICATIONS/TELECOMMUNICATIONS MANAGEMENT

SOFTWARE APPLICATIONS/DEVELOPMENT/PROGRAMMING MANAGEMENT

PURCHASING/PROCUREMENT/ACQUISITION MANAGEMENT

PERSONNEL/TRAINING/EDUCATION [HR Officer, Training Officer, etc.]

SALES/MARKETING/MANAGER

OTHER - [includes Legal, Legislative Staff, Judicial, Consultant, etc.] (Please Specify)

* #4: Please indicate your grade/rank, (select only one)

MILITARY

O-10

O-9

O-6/8

O-5

O-3/5

Warrant Officer

E-9/9

Other Enlisted

CIVILIAN

SES

GS-15

GS-14

GS-12/13

GS-9/11

GS-6/4

GS-1/5

None of the Above

* #5: What is your role in purchasing decisions? (check only one)

Final Decision

Significant Influence

Recommend

Research

* #6: Which of the following products and technology are of interest to you? (check all that apply)

Computers/Hardware Systems

Enterprise Business Software/ERP

Network/Systems Management

App. Development/Web Integration

Data Management/Analysis Tools

Peripherals/Equipment

Storage

Networking

Wireless/Mobility

Telecommunications/Voice & Data Services

IT Security

IT Services

OTHER

* #7: Do you wish to attend the FOSE Career Fair?

YES NO

* #8: Would you like to receive or continue to receive the following 1105 Media Publications?

Government Computer News

Federal Computer Week

Defense Systems

Washington Technology

Government Health IT

Security Products

* #9: Would you like to receive any of the following FREE alerts from 1105 Media?

1105 Gov Info State and Local (bi-weekly)

1105 Gov Info Homeland Security (weekly)

Defense Systems (weekly)

FCW Daily (daily)

GCN Daily Update (daily)

WT Network (daily) Newsletter

* #10: Preferred newsletter format:

HTML TEXT

* #11: Are you interested in attending the Gov/Sec and U.S. Law Expo, which is co-located with FOSE?

YES NO

Name: _____ **FOSE 2009 Registration Form**

Fields with * are required and must be completed to process your registration.

Prof: (Mr., Mrs., Ms., Dr.) _____

* First Name _____

* Last Name _____

* Job Title _____

* Company/Dept./Agency/Organization _____

* Address _____

Room/State/MailStop _____

* City _____

* State/Province * Zip/Postal Code _____

* Country _____

* Phone _____

Fax _____

* Email Address _____

Check this box if you require special accommodations to fully participate in the meeting.
A FOSE staff person will contact you for more information.
 If you do not wish to receive email updates from FOSE check here.
 If you do not wish to receive information and product announcements from exhibitors check here.

* #1: I am currently employed by: (check only one)

Government/Military

Government Contractor

Education/University

OTHER (5% fee applies to this selection and also if your Business Function in question #2 is Private Industry)

* #2: What primary government agency/department do you work for? (check only one)

FEDERAL GOVERNMENT DEPARTMENT OF DEFENSE/MILITARY

US Air Force

US Navy and Marine Corps

US Army

INTELLIGENCE AGENCIES (NSA, NRO, DIA, NGA, UNDER SECRETARY OF DEFENSE - INTELLIGENCE, ETC.)

ALL OTHER DOD

FEDERAL CIVILIAN EXECUTIVE DEPARTMENTS

Executive office of the President (includes OMB)

Dept. of Agriculture

Dept. of Commerce/NST

Dept. of Education

Dept. of Energy

Dept. of Health and Human Services

Dept. of Homeland Security

Dept. of Housing & Urban Development

Dept. of the Interior

Dept. of Justice

Dept. of Labor

Dept. of State

Dept. of Treasury (includes IRS)

Dept. of Transportation

Dept. of Veterans Affairs

FEDERAL INDEPENDENT AGENCIES

EPA

GSA

USPS

SSA

NASA

Other Independent Agencies (includes CIA, TVA, NSF)

National Security Related Orgs

Legislative Agencies (GAO, GPO, LOC, etc)

Judicial Branch Agencies

Other Federal Government (please Specify)

NON FEDERAL GOVERNMENT

State/County/City/Municipal Government

Other Government

* #3: What is your primary job function? (check only one)

EXECUTIVE/COMMAND/AGENCY MGMT [C-Level Mgmt (CEO, CFO, COO, CRO, CAO, etc.), Chief, Commodore, Exec Mgmt, Sr Mgmt, Company Division, etc.]

EXECUTIVE/SENSOR IT IS MGMT [Executive IT Mgmt (CIO, CTO, CISO), Sr. IT Mgmt]

PROGRAM/PROJECT MANAGEMENT

ADMINISTRATIVE/OPERATIONS/LOGISTICS MANAGEMENT

IT/SYSTEMS/NETWORK MANAGEMENT

DATA/COMMUNICATIONS/TELECOMMUNICATIONS MANAGEMENT

SOFTWARE APPLICATIONS/DEVELOPMENT/PROGRAMMING MANAGEMENT

PURCHASING/PROCUREMENT/ACQUISITION MANAGEMENT

PERSONNEL/TRAINING/EDUCATION [HR Officer, Training Officer, etc.]

SALES/MARKETING/MANAGER

OTHER - [includes Legal, Legislative Staff, Judicial, Consultant, etc.] (Please Specify)

* #4: Please indicate your grade/rank, (select only one)

MILITARY

O-10

O-9

O-6/8

O-5

O-3/5

Warrant Officer

E-9/9

Other Enlisted

CIVILIAN

SES

GS-15

GS-14

GS-12/13

GS-9/11

GS-6/4

GS-1/5

None of the Above

* #5: What is your role in purchasing decisions? (check only one)

Final Decision

Significant Influence

Recommend

Research

* #6: Which of the following products and technology are of interest to you? (check all that apply)

Computers/Hardware Systems

Enterprise Business Software/ERP

Network/Systems Management

App. Development/Web Integration

Data Management/Analysis Tools

Peripherals/Equipment

Storage

Networking

Wireless/Mobility

Telecommunications/Voice & Data Services

IT Security

IT Services

OTHER

* #7: Do you wish to attend the FOSE Career Fair?

YES NO

* #8: Would you like to receive or continue to receive the following 1105 Media Publications?

Government Computer News

Federal Computer Week

Defense Systems

Washington Technology

Government Health IT

Security Products

* #9: Would you like to receive any of the following FREE alerts from 1105 Media?

1105 Gov Info State and Local (bi-weekly)

1105 Gov Info Homeland Security (weekly)

Defense Systems (weekly)

FCW Daily (daily)

GCN Daily Update (daily)

WT Network (daily) Newsletter

* #10: Preferred newsletter format:

HTML TEXT

* #11: Are you interested in attending the Gov/Sec and U.S. Law Expo, which is co-located with FOSE?

YES NO

EXHIBITION

<input type="checkbox"/> Government	#	FREE	SUBTOTAL:
<input type="checkbox"/> Industry	#	\$50	SUBTOTAL:

CONFERENCE PACKAGES/RATES Rate

<input type="checkbox"/> Government	#	\$225	SUBTOTAL:
<input type="checkbox"/> Industry	#	\$175	SUBTOTAL:

Pub. J Services:

<input type="checkbox"/> Government	#	\$295	SUBTOTAL:
<input type="checkbox"/> Industry	#	\$195	SUBTOTAL:

Other:

<input type="checkbox"/> Government	#		SUBTOTAL:
<input type="checkbox"/> Industry	#		SUBTOTAL:
			TOTAL:

FORMS OF PAYMENT:

Approved Federal Government Voucher SF102 (attach voucher)

Approved P.O. No. (attach copy of approved P.O.) _____

Check-Make check payable to: FOSE 2009

Credit Card: Visa MasterCard American Express

Account No. _____ Exp. Date _____ Total Amount Due _____

Cardholder's Name _____ Signature _____

**We gladly accept PayPal or PerSign.*

If you have a VIP Code, please enter it here.
(Your VIP Code will be used to make a deduction from your final total.)

Age Policy: No one under the age of 18 is permitted to attend FOSE 2009 or enter the exhibit hall during set-up, show hours or move out.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaworldwide.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.

7 Hendrickson Avenue
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 subject show/event for the date and location of the show/event as reported in this BPA Events 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
May 19, 2009

TYPE: EVENT AUDIT
ID Number: E991XOMR9