

# ad:tech New York 2009



## EVENT AUDIT



### DATES OF EVENT:

Conference: November 4 - 6, 2009  
 Exhibition: November 4 - 5, 2009

### LOCATION:

Jacob K. Javits Center New York, NY

### EVENT PRODUCER/MANAGER:

Company Name: DMG World Media  
 Address: 1100 Larkspur Landing Circle, Suite 255  
 Larkspur, CA 94939  
 Phone: 415-464-8500  
 Website (Show): www.ad-tech.com/ny/adtech\_new\_york.aspx

### REGISTRATION COMPANY:

CDS (Convention Data Services)  
 Phone: 508-743-0182

### YEAR EVENT ESTABLISHED:

1998

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: November 2 - 4, 2010  
 Exhibition: November 3 - 4, 2010

### LOCATION:

Jacob K. Javits Center New York, NY

### 1. STATEMENT OF MARKET SERVED:

The primary objective of ad:tech and dmg world media is to bring the digital marketing community together for a face-to-face trade show, conference and networking opportunities. Attendee job titles include: Corporate Management, Marketing Management, Advertising Management, Media Management, Sales Management and others. Attendee types of business primarily include: Brand/Advertisers, Agencies, Publishers, Solution Providers/Vendors, Investors/Financial Research and others.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-registered attendees picked up their badge and credentials on-site via electronic will-call or by visiting a manned station. When arriving on-site they can scan the bar code in their confirmation or look up their name at the self-registration kiosk to print their badge. At a manned station an attendant will look-up their record, verify the attendee and then print the badge. When the badge is printed it is also verified at the same time with the date and time stamp of when they printed their badge. If a badge was re-printed the original data and time stamp is retained.

### 3. AUDITED VISITORS ANALYSIS

	Event Location	ad:tech Conference Attendees	Content Revenue Strategy Conference Attendees	ad:tech Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	ad:tech Speakers	Content Revenue Strategy Speakers	Press/Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2009	New York, NY	1,055	342	6,219	7,616	268	75	167	2,157	10,283



<b>4a. PRIMARY BUSINESS</b>			
<b>PRIMARY BUSINESS (COMPANY 'S INDUSTRY)</b>	<b>TOTAL ATTENDEES</b>	<b>PERCENT OF TOTAL</b>	<b>PERCENT IDENTIFIED BY PRIMARY BUSINESS</b>
Brand Advertiser _____	1,028	13.50	14.93
Agency _____	1,351	17.74	19.63
Publisher _____	1,480	19.43	21.50
Solutions provider _____	1,809	23.75	26.28
investor/financial research _____	241	3.16	3.50
Other _____	975	12.80	14.16
Total Conference and Exhibit Only Attendees Identified by Primary Business _____	6,884	90.39	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business _____	732	9.61	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,616</b>	<b>100.00</b>	

<b>4b. JOB TITLE</b>			
<b>JOB TITLE</b>	<b>TOTAL ATTENDEES</b>	<b>PERCENT OF TOTAL</b>	<b>PERCENT IDENTIFIED BY PRIMARY BUSINESS</b>
Corporate Management (CEO, President, General...) _____	2,169	28.48	31.51
Marketing Management( Marketing VP, Director or manager) _____	1,217	15.98	17.68
Advertising Management(Advertising Director, account) _____	1,002	13.16	14.56
Creative Management _____	199	2.61	2.89
Media Management( Media Planner, Media buyer) _____	367	4.82	5.33
Sales Management _____	1,018	13.37	14.79
Other _____	911	11.96	13.24
Total Conference and Exhibit Only Attendees Identified by Job Title _____	6,883	90.38	100.00
Total Conference and Exhibit Only Attendees Not Identified by Job Title _____	733	9.62	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,616</b>	<b>100.00</b>	

<b>4c. AREA OF INTEREST</b>			
<b>This is an analysis of 6,879 respondents or 90.3% who indicated their Area Of Interest. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.</b>	<b>NUMBER OF ATTENDEE RESPONSES</b>	<b>*PERCENT OF TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>**PERCENTAGE IDENTIFIED BY AREA OF INTEREST</b>
Search _____	2,815	36.96	40.92
Ad Services _____	3,532	36.96	51.34
Performance marketing _____	3,754	46.38	54.57
ecommerce _____	2,559	49.29	37.20
Email _____	2,656	33.60	38.61
analytics, research _____	2,990	34.87	43.47
agency/creative _____	2,735	39.26	39.76
Emerging technology & media (social, Gaming, Video, Mobile) _____	4,057	35.91	58.98
Publishing _____	2,856	53.27	41.52
Web and Database services _____	2,293	37.50	33.33
<b>TOTAL ATTENDEE RESPONSES</b>	<b>6,879</b>	<b>30.11</b>	<b>100.00</b>
Total Conference and Exhibit Only Attendees Identified by Area Of interest _____	6,879	90.32	100.00
Total Conference and Exhibit Only Attendees Not Identified by Area Of interest _____	737	9.68	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,616</b>	<b>100.00</b>	

\*Percent of total based on 7,616 attendees

\*\*Percent identified by Area Of Interest is based on 6,879 attendees

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	548	7.2
Maine _____	24	
New Hampshire _____	15	
Vermont _____	12	
Massachusetts _____	238	
Rhode Island _____	12	
Connecticut _____	247	
<b>MIDDLE ATLANTIC</b>	3,426	45.0
New York _____	2,788	
New Jersey _____	452	
Pennsylvania _____	186	
<b>EAST NO. CENTRAL</b>	218	2.9
Ohio _____	22	
Indiana _____	11	
Illinois _____	149	
Michigan _____	28	
Wisconsin _____	8	
<b>WEST NO. CENTRAL</b>	79	1.0
Minnesota _____	36	
Iowa _____	4	
Missouri _____	16	
North Dakota _____	1	
South Dakota _____	5	
Nebraska _____	5	
Kansas _____	12	
<b>SOUTH ATLANTIC</b>	792	10.4
Delaware _____	13	
Maryland _____	95	
Washington, DC _____	31	
Virginia _____	107	
West Virginia _____	3	
North Carolina _____	45	
South Carolina _____	10	
Georgia _____	73	
Florida _____	415	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	27	0.4
Kentucky _____	3	
Tennessee _____	13	
Alabama _____	7	
Mississippi _____	4	
<b>WEST SO. CENTRAL</b>	137	1.8
Arkansas _____	3	
Louisiana _____	-	
Oklahoma _____	14	
Texas _____	120	
<b>MOUNTAIN</b>	317	4.2
Montana _____	5	
Idaho _____	7	
Wyoming _____	2	
Colorado _____	66	
New Mexico _____	3	
Arizona _____	32	
Utah _____	162	
Nevada _____	40	
<b>PACIFIC</b>	1096	14.4
Alaska _____	-	
Washington _____	110	
Oregon _____	10	
California _____	972	
Hawaii _____	4	
<b>UNITED STATES</b>	6,640	87.2
US Territories	16	0.2
<b>INTERNATIONAL</b>	834	11.0
Canada _____	242	
Mexico _____	21	
Other International _____	571	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	7,474	
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	142	1.9
<b>Total Conference &amp; Exhibit Only Attendees</b>	<b>7,616</b>	<b>100.0</b>



ad:tech  
Expo: Nov 4-5, 2009  
Conf: Nov 4-6, 2009

CRS Content Revenue Strategies  
Conf: Nov 5, 2009

Registration → My Info → **My Profile** → Review Order

Job type \* **Marketing Management (Marketing VP)**

If other, please describe

Company type \* **Publisher**

If other, please describe

Your role in advertising / marketing purchasing \* **I make the final decisions**

Area of interest - check all that apply \*

- Ad Services  Emerging Technology & Media  
 Agency / Creative  Performance Marketing  
 Analytics, Research  Publishing  
 eCommerce  Search  
 Email  Web and Database Services

Annual marketing budget\* **Select One**

How did you hear about this event? \* **Online Advertisement**

If other, please describe

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Contact Us

For technical support or general registration inquiries, please contact our call center at 508-743-8520.

Terms and Conditions

Full Conference cancellations received by October 2, 2009 will receive a full refund minus a \$350 processing fee. No refunds will be given for exhibit hall or CRS Registrations. No refunds will be issued after October 2, 2009. All cancellations must be submitted in writing to ad:tech Expositions, attn: Dana Offutt, 1100 Larkspur Landing Circle, Suite 255, Larkspur, CA 94939

Privacy Policy



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Conf: Nov 4-6, 2009

CRS Content Revenue Strategies  
Conf: Nov 5, 2009

Registration → My Info → My Profile → **Review Order**

Primary Attendee Information  
[ edit ]

Greg Kimball  
test test  
test, Colorado 80401  
test

Attendees

Greg Kimball: greg@ad-tech12.com, Full Conference Pass [ edit ]

	Qty	Price
Full Conference Pass	1	\$1,595.00
<b>Total</b>		<b>\$1,595.00</b>

Payment

Same as mailing address

\* First Name

\* Last Name

Billing Address 1

Address 2

City

State / Province **Select One**

Zip Code

\* Card Number

\* CVV Code

\* Card Type **Select One**

\* Expiration Date **1** **2010**

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Please click Submit only once to prevent multiple orders

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of ad:tech NY 2009 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. 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 represent fairly and accurately, the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide

Shelton CT

TYPE: EVERT AUDIT

ID Number: E942X0N9