

The Motivation Show 2009



EVENT AUDIT



DATES OF EVENT:

Conference: September 29 – October 1, 2009

Exhibits: September 29 – October 1, 2009

LOCATION:

McCormick Place, Chicago, IL

EVENT PRODUCER/MANAGER:

Company Name: Hall Erickson, Inc.

Address: 98 E. Naperville Road

Westmont, IL 60559

Phone: (630) 434-7779

Website (Show): www.motivationshow.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1929

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: October 12 – 14, 2010

Exhibits: October 13 – 14, 2010

LOCATION:

McCormick Place West, Chicago, IL

1. STATEMENT OF MARKET SERVED

Incentive merchandise, travel and meeting destinations, recognition rewards, promotional products, performance improvement services, and business gifts.

Qualified attendees are executives from sales and marketing, human resources, meeting planning and event marketing, who are responsible for incentive, meeting, and recognition programs for their employees and customers. Also attending are resellers of incentives, distributors of promotional products, and travel fulfillment companies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants received a confirmation email that included a bar code that was scanned as they arrived at the Show. A badge was then printed with an RFID tag that was read as they entered the exhibit floor and the registrant was entered into the registration system as verified. On-site registrants were automatically entered as verified. In addition, downloaded leads captured by exhibitors were entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	Chicago, IL	5,473	7	58	3,448	8,986
2008	Chicago, IL	7,026	46	85	5,081	12,238
2007	Chicago, IL	7,514	62	145	6,186	13,907
2006	Chicago, IL	8,839	47	128	6,465	15,479

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

NOTE: 87 of the 2009 verified attendees were also speakers (49 in 2008).



4. PRIMARY PRODUCT/SERVICE		
PRIMARY PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL
End Buyer	1,781	32.6
Manufacturer	249	4.5
Retailer/Food/Lodging Service	222	4.1
Financial/insurance/Real Estate	233	4.3
Medical/Pharmaceutical/Healthcare	131	2.4
Media/Publishing/Internet	120	2.2
Transportation/Communications/Utilities	54	1.0
Services (Business or Professional)	439	8.0
Other End-Buyer	333	6.1
Supplier	3,680	67.2
Incentive Company	750	13.7
Promotional Products Distributor	353	6.4
Ad/Marketing/Sales Promo Agency	306	5.6
Meeting Planner	697	12.7
Travel Agency	256	4.7
Incentive Representative	222	4.1
Catalog/Mail Order	68	1.2
Incentive Manufacturer (non-exhibitor)	81	1.5
Travel Service Supplier	309	5.6
Other Supplier	638	11.7
Total Conference and Exhibit Only Attendees Identified by Primary Product/Service	5,461	99.8
Total Conference and Exhibit Only Attendees Not Identified by Primary Product/Service	12	0.2
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,473	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/Owner/CEO/COO/Chairman	1,388	25.4	27.5
Sales/Marketing VP, Director or Manager	1,525	27.9	30.2
HR/Training Director or Manager	101	1.8	2.0
Advertising/Sales Promotion Director or Manager	150	2.7	3.0
Meeting/Convention/Travel Manager	346	6.3	6.9
Purchasing/Production Manager	185	3.4	3.7
Event Planner/Marketer/Sponsorship Manager	322	5.9	6.4
Other	1,027	18.8	20.3
Total Conference and Exhibit Only Attendees Identified by Job Title	5,044	92.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	429	7.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,473	100.0	100.0

6. INVOLVEMENT WITH INCENTIVES/MEETINGS			
INVOLVEMENT WITH INCENTIVES/MEETINGS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT WITH INCENTIVES/MEETINGS
NET INVOLVEMENT	4,032	73.7	80.3
Recommend	3,274	59.8	65.2
Purchase	2,060	37.6	41.0
Approve	1,622	29.6	32.3
None	990	18.1	19.7
Total Conference and Exhibit Only Attendees Identified by Involvement with Incentives/Meetings	5,022	91.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Involvement with Incentives/Meetings	451	8.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,473	100.0	100.0

The above counts and percentages are based on 5,473 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

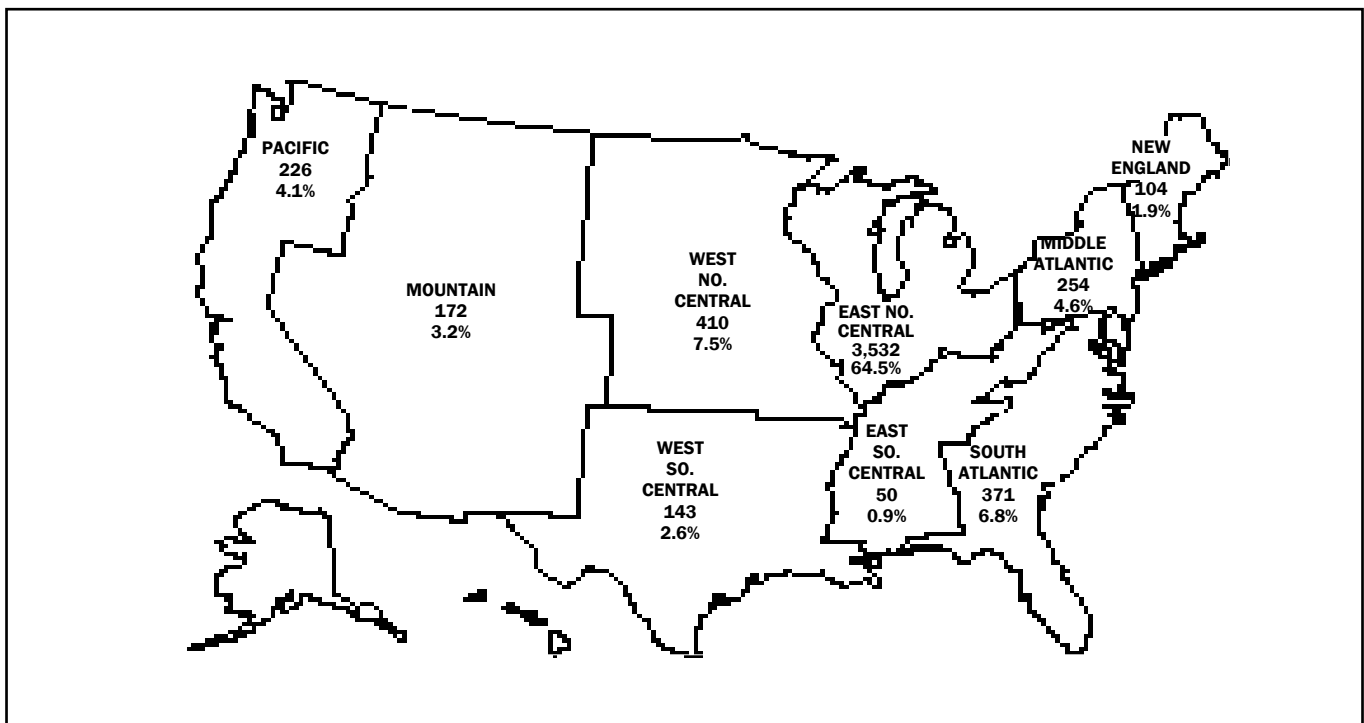
7. INVOLVEMENT INCLUDES			
INVOLVEMENT INCLUDES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT INCLUDES
Merchandise Incentives/Awards	2,386	59.2	60.6
Promotional Products/Ad Specialties	2,089	51.8	53.0
Gift Certificates/Debit Cards	1,547	38.4	39.3
Travel Incentives	1,984	49.2	50.4
Meeting Services/Sites	1,982	49.2	50.3
Event Marketing/Services	1,525	37.8	38.7
Total Conference and Exhibit Only Attendees Identified by Involvement Includes	3,938	97.7	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement Includes	94	2.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,032	100.0	--

The above counts and percentages are based on 4,032 Conference and Exhibit Only Attendees who have involvement with meetings/incentives. Since any one attendee may have checked more than one response, the total number of responses exceeds the total number of attendees with involvement and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	104	1.9
Maine	2	
New Hampshire	6	
Vermont	2	
Massachusetts	57	
Rhode Island	6	
Connecticut	31	
MIDDLE ATLANTIC	254	4.6
New York	133	
New Jersey	78	
Pennsylvania	43	
EAST NO. CENTRAL	3,532	64.5
Ohio	119	
Indiana	173	
Illinois	2,847	
Michigan	151	
Wisconsin	242	
WEST NO. CENTRAL	410	7.5
Minnesota	188	
Iowa	42	
Missouri	120	
North Dakota	1	
South Dakota	2	
Nebraska	20	
Kansas	37	
SOUTH ATLANTIC	371	6.8
Delaware	6	
Maryland	20	
Washington, DC	13	
Virginia	32	
West Virginia	1	
North Carolina	31	
South Carolina	15	
Georgia	82	
Florida	171	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	50	0.9
Kentucky	17	
Tennessee	19	
Alabama	13	
Mississippi	1	
WEST SO. CENTRAL	143	2.6
Arkansas	1	
Louisiana	6	
Oklahoma	9	
Texas	127	
MOUNTAIN	172	3.2
Montana	1	
Idaho	-	
Wyoming	2	
Colorado	53	
New Mexico	3	
Arizona	59	
Utah	34	
Nevada	20	
PACIFIC	226	4.1
Alaska	-	
Washington	31	
Oregon	12	
California	176	
Hawaii	7	
UNITED STATES	5,262	96.1
INTERNATIONAL	211	3.9
Canada	85	
Mexico	23	
Other International	103	
Total Conference & Exhibit Attendees	5,473	100.0





Tuesday, September 29, 2009
 Wednesday, September 30, 2009
 Thursday, October 1, 2009

ATTENDEE REGISTRATION

PLEASE PRINT:

FIRST NAME / M.I. / LAST NAME

CITY / STATE, PROV.

JOB TITLE

ZIP/POSTAL CODE

COUNTRY

COMPANY NAME

PHONE

FAX

MAILING ADDRESS

E-MAIL ADDRESS

IMPORTANT: Your e-mail address will NOT be released to exhibitors. Your e-mail address is used to send a confirmation and show information.

Your firm's primary product/service (SELECT ONE—PRINTED ON BADGE)

End Buyer Categories:

- Manufacturer
- Retailer/Food/Lodging Service
- Financial/Insurance/Real Estate
- Medical/Pharmaceutical/Healthcare
- Media/Publishing/Internet
- Transportation/Communications/Utilities
- Services (Business or Professional)
- Other _____

Supplier Categories:

- Incentive Company
- Promotional Products Distributor
- Ad/Marketing/Sales Promo Agency
- Meeting Planner
- Travel Agency/Fulfillment
- Incentive Representative
- Catalog/Mail Order
- Incentive Manufacturer (non-exhibitor)
- Travel Service Supplier
- Other _____

Is this your first time attending?

- Yes No

What is your title (Select one only)

- President/Owner/CEO/COO/Chairman
- Sales/Marketing VP, Director or Manager
- HR/Training Director or Manager
- Advertising/Sales Prom Director/Manager
- Meeting/Convention/Travel Manager
- Purchasing/Production Manager
- Event Planner/Marketer/Sponsorship Manager
- Other _____

What is your involvement with incentives/meetings (Check all that apply)

- Recommend
- Purchase
- Approve
- None

Your involvement includes (Check all that apply)

- Merchandise Incentives/Awards
- Promotional Products/Ad Specialties
- Gift Cards/Debit Cards
- Travel Incentives
- Meeting Services/Sites
- Event Marketing/Services

What incentives do you use, or plan to use (Check all that apply)

- Dealer/Sales Incentives
- Consumer Promotions
- Employee Recognition/Awards
- Business/Corporate Gifts

Merchandise you use, or plan to use (Check all that apply)

- Apparel
- Appliances
- Automotive
- Awards/Trophies
- Books/Tapes/CD's
- Cameras
- Cleaning and Floor Care
- Clocks
- Computers
- Crafts/Hobbies
- Electronics
- Food/Beverage
- Giftware
- Health/Beauty
- Home Furnishings
- Housewares
- Inflatables
- Jewelry
- Lawn/Garden
- Leather Goods & Accessories
- Linens/Domestics
- Luggage
- Office Equipment
- Optical Goods
- Patio
- Personal Accessories
- Personal Care
- Pet Supplies
- Recreation/Leisure
- Security/Safety
- Smokers' Products
- Sporting Goods
- Telephone/Communications
- Tools/Hardware
- Toys/Games
- Travel Specialties
- Watches
- Writing Instruments

Travel/meeting destinations you use, or plan to use (Check all that apply)

- Domestic USA
- Canada, Mexico & Caribbean
- Europe
- Pacific/Asia
- Africa/Middle East
- South/Central America

What is your travel/meeting special interest (Check all that apply)

- Golf Facilities & Products
- Gaming Facilities
- Cruises
- Adventure Travel

What is your travel/meeting group size (Check all that apply)

- Individual Travel
- Under 50
- 50-199
- 200-500
- Over 500

What is your annual expenditure for incentive programs, meetings, business gifts and promotional products (Check one only)

- Under \$25,000
- \$25,000 to \$99,999
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$5,000,000
- More than \$5,000,000

SEMINARS (Indicate Session # below)

See page 22 of Conference Brochure for fee information.

Date/Time	9:00-10:15am	2:00-3:15pm	3:30-4:45pm
Tuesday, September 29	<input type="text"/>	<input type="text"/>	<input type="text"/>
Wednesday, September 30	<input type="text"/>	<input type="text"/>	<input type="text"/>
Thursday, October 1	<input type="text"/>	<input type="text"/>	<input type="text"/>

Full Conference: \$295 by Sept. 8, \$350 after Sept. 8 (includes up to seven (7) seminars and the exhibit hall) \$ _____

Individual Seminars: \$95 by Sept. 8, \$110 after Sept. 8
 No. of Seminars _____ @ \$ _____ = \$ _____

LUNCHEONS (Indicate Luncheon # below)

See Luncheon descriptions for fee information.

Date/Time	11:45am-1:15pm
Tuesday, September 29	<input type="text"/>
No. of tickets _____ @ \$ _____ = \$ _____	
Wednesday, September 30	<input type="text"/>
No. of tickets _____ @ \$ _____ = \$ _____	

EXHIBIT HALL ONLY

FREE by September 8, \$20 after September 8, \$40 onsite \$ _____

TOTAL AMOUNT DUE

\$ _____

PAYMENT INFORMATION: Full payment required before processing.

Method of Payment: Visa MC Amex Discover
 Check (payable: *The Motivation Show*)

CARD NO. _____ EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

I agree to pay the above amount according to my card issuer agreement.

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
www.exhibitsurveys.com



**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 EXHIBIT SURVEYS, INC.

We have examined the attendee records of The Motivation Show held September 30 – October 1, at McCormick Place in Chicago as reported in this Exhibit Surveys, Inc. 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 commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, 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.

Exhibit Surveys, Inc.
Red Bank, NJ