



# Expo! Expo!

## IAAE's Annual Meeting & Exhibition 2009

### EVENT AUDIT



<b>DATES OF EVENT:</b>	
Conference:	December 8 - 10, 2009
Exhibits:	December 9, 2009
<b>LOCATION:</b>	Atlanta, GA
<b>EVENT PRODUCER/MANAGER:</b>	
Company Name:	International Association of Exhibitions and Events
Address:	12700 Park Central Drive, Suite 308 Dallas, TX 75251
Phone:	(972) 458-8002
Website (Show):	www.iaee.com
<b>REGISTRATION COMPANY:</b>	CompuSystems, Inc.
<b>YEAR EVENT ESTABLISHED:</b>	1992
<b>FREQUENCY:</b>	Annual
<b>DATES OF NEXT EVENT:</b>	
Conference:	December 7 - 9, 2010
Exhibits:	December 8, 2010
<b>LOCATION:</b>	New Orleans, LA

#### 1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition and event organizers; suppliers to the exhibition industry. Qualified attendees are exhibition and event managers and suppliers to the exposition industry.

#### 2. STATEMENT OF VERIFICATION METHODOLOGY:

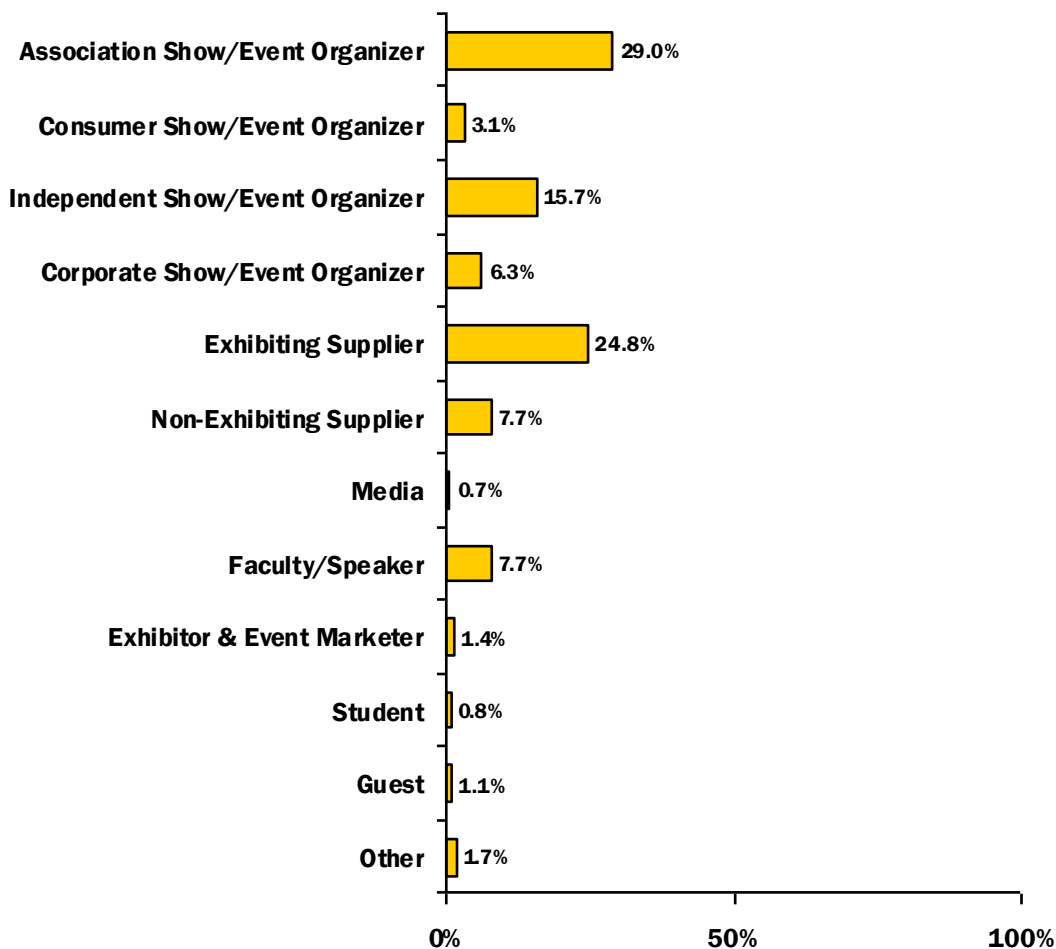
All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

#### 3. AUDITED ATTENDEE ANALYSIS

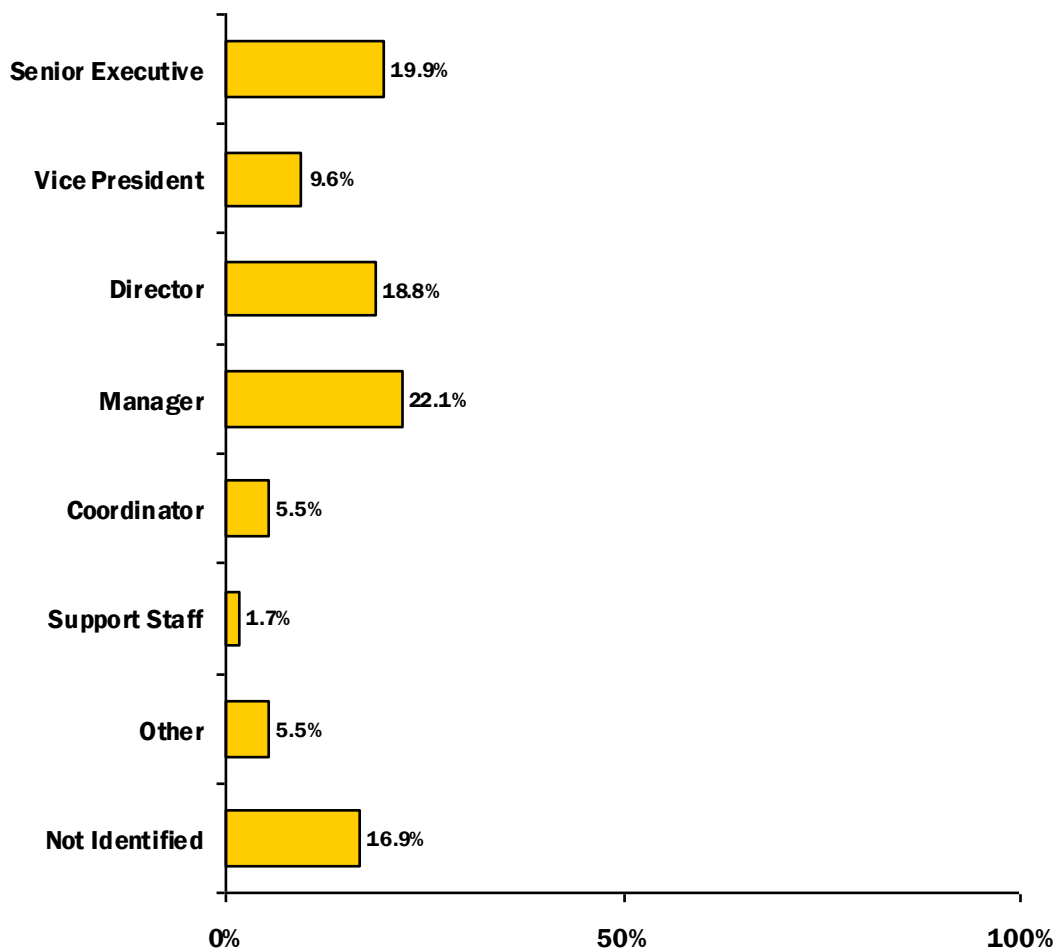
Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Media*	Speakers*	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2009	Atlanta, GA	1,065	8	90	1,163	753	1,916
2008	Miami, FL	1,137	4	79	1,220	752	1,972
2007	Las Vegas, NV	1,442	37	1	1,480	849	2,329
2006	San Diego, CA	1,234	28	14	1,276	712	1,988
2005	Atlanta, GA	1,221	16	40	1,277	715	1,992

\* Counts reflect the badge code category in the database.

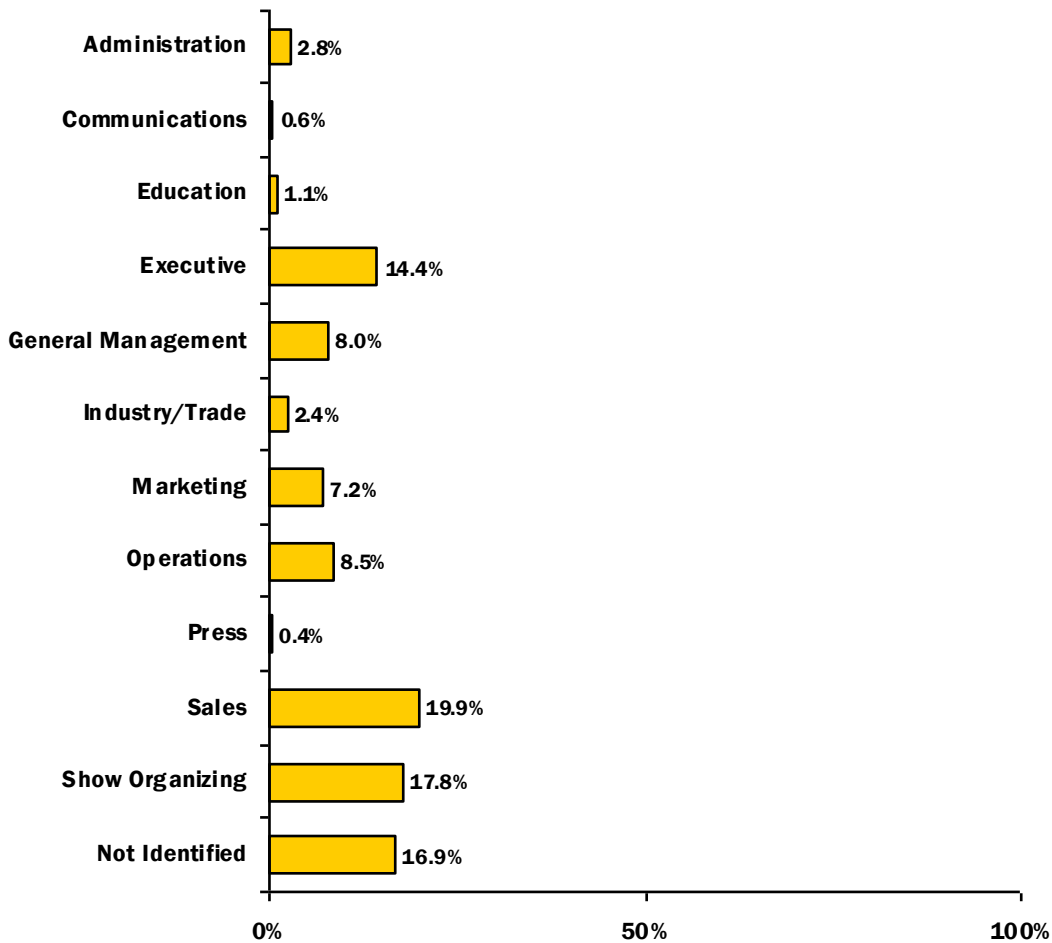
4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	337	29.0
Consumer/Public Organizer	36	3.1
Independent Organizer	183	15.7
Corporate Organizer	73	6.3
Exhibiting Supplier	288	24.8
Non-Exhibiting Supplier	90	7.7
Media	8	0.7
Faculty/Speaker	90	7.7
Exhibitor & Event Marketer	16	1.4
Student	9	0.8
Guest	13	1.1
Other	20	1.7
Total Conference and Exhibit Only Attendees Identified by Badge Code	1,163	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Code	--	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,163</b>	<b>100.0</b>



<b>5a. POSITION</b>			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Senior Executive	231	19.9	23.9
Vice President	112	9.6	11.6
Director	219	18.8	22.6
Manager	257	22.1	26.6
Coordinator	64	5.5	6.6
Support Staff	20	1.7	2.1
Other	64	5.5	6.6
Total Conference and Exhibit Only Attendees Identified by Position	967	83.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	196	16.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,163</b>	<b>100.0</b>	<b>100.0</b>



<b>5b. DEPARTMENT</b>			
DEPARTMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DEPARTMENT
Administration	32	2.8	3.3
Communications (Radio/TV/PR/Advertising)	7	0.6	0.7
Education	13	1.1	1.4
Executive	167	14.4	17.3
General Management	93	8.0	9.6
Industry/Trade	28	2.4	2.9
Marketing	84	7.2	8.7
Operations	99	8.5	10.3
Press	5	0.4	0.5
Sales	231	19.9	23.9
Show Organizing	207	17.8	21.4
Total Conference and Exhibit Only Attendees Identified by Department	966	83.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Department	197	16.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,163</b>	<b>100.0</b>	<b>100.0</b>

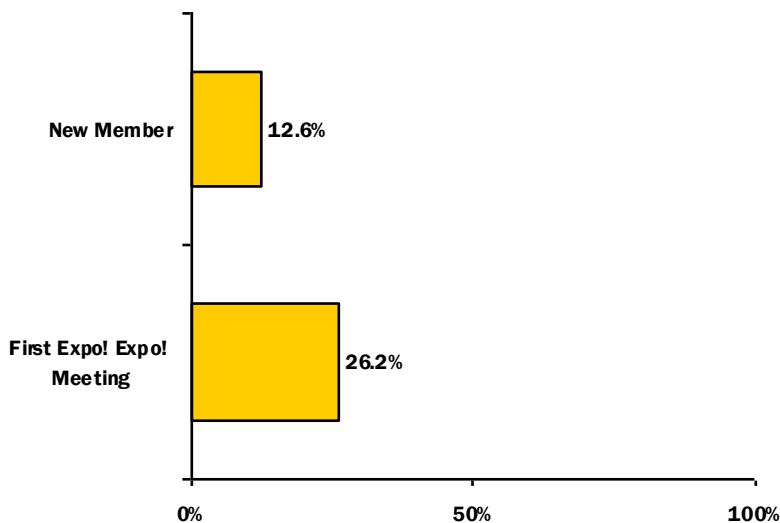


<b>6. TYPES OF EVENTS ORGANIZATION PRODUCES</b>			
TYPES OF EVENTS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPES OF EVENTS
Trade Show (Business-to-Business)	636	54.7	66.3
Public Show (Business-to-Consumer)	184	15.8	19.2
Fair Management	30	2.6	3.1
Proprietary Events (Corporate)	68	5.8	7.1
Hybrid (Trade Shows & Public Events)	170	14.6	17.7
Other	261	22.4	27.2
Total Conference and Exhibit Only Attendees Identified by Types of Events	960	82.5	--
Total Conference and Exhibit Only Attendees Not Identified by Types of Events	203	17.5	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,163</b>	<b>100.0</b>	<b>100.0</b>

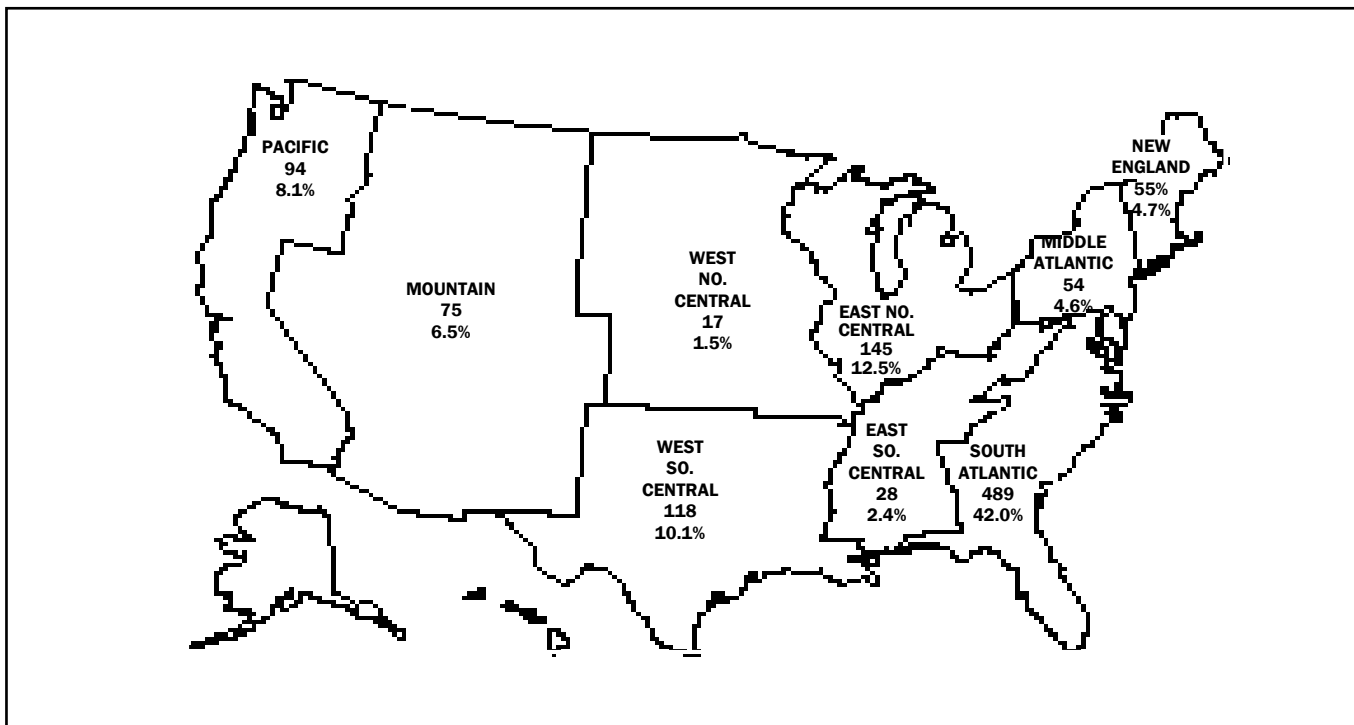
The above counts and percentages are based on 1,163 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

<b>7. FIRST TIME/NEW MEMBER</b>		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/09)	147	12.6
First Expo! Expo! Meeting	305	26.2

Based on 1,163 Conference and Exhibit Only Attendees



8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>55</b>	<b>4.7</b>	<b>EAST SO. CENTRAL</b>	<b>28</b>	<b>2.4</b>
Maine	5		Kentucky	4	
New Hampshire	2		Tennessee	7	
Vermont	-		Alabama	15	
Massachusetts	24		Mississippi	2	
Rhode Island	-		<b>WEST SO. CENTRAL</b>	<b>118</b>	<b>10.1</b>
Connecticut	24		Arkansas	1	
<b>MIDDLE ATLANTIC</b>	<b>54</b>	<b>4.6</b>	Louisiana	11	
New York	20		Oklahoma	3	
New Jersey	28		Texas	103	
Pennsylvania	6		<b>MOUNTAIN</b>	<b>75</b>	<b>6.5</b>
<b>EAST NO. CENTRAL</b>	<b>145</b>	<b>12.5</b>	Montana	2	
Ohio	20		Idaho	-	
Indiana	4		Wyoming	-	
Illinois	105		Colorado	15	
Michigan	9		New Mexico	1	
Wisconsin	7		Arizona	5	
<b>WEST NO. CENTRAL</b>	<b>17</b>	<b>1.5</b>	Utah	2	
Minnesota	4		Nevada	50	
Iowa	-		<b>PACIFIC</b>	<b>94</b>	<b>8.1</b>
Missouri	7		Alaska	-	
North Dakota	-		Washington	6	
South Dakota	-		Oregon	-	
Nebraska	1		California	88	
Kansas	5		Hawaii	-	
<b>SOUTH ATLANTIC</b>	<b>489</b>	<b>42.0</b>	<b>UNITED STATES</b>	<b>1,075</b>	<b>92.4</b>
Delaware	-		<b>INTERNATIONAL</b>	<b>88</b>	<b>7.6</b>
Maryland	48		Canada	22	
Washington, DC	50		Mexico	14	
Virginia	94		Other International	52	
West Virginia	-		<b>Total Conference &amp; Exhibit Attendees</b>	<b>1,163</b>	<b>100.0</b>
North Carolina	16				
South Carolina	5				
Georgia	235				
Florida	41				



# Expo! Expo! IAEE's Annual Meeting & Exhibition 2009 ● 8-10 December 2009

## - Atlanta, GA

### Registration Information

Last Name (Family Name)		First Name (Given Name)	
Current Position/Title	Badge Name (First or Nickname Only)		IAEE User ID (if applicable)
Organization/Company	E-Mail Address		
Mailing Address	City	State/Province	
Country	Zip/Postal Code	Company Web Address	
Phone (Country Code/Area Code/#)		Fax (Country Code/Area Code/#)	
Cell phone	Emergency Contact	Emergency Phone Number	

\*Your cell phone number will be used by **event management only** in case of an emergency or if it is necessary to contact you during non-show hours.

Check all that apply:	A <input type="checkbox"/> New Member (Since 1/1/08)	B <input type="checkbox"/> First Expo! Expo! Meeting If yes, will you be attending the First Timer's Orientation, 8 December <input type="checkbox"/> Yes <input type="checkbox"/> No	Designation(s)	A <input type="checkbox"/> CEM	B <input type="checkbox"/> Other _____
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### Spouse/Guest Badge Information This badge is for a spouse, significant other, or adult child in a non-related industry. Spouse/Guest is eligible to attend the same social functions the main registration is eligible to attend. Spouse/Guest is not eligible for any education sessions. Additional fees apply.

Last Name (Family Name)	First Name (Given Name)	Occupation (Must be in a non-related industry)
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### Global Partners

Members of the following organizations may register at the IAEE Member rate. Please check one and include your membership number:

AEO Member     AFIDA Member     AMPROFEC Member     AOCA Member     AUMA Member     CAEM Member  
 CENTREX Member     EEAA Member     EXSA Member     FAIRLINK Member     FBTN Member     HKECOSA Member  
 IEIA Member     IELA Member     InterEXPO Member     JEA Member     SACEOS Member     TEA Member

**Dietary Needs:**    A  No    B  Yes, please describe: \_\_\_\_\_

**How did you hear about Expo! Expo!?** (choose all that apply)

A  Attended before    D  E-mail    G  Invited Speaker    J  Registration Brochure  
 B  Colleague    E  Fax    H  Magazine Ad    K  Website  
 C  Direct Mail    F  IAEE Employee    I  Magazine Article    L  Other \_\_\_\_\_

**Please choose ONE of the following that best describes your position:**

A  Senior Executive    C  Vice President    E  Director    G  Other  
 B  Manager    D  Coordinator    F  Support Staff

**Please choose ONE of the following that best describes your department**

A  Administration    D  Executive    G  Press    J  Sales  
 B  Communications (Radio/TV/PR/Adv.)    E  General Mgmt.    H  Marketing    K  Show Organizing  
 C  Education    F  Industry/Trade    I  Operations

**What types of events does your organization produce (please check all that apply):**

A  Trade Show (Business-to-Business)    B  Public Show (Business-to-Consumer)    C  Fair Management    D  Proprietary Events (Corporate)  
 Proprietary Events (Corporate)    E  Hybrid (Trade Shows & Public Events)    F  Other

**Badge Code (Select One)**

A  Association Organizer    B  Consumer/Public Organizer    C  Independent Organizer    D  Corporate Organizer  
 E  Exhibiting Supplier \*\*    F  Non-Exhibiting Supplier    G  Media \*    H  Faculty  
 Faculty    I  Student \*\*\*    J  Guest

\*\* Exhibiting Supplier must provide booth number: \_\_\_\_\_

\*\*\* Students must provide proof of current enrollment with registration form to qualify

Registration Fee:			
FM- Member – Full Meeting	<input type="checkbox"/>	<input type="checkbox"/> \$1,220	<input type="checkbox"/> \$2,130
<input type="checkbox"/> TM- Member: Tuesday Only	<input type="checkbox"/> \$470	<input type="checkbox"/> \$740	<input type="checkbox"/> \$1,280
<input type="checkbox"/> WM- Member: Wednesday Only	<input type="checkbox"/> \$470	<input type="checkbox"/> \$740	<input type="checkbox"/> \$1,280
<input type="checkbox"/> HM- Member: Thursday Only	<input type="checkbox"/> \$470	<input type="checkbox"/> \$740	<input type="checkbox"/> \$1,280
<input type="checkbox"/> FN- Non-Member – Full Meeting	<input type="checkbox"/> \$1,370	<input type="checkbox"/> \$1,960	<input type="checkbox"/> \$3,140
<input type="checkbox"/> TN- Non-Member: Tuesday Only	<input type="checkbox"/> \$830	<input type="checkbox"/> \$1,340	<input type="checkbox"/> \$2,310
<input type="checkbox"/> WN- Non-Member: Wednesday Only	<input type="checkbox"/> \$830	<input type="checkbox"/> \$1,340	<input type="checkbox"/> \$2,310
<input type="checkbox"/> HN- Non-Member: Thursday Only	<input type="checkbox"/> \$830	<input type="checkbox"/> \$1,340	<input type="checkbox"/> \$2,310
<input type="checkbox"/> ST- Faculty/Student **	<input type="checkbox"/> \$275	N/A	N/A
<input type="checkbox"/> GF- Guest***	<input type="checkbox"/> \$275	<input type="checkbox"/> \$275	<input type="checkbox"/> \$275

\* Exhibiting Suppliers must provide Booth Number \_\_\_\_\_ \*\*\* Must provide proper identification to receive rate. Please fax copy of ID with registration form.  
 \*\*\* This badge is for a spouse, significant other, or adult child in a non-related industry. Note – children under the age of 16 are not permitted to attend IAEE functions.

**Payment Information**

Registration Fees	\$ _____	<b>Special Note</b> If you or your organization's IAEE membership lapses between registering and arriving at Expo! Expo! (on or before 9 December 2008), please note that your meeting registration fees will be adjusted to the non-member rate when checking in at the advanced and on-site registration counters Miami Beach. IAEE will alert you prior to your arrival if this situation occurs.
Optional Events	\$ _____	
Amount Due:	\$ _____	

Promo Code \_\_\_\_\_  Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ payable to IAEE (Please write registrant's name on check)

Charge \$ \_\_\_\_\_ to the following credit card  MasterCard  VISA  American Express  Discover

Card Number: \_\_\_\_\_ Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Fees are subject to verification based on member status and other qualifying factors. Additional funds will be charged if the registration amount was miscalculated.

I accept these terms. NOTE: Failure to check this box may delay registration.

**NOTICES**

**Consent to Use of Photographic Images**  
 Registration and attendance at, or participation in, IAEE meetings and other activities constitutes an agreement by the registrant to IAEE's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.





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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 subject show/event for the date and location of the show/event 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