

# Macworld

## Conference & Expo®



**DATES OF EVENT:**  
 Conference: January 5-9, 2009  
 Exhibits: January 6-9, 2009

**LOCATION:** The Moscone Center, San Francisco, CA

**EVENT PRODUCER/MANAGER:**  
 Company Name: IDG World Expo  
 Address: 3 Speen Street  
 Framingham, MA 01701  
 Phone: 508.424-4848  
 Fax: 508.620.6690  
 Website (Show): www.macworldexpo.com

**REGISTRATION COMPANY:** Registration Control Systems  
 Phone: 805.654.0171

**YEAR EVENT ESTABLISHED:** 1985

**FREQUENCY:** Annual

**DATES OF NEXT EVENT:**  
 Conference: February 9-13, 2010  
 Exhibits: February 11-13, 2010

**LOCATION:** The Moscone Center, San Francisco, CA

### 1. STATEMENT OF MARKET SERVED

Products and services geared to professionals in media and creative content development for corporate and home applications, and consumers using the Mac at home. The expo brings together the Mac OS audiences in creative services, education, application development, entertainment, small office/home office and Internet-based environments.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered exhibit only attendees were mailed badges before the event if they registered before December 8, 2008. All other attendees were then given their badges on-site. 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. A review of the entire database to eliminate duplicate records and check for missing data was performed.

3. AUDITED ATTENDEE ANALYSIS								
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	San Francisco, CA	2,427	25,926	28,353	232	929	4,556	34,070
2008	San Francisco, CA	5,092	36,799	41,891	155	1,186	4,676	47,908
2007	San Francisco, CA	4,418	36,373	40,791	81	977	3,723	45,572
2006	San Francisco, CA	4,188	30,651	34,839	144	889	2,569	38,441
2005	San Francisco, CA	3,358	28,864	32,222	132	1,150	2,485	35,989

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

**4a. PRIMARY BUSINESS/INDUSTRY**

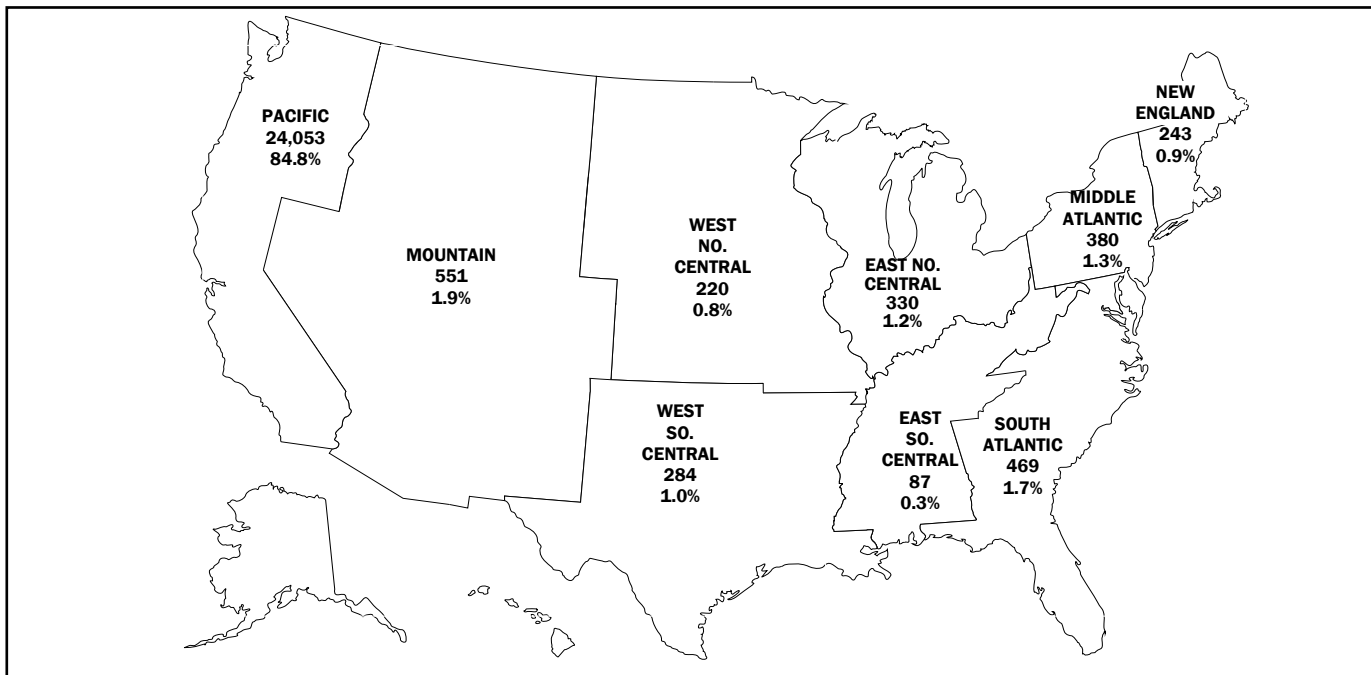
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Advertising-Public Relations	1,008	3.6	3.7
Aerospace-Defense Contractor	256	0.9	0.9
Agriculture-Forestry	149	0.5	0.5
Architecture-Engineering-Construction	510	1.8	1.9
Arts-Fine Arts-Culture	719	2.5	2.6
Biotechnology	273	1.0	1.0
Chemicals-Mining-Petroleum-Textiles	65	0.2	0.2
Consultant-Business Service	1,589	5.6	5.8
Design-Creative Services	1,429	5.0	5.2
Education: Higher Ed/Corporate Training	1,716	6.1	6.3
Education: K-12	2,087	7.4	7.6
Energy-Transportation-Utilities	177	0.6	0.6
Entrepreneur-Home Business	330	1.2	1.2
Film-Video-TV	1,202	4.2	4.4
Finance-Banking-Investment-VC	638	2.3	2.3
Gaming-Game Development	180	0.6	0.7
Government-Military-Public Administration	703	2.5	2.6
Healthcare-Medical-Pharmaceutical	987	3.5	3.6
ISP-Web Host-IT Services Outsourcer	250	0.9	0.9
Legal-Insurance-Accounting	299	1.1	1.1
Manufacturing (computer related)	910	3.2	3.3
Manufacturing (non-computer related)	382	1.3	1.4
Marketing-Sales	844	3.0	3.1
Media-Publication-Broadcasting	478	1.7	1.7
Music-Audio	497	1.8	1.8
None-Not Applicable	850	3.0	3.1
Non-Profit-Trade Association-User Group	258	0.9	0.9
Photography-Digital Imaging	890	3.1	3.3
Printing-Publishing-Production	488	1.7	1.8
Reseller-VAR-Sys Integrator	279	1.0	1.0
Retail-Wholesale-Distributor	945	3.3	3.5
Software/Application Development-ISV	1,610	5.7	5.9
Student	1,136	4.0	4.2
Telecommunications-Carrier	213	0.8	0.8
Travel-Hospitality-Recreation-Food Services	197	0.7	0.7
Web Administration-Content Development	228	0.8	0.8
Web Design	441	1.6	1.6
Other	2,144	7.6	7.8
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	27,357	96.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	996	3.5	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>28,353</b>	<b>100.0</b>	

<b>4b. JOB TITLE/FUNCTION</b>			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE/FUNCTION
Architect-Engineer	1,215	4.3	4.4
CEO	2,270	8.0	8.3
Chief Financial Officer	267	0.9	1.0
CIO, CTO, CSO, COO	469	1.7	1.7
Consultant	1,684	5.9	6.2
Director	1,269	4.5	4.6
Editorial-Writer	309	1.1	1.1
Educator-Teacher	1,611	5.7	5.9
Graphic Designer-Artist-Art Director	2,011	7.1	7.3
IT/IS, Support	1,766	6.2	6.5
Marketing-PR-Communications	862	3.0	3.1
Musician	276	1.0	1.0
Network Manager/Administrator	245	0.9	0.9
Operations	834	2.9	3.0
President	1,092	3.9	4.0
Professional Svcs (Lawyer, Doctor etc.)	487	1.7	1.8
Purchasing-Corporate Buyer	163	0.6	0.6
R&D-Scientific	420	1.5	1.5
Retired	1,129	4.0	4.1
Sales-Business Development	921	3.2	3.4
Self-Employed	1,252	4.4	4.6
Software Programmer/Developer/Engineer	924	3.3	3.4
Student	1,987	7.0	7.3
Systems Programmer/Analyst	150	0.5	0.5
Technology	686	2.4	2.5
Vice President	350	1.2	1.3
Web Admin-Content Developer	164	0.6	0.6
Web Designer	340	1.2	1.2
Other	2,226	7.9	8.1
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	27,379	96.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	974	3.4	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>28,353</b>	<b>100.0</b>	

<b>4c. PURCHASE ROLE</b>			
PURCHASE ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
Final Decision Maker	9,302	32.8	34.0
Recommend brands/vendors	5,754	20.3	21.0
Specify brands/vendors	908	3.2	3.3
All of the above	3,275	11.6	12.0
None of the above	8,122	28.6	29.7
Total Conference and Exhibit Only Attendees Identified by Purchase Role	27,361	96.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchase Role	992	3.5	
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>28,353</b>	<b>100.0</b>	

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

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>243</b>	<b>0.9</b>	<b>EAST SO. CENTRAL</b>	<b>87</b>	<b>0.3</b>
Maine	6		Kentucky	17	
New Hampshire	24		Tennessee	53	
Vermont	16		Alabama	12	
Massachusetts	146		Mississippi	5	
Rhode Island	5		<b>WEST SO. CENTRAL</b>	<b>284</b>	<b>1.0</b>
Connecticut	46		Arkansas	7	
<b>MIDDLE ATLANTIC</b>	<b>380</b>	<b>1.3</b>	Louisiana	15	
New York	232		Oklahoma	28	
New Jersey	66		Texas	234	
Pennsylvania	82		<b>MOUNTAIN</b>	<b>551</b>	<b>1.9</b>
<b>EAST NO. CENTRAL</b>	<b>330</b>	<b>1.2</b>	Montana	10	
Ohio	51		Idaho	19	
Indiana	27		Wyoming	7	
Illinois	137		Colorado	117	
Michigan	73		New Mexico	46	
Wisconsin	42		Arizona	119	
<b>WEST NO. CENTRAL</b>	<b>220</b>	<b>0.8</b>	Utah	121	
Minnesota	74		Nevada	112	
Iowa	14		<b>PACIFIC</b>	<b>24,053</b>	<b>84.8</b>
Missouri	53		Alaska	32	
North Dakota	2		Washington	253	
South Dakota	4		Oregon	165	
Nebraska	38		California	23,555	
Kansas	35		Hawaii	48	
<b>SOUTH ATLANTIC</b>	<b>469</b>	<b>1.7</b>	<b>USA - States not Identified</b>	<b>364</b>	<b>1.3</b>
Delaware	7		<b>UNITED STATES</b>	<b>26,981</b>	<b>95.2</b>
Maryland	56		<b>INTERNATIONAL</b>	<b>1,289</b>	<b>4.5</b>
Washington, DC	28		Canada	258	
Virginia	94		Mexico	41	
West Virginia	-		Other International	990	
North Carolina	37		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	28,270	
South Carolina	17		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	83	0.3
Georgia	61		<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>28,353</b>	<b>100.0</b>
Florida	169				





### Attendee Registration Form

**Early Bird Registration Deadline: 12/1/08**

Please complete the Entire form. **Incomplete forms will be returned unprocessed. Please use one copy per person; Make photocopies for additional people.**

Submit your Registration Form

Via:

**MAIL** Macworld Conference & Expo  
PO Box 3321  
Boston, MA 02241-3321  
**(Through 12/19/08 ONLY)**

**FAX** (805) 654-1676

Faxed registration forms must include ALL credit card information.

**1. ATTENDEE INFORMATION**

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Company \_\_\_\_\_  
 Street Address \_\_\_\_\_ P.O. Box/Apt/Ste./etc. \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_ E-mail \_\_\_\_\_  
 Business Phone ( ) \_\_\_\_\_ Mobile Phone ( ) \_\_\_\_\_

**YES!** I would like to receive product information or news from Macworld Conference & Expo's exhibitors or approved third parties via e-mail.  
 I prefer to receive:  HTML  Text

**2. CONFERENCE PACKAGES:**

\*Please Check the box of the conference package you are registering for:

Packages	Early Bird Pricing (by Dec 1)	Regular Pricing (Dec 2 - Jan 9)
<input type="checkbox"/> <b>Platinum Pass - BEST VALUE!</b> (January 5-9) Indicate your choices for: • Up to two (2) Power Tools _____ One (1) Market Symposium _____	<b>\$1695</b>	<b>\$1895</b>
<input type="checkbox"/> <b>MacIT Conference</b> (January 7-9)	<b>\$995</b>	<b>\$1095</b>
<input type="checkbox"/> <b>Power Tools Conference</b> (January 5-6 or 7-8) Indicate your choices for: • Up to two (2) Power Tools _____	<b>\$825 each</b>	<b>\$925 each</b>
<input type="checkbox"/> <b>Hands-on MacLabs</b> (January 5 - 9) Indicate your choices for: • MacLabs of your choice (up to 1 max per time block per day) Monday: _____ Tuesday: _____ Wednesday: _____ Thursday: _____ Friday: _____	<b>\$199 each</b>	<b>\$299 each</b>
<input type="checkbox"/> <b>Market Symposium</b> (January 9) Indicate your choice for: • Market Symposium _____	<b>\$295</b>	<b>\$395</b>
<input type="checkbox"/> <b>Creative Safari</b> (January 9) Indicate your choice for: Creative Safari _____	<b>\$295</b>	<b>\$395</b>
<input type="checkbox"/> <b>Users Conference</b> (January 7-8)	<b>\$250</b>	<b>\$350</b>
<input type="checkbox"/> <b>Expo Only</b> (January 6-9)	<b>\$25</b>	<b>\$50</b>
<input type="checkbox"/> <b>Supersession</b> Indicate your choice for: Supersession(s) of your choice _____	<b>\$29</b>	<b>\$49</b>
<input type="checkbox"/> <b>Macworld Blast Party Ticket</b> (Tuesday, January 6)	<b>\$40</b>	<b>\$40</b>

**3. PAYMENT INFORMATION**

Payment must accompany form for registration to be complete. **DON'T PAY FOR THIS EVENT TWICE!** You will be charged for all registrations received and will not be refunded for duplicate registrations. Please use one method of registration only. **PO's are not accepted.** All Registration fees are non-refundable and credentials are non-transferable. A \$20 fee will be charged for all returned checks. **\*Discounts must be noted at time of initial registration.** No refunds or credits will be issued for a discount after the initial registration.

Priority Code: \_\_\_\_\_

Be sure to copy your priority code on the line above. (priority code located in the e-mail or direct mail you may have received)

**TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

Check Enclosed (make check payable to IDG World Expo) Indicate Check # \_\_\_\_\_

MasterCard Visa American Express Total Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

**IF PAYER IS OTHER THAN REGISTRANT, PLEASE PRINT NAME AND/OR COMPANY NAME BELOW:**

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_

Company Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Please check here if you have any special needs that require attention (Attach a written description of your needs)

\* You must fill out and send in the 2<sup>nd</sup> page of Attendee Profile questions. Any registration form without this information will be considered incomplete and therefore delay your ability to register for the event.

\* Conference sessions and speakers are subject to change. Please visit [www.macworldexpo.com](http://www.macworldexpo.com) for the latest information.



## 4. ATTENDEE PROFILE

<b>Q001 What is your age? (select one)</b> <input type="checkbox"/> 81 less than 20 <input type="checkbox"/> 82 20-29 <input type="checkbox"/> 83 30-39 <input type="checkbox"/> 84 40-49 <input type="checkbox"/> 85 50-59 <input type="checkbox"/> 86 over 60	<b>Q006 What is your primary business/industry? (select one)</b> <input type="checkbox"/> 152 Advertising-Public Relations <input type="checkbox"/> 153 Aerospace-Defense Contractor <input type="checkbox"/> 154 Agriculture-Forestry <input type="checkbox"/> 156 Architecture-Engineering_Const. <input type="checkbox"/> 157 Arts-Fine Arts-Culture <input type="checkbox"/> 158 Biotechnology <input type="checkbox"/> 160 Chemicals-Mining-Petroleum-Textiles <input type="checkbox"/> 162 Consultant-Business Service <input type="checkbox"/> 163 Design-Creative Services <input type="checkbox"/> 164 Education: Higher Ed/Corporate Training <input type="checkbox"/> 165 Education: K-12 <input type="checkbox"/> 166 Energy-Transportation-Utilities <input type="checkbox"/> 167 Entrepreneur-Home Business <input type="checkbox"/> 169 Film-Video-TV <input type="checkbox"/> 170 Finance-Banking-Investment-Vc <input type="checkbox"/> 171 Gaming-Game Development <input type="checkbox"/> 172 Government-Military-Public Administration <input type="checkbox"/> 173 Healthcare-Medical-Pharmaceutical <input type="checkbox"/> 177 ISP-Web Host-IT Services Outsourcer <input type="checkbox"/> 178 Legal-Insurance-Accounting <input type="checkbox"/> 179 Manufacturing (computer related) <input type="checkbox"/> 180 Manufacturing (non-computer related) <input type="checkbox"/> 181 Marketing-Sales <input type="checkbox"/> 182 Media-Publication-Broadcasting <input type="checkbox"/> 183 Music-Audio <input type="checkbox"/> 184 None-Not Applicable <input type="checkbox"/> 185 Non-Profit-Trade Association-User Group <input type="checkbox"/> 186 Photography-Digital Imaging <input type="checkbox"/> 187 Printing-Publishing-Production <input type="checkbox"/> 190 Reseller-VAR-Sys Integrator <input type="checkbox"/> 191 Retail-Wholesale-Distributor <input type="checkbox"/> 192 Software/Application Development-ISV <input type="checkbox"/> 193 Student <input type="checkbox"/> 194 Telecommunications-Carrier <input type="checkbox"/> 195 Travel-Hospitality-Recreation-Food Services <input type="checkbox"/> 196 Web Administration-Content Development <input type="checkbox"/> 197 Web Design <input type="checkbox"/> 198 Other (Please Specify)	<b>Q010 Purpose for Attending (select one)</b> <input type="checkbox"/> 218 Professionally for my company/organization <input type="checkbox"/> 219 Personally as a consumer <input type="checkbox"/> 220 Both
<b>Q002 How long have you been a Mac user? (select one)</b> <input type="checkbox"/> 87 New user <input type="checkbox"/> 88 fewer than 5 years <input type="checkbox"/> 89 5-10 years <input type="checkbox"/> 90 more than 10 years		<b>Q0011 Which products and/or services are you interested in purchasing? (select all that apply)</b> <b>Hardware</b> <input type="checkbox"/> 246 Accelerators-Cards-Memory <input type="checkbox"/> 247 Assistive Technologies <input type="checkbox"/> 248 Computers-Desktop Envtvs <input type="checkbox"/> 249 Digital Cameras & Video Recorders <input type="checkbox"/> 250 Displays-Monitors-Projection <input type="checkbox"/> 251 FireWire <input type="checkbox"/> 252 Input Devices <input type="checkbox"/> 253 Music & Audio <input type="checkbox"/> 254 Mobile Computing <input type="checkbox"/> 255 Networking & Connectivity <input type="checkbox"/> 256 Printers & Printing Hardware/Tools <input type="checkbox"/> 257 Servers & Server Management <input type="checkbox"/> 258 Storage-Drives-Players <input type="checkbox"/> 259 USB <input type="checkbox"/> 260 Other Hardware
<b>Q003 What products do you own? (select all that apply)</b> <input type="checkbox"/> 91 Macbook <input type="checkbox"/> 92 iMac <input type="checkbox"/> 93 iPhone <input type="checkbox"/> 94 iPod <input type="checkbox"/> 95 Apple TV		<b>Software</b> <input type="checkbox"/> 261 2D/3D Graphics & Animation <input type="checkbox"/> 262 Assistive Technologies <input type="checkbox"/> 263 Business & Vertical Markets <input type="checkbox"/> 265 Design & Print <input type="checkbox"/> 266 Development Tools <input type="checkbox"/> 267 Education <input type="checkbox"/> 268 Games <input type="checkbox"/> 269 Home: General Use & Recreation <input type="checkbox"/> 270 Internet & Email <input type="checkbox"/> 271 Kids <input type="checkbox"/> 272 Languages & Literature <input type="checkbox"/> 273 Mobile Computing <input type="checkbox"/> 274 Networking & Connectivity <input type="checkbox"/> 275 Productivity & Utilities <input type="checkbox"/> 276 Science & Technology <input type="checkbox"/> 277 Security <input type="checkbox"/> 278 Server Software <input type="checkbox"/> 279 Video-Photography-Multimedia <input type="checkbox"/> 280 Web Publishing <input type="checkbox"/> 281 Other Software
<b>Q004 What is your household income?</b> <input type="checkbox"/> 96 >\$50,000 <input type="checkbox"/> 97 \$50,000-\$100, 000 <input type="checkbox"/> 98 \$100,000-\$150, 000 <input type="checkbox"/> 99 \$150,000- \$200, 000 <input type="checkbox"/> 100 <200,000		<input type="checkbox"/> 282 Accessories & Ergonomics <input type="checkbox"/> 283 Directories-Publications-Websites <input type="checkbox"/> 284 Employment-HR-Staffing <input type="checkbox"/> 285 VAR-System Integrator <input type="checkbox"/> 286 Retailer-Wholesaler <input type="checkbox"/> 287 Other Services & Accessories
<b>Q005 What is your job function? (select one)</b> <input type="checkbox"/> 101 Architect-Engineer <input type="checkbox"/> 102 CEO <input type="checkbox"/> 103 Chief Financial Officer <input type="checkbox"/> 104 CIO, CTO, CSO, COO <input type="checkbox"/> 105 Consultant <input type="checkbox"/> 106 Director <input type="checkbox"/> 107 Editorial-Writer <input type="checkbox"/> 108 Educator-Teacher <input type="checkbox"/> 109 Graphic Designer-Artist-Art Director <input type="checkbox"/> 110 IT/IS, Support <input type="checkbox"/> 111 Marketing-PR-Communications <input type="checkbox"/> 112 Musician <input type="checkbox"/> 113 Network Manager/Administrator <input type="checkbox"/> 114 Operations <input type="checkbox"/> 115 President <input type="checkbox"/> 116 Professional Svcs (Lawyer, Doctor etc.) <input type="checkbox"/> 117 Purchasing-Corporate Buyer <input type="checkbox"/> 118 R&D-Scientific <input type="checkbox"/> 119 Retired <input type="checkbox"/> 120 Sales-Business Development <input type="checkbox"/> 121 Self-Employed <input type="checkbox"/> 122 Software Pro/Dev/Engineer <input type="checkbox"/> 123 Student <input type="checkbox"/> 124 Systems Programmer/Analyst <input type="checkbox"/> 125 Technology <input type="checkbox"/> 126 Vice President <input type="checkbox"/> 127 Web Admin-Content Developer <input type="checkbox"/> 128 Web Designer <input type="checkbox"/> 129 Other (Please Specify)		<input type="checkbox"/> 288 Retailer-Wholesaler <input type="checkbox"/> 287 Other Services & Accessories
	<b>Q007 What is your annual IT purchasing budget? (select one)</b> <input type="checkbox"/> 199 \$0 - \$25,000 <input type="checkbox"/> 200 \$25,001 - \$100,000 <input type="checkbox"/> 201 \$100,001 - \$500,000 <input type="checkbox"/> 202 \$500,001 - \$1,000,000 <input type="checkbox"/> 203 > \$1M <input type="checkbox"/> 204 N/A	
	<b>Q008 What is your purchasing role? (select one)</b> <input type="checkbox"/> 205 Final Decision Maker <input type="checkbox"/> 206 Recommend brands/vendors <input type="checkbox"/> 207 Specify brands/vendors <input type="checkbox"/> 208 All of the above <input type="checkbox"/> 209 None of the above	
	<b>Q009 Number of employees in your company/organization? (select one)</b> <input type="checkbox"/> 210 Under 50 <input type="checkbox"/> 211 50 - 99 <input type="checkbox"/> 212 100 - 499 <input type="checkbox"/> 213 500 - 999 <input type="checkbox"/> 214 1,000 - 4,999 <input type="checkbox"/> 215 5,000 - 9,999 <input type="checkbox"/> 216 > 10,000 <input type="checkbox"/> 217 Do not know	<b>Q012 Please indicate your housing plans (select one)</b> <input type="checkbox"/> 348 Use my own Travel Agent <input type="checkbox"/> 349 Book accommodations myself <input type="checkbox"/> 350 Use Event Management Housing <input type="checkbox"/> 351 Live locally <input type="checkbox"/> 352 Staying with friends/family <input type="checkbox"/> 353 Not ready yet <input type="checkbox"/> 354 Apple Employee/Apple Travel Meetings

## STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of MACWORLD 2009 for the date and location as reported in this Event Insights 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

March 17, 2009

TYPE: EVENT INSIGHTS

ID Number: E997X0J9



# Key Findings

The following results are based on 926 respondents (20% net return) to an attendee survey. These results are projectable to the audited net attendance of 28,353. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

## Product Interest & Buying Plans

Product/Service	%	
	Interested	Plan to Buy
<b>SOFTWARE</b>	<b>88</b>	<b>55</b>
2D/3D Graphics & Animation	34	10
Assistive Technologies Software	11	2
Business & Vertical Markets	11	4
Design & Print	42	18
Development Tools	17	4
Education	29	9
Games	25	9
Home & Recreation	30	11
Internet & E-Mail	30	7
Kids	11	4
Language & Literature	14	4
Mobile Computing Software	32	13
Networking & Connectivity Software	25	9
Productivity & Utilities	42	21
Science & Technology	23	4
Security	20	6
Server Software	9	3
Video-Photography-Multimedia	45	23
Web Publishing	27	11
Other Software	17	9
<b>HARDWARE</b>	<b>84</b>	<b>53</b>
Accelerators-Cards-Memory	20	11
Assistive Technologies Hardware	7	2
Computers-Desktop Environments	29	11
Digital Cameras & Video Recorders	47	22
Displays-Monitors-Projection	30	12
FireWire	25	9
Input Devices	32	12
Music & Audio	41	16
Mobile Computing Hardware	27	11
Networking & Connectivity Hardware	20	6
Printers & Printing Hardware/Tools	32	12
Servers & Server Management	9	3
Storage-Drives-Players	45	25
USB	27	10
Other Hardware	13	6
<b>MARKET SERVICES &amp; ACCESSORIES</b>	<b>31</b>	<b>11</b>
Accessories & Ergonomics	24	8
Directories-Publications-Websites	8	2
Employment-HR-Staffing	4	1
VAR-System Integrator	2	--
Retailer-Wholesaler	7	2
Other Services & Accessories	7	2
<b>Net Total</b>	<b>92</b>	<b>65</b>

- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the show. TBP for Macworld Conference & Expo 2009 is 65%, (our all-show average is 50%).

## Role in Buying

- An attendee who evaluates specific products, recommends products, specifies suppliers, or who makes final purchasing decisions is considered to be a buying influence. For each product category, Total Buying Influences is the percentage of attendees who have at least one buying role. Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Total Buying Influences.

Product/Service Category	%				
	Final Say/ Authorize Purchases	Specify Supplier/ Brand	Recommend/ Determine Need	Evaluate Specific Products or Brands	Net Buying Influence
Hardware	53	17	28	26	79
Market Services & Accessories	39	10	19	17	59
Software	53	17	29	26	80
<b>Net</b>	<b>55</b>	<b>18</b>	<b>32</b>	<b>29</b>	<b>82</b>
<b>All-show Average</b>	<b>37</b>	<b>37</b>	<b>50</b>	<b>-</b>	<b>81</b>

## Reasons for Attending

- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	96
Keep up-to-date on general industry trends/issues	70
Evaluate and compare products for future purchase	68
See specific companies	64
See specific products	62
Make a purchase	48
Get technical data	40
Network with colleagues and/or vendors	30
Attend the conference program	18
Other	9

## Likelihood of Attending Macworld 2010

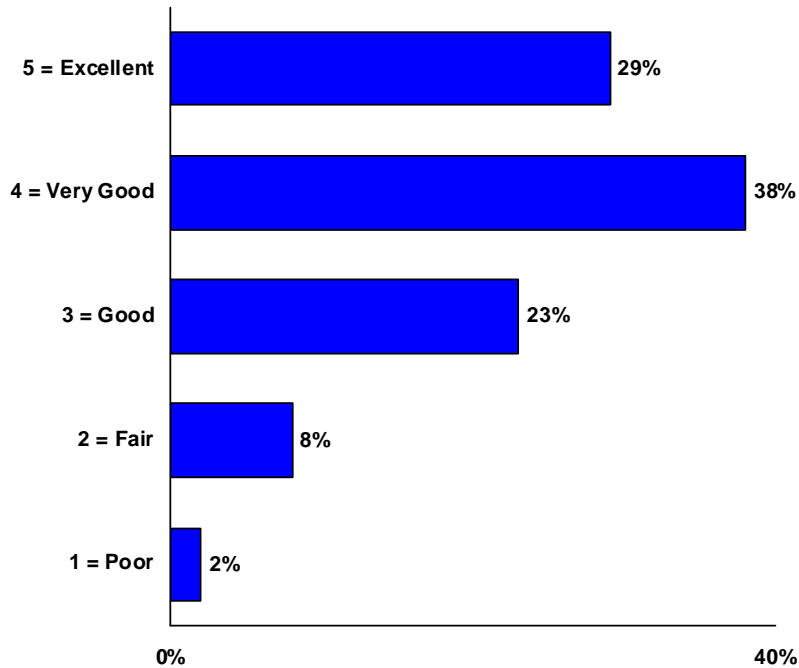
- Two-thirds (66%) of respondents said they definitely will or probably will attend Macworld Conference & Expo 2010.

	%
Definitely will attend	33
Probably will attend	33
Not sure	25
Probably will not attend	8
Definitely will not attend	1
	<b>100</b>



## Value Received from Attending

- 67% of the attendees found the exhibition to be “excellent” or “very good”. The average rating is 3.8 (our all-show average is 3.7).



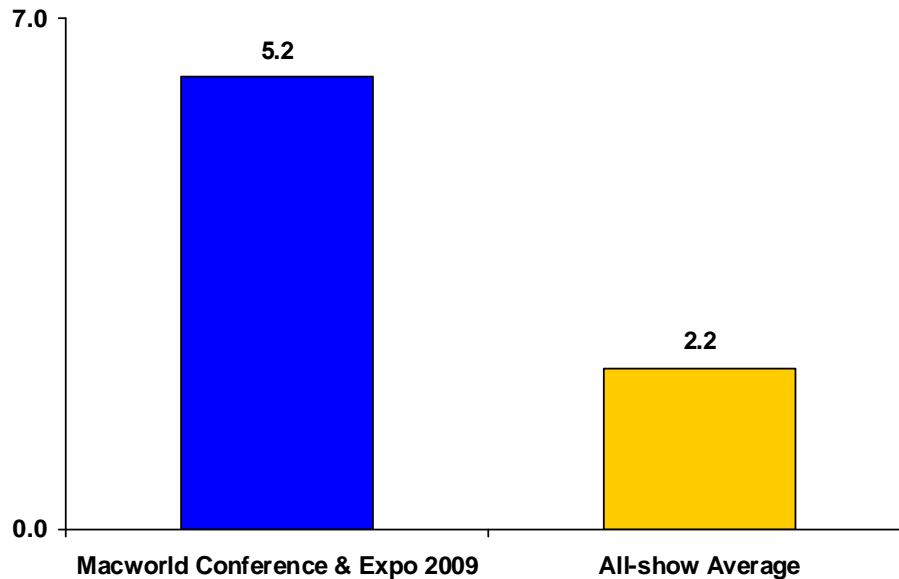
## Other Shows Attended

- A total of 64% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 35%.

Show	%
CES	6
MacExpo	6
WWDC	3
NAMM	2
DV Expo	1
PhotoPlus Expo	1
Apple Expo Paris	1
TechXpo	--
HOW Conference	--
NAB	3
Other	10
<b>No Other event Attended in Past Year</b>	<b>64</b>
<b>No Answer</b>	<b>12</b>
<b>All-show Average</b>	<b>35</b>

## Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.
- The Traffic Density for Macworld Conference & Expo 2009 was 5.2 (2.2 is average). This means that on average approximately five attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.



$$\text{Traffic Density (TD)} = \frac{N \times tv \times 100}{A \times ts}$$

Where:

- N = Net Attendance = 28,353 (excludes exhibitors, press, speakers, and staff)
- A = Total exhibit space = 133,650 sq. ft.
- tv = Average time attendees spent at the exhibits = 7.1 hours
- ts = Total hours the exhibits were open = 29 hours

- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.