

EVENT AUDIT



DATES OF EVENT:

Conference: July 20 – 23, 2009
Exhibits: July 21 – 22, 2009

LOCATION:

Lakeside Center at McCormick Place, Chicago, IL

EVENT PRODUCER/MANAGER:

Company Name: National Trade Productions, Inc.
Address: 313 South Patrick Street
Alexandria, VA 22314
Phone: (703) 683-8500
Website (Show): <http://ts2show.com>

REGISTRATION COMPANY:

CDS

YEAR EVENT ESTABLISHED:

1973

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: July 12 – 15, 2010
Exhibits: July 13 – 14, 2010
LOCATION: Boston Convention & Exhibition Center, Boston, MA

1. STATEMENT OF MARKET SERVED

Corporate exhibit, events & trade show managers, exhibition organizers, and suppliers to the exhibition industry.

Qualified attendees are corporate exhibit managers from Fortune 500 companies, as well as small-medium sized businesses; also sales and marketing executives and event planners.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Registrations were taken over the phone, by fax, or online. Once a registration was finalized a badge was sent (if the registration was received by the badge mailing cut-off date) along with a confirmation letter with instructions to pick up a badge holder and materials onsite. If the registration was received after the badge mailing cut-off date, a confirmation letter with instructions to pick up a badge, badge holder and materials onsite was sent. The registration company verified an attendee once he or she picked up a badge holder, badge or purchased a registration at the onsite registration desk.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	Chicago, IL	239	1,090	1,329	84	13	467	1,893
2008	Philadelphia, PA	434	1,254	1,688	84	13	666	2,451
2007	Washington, DC	467	953	1,420	99	43	800	2,362
2006	Chicago, IL	533	1,293	1,826	90	23	764	2,703
2005	Washington, DC	456	1,170	1,626	45	8	710	2,389

* Not audited. Verified counts taken from registration database provided by the registration company.

4. TYPE OF INDUSTRY			
TYPE OF INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF INDUSTRY
Association Management	137	10.3	13.3
Construction/Facilities	74	5.6	7.2
Consumer Electronics	14	1.0	1.4
Consumer Household Goods	22	1.7	2.1
Fashion and Apparel	19	1.4	1.8
Food and Beverage	38	2.9	3.7
Government	23	1.7	2.2
Industrial Equipment and Machinery	48	3.6	4.7
Internet/Technology	90	6.8	8.7
Medical/Healthcare	86	6.5	8.4
Sporting Goods	6	0.4	0.6
Other	472	35.5	45.9
Total Conference and Exhibit Only Attendees Identified by Type of Industry	1,029	77.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Industry	300	22.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

5. YOU ARE			
YOU ARE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YOU ARE
Buyer of Industry Goods and Services	355	26.7	27.5
Dealer/Distributor of Industry Goods and Services	176	13.2	13.6
Supplier of Industry Goods and Services	462	34.8	35.8
Show Organizer	294	22.1	22.7
Press*	5	0.4	0.4
Total Conference and Exhibit Only Attendees Identified by You Are	1,292	97.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by You Are	37	2.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

* These 5 registrants registered as "Exhibit Only".

6. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Advertising Management	32	2.4	2.7
Designer	70	5.2	5.9
Exhibit & Event Marketing Management	150	11.3	12.7
Exhibit Management	142	10.7	12.0
Event Management	60	4.5	5.1
Marketing Management	135	10.1	11.4
Marketing Director/CMO	62	4.7	5.2
Meeting Planner	45	3.4	3.8
Owner/President/Partner	233	17.5	19.7
Sales Management	227	17.1	19.2
Show Manager	5	0.4	0.4
Press	5	0.4	0.4
PR Management	17	1.3	1.5
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	1,183	89.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	146	11.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

7. ANNUAL TRADE SHOW BUDGET			
ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Less than \$100,000	384	28.9	32.4
\$100,001 - \$250,000	150	11.3	12.7
\$250,001 - \$500,000	113	8.5	9.5
\$500,001 - \$999,999	74	5.6	6.2
\$1 Million - \$5 Million	67	5.0	5.7
More than \$5 Million	47	3.5	4.0
I do not exhibit in tradeshow	349	26.3	29.5
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	1,184	89.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	145	10.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

8. ROLE IN PURCHASING OF MARKETING GOODS/SERVICES			
PURCHASING ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING ROLE
TOTAL BUYING INFLUENCES	1,083	81.5	88.5
Final Say	415	31.2	33.9
Recommend	477	35.9	39.0
Influence	191	14.4	15.6
No Role	141	10.6	11.5
Total Conference and Exhibit Only Attendees Identified by Purchasing Role	1,224	92.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Role	105	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

9. NUMBER OF SHOWS IN WHICH THEY EXHIBIT			
NUMBER OF SHOWS IN WHICH THEY EXHIBIT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF SHOWS IN WHICH THEY EXHIBIT
1 - 5	508	38.2	41.7
6 - 15	159	12.0	13.1
16 - 25	53	4.0	4.3
More than 25	148	11.1	12.2
I do not exhibit in trade shows	349	26.3	28.7
Total Conference and Exhibit Only Attendees Identified by Number of Shows	1,217	91.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Shows	112	8.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

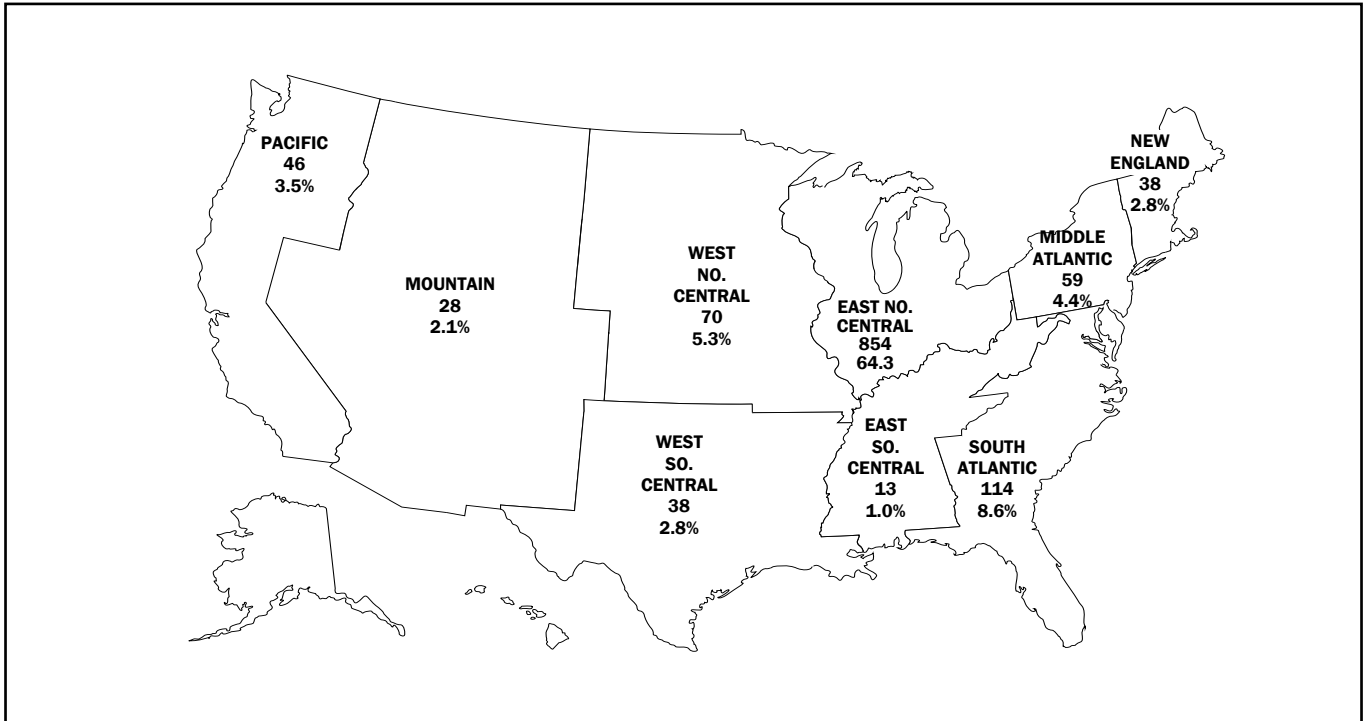
10. YEARS OF EXHIBIT/EVENT MANAGEMENT EXPERIENCE			
YEARS OF EXHIBIT/EVENT MANAGEMENT EXPERIENCE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YEARS OF EXPERIENCE
0 - 3 years	309	23.2	25.4
4 - 5 years	143	10.8	11.8
6 - 10 years	225	16.9	18.5
More than 10 years	539	40.6	44.3
Total Conference and Exhibit Only Attendees Identified by Years of Experience	1,216	91.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Years of Experience	113	8.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

11. FIRST TIME AT TS²			
FIRST TIME AT TS²	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY FIRST TIME AT TS²
Yes	715	53.8	58.1
No	515	38.8	41.9
Total Conference and Exhibit Only Attendees Identified by First Time at TS²	1,230	92.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by First Time at TS²	99	7.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,329	100.0	100.0

12. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	38	2.8
Maine	1	
New Hampshire	5	
Vermont	--	
Massachusetts	18	
Rhode Island	--	
Connecticut	14	
MIDDLE ATLANTIC	59	4.4
New York	19	
New Jersey	22	
Pennsylvania	18	
EAST NO. CENTRAL	854	64.3
Ohio	34	
Indiana	58	
Illinois	666	
Michigan	31	
Wisconsin	65	
WEST NO. CENTRAL	70	5.3
Minnesota	37	
Iowa	17	
Missouri	13	
North Dakota	--	
South Dakota	--	
Nebraska	2	
Kansas	1	
SOUTH ATLANTIC	114	8.6
Delaware	--	
Maryland	18	
Washington, DC	8	
Virginia	29	
West Virginia	2	
North Carolina	8	
South Carolina	2	
Georgia	34	
Florida	13	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	13	1.0
Kentucky	3	
Tennessee	4	
Alabama	5	
Mississippi	1	
WEST SO. CENTRAL	38	2.8
Arkansas	2	
Louisiana	2	
Oklahoma	3	
Texas	31	
MOUNTAIN	28	2.1
Montana	--	
Idaho	1	
Wyoming	--	
Colorado	7	
New Mexico	--	
Arizona	2	
Utah	2	
Nevada	16	
PACIFIC	46	3.5
Alaska	--	
Washington	4	
Oregon	1	
California	41	
Hawaii	--	
UNITED STATES	1,260	94.8
INTERNATIONAL	47	3.5
Canada	17	
Mexico	6	
Other International	24	
Not Identified	22	1.7
Total Conference & Exhibit Attendees	1,329	100.0





2009 REGISTRATION FORM

ONLINE:
www.ts2show.com
FAX:
508.759.4552

MAIL:
TS² 2009, NTP Show
c/o Convention Data Services
107 Waterhouse Rd.
Bourne, MA 02532

TOTAL SOLUTIONS MARKETING FOR THE EXHIBIT & EVENT PROFESSIONAL CHICAGO, IL • JULY 20-23, 2009

Enter your priority code to be eligible to win great prizes at TS²

STEP 1: CONTACT INFORMATION

Title: Mr. Ms. Dr. Mrs.
 Last Name: _____
 First Name: _____
 Designation: CMP CME or CME/H CEM Other: _____
 Company: _____ Job Title: _____
 Address: _____

 City/State/Province: _____
 ZIP Postal Code: _____ Country: _____
 Telephone: _____ Cell Phone: * _____ Fax: _____
 E-mail: _____

*For emergency use by show management only.
 Check here if you require special accommodations to fully participate. You will be contacted by a Customer Service Representative.
 Check here to opt-out of pre-show updates via e-mail.

STEP 2: REGISTER

Join TSEA now and qualify for the Member Discount – \$200 off any package.
 Full Active (Exhibit Manager) Membership (12 Months) – \$295
 Full Allied (Vendor) Membership (12 Months) – \$500

PACKAGES	Before May 15	May 16 – June 15	After June 15
UNLIMITED – BEST VALUE!	<input type="checkbox"/> \$825	<input type="checkbox"/> \$925	<input type="checkbox"/> \$1,025
TWO DAY** **Select Two Days: <input type="checkbox"/> Mon. & Tues. <input type="checkbox"/> Tues. & Wed. <input type="checkbox"/> Wed. & Thurs.	<input type="checkbox"/> \$625	<input type="checkbox"/> \$725	<input type="checkbox"/> \$825
ONE DAY* *Select One Day: <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs.	<input type="checkbox"/> \$425	<input type="checkbox"/> \$525	<input type="checkbox"/> \$625
EXPO-ONLY Session Sampler Upgrade	<input type="checkbox"/> FREE <input type="checkbox"/> 1 session: \$100 <input type="checkbox"/> 2 sessions: \$200	<input type="checkbox"/> FREE <input type="checkbox"/> 1 session: \$100 <input type="checkbox"/> 2 sessions: \$200	<input type="checkbox"/> FREE <input type="checkbox"/> 1 session: \$100 <input type="checkbox"/> 2 sessions: \$200

Subtract TSEA or IAEE \$200 Member Discount if applicable (in U.S. currency) _____

SUBTOTAL _____

ADDITIONAL OPTIONS

CEM Advanced Institute (For CEMS Only): July 22	IAEE Member: <input type="checkbox"/> \$250	Non-Member: <input type="checkbox"/> \$400	
CEM – Selling Exhibit Space: July 22	IAEE Member: <input type="checkbox"/> \$215	Non-Member: <input type="checkbox"/> \$350	
CEM – Floorplans & Layouts: July 23	IAEE Member: <input type="checkbox"/> \$215	Non-Member: <input type="checkbox"/> \$350	
CEM – Housing & Transportation: July 24	IAEE Member: <input type="checkbox"/> \$215	Non-Member: <input type="checkbox"/> \$350	
IAEE Senior Executives Roundtable	IAEE Member: <input type="checkbox"/> \$495	Non-Member: <input type="checkbox"/> \$795	
ESCA: The Show Behind the Show: July 20	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	
REED Exhibitor University	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	

SUBTOTAL _____

Total Amount Due (in U.S. currency) _____

STEP 3: MENTOR PROGRAM

Would you like to participate in the mentor program?
 Yes, I would like to be a mentor
 Yes, I would like to have a mentor

STEP 4: COMPLETE QUESTIONNAIRE

CHECK ONE PER QUESTION.

1. Is this your first TS²? A. Yes B. No

2. You are a:
 A. Buyer of industry goods/services C. Dealer/Distributor of industry goods/services D. Supplier of industry goods/services
 B. Show Organizer

3. Your primary job function is:
 A. Advertising Management E. Exhibit Management J. Owner/Partner/President
 B. PR Management F. Event Management K. Sales Management
 C. Designer G. Marketing Management L. Show Manager
 D. Exhibit & Event Management H. Meeting Planner M. Press
 I. Marketing Director/CMO

4. Your role in the purchase of marketing goods/services:
 A. Final Say B. Recommend C. Influence D. No Role

5. Industry:
 A. Association Management E. Fashion and Apparel I. Internet/Technology
 B. Construction/Facilities F. Food & Beverage J. Medical/Healthcare
 C. Consumer Electronics G. Government K. Sporting Goods
 D. Consumer Household Goods H. Industrial Equipment and Machinery L. Other: _____

6. Did you attend any industry trade show in the last 12 months?
 A. Yes, which one(s): _____
 B. No, TS² is the only industry trade show I attend.

7. Years of exhibit/event management experience?
 A. 0-3 years B. 4-5 years C. 6-10 years D. More than 10 years

8. Do you have direct responsibility for planning and organizing your company's trade show(s)? A. Yes B. No

9. How many shows do you exhibit in annually?
 A. 1-5 C. 16-25 E. I do not exhibit in trade shows
 B. 6-15 D. More than 25

10. Your firm's annual trade show budget: I do not exhibit in trade shows
 A. More than \$5 million C. \$500,001 - \$999,999 E. \$100,001 - \$250,000
 B. \$1 million - \$5 million D. \$250,001 - \$500,000 F. Less than \$100,000

11. What size booth do you most often exhibit?
 A. 10'x10' (100 sq. ft./3 sq. m.) D. 20'x30' (600 sq. ft./55 sq. m.)
 B. 10'x20' (200 sq. ft./18 sq. m.) E. Larger than 20'x30' (>600 sq. ft./55 sq. m.)
 C. 20'x20' (400 sq. ft./37 sq. m.) F. I do not exhibit in trade shows

12. Do you exhibit at one or more Tradeshow Week 200 shows?
 A. Yes, which one(s): _____
 B. No C. Don't know

13. Do you have direct responsibility for planning and organizing corporate events?
 A. Yes B. No

If yes, what is your firm's annual budget for corporate events?
 A. More than \$5 million C. \$500,001 - \$999,999 E. \$100,001 - \$250,000
 B. \$1 million - \$5 million D. \$250,001 - \$500,000 F. Less than \$100,000

14. How many corporate events per year do you plan?
 A. Less than 10 C. 51-100 E. 250+
 B. 11-50 D. 101-250

15. Age range:
 A. 18 - 25 C. 36 - 45 E. 55+
 B. 26 - 35 D. 46 - 55

STEP 5: PAYMENT INFORMATION

Check Enclosed Payable to NTP VISA MasterCard American Express

Credit Card #: _____ Exp. Date: _____

Total Amount Due: \$ _____

Name on Card: _____

Signature: _____

Age Policy: No one under age of 18 is permitted to attend TS² or enter the exhibit hall during set up, show hours or move-out.
Cancellation: For complete cancellation policies and instructions, go to www.ts2show.com. Policies are listed under Register Now.
Questions: Call TS² Registration Customer Service, 508.743.8513, or e-mail callcenter@xpressreg.net

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 subject TS² for July 20 – 23, 2009 in Chicago, IL 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

September 2, 2009