

EVENT AUDIT



DATES OF EVENT:

Conference: March 17 – 19, 2009
 Exhibits: March 17 – 19, 2009

LOCATION:

Jacob J. Javits Convention Center, New York, NY

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
 Address: 383 Main Avenue, Norwalk, CT 06851
 Phone: (203) 840-4800
 Website (Show): www.interphex.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1979

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 20 – 22, 2010
 Exhibits: April 20 – 22, 2010
 LOCATION: Jacob J. Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

Process development, manufacturing and packaging in pharmaceutical/biopharmaceutical, cosmetic, and nutraceuticals industries.

Qualified attendees are buyers and specifiers from engineering, management, R&D, QA/QC, outsourcing, information technology, facilities, regulatory, validation, consulting, etc.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. When a person has a badge printed on-site, the badge automatically verifies. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	PHARMA MedDevice Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	New York, NY	480	6,857	--	7,337	115	131	4,760	12,343
2008	Philadelphia, PA	655	7,881	734	9,270	125	107	5,870	15,372
2007	New York, NY	721	8,315	845	9,881	194	138	6,270	16,483
2006	New York, NY	656	8,559	--	9,215	193	107	5,868	15,383
2005	New York, NY	594	8,022	--	8,616	142	111	6,544	15,413

* Not audited. Verified and on-site counts taken from 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
Biotechnology / Biopharm	1,790	24.4	27.9
Contract Research (CRU)	60	0.8	0.9
Contract Manufacturing (CMO)	453	6.2	7.1
Contract Packaging (CPO)	222	3.0	3.5
Clinical / Pilot Plants	145	2.0	2.3
Cosmetics / Toiletries	123	1.7	1.9
Ethical / Proprietary Drugs	561	7.7	8.7
Food & Beverage	196	2.7	3.0
Generic Drugs	476	6.5	7.4
Medical Devices / Diagnostics	338	4.6	5.3
Nutraceuticals	120	1.6	1.9
Research Laboratory	238	3.2	3.7
Services	621	8.5	9.7
Small Molecule Drugs	89	1.2	1.4
Other	985	13.4	15.3
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,417	87.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	920	12.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

4b. TYPE OF FACILITY			
TYPE OF FACILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF FACILITY
Clinical / Pilot Plant / R&D	898	12.2	20.4
Full Scale Manufacturing	1,729	23.6	39.3
Multi-Purpose	1,773	24.2	40.3
Total Conference and Exhibit Only Attendees Identified by Type of Facility	4,400	60.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Facility	2,937	40.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

4c. ATTENDEE TYPE			
ATTENDEE TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ATTENDEE TYPE
End User / Customer	3,928	53.5	58.9
Non-Exhibiting Supplier	1,768	24.1	26.5
Press*	26	0.4	0.4
Student	200	2.7	3.0
Other	747	10.2	11.2
Total Conference and Exhibit Only Attendees Identified by Attendee Type	6,669	90.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Attendee Type	668	9.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

* 25 people had a reg event code of EO (Exhibits Only) and 1 had an EPP (Exhibits Plus Pass) code.

5a. JOB CATEGORY			
JOB CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CATEGORY
Engineering (TOTAL)	1,486	20.2	23.0
Chemical	185	2.5	2.9
Civil	10	0.1	0.2
Control	59	0.8	0.9
Design	76	1.0	1.2
Electrical	52	0.7	0.8
Environmental	34	0.5	0.5
Maintenance	48	0.7	0.7
Mechanical	164	2.2	2.5
Multi-Disciplined	167	2.3	2.6
Packaging	112	1.5	1.7
Plant	31	0.4	0.5
Process	213	2.9	3.3
Project	182	2.5	2.8
Other Engineering	153	2.1	2.4
Production/Manufacturing (TOTAL)	2,794	38.1	43.2
Clinical	136	1.9	2.1
Facilities/Safety	200	2.7	3.1
Information Technology	57	0.8	0.9
Laboratory Q/A	47	0.6	0.7
Overall Operations	300	4.1	4.6
Processing Development	298	4.1	4.6
Processing	294	4.0	4.5
Packaging	285	3.9	4.4
Purchasing	98	1.3	1.5
QA/QC	111	1.5	1.7
Research/Development	474	6.5	7.3
Regulatory	29	0.4	0.5
Scientist	109	1.5	1.7
Supply Chain	95	1.3	1.5
Validation	128	1.7	2.0
Warehousing/Logistics	31	0.4	0.5
Other Production Manufacturing	102	1.4	1.6
Other (TOTAL)	2,187	29.8	33.8
Academic	136	1.9	2.1
Consulting	480	6.5	7.4
Sales Marketing	1,302	17.7	20.1
Other	269	3.7	4.2
Total Conference and Exhibit Only Attendees Identified by Job Category	6,467	88.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Category	870	11.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

5b. JOB RESPONSIBILITY			
JOB RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB RESPONSIBILITY
Corporate Management (VP level & above)	1,554	21.2	23.5
Director/Managerial	2,610	35.6	39.6
Non Managerial	2,434	33.2	36.9
Total Conference and Exhibit Only Attendees Identified by Primary Job Responsibility	6,598	90.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Responsibility	739	10.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

6a. PRODUCTS/DISCIPLINES FOR WHICH YOU HAVE PURCHASING, SPECIFYING, AND RECOMMENDATION RESPONSIBILITY			
PRODUCTS/DISCIPLINES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING RESPONSIBILITY
Analytical Equipment and Services	1,075	14.7	16.9
Business Services	690	9.4	10.8
Clean Room Equipment and Supplies	825	11.2	13.0
Consulting Services	865	11.8	13.6
Contract Manufacturing	973	13.3	15.3
Contract Packaging	615	8.4	9.7
Contract Research	254	3.5	4.0
Contract Services	338	4.6	5.3
Document and Knowledge Management	81	1.1	1.3
Drug Delivery Systems	417	5.7	6.5
Environmental Controls and Equipment	360	4.9	5.7
Facility Engineering and Maintenance	879	12.0	13.8
Information Technology	321	4.4	5.0
Instruments and Controls	787	10.7	12.4
Labeling, Coding and Marking	345	4.7	5.4
Medical Device and Design Equipment	62	0.8	1.0
Microarray Instrumentation	27	0.4	0.4
Packaging Machinery	800	10.9	12.6
Packaging Materials and Components	308	4.2	4.8
Process Systems, Controls and Automation	776	10.6	12.2
Processing and Manufacturing	1,679	22.9	26.4
Processing Machinery and Equipment	1,219	16.6	19.1
Proteomics Instrumentation and Software	160	2.2	2.5
Quality Control, Quality Assurance (QC, QA)	810	11.0	12.7
Warehousing, Distribution, Logistics	357	4.9	5.6
Total Conference and Exhibit Only Attendees Identified by Purchasing Responsibility	6,369	86.8	--
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Responsibility	968	13.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	--

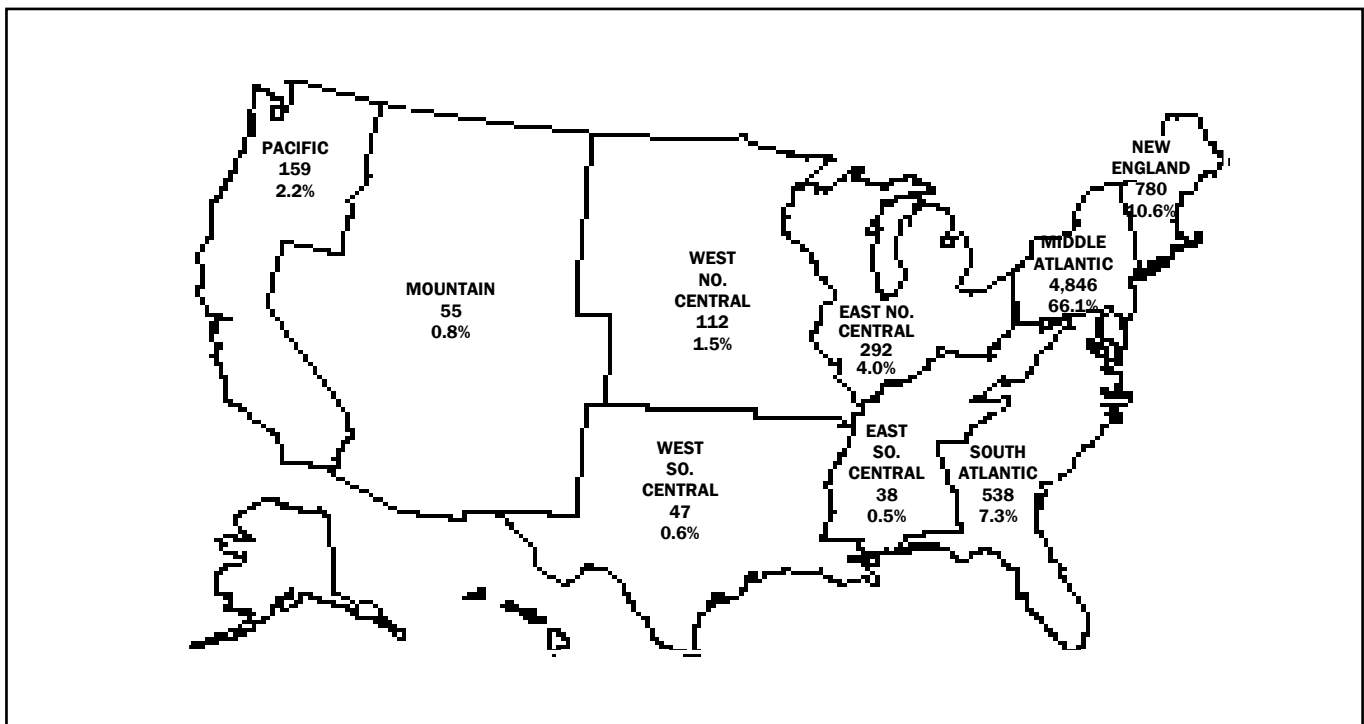
The above counts and percentages are based on 7,337 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

6b. INFLUENCE ON BUYING DECISION			
INFLUENCE ON BUYING DECISION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INFLUENCE
Significant Influence / Final Decision Maker	2,768	37.7	41.9
Initial Recommendation	2,015	27.5	30.5
Not Applicable	1,819	24.8	27.6
Total Conference and Exhibit Only Attendees Identified by Influence	6,602	90.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Influence	735	10.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	100.0

6c. AREAS OF INTEREST			
AREAS OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AREAS OF INTEREST
Automation & Controls	2,423	33.0	37.1
Contamination Control	1,321	18.0	20.2
Packaging	2,780	37.9	42.6
RFID	1,095	14.9	16.8
Facilities	2,326	31.7	35.6
Manufacturing	4,185	57.0	64.1
Contract Manufacturing	2,240	30.5	34.3
Lab Equipment	2,259	30.8	34.6
Supply Chain Management	1,374	18.7	21.0
Biotechnology/Biopharma	3,001	40.9	46.0
Total Conference and Exhibit Only Attendees Identified by Areas of Interest	6,531	89.0	--
Total Conference and Exhibit Only Attendees Not Identified by Areas of Interest	806	11.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,337	100.0	--

The above counts and percentages are based on 7,337 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. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	780	10.6	EAST SO. CENTRAL	38	0.5
Maine	3		Kentucky	22	
New Hampshire	54		Tennessee	9	
Vermont	7		Alabama	6	
Massachusetts	436		Mississippi	1	
Rhode Island	50		WEST SO. CENTRAL	47	0.6
Connecticut	230		Arkansas	5	
MIDDLE ATLANTIC	4,846	66.1	Louisiana	2	
New York	1,186		Oklahoma	2	
New Jersey	2,354		Texas	38	
Pennsylvania	1,306		MOUNTAIN	55	0.8
EAST NO. CENTRAL	292	4.0	Montana	1	
Ohio	85		Idaho	2	
Indiana	47		Wyoming	-	
Illinois	82		Colorado	17	
Michigan	45		New Mexico	8	
Wisconsin	33		Arizona	5	
WEST NO. CENTRAL	112	1.5	Utah	21	
Minnesota	29		Nevada	1	
Iowa	7		PACIFIC	159	2.2
Missouri	56		Alaska	-	
North Dakota	1		Washington	12	
South Dakota	1		Oregon	3	
Nebraska	13		California	144	
Kansas	5		Hawaii	-	
SOUTH ATLANTIC	538	7.3	UNITED STATES	6,867	93.6
Delaware	105		INTERNATIONAL	470	6.4
Maryland	120		Canada	147	
Washington, DC	8		Mexico	24	
Virginia	52		Other International	299	
West Virginia	15		Total Conference & Exhibit Attendees	7,337	100.0
North Carolina	131				
South Carolina	20				
Georgia	22				
Florida	65				





Registration Form

March 17-19, 2009 • New York, New York USA

General Information:

Prefix Mr, Ms, Mrs, Dr, etc. First Name MI

Last Name

Title (Must provide title to receive badge.)

Company

Division/PO, Box/Suite

Street Address

City

State/Prov. Zip/Postal Code

Country PRIORITY CODE

Telephone (Do not include international dialing code.)

Fax (Do not include international dialing code.)

E-mail Address

- Attendee Type**
 End user/Customer Non-Exhibiting Supplier Press Student Other _____ (Please specify)
- Influence on Buying Decision**
 Significant Influence/Final Decision Maker Initial Recommendation Not Applicable
- What is Your Level of Responsibility:**
 Corporate Management (VP level & above) Director/Managerial Non Managerial
- While at INTERPHEX, I will also visit: (check all that apply)**
 BIOTECHNICA America PharmaFacilities PharmaIT PharmaManufacturing
 PharmaSourcing & Services PharmaSupply Chain & Securities
- What are Your Areas of Interest: (check all that apply)**
 Automation & Controls Supply Chain Management Biotechnology/Biopharma
 Contamination Control Packaging R&D Facilities Manufacturing
 Contract Manufacturing Lab Equipment

We collect this data to provide you with information about INTERPHEX and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.interpheap.com or call our Privacy Administrator at 888.306.2344, or from outside the U.S. at 203.840.5810.

Cancellation Policy: INTERPHEX Conference registration fees are non-refundable. You may transfer your registration to a colleague from your company at any time by submitting written authorization. Cancellations received in writing on or before 2/16/09 will be processed in the form of a registration credit valid for INTERPHEX 2010. No credits will be issued for cancellations received after this date or for "no shows." Credit will expire if not used by INTERPHEX 2010 and no refunds will be given if the credit is not used in full.

All requests for cancellations should be submitted to:
 INTERPHEX 2009
 REFUNDS
 Reed Exhibitions - 383 Main Avenue
 Norwalk, CT 06851

Team discount: Registering 3 or more people from the same company at the same time.
Discounts apply to Conference Registration only. ONLY 1 DISCOUNT ALLOWED PER REGISTRATION.
 Contact Diana Press at 800-363-3631 or 203-840-5533.

6. Job Category (Check only one)

- ENGINEERING**
- aa. Chemical
 - ab. Civil
 - ac. Control
 - ad. Design
 - ae. Electrical
 - af. Environmental
 - ag. Maintenance
 - ah. Mechanical
 - aj. Multi-Disciplined
 - ak. Packaging
 - am. Plant
 - an. Process
 - ap. Project
 - aq. Other, Engineering (Please Specify) _____

PRODUCTION/MANUFACTURING

- aq. Clinical
- ar. Facilities/Safety
- as. Information Technology
- at. Laboratory/QA
- au. Overall Operations
- av. Processing Development
- aw. Processing
- ax. Packaging
- ay. Purchasing
- az. QA/QC
- ba. Research/Development
- bb. Regulatory
- bc. Scientist
- bd. Supply Chain
- be. Validation
- bf. Warehousing/Logistics
- bg. Other, Production/Manufacturing (Please Specify) _____

7. Primary Business/Industry

- a. Biotechnology/Biopharm
- b. Contract Research (CRU)
- c. Contract Manufacturing (CMO)
- d. Contract Packaging (CPO)
- e. Clinical/Pilot Plants
- f. Cosmetics/Toiletries
- g. Ethical/Proprietary Drugs
- h. Food & Beverage
- i. Generic Drugs
- j. Medical Devices/Diagnostics
- k. Nutraceuticals
- l. Research Laboratory
- m. Services
- n. Small Molecule Drugs
- o. Other: _____

8. Products/Disciplines for which you have purchasing, specifying and recommendation responsibility: (Check All That Apply)

- aa. Analytical Equipment and Services
- ab. Architectural/Engineering/Construction
- ac. Assay Instruments
- ad. Business Services
- ae. Cell Culture Systems and Equipment
- af. Clean Room Equipment and Supplies
- ag. Consulting Services
- ah. Contract Manufacturing
- aj. Contract Packaging
- ak. Contract Research
- am. Contract Services
- an. Document and Knowledge Management
- ap. Drug Delivery Systems
- aq. Environmental Controls and Equipment
- ar. Facility Engineering and Maintenance
- as. Information Technology
- at. Instruments and Controls
- au. Labeling, Coding and Marking

- aw. Laboratory Instrumentation, Supplies
- ax. Manufacturing Supplies
- ay. Medical Device and Design Equipment
- az. Microarray Instrumentation
- aa. Packaging Machinery

9. Please enter up to five keywords that describe your primary interests at the event.

Keyword 1 _____
 Keyword 2 _____
 Keyword 3 _____

10. Are you an ISPE Member?

a. Yes b. No
 Member ID# _____

11. Describe your Facility:

- a. Clinical/Pilot Plant/R&D
- b. Full Scale Manufacturing
- c. Multi-Purpose

12. Exhibits and Conference Fees

a. <input type="checkbox"/> Super Pass _____	Onsite/after Feb 16 \$1595 \$ _____
Including access to all educational offerings plus lunch each day	
b. <input type="checkbox"/> INTERPHEX Full Conference _____	\$1155 \$ _____
c. <input type="checkbox"/> INTERPHEX One-Day Conference Pass _____	\$635 \$ _____
Indicate day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	
d. <input type="checkbox"/> PharmaMedDevice Symposium _____	\$795 \$ _____
e. <input type="checkbox"/> PharmaMedDevice Symposium Day Pass _____	\$495 \$ _____
Indicate day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	
f. <input type="checkbox"/> Exhibits Plus Pass _____	\$150 \$ _____
g. <input type="checkbox"/> Exhibits Only Pass _____	FREE \$ _____
(Onsite: \$75)	

13. Method of Payment

- Check/money order for \$ _____ payable to Reed Exhibitions.
- Charge to my credit card: American Express Visa MasterCard \$ _____

SUBTOTAL: \$ _____
 Less 15% Team Discount (if applicable)
 OR Less 20% ISPE Member Discount

TOTAL: \$ _____

Account Number Expiration Date

Signature (I agree to pay the above total amount according to my card issuer's agreement.) _____ Cardholder Name (Please print.) _____

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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