

EVENT AUDIT


DATES OF EVENT:

Conference: March 24 – 28, 2009
 Exhibits: March 27 – 28, 2009

LOCATION:

Baltimore Convention Center, Baltimore, MD

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

1982

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 2 – 6, 2010
 Exhibits: March 5 – 6, 2010
 LOCATION: Baltimore Convention Center, Baltimore, MD

1. STATEMENT OF MARKET SERVED

Manufacturers and suppliers of emergency medical products and services.

Qualified attendees are professionals involved in providing prehospital emergency medical services.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. Their verification stub was collected and scanned. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and the tickets collected from the 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 | Sub-Total: Conference & Exhibit Only Attendees | Speakers | Media | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff* | Total |
|---------------------------|----------------|----------------------|------------------------|--|----------|-------|---|-------|
| 2009 | Baltimore, MD | 1,906 | 1,388 | 3,294 | 89 | 9 | 830 | 4,222 |
| 2008 | Baltimore, MD | 2,226 | 1,376 | 3,602 | 96* | 7 | 932 | 4,637 |
| 2007 | Baltimore, MD | 2,382 | 1,080 | 3,462 | 109 | 4 | 812 | 4,387 |
| 2006 | Baltimore, MD | 1,965 | 906 | 2,871 | 87 | 6 | 1,139 | 4,103 |

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

| 4. EMPLOYER/AFFILIATION | | | |
|--|-----------------|------------------|--|
| EMPLOYER/AFFILIATION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY EMPLOYER/AFFILIATION |
| Hospital | 228 | 6.9 | 10.3 |
| Private Ambulance | 319 | 9.7 | 14.4 |
| Fire Department/Rescue Squad | 663 | 20.1 | 29.9 |
| Third Service/Municipal Agency | 214 | 6.5 | 9.7 |
| Industrial/Commercial | 81 | 2.5 | 3.7 |
| Educational Institution | 143 | 4.3 | 6.4 |
| Military | 63 | 1.9 | 2.8 |
| Volunteer | 345 | 10.5 | 15.6 |
| Other | 159 | 4.8 | 7.2 |
| Total Conference and Exhibit Only Attendees Identified by Employer/Affiliation | 2,215 | 67.2 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Employer/Affiliation | 1,079 | 32.8 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 3,294 | 100.0 | 100.0 |

| 5. OCCUPATION/POSITION | | | |
|---|-----------------|------------------|---|
| OCCUPATION/POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY OCCUPATION/POSITION |
| Paramedic/EMT-I/EMT-D | 705 | 21.4 | 30.8 |
| EMT (Basic, 1st Responder) | 630 | 19.1 | 27.5 |
| Nurse/Instructor/Coordinator | 106 | 3.2 | 4.6 |
| Physician | 22 | 0.7 | 0.9 |
| Administrator/Supervisor, EMS Chief, Fire Chief, Other Chief & Company Officer | 529 | 16.1 | 23.1 |
| Military | 27 | 0.8 | 1.2 |
| Student | 52 | 1.6 | 2.3 |
| Other | 219 | 6.6 | 9.6 |
| Total Conference and Exhibit Only Attendees Identified by Occupation/Position | 2,290 | 69.5 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Occupation/Position | 1,004 | 30.5 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 3,294 | 100.0 | 100.0 |

| 6. PURCHASING ROLE | | | |
|---|-----------------|------------------|---------------------------------------|
| PURCHASING ROLE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY PURCHASING ROLE |
| Purchase | 677 | 20.6 | 36.0 |
| Approve | 522 | 15.8 | 27.7 |
| Recommend | 1,211 | 36.8 | 64.3 |
| Specify | 415 | 12.6 | 22.0 |
| Influence | 796 | 24.2 | 42.3 |
| Total Conference and Exhibit Only Attendees Identified by Purchasing Role | 1,883 | 57.2 | -- |
| Total Conference and Exhibit Only Attendees Not Identified by Purchasing Role | 1,411 | 42.8 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 3,294 | 100.0 | -- |

The above counts and percentages are based on 3,294 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one purchasing role, the total number of responses exceeds the total attendance and should not be added together.

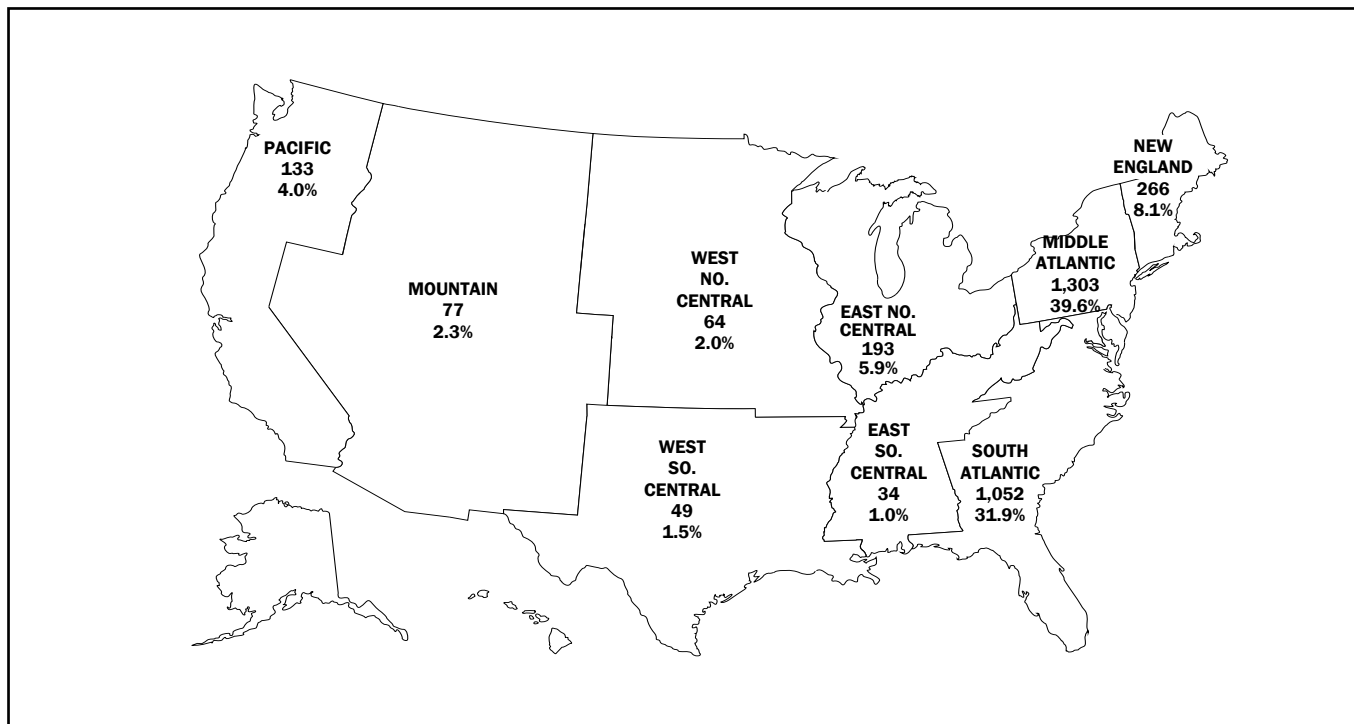
| 7. PRODUCT CATEGORIES CURRENTLY PURCHASE/PLAN TO PURCHASE IN 2009 | | | |
|--|-----------------|------------------|--|
| PRODUCT CATEGORIES | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY PRODUCT CATEGORIES |
| Advanced Life-Saving Equipment | 514 | 15.6 | 35.3 |
| Airway Equipment | 444 | 13.5 | 30.5 |
| Ambulances & Specialty Vehicles | 267 | 8.1 | 18.3 |
| Ambulance/Vehicle Accessories & Equipment | 339 | 10.3 | 23.3 |
| Apparatus | 125 | 3.8 | 8.6 |
| Apparel & Accessories | 347 | 10.5 | 23.8 |
| Association | 61 | 1.9 | 4.2 |
| Bags, Cases, Kits | 442 | 13.4 | 30.4 |
| Bar Coding | 70 | 2.1 | 4.8 |
| Basic Life-Saving Equipment | 395 | 12.0 | 27.1 |
| Billing Systems & Software | 72 | 2.2 | 4.9 |
| Communications | 191 | 5.8 | 13.1 |
| Computers | 218 | 6.6 | 15.0 |
| Consulting, Management, Legal Services | 62 | 1.9 | 4.3 |
| Data Management | 136 | 4.1 | 9.3 |
| Cardiac Monitors/Defibrillators/AEDs | 290 | 8.8 | 19.9 |
| Education and Training | 387 | 11.7 | 26.6 |
| Exhaust Removal Systems | 57 | 1.7 | 3.9 |
| Financial Institution/Leasing | 32 | 1.0 | 2.2 |
| GPS/Mapping Software | 160 | 4.9 | 11.0 |
| Hazardous Material Equipment | 150 | 4.6 | 10.3 |
| Health & Fitness | 188 | 5.7 | 12.9 |
| Immobilization Devices | 262 | 8.0 | 18.0 |
| Incident Management | 171 | 5.2 | 11.7 |
| Medical Equipment/Supplies | 513 | 15.6 | 35.2 |
| Lighting | 123 | 3.7 | 8.4 |
| Personal Protective Equipment | 333 | 10.1 | 22.9 |
| Pharmaceuticals | 177 | 5.4 | 12.2 |
| Publications | 174 | 5.3 | 12.0 |
| Recruitment | 134 | 4.1 | 9.2 |
| Rescue Equipment | 210 | 6.4 | 14.4 |
| Resuscitation Equipment | 245 | 7.4 | 16.8 |
| Self-Contained Breathing Apparatus | 71 | 2.2 | 4.9 |
| Shelters | 62 | 1.9 | 4.3 |
| Simulators/Manikins | 257 | 7.8 | 17.7 |
| Stations and Buildings | 94 | 2.9 | 6.5 |
| Stretchers | 234 | 7.1 | 16.1 |
| Tracheotomy/Tracheotomy Kits | 112 | 3.4 | 7.7 |
| Weapons of Mass Destruction (WMD) Detection | 95 | 2.9 | 6.5 |
| Weapons of Mass Destruction (WMD) Response | 107 | 3.2 | 7.3 |
| CE Courses | 252 | 7.7 | 17.3 |
| Other | 265 | 8.0 | 18.2 |
| Total Conference and Exhibit Only Attendees Identified by Products to Purchase | 1,456 | 44.2 | -- |
| Total Conference and Exhibit Only Attendees Not Identified by Products to Purchase | 1,838 | 55.8 | -- |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 3,294 | 100.0 | -- |

The above counts and percentages are based on 3,294 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 |
|-------------------------|--------------|-------------|
| NEW ENGLAND | 266 | 8.1 |
| Maine | 23 | |
| New Hampshire | 23 | |
| Vermont | - | |
| Massachusetts | 96 | |
| Rhode Island | 14 | |
| Connecticut | 110 | |
| MIDDLE ATLANTIC | 1,303 | 39.6 |
| New York | 479 | |
| New Jersey | 386 | |
| Pennsylvania | 438 | |
| EAST NO. CENTRAL | 193 | 5.9 |
| Ohio | 107 | |
| Indiana | 34 | |
| Illinois | 22 | |
| Michigan | 15 | |
| Wisconsin | 15 | |
| WEST NO. CENTRAL | 64 | 2.0 |
| Minnesota | 19 | |
| Iowa | 15 | |
| Missouri | 19 | |
| North Dakota | - | |
| South Dakota | - | |
| Nebraska | 7 | |
| Kansas | 4 | |
| SOUTH ATLANTIC | 1,052 | 31.9 |
| Delaware | 115 | |
| Maryland | 587 | |
| Washington, DC | 56 | |
| Virginia | 149 | |
| West Virginia | 24 | |
| North Carolina | 43 | |
| South Carolina | 9 | |
| Georgia | 13 | |
| Florida | 56 | |

| STATE | TOTAL | PERCENT |
|---|--------------|--------------|
| EAST SO. CENTRAL | 34 | 1.0 |
| Kentucky | 10 | |
| Tennessee | 8 | |
| Alabama | 14 | |
| Mississippi | 2 | |
| WEST SO. CENTRAL | 49 | 1.5 |
| Arkansas | - | |
| Louisiana | 6 | |
| Oklahoma | 1 | |
| Texas | 42 | |
| MOUNTAIN | 77 | 2.3 |
| Montana | 1 | |
| Idaho | 3 | |
| Wyoming | - | |
| Colorado | 42 | |
| New Mexico | 7 | |
| Arizona | 9 | |
| Utah | 6 | |
| Nevada | 9 | |
| PACIFIC | 133 | 4.0 |
| Alaska | 25 | |
| Washington | 45 | |
| Oregon | 5 | |
| California | 58 | |
| Hawaii | - | |
| UNITED STATES | 3,171 | 96.3 |
| INTERNATIONAL | 106 | 3.2 |
| Canada | 38 | |
| Mexico | 9 | |
| Other International | 59 | |
| Not Identified | 17 | 0.5 |
| Total Conference & Exhibit Attendees | 3,294 | 100.0 |



EMS Today 2009 | Registration Form

PRIORITY CODE:

Please type/print name and title as you wish them to appear on your name badge:

FIRST NAME _____

LAST NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

This address is my Home Office

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE () _____ FAX () _____

This phone is my Home Office

E-MAIL ADDRESS: _____

A UNIQUE EMAIL ADDRESS IS REQUIRED—YOUR CONFIRMATION SENT VIA EMAIL. EMAIL ADDRESS NEEDED FOR CEU CERTIFICATE LOGON.

YES, I WANT A CEU CERTIFICATE

| | |
|------------------------------------|---------------|
| CERTIFICATION/LICENSE # | |
| LICENSE STATE | DATE OF BIRTH |
| LEVEL OF LICENSURE/TYPE OF LICENSE | |
| LICENSE EXPIRATION DATE | |

IF YOU HAVE MULTIPLE CERTIFICATIONS, PLEASE FAX OR EMAIL THEM WITH YOUR FIRST AND LAST NAME TO: 972/620-2099 OR INQUIRY@EMSTODAYEXPO.COM

PLEASE CIRCLE THE NUMBERS OF THE MAIN SESSIONS YOU PLAN TO ATTEND:

Wednesday, March 25, 2009—Speed Networking (Limited to 100, add'l \$37) and Evening Sessions
1000 1001 1002 1003 1004 1005 1006 1007 1008

Thursday, March 26, 2009—Keynote and Morning Sessions

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

Thursday, March 26, 2009—Lunch & Learns (Limited to 25 each, add'l \$26)

L001 L002 L003 L004 L005 L006 (FREE Luncheon to first 105 attendees)

2013 Prehospital Care Research Forum Session Only

Thursday, March 26, 2009—Early Afternoon Sessions

3001 3002 3003 3004 3005 3006 3007 3008 3009

Thursday, March 26, 2009—Late Afternoon Sessions

4000 4001 4002 4003 4004 4005 4006 4007 4008 4009 4010

Friday, March 27, 2009—Morning Sessions

5001 5002 5003 5004 5005 5006 5007 5008 5009 5010

Friday, March 27, 2009—Early Afternoon Sessions

6001 6002 6003 6004 6005 6006 6007 6008 6009 6010

Friday, March 27, 2009—Late Afternoon Sessions

7001 7002 7003 7004 7005 7006 7007 7008

Saturday, March 28, 2009—Keynote and Early Afternoon Sessions

8000 8001 8002 8003 8004 8005 8006 8007 8008 8009 8010 8011 8012

Saturday, March 28, 2009—Late Afternoon Sessions

9001 9002

1. OCCUPATION/POSITION

- A. PARAMEDIC/EMT-I/EMT-D
- B. EMT (BASIC, 1ST RESPONDER)
- C. NURSE/INSTRUCTOR/COORDINATOR
- D. PHYSICIAN
- E. ADMINISTRATOR/SUPERVISOR, EMS CHIEF, FIRE CHIEF, OTHER CHIEF & COMPANY OFFICER
- F. MILITARY
- G. STUDENT
- H. OTHER _____

2. EMPLOYER/AFFILIATION

- 1. HOSPITAL
- 2. PRIVATE AMBULANCE
- 3. FIRE DEPT./RESCUE SQUAD
- 4. THIRD SERVICE/MUNICIPAL AGENCY
- 5. INDUSTRIAL/COMMERCIAL
- 6. EDUCATIONAL INSTITUTION
- 7. MILITARY
- 8. OTHER _____
- 9. VOLUNTEER

3. PURCHASING ROLE

- (Check all that apply)
- FA PURCHASE
 - FB APPROVE
 - FC RECOMMEND
 - FD SPECIFY
 - FE INFLUENCE

- I am eligible for the New Jersey EMT Training Fund
- Yes, I am a member of the American Ambulance Association
- Do you have any special needs? Please check here and our staff will contact you.

Please check off the events and workshops you will be attending:

Tuesday, March 24, 2009

- One-Day Preconference Workshops 8:00 a.m. – 5:00 p.m.
- (0001) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) **SOLD OUT!**
- (0002) EMS Command School: Hands-On Reality-Based Command Training **SOLD OUT!**

Wednesday, March 25, 2009

- One-Day Preconference Workshops 8:00 a.m. – 5:00 p.m.
- (0003) Advanced Airway Course (Classroom & Cadaver Lab) (Limit of 42) **SOLD OUT!**
- (0004) EMS Command School: Hands-On Reality-Based Command Training **SOLD OUT!**
- (0005) Trauma from A to Z
- (0006) Train the Trainer: OSHA Bloodborne Pathogens & Tuberculosis (Limit of 50)
- (0007) Multi-Lead Medics: 12-Lead ECG Interpretation

Wednesday, March 25, 2009

- Half-Day Preconference Workshop 8:00 a.m. – 12:00 p.m.
- (0008) Leadership Essentials for EMS Managers
- (0009) Discipline With Due Process: New Challenges Confronting Your Service
- (0010) ALS Assessment Workshop: Tips to Assist You in Assessing & Managing Complex Cases

Wednesday, March 25, 2009

- Half-Day Preconference Workshop 1:00 p.m. – 5:00 p.m.
- (0011) Test Development: Guidelines to Take Your Tests from Failing to Fabulous
- (0012) Issues and Innovations in EMS Systems
- (0013) Issues in Volunteer EMS Management

| | |
|--|-----------------------|
| <input type="checkbox"/> 1-Day Workshops 0001-0004 | Regular After Feb. 20 |
| Please check your selection above | \$270 |
| <input type="checkbox"/> 1-Day Workshops 0005-0007 | \$225 |
| Please check your selection above | |
| <input type="checkbox"/> 1/2-Day Preconference Workshops | \$135 |
| Please check your selection above | |

Subscription to JEMS

- A 6-month subscription to JEMS is included in your registration fee.
- Check here if you do not wish to receive JEMS.

Conference Fees (please check one)

| | |
|--|-----------------------|
| <input type="checkbox"/> Gold Passport 3-Day | Regular After Feb. 20 |
| Includes Wednesday Evening Sessions | \$495 |
| <input type="checkbox"/> Silver Passport 2-Day | \$375 |
| Includes Wednesday Evening Sessions | |
| <input type="checkbox"/> Wednesday Evening Sessions | \$50 |
| <input type="checkbox"/> One-Day Only | \$265 |
| <input type="checkbox"/> Exhibit Hall Only Pass | \$20 |
| (If you register for the conference your exhibit pass is included) | |
| <input type="checkbox"/> Guest Pass to Exhibits Only | \$20 |
| <input type="checkbox"/> Speed Networking | \$37 |
| <input type="checkbox"/> Lunch & Learn | \$26 |
| (Available to paid conference registrants only: 1, 2 or 3-day) | |

Please circle which days you will attend the main conference:

| | | | |
|---|-----------|----------|----------|
| | Thursday | Friday | Saturday |
| A Conference/Exhibit Hall Registration Fee | \$ _____ | | |
| B Preconference Workshop(s) | \$ _____ | | |
| C Six-month subscription to JEMS (\$21 value) | \$ _____ | INCLUDED | |
| D Discounts: (Good on 2-day or 3-day only) | -\$ _____ | | |
| Group - \$500 OR \$1,000 | | | |
| Military - \$100 (Please fax/mail a copy of your Military ID with your reg. form) | | | |
| (See page 9 for discount information.) | | | |

TOTAL AMOUNT ENCLOSED \$ _____

Payment Information:

- Enclosed is my check for \$ _____ payable in U.S. dollars to Reed Exhibitions.
- Enclosed is my Purchase Order # _____ for \$ _____.
- Charge my: VISA MasterCard AMEX

Account # _____

Exp. Date _____

Card Holder _____

Authorized Cardholder Signature _____

PRIVACY POLICY

We collect data to provide you with information about EMS Today Conference & Exposition and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.EMSTodayConference.com or call our Privacy Administrator at 1-888-306-2344 or 1-203-840-5810.

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www.exhibitsurveys.com



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