

Embedded Systems Conference Silicon Valley 2009



EVENT AUDIT

Learn today. Design tomorrow.



Silicon Valley • March 30 – April 2, 2009
McEnery Convention Center • San Jose

DATES OF EVENT:

Conference: March 30 – April 3, 2009
Exhibits: March 31 – April 2, 2009

LOCATION:

McEnery Convention Center, San Jose, CA

EVENT PRODUCER/MANAGER:

Company Name: TechInsights/CMP Media, LLC
Address: 600 Harrison Street
Phone: San Francisco, CA 94107
(415) 947-6626
Website (Show): <http://esc-sv09.techinsightsevents.com/>

REGISTRATION COMPANY:

ITN International Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 26 – 29, 2010
Exhibits: April 27 – 29, 2010
LOCATION: McEnery Convention Center, San Jose, CA

1. STATEMENT OF MARKET SERVED

Embedded Systems Conference serves the electronics systems design market and is dedicated to hardware, software, components, tools, and services. The conference and exhibition offer solutions for the entire system design process including improved design, writing more efficient code, real-time development, and more effective project management strategies.

Qualified attendees include engineers and technical management, executive and other business management, and design and development engineers. Other attendees include industry and financial analysts, consultants, product marketers, and investment banking/venture capital firms.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All conference, expo only and exhibitor booth staff registrants who registered pre show were required to pick up their badge and badge holder on-site before attending any conferences or visiting the exhibit hall. When a badge and badge holder was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

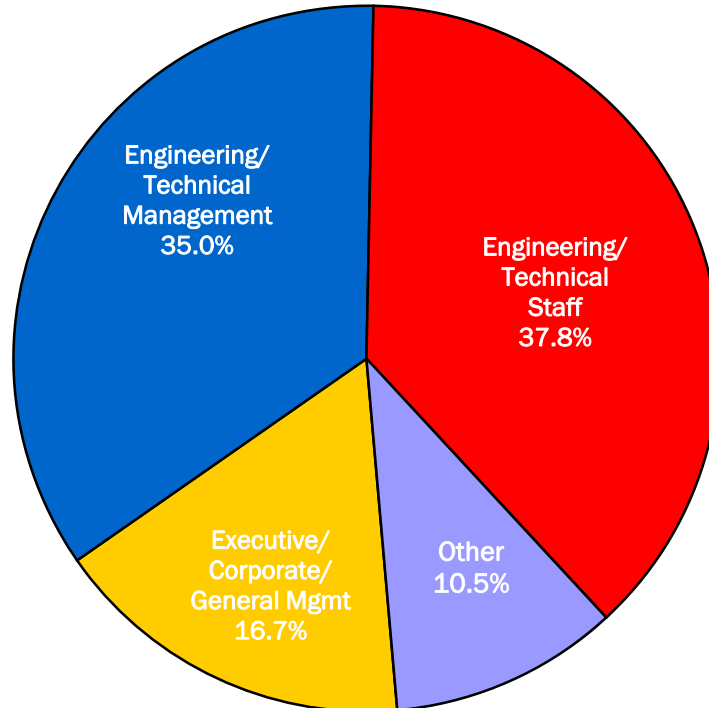
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Intellectual Property Symposium Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	San Jose	550	5,024	37	5,611	94	154	2,142	8,001
2006	San Jose	957	5,404	--	6,361	205	167	3,225	9,958
2005	San Francisco	1,301	5,242	--	6,543	279*	187*	3,145	10,154

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



4. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
ENGINEERING/TECHNICAL MANAGEMENT (NET)	1,788	31.9	35.0
Design & Development Engineering Management	1,022	18.2	20.0
Research & Development Engineering Management	416	7.4	8.2
Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)	525	9.4	10.3
Firmware/Software Engineering Management	298	5.3	5.8
ENGINEERING/TECHNICAL STAFF (NET)	1,929	34.3	37.8
Design & Development Engineering	970	17.3	19.0
Research & Development Engineering	458	8.2	9.0
Test Engineering	182	3.2	3.6
Systems Engineer	284	5.1	5.6
Hardware Engineer	360	6.4	7.1
Firmware/Software Engineer	618	11.0	12.1
EXECUTIVE/CORPORATE/GENERAL MANAGEMENT	854	15.2	16.7
OTHER	536	9.6	10.5
Total Conference and Exhibit Only Attendees Identified by Job Function	5,107	91.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	467	8.3	--
Intellectual Property Symposium Cross-Over Attendees	37	0.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,611	100.0	100.0

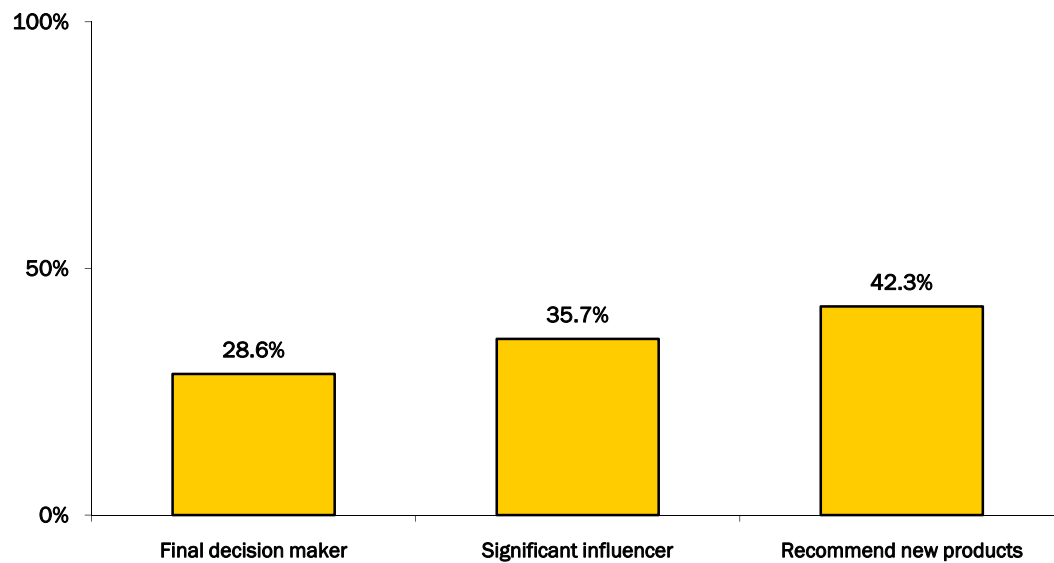
35.0% of the Attendees Have Engineering/Technical Management Job Functions



5. PURCHASING AUTHORITY FOR EMBEDDED PRODUCTS			
PURCHASING AUTHORITY FOR EMBEDDED PRODUCTS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
NET INFLUENCES	4,553	81.1	91.7
Final decision maker	1,418	25.3	28.6
Significant influencer	1,768	31.5	35.7
Recommend new products	2,101	37.4	42.3
Other	410	7.3	8.3
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	4,963	88.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	611	10.9	--
Intellectual Property Symposium Cross-Over Attendees	37	0.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,611	100.0	100.0

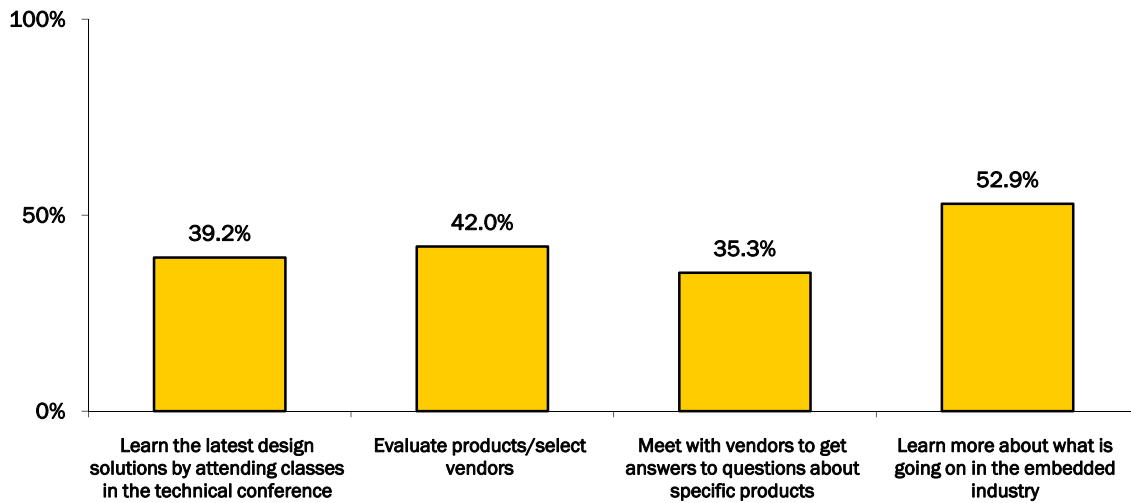
The above counts and percentages are based on 5,611 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

91.7% of the Attendees Influence the Purchase of Embedded Products



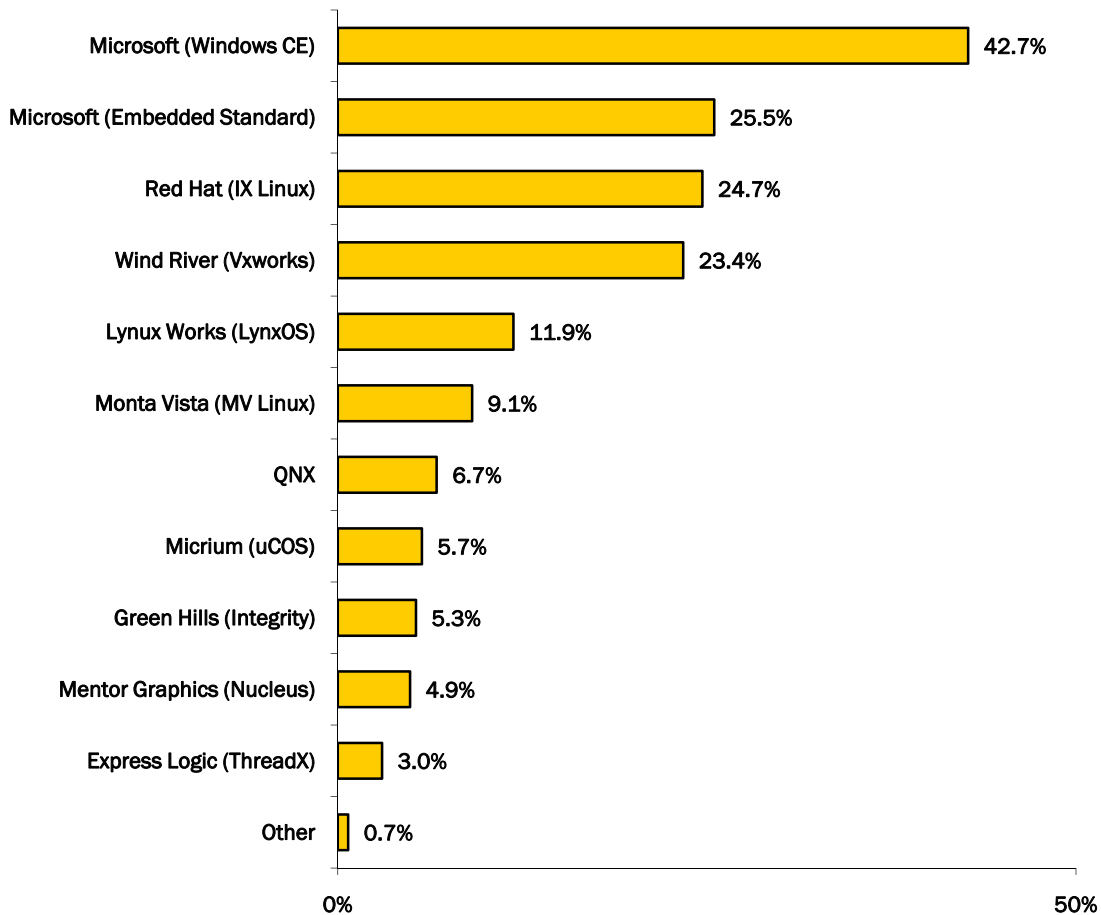
6. PRIMARY REASONS FOR VISITING			
PRIMARY REASONS FOR VISITING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY REASONS FOR VISITING
Learn the latest design solutions by attending classes in the technical conference	1,547	27.6	39.2
Evaluate products/select vendors	1,658	29.5	42.0
Meet with vendors to get answers to questions about specific products	1,391	24.8	35.3
Learn more about what is going on in the embedded industry	2,088	37.2	52.9
Total Conference and Exhibit Only Attendees Identified by Reasons for Visiting	3,946	70.3	--
Total Conference and Exhibit Only Attendees Not Identified by Reasons for Visiting	1,628	29.0	--
Intellectual Property Symposium Cross-Over Attendees	37	0.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,611	100.0	100.0

The above counts and percentages are based on 5,611 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.



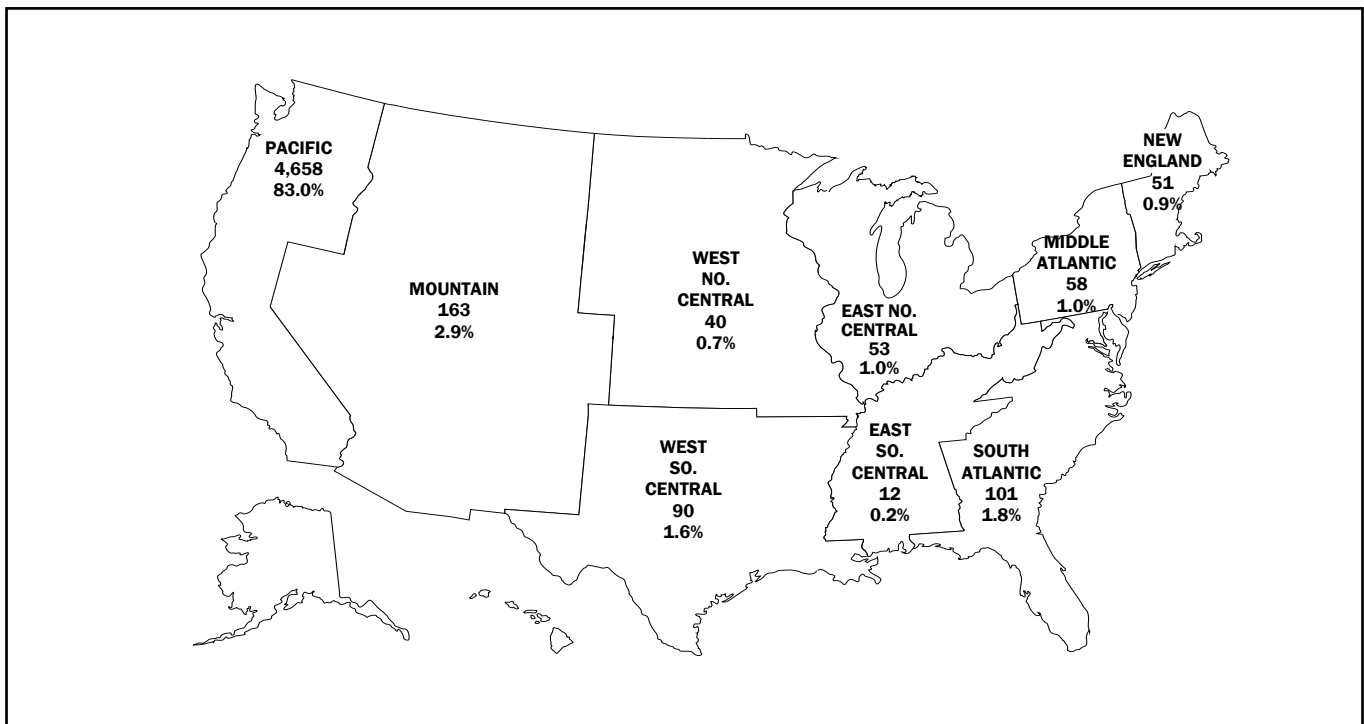
7. OPERATING SYSTEMS CURRENTLY USING			
OPERATING SYSTEMS CURRENTLY USING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY OPERATING SYSTEMS
Wind River (Vxworks)	970	17.3	23.4
Microsoft (Windows CE)	1,769	31.5	42.7
Microsoft (Embedded Standard)	1,058	18.9	25.5
Lynux Works (LynxOS)	494	8.8	11.9
Red Hat (IX Linux)	1,026	18.3	24.7
QNX	278	5.0	6.7
Monta Vista (MV Linux)	376	6.7	9.1
Micrium (uCOS)	235	4.2	5.7
Green Hills (Integrity)	219	3.9	5.3
Express Logic (ThreadX)	125	2.2	3.0
Mentor Graphics (Nucleus)	205	3.7	4.9
Other	27	0.5	0.7
Total Conference and Exhibit Only Attendees Identified by Operating Systems	4,146	73.9	--
Total Conference and Exhibit Only Attendees Not Identified by Operating Systems	1,428	25.4	--
Intellectual Property Symposium Cross-Over Attendees	37	0.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	5,611	100.0	100.0

The above counts and percentages are based on 5,611 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.



8a. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			8a. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES		
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	51	0.9	EAST SO. CENTRAL	12	0.2
Maine	--		Kentucky	2	
New Hampshire	8		Tennessee	2	
Vermont	1		Alabama	6	
Massachusetts	36		Mississippi	2	
Rhode Island	3		WEST SO. CENTRAL	90	1.6
Connecticut	3		Arkansas	1	
MIDDLE ATLANTIC	58	1.0	Louisiana	--	
New York	30		Oklahoma	1	
New Jersey	9		Texas	88	
Pennsylvania	19		MOUNTAIN	163	2.9
EAST NO. CENTRAL	53	1.0	Montana	1	
Ohio	14		Idaho	8	
Indiana	8		Wyoming	--	
Illinois	15		Colorado	29	
Michigan	9		New Mexico	20	
Wisconsin	7		Arizona	49	
WEST NO. CENTRAL	40	0.7	Utah	20	
Minnesota	27		Nevada	36	
Iowa	6		PACIFIC	4,658	83.0
Missouri	1		Alaska	--	
North Dakota	4		Washington	33	
South Dakota	--		Oregon	36	
Nebraska	--		California	4,585	
Kansas	2		Hawaii	4	
SOUTH ATLANTIC	101	1.8	Not Identified United States	140	2.5
Delaware	1		UNITED STATES	5,366	95.6
Maryland	36		INTERNATIONAL*	245	4.4
Washington, DC	1		Total Conference & Exhibit Attendees	5,611	100.0
Virginia	19				
West Virginia	--				
North Carolina	13				
South Carolina	1				
Georgia	3				
Florida	27				

* All International Countries are listed on the next page.



8b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
COUNTRY	TOTAL
Afghanistan	1
Argentina	1
Australia	2
Austria	1
Belarus	1
Belgium	1
Brazil	12
Canada	53
China	11
Denmark	1
Egypt	1
Finland	4
France	3
Germany	11
Hungary	2
India	17
Iran (Islamic Republic Of)	2
Ireland	4
Israel	4
Italy	2
Japan	17
Korea; Republic Of	2
Mexico	9
Morocco	1
Netherlands	3
New Zealand	2
Pakistan	1
Peru	1
Philippines	1
Poland	1
Portugal	1
Romania	1
Rwanda	1
Singapore	6
South Africa	4
Spain	1
Sweden	14
Switzerland	2
Taiwan; Republic Of China	10
Turkey	11
Tuvalu	1
United Arab Emirates	1
United Kingdom	19
Viet Nam	1
TOTAL INTERNATIONAL	245 (4.4%)

Register Today

Learn today. Design tomorrow.



Silicon Valley • March 30 – April 3, 2009

STEP 1 :: HOW TO REGISTER

BY FAX Submit form to:
415.947.6011

BY MAIL Submit form to:
TechInsights Events Registration Department
ESC Silicon Valley 2009
600 Harrison Street, 6th Floor
San Francisco, CA 94107

First Name _____ Last Name _____
 Job Title _____ Company _____
 Address _____ Suite/Floor/Mailstop _____
 City _____ State/Region _____ Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 Email _____

PAYMENT

Credit Card Number _____ MC VISA AMEX
 Expiration Date _____ Name on Card _____
 Signature _____

TechInsights respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant TechInsights products and services such as Webinars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read United Business Media's Privacy Policy (<http://ubmtechnology.com/united-business-media-lic-privacy-statement>) for further details.

Priority Code
 You may qualify for special pricing or discounts. Please enter the priority code from your ESC Silicon Valley 2009 event mailer label or invitations from print advertisements, web banners, email newsletters, or any other item.

Enter Priority Code Here _____

Approving Mgr. Name _____ Approving Mgr. Email _____

STEP 2 :: ATTENDEE DEMOGRAPHICS/SUBSCRIPTION INFORMATION

Must be completed before processing. This information helps determine the content of our events. Please circle your answers that apply to you to complete your registration. All fields marked () are required.

1. If you did not enter a priority code, how did you hear about the event?
 A) Colleague/Friend B) Catalog C) Email D) Direct Mail E) Exhibiting Company F) Radio Spots G) Banners H) Print Ads I) Other
2. Have you ever attended ESC Silicon Valley?
 A) Yes, I attended ESC Silicon Valley last year (2008)
 B) Yes, but not last year _____
 (please indicate years of past attendance)
 C) No, this is my first time

3. What are your primary reasons for visiting ESC Silicon Valley?

- A) Learn the latest design solutions by attending classes in the technical conference.
- B) Evaluate products/select vendors
- C) Meet with vendors to get answers to questions about specific products.
- D) Learn more about what is going on in the embedded industry.

4. What is your principal job function?

- A) Design & Development Engineering Mgt
- B) Research & Development Engineering Mgt
- C) Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)
- D) Firmware/Software Engineering Mgt
- E) Design & Development Engineering
- F) Research & Development Engineering
- G) Test Engineering
- H) Systems Engineer
- I) Hardware Engineer
- J) Firmware/Software Engineer
- K) Executive/Corporate/General Mgt
- L) Other

5. Please check all products which you currently or plan to specify, recommend, authorize, purchase or influence the purchase of.

- A) Microcontrollers/Microprocessors
- B) Digital Signal Processors
- C) Flash
- D) Analog/Mixed Signal Chips
- E) CPLDs/FPGAs
- F) System-on-Chip (SOC)
- G) Hardware IP/Cores
- H) Single Board Computers
- I) PCI Boards
- J) VME Boards
- K) cPCI Boards
- L) Embedded PCs
- M) DSP Boards
- N) Real-Time Operating Systems/Kernels
- O) Compilers/Cross Compilers
- P) Software Debuggers
- Q) Embedded Web/Internet Tools
- R) Embedded Databases
- S) Open Source Tools
- T) Java Tools
- U) Software Testing Tools
- V) Integrated Development Environments (IDEs)
- W) Linux Embedded Tools
- X) Security/Encryption Software
- Y) Test Instruments
- Z) Communications/Test Equipment

6. Please select all the vertical markets segments that you are designing products for (select all that apply);

- A) Computers/Systems/Peripherals
- B) Communication Systems
- C) Industrial Controls
- D) Test & Design Equipment
- E) Medical Equipment
- F) Automotive/Transportation & Equipment
- G) Consumer Electronics/Appliances
- H) Avionics/Government/Military Electronics

7. Please select ALL of the operating systems you are currently using

- A) Wind River (Vxworks)
- B) Microsoft (Windows CE)
- C) Microsoft (Embedded Standard)
- D) Lynux Works (LynxOS)
- E) Red Hat (IX Linux)
- F) QNX
- G) Monta Vista (MV Linux)
- H) Micrium (uCOS)
- I) Green Hills (Integrity)
- J) Express Logic (ThreadX)
- K) Mentor Graphics (Nucleus)
- L) Other

8. What is your purchasing authority for embedded products?

- A) Final decision maker
- B) Significant influencer
- C) Recommend new products
- D) Other

9. Do you intend to evaluate products at ESC Silicon Valley for purchase?

- A) within 3 months
- B) in 3-6 months
- C) in 6-12 months
- D) more than a year away
- E) I do not intend to evaluate products for purchase

10. If you register for a sponsored session, your name and e-mail address will be shared with that sponsor. As an added benefit, would you like to receive other 3rd party offers for relevant new products, services, and discounted offers via e-mail?

- A) Yes
- B) No

11. Do you wish to receive/continue to receive Embedded Systems Design magazine? For digital version system requirements, click here.

- A) Yes, in print
- B) Yes, in digital format*
- C) No

12. Check here to get more information about the UCSD Certification program

- A) I would like more information about the UCSD Certification Program

* The digital edition is now in a new web browser version with additional features such as advanced search, bookmarks, and numerous user enhancements. You can also download an offline version in its entirety.

STEP 3 :: CHOOSE A PACKAGE

Registration packages for every budget and schedule - for best conference rates, early registration is encouraged. No need to decide in advance which sessions you would like to attend/ Admission to all sessions is on a first-come, first-served basis onsite.

Package	Early Bird Before Jan. 16, 2009	Early By Feb. 27, 2009	Regular Price by March 27, 2009	On-site
All Access Pass (5 Days)	\$1,595	\$1,895	\$2,295	\$2,495

↑ BEST VALUE. Includes access to all ESC classes and tutorials (Monday – Friday), access to the ESC exhibit floor (Tuesday -Thursday), Daily Lunches (Monday - Friday), Downloadable Class Notes and Conference Proceedings, printed classnotes for the full day tutorials that you attend, MyESC Social Networking and all the benefits of the Exhibits Only Pass. This package includes the option to purchase a Build Your Own Embedded Systems (BYOES) kit for \$199. Limit one (1) to person.

ESC 3-Day Conference Pass	\$1,395	\$1,595	\$1,995	\$2,195
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↑ Attend any 90 minute ESC sessions (Monday – Wednesday, Tuesday - Thursday or Wednesday – Friday; registrant must make selection of days at point of registration), ESC exhibit floor (Tuesday - Thursday), Daily Lunches on days of attendance, ACE Awards, Opening Night Reception, Downloadable Class Notes and Conference Proceedings, MyESC Social Networking and all the benefits of the Exhibits Only Pass. This package includes the option to purchase a Build Your Own Embedded Systems (BYOES) kit for \$199. Limit one (1) to person.

ESC One Day Pass	\$495	\$695	\$895	\$995
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↑ Includes access to one full day of sessions or one full day tutorial (registrant is required to select the day he or she wishes to attend), ACE Awards, Opening Night Reception, MyESC Social Networking, ESC exhibit floor (Tuesday - Thursday), option to purchase a Build Your Own Embedded Systems (BYOES) kit for \$199. Limit one (1) to person.

1 Class Pass	\$150	\$180	\$203	\$218
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↑ This pass allows you access to your choice of one (1) 90 minute ESC Technical Session*, as well as ESC exhibit Floor (Tuesday - Thursday), ACE Awards, Opening Night Reception, MyESC Social Networking and all the benefits of the Exhibit Only Pass. This package does not include access to any of the ESC full day tutorials, lunches, or Conference Proceedings.

- A maximum of three (3) one class passes can be purchased.

Exhibits Plus Pass	\$195	\$234	\$263	\$283
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↑ Access to the three-day Exhibit (March 31 – April 2). Plus Keynotes, Industry Addresses, Sponsored Technical Sessions, Tear-downs, Opening Night Reception, MyESC Social Networking and the conference proceedings. Option to purchase one (1) class passes.

Exhibits Pass	FREE	FREE	FREE	\$95
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↑ Access to the three-day Exhibit (March 31 – April 2). Plus Keynotes, Industry Addresses, Sponsored Technical Sessions, Tear-downs, Opening Night Reception, MyESC Social Networking. Option to purchase one (1) class passes.

Techn Insights respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant Techn Insights products and services such as Webinars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read United Business Media's Privacy Policy: (<http://ubmtechnology.com/united-business-media-llc-privacy-statement>) for further details.

Group Discounts

ESC Silicon Valley 2009 offers group discounts if you register 4 or more people from your company. Group discounts are valid only on the All Access Passes and ESC Three-Day Conference Passes. All group discount registrations must be submitted from the same company, at the same time (within 24 hours), and paid in full. To register your group, please complete one registration form per attendee, and fax to 415.947.6011. Each attendee must complete and submit a separate registration form. Group discounts cannot be combined with any other offers.

Groups of 4 - 10: save 20% off of current registration pricing

Groups of 11 or more: save 25% off of current registration pricing

ESC Silicon Valley 2009 offers the best pricing if you register early. Group discounts will be applied to the registration in effect at time of registration, provided registration is complete and paid in full by 4pm P.S.T. of the pricing deadline (i.e. early bird pricing expires on January 16, 2009 -- to receive a group discount off of the early bird pricing all registration must be completed and paid in full by 4pm P.S.T. on January 16, 2009). If you have any questions, please contact the registration department at 800.441.8826 or 415.947.6130 for assistance.

Downgrades

Written requests for a downgraded pass must be received no later than March 13, 2009 for a full refund on the difference of registration fees between the value of the original and downgraded pass.

Upgrades

Upgrade pass requests should be submitted in writing and faxed to 415-947-6020 along with payment information for the difference in value.

Registration Policies

If you need to cancel your ESC Silicon Valley 2009 Conference registration, you may do so for a full refund, less a \$250.00 service charge until March 13, 2009. Attendees who register prior to or after the deadline date, who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Sorry, no refunds are available for no-shows. If you are unable to attend the event, we

recommend that you send a substitution in your place. You may download the Registration Change Form for cancellations, substitutions or changes and fax it to (415) 947-6011 for processing or mail your request to:

TechInsights Events Registration Department
ESC Silicon Valley 2009
600 Harrison Street, 6th Floor
San Francisco, CA 94107

If you have any questions please call (415) 947-6130 or (800) 441-8826 or email James Boatright at Jboatright@ubm-us.com.

Written requests for a downgraded pass must be received no later than March 13, 2009 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after March 13, 2009 cannot be accommodated. Upgrade pass requests must be submitted in writing along with payment information for the difference in value. TechInsights reserves the right to rescind any registration and in that event will return 100% of the registration fee. All dates and times of the ESC Silicon Valley 2009 program are subject to change.

If you have a disability and require special assistance, please call us at (800) 441-8826 by March 16, 2009.

ESC attendees must be 18 years of age or older.

Event is open only to trade participants and is not open to the public.

ESC Silicon Valley 2009 reserves the right to make changes to the program and speakers, or to cancel sessions if enrollment criteria are not met, or when conditions beyond its control prevail. All sessions are filled on a first come, first seated basis. Arrive early to ensure a seat! Recording devices and cameras, still or video, are prohibited. Due to safety concerns, no one under the age of 18 (including infants in strollers) will be permitted on the premises at any time during ESC Silicon Valley 2009.

Registering For More Than One Package

Please contact the registration department to purchase more than one package. Please note you will be issued two conference badges if you register for more than one package.

Payment Policies

Full payment of conference and tutorial registration fees must accompany your completed registration form. Checks, traveler's checks, money orders, VISA, MasterCard and American Express are accepted for payment in U.S. funds only. International attendees may also pay via bank transfer. Sorry, Purchase Orders are not accepted for this event. To qualify for early registration discounts, registration form and payment must be received on or before the cut-off date for that specified pricing.

International Bank Transfers

All fees payable in U.S. Dollars only. FEDWIRE and SWIFTWIRE transfer should be directed to:

TechInsights/Embedded Systems Conference
Chase Manhattan Bank
55 Water Street
New York, NY 10041

A copy of the bank transfer must accompany the registration form and mailed to the address listed in the "CANCELLATIONS, SUBSTITUTIONS, DOWNGRADES AND UPGRADES" section of this confirmation letter.

Account Name: TechInsights
Account Number: 097031291
ABA #: 021000021

Please reference the name of the registrants as well as the following "ESC SV 60-520-5400-21580-0904" on the transfer, and include a copy of the bank transfer document with your faxed or mailed registration form.

Taxpayer ID Number

The tax ID number for ESC Silicon Valley is 11-2240940. Please fax your W-9 requests to Registration Customer Service at (415) 947-6020 for completion.

Mailing Lists

Please notify us if any of the following occur: Change of address: If you're moving, or if your conference guide (or other print collateral piece) is addressed incorrectly, please fax your corrections to (415) 947-6020, Attn: ESC Silicon Valley List Correction to make corrections on your mailing address with your corrections. You may also mail any corrections to us at:

TechInsights Events Registration Department

**ESC Silicon Valley 2009
600 Harrison Street, 6th Floor
San Francisco, CA 94107**

Duplicate Conference guides & Removal from Mailing List:

If you're receiving duplicate copies of our conference guides (or other print collateral pieces), please enclose the address area from each duplicate print piece you'd like to be removed from and mail or fax to the above address/fax. To be removed from the mailing list, please fax or mail your address area from your printed piece with instructions to be removed from the mailing list.

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7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
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