

EVENT AUDIT

INTEROP[®]

LAS VEGAS | MAY 19-MAY 21, 2009

DATES OF EVENT:

Conference: May 17-21, 2009
Exhibits: May 19-21, 2009

LOCATION:

Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: TechWeb
Address: 600 Harrison Street, 6th Floor
San Francisco, CA 94107
Phone: 415.947.6111
Website (Show): www.interop.com/lasvegas

REGISTRATION COMPANY:

Wingate Studios
Phone: 801.722.3200

YEAR EVENT ESTABLISHED:

1979

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 25-30, 2010
Exhibits: April 27-29, 2010

LOCATION:

Las Vegas, NV

1. STATEMENT OF MARKET SERVED:

Interop attendees represent all segments of the technology buying process: IT Professionals (CIO's, CTO's, VPs of Technology, IT directors and managers, developers) Channel Professionals (System integrators, distributors, and VARs) Carriers/Service providers, Enterprise buyers (500+ employees) and SMB (<500 employees).

REGISTRATION CRITERIA: This tradeshow is open to all those within the business community over the age of eighteen who are involved in the market served.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. No badges were mailed for pre-registered attendees. All pre-registration was done on-line. All pre-registered attendees received confirmation of their completed registration and were required to show a government issued id at the registration counter at the show. Once the id was checked, the pre-registrant's badge was printed and a badge holder was issued. The printing of the badge created a time stamp in the electronic database to verify that pre-registrant was officially an attendee. On-site registrants used computers at the on-site registration kiosks to electronically register for the event. Their information went to the badge /holder pick-up area where they were required to show a government issued id to receive their newly printed badge. No hard copy registration took place on site, however a hard copy form may have been brought in from one of the pre-show mailers

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	Las Vegas, NV	1,478	6,968	8,446	383	196	4,104*	13,129
2008	Las Vegas, NV	2,846	8,626	11,472	449	269	3,851	16,041
2007	Las Vegas, NV	2,034	10,296	12,330	328	205	4,486	17,349
2006	Las Vegas, NV	1,936	10,540	12,476	258	194	4,625	17,553

*Note: All registered exhibitors were included in the total for 2009.

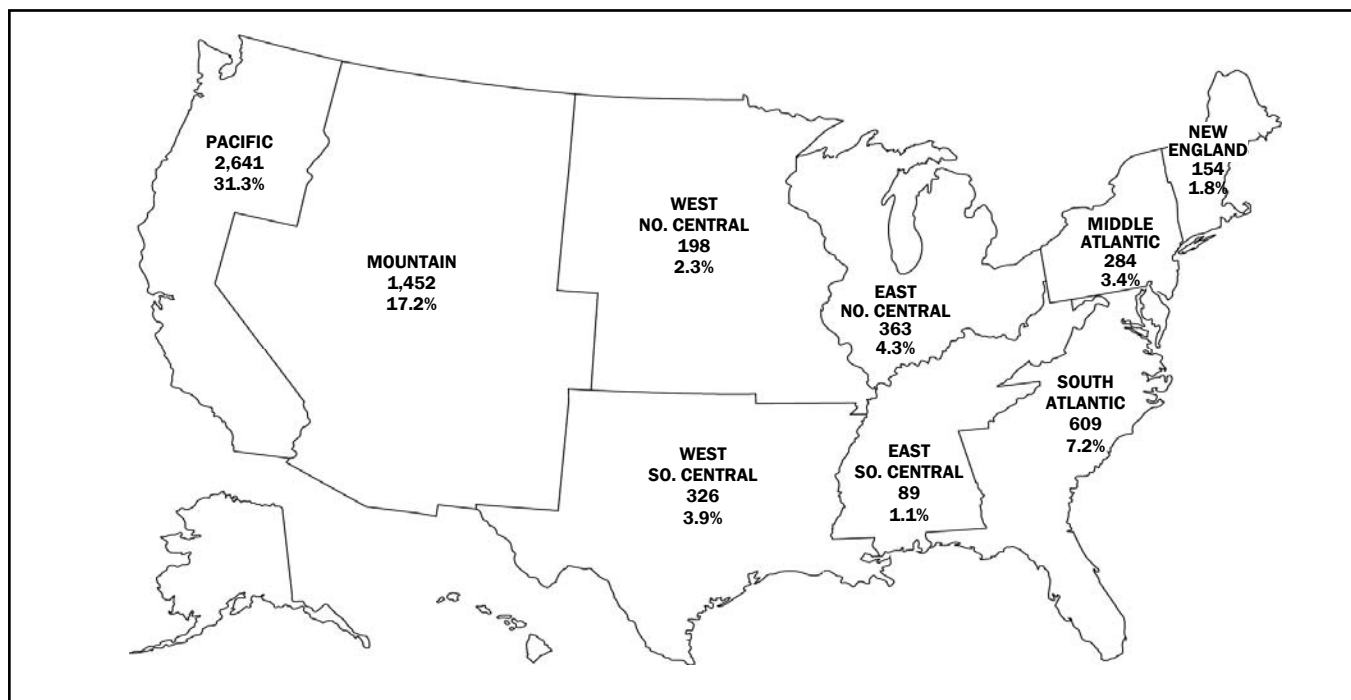
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
CARRIER/SERVICE PROVIDER	620	7.3	9.5
Sub-Total Carrier/Service Provider	620	7.3	9.5
TECHNICAL INDUSTRY			
Computer/Networking Manufacturer	882	10.4	13.5
Software Publisher/Developer/ISV	673	8.0	10.3
Other Technology Industry	728	8.6	11.1
Sub-Total Technical Industry	2,283	27.0	34.9
TECHNICAL CHANNEL			
Systems/Network Integrator	281	3.3	4.3
Computer Retailer/Wholesaler/Distributor	71	0.8	1.1
VAR/VAD	139	1.6	2.1
Computer/Network Consultants	264	3.1	4.0
Other Technology Channel	61	0.7	0.9
Sub-Total Technical Channel	816	9.7	12.5
GENERAL BUSINESS			
Consulting	236	2.8	3.6
Education	391	4.6	6.0
Government	391	4.6	6.0
Military	53	0.6	0.8
Manufacturing (non-computer)	185	2.2	2.8
Finance/Banking/Accounting	300	3.6	4.6
Medical/Healthcare/Pharmaceuticals	256	3.0	3.9
Retail/Distributor/Wholesaler (non-computer)	131	1.6	2.0
Media/Entertainment/Marketing	207	2.5	3.2
Transportation/Utilities/Energy	100	1.2	1.5
Construction/Architecture/Engineering	99	1.2	1.5
Venture Capitalist/Investment Banking	49	0.6	0.7
Business/Professional Services (non-computer)	109	1.3	1.7
Other Qualified Business	310	3.7	4.7
Sub-Total General Business	2,817	33.4	43.1
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,536	77.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,910	22.6	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,446	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/CEO/Owner	1,106	13.1	16.4
CIO/CTO/CSO/CXO	343	4.1	5.1
Vice President	551	6.5	8.2
Director	955	11.3	14.2
Manager	1,609	19.1	23.9
Staff	1,525	18.1	22.7
Other	635	7.5	9.4
Total Conference and Exhibit Only Attendees Identified by Job Title	6,724	79.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	1,722	20.4	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,446	100.0	

4c. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY COMPANY SIZE
50,000 or more	616	7.3	9.2
10,000 - 49,999	552	6.5	8.2
1,000 - 9,999	1,110	13.1	16.5
500 - 999	484	5.7	7.2
250 - 499	457	5.4	6.8
100 - 249	722	8.5	10.8
1 - 99	2,775	32.9	41.3
Total Conference and Exhibit Only Attendees Identified by Company Size	6,716	79.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	1,730	20.5	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	8,446	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	312	2.7	EAST SO. CENTRAL	89	1.1
Maine	11		Kentucky	17	
New Hampshire	22		Tennessee	38	
Vermont	3		Alabama	26	
Massachusetts	209		Mississippi	8	
Rhode Island	10		WEST SO. CENTRAL	326	3.9
Connecticut	57		Arkansas	7	
MIDDLE ATLANTIC	579	5.0	Louisiana	8	
New York	284		Oklahoma	31	
New Jersey	181		Texas	280	
Pennsylvania	114		MOUNTAIN	1452	17.2
EAST NO. CENTRAL	692	6.0	Montana	24	
Ohio	136		Idaho	30	
Indiana	27		Wyoming	13	
Illinois	294		Colorado	168	
Michigan	169		New Mexico	38	
Wisconsin	66		Arizona	212	
WEST NO. CENTRAL	374	3.3	Utah	131	
Minnesota	135		Nevada	836	
Iowa	53		PACIFIC	2641	31.3
Missouri	76		Alaska	7	
North Dakota	17		Washington	175	
South Dakota	12		Oregon	55	
Nebraska	32		California	2374	
Kansas	49		Hawaii	30	
SOUTH ATLANTIC	966	8.4	UNITED STATES	6116	0.7
Delaware	10		INTERNATIONAL	746	8.8
Maryland	145		Canada	219	
Washington, DC	41		Mexico	67	
Virginia	249		Other International	460	
West Virginia	10		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	6862	81.2
North Carolina	121		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	1584	18.8
South Carolina	34		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	8,446	100.0
Georgia	142				
Florida	214				



REGISTRATION FORM
www.interop.com/lasvegas

HOW TO REGISTER
 Online: www.interop.com/lasvegas
 By Fax: 801-932-1713
 By Phone: 800-745-6493, International 801-617-0403
 By Mail: Interop Las Vegas 2009, P.O. Box 524, Orem, Utah 84059

PRIORITY CODE: If you have a priority code, please enter it here.

4 HOTEL ACCOMMODATIONS
 For a complete list of available hotels go to www.interop.com/hotel. To submit your request by fax, specify your arrival and departure dates along with any special requirements, below. Please fax to 801-932-1713. Or, email your request to support@interop.com or call 801-617-0403.

HOTEL NAME _____
 RATE _____
 SINGLE ROOM OR DOUBLE ROOM
 ARRIVAL DATE _____ DEPARTURE DATE _____
 SPECIAL REQUIREMENTS _____

1 PERSONAL INFORMATION

FIRST NAME _____ LAST NAME _____
 JOB TITLE _____ COMPANY _____
 ADDRESS 1 _____
 ADDRESS 2 _____
 ADDRESS 3 _____
 CITY _____ STATE/PROVINCE _____
 ZIP/POSTAL CODE _____ COUNTRY _____
 EMAIL ADDRESS* _____
 ALTERNATE EMAIL ADDRESS _____
 TELEPHONE _____

* A valid email is required for registration verification. For details about the use of the information please read the TechWeb Privacy Statement at <http://www.cmpnet.com/privacy/privacy.html>.

I would like to receive relevant information about events, products and services from Interop/TechWeb exhibitors or partner companies via email.

2 PACKAGE SELECTION

	EARLY BIRD On or before Friday 4/17/09	REGULAR 4/18/09-5/16/09	ON-SITE On or after 5/17/09
<input type="checkbox"/> Flex Pass	\$2,895	\$3,995	\$3,295
<input type="checkbox"/> Interop Conference + Workshop	\$2,495	\$2,695	\$2,895
<input type="checkbox"/> Interop Conference	\$1,895	\$2,095	\$2,295
<input type="checkbox"/> CEO Boot Camp	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> Enterprise Cloud Summit	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> 2-Workshops	\$1,590	\$1,790	\$1,990
<input type="checkbox"/> 1-Workshop	\$795	\$895	\$995
<input type="checkbox"/> NAC Day	\$795	\$895	\$995
<input type="checkbox"/> Virtualization Day	\$795	\$895	\$995
<input type="checkbox"/> Expo Plus	\$150	\$195	\$295
<input type="checkbox"/> Expo Only	FREE	\$100	\$100

3 PAYMENT METHOD (Prepayment is required)
 Payment in U.S. Funds, drawn on a U.S. bank, MUST accompany this form for your registration to be processed. For additional registrations, please make a copy of this form (each registration MUST be filled out separately).
 Check Number (Made payable to Interop Las Vegas 2009): _____ Amount: \$ _____
 CREDIT CARD AUTHORIZATION MasterCard Visa American Express
 I would like to use my credit card to charge my attendance.
 CREDIT CARDHOLDER'S NAME: _____
 CARD NUMBER: _____
 3 OR 4 DIGIT SECURITY CODE: _____
 EXPIRATION DATE: _____
 SIGNATURE OF CREDIT CARDHOLDER: _____

REGISTRATION POLICIES - CANCELLATIONS, SUBSTITUTIONS & CHANGES
 If you need to cancel your Interop Las Vegas 2009 Conference registration, you may do so for a full refund, less a \$250 US service charge until May 4, 2009. Attendees who register prior to the deadline date, who do not cancel in writing by the deadline date applicable 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. Please fax your cancellation or substitution request to 801-932-1713 using the Registration Change Form.
 Written requests for a downgraded pass must be received no later than May 4, 2009 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after May 4, 2009 cannot be accommodated.
 Legally pass requests must be submitted in writing along with payment information for the difference in value. Techweb, a division of UBM LLC, reserves the right to resound any registration and in that event will return 100% of the registration fee. All dates and times of the Interop Las Vegas 2009 program are subject to change.
 If you have a disability and require special assistance, please call the operations manager at 415-361-4236 by May 1, 2009. Persons under the age of 18 are not permitted at Interop Las Vegas 2009. Smoking, drinking and use of alcohol is prohibited. Event is open only to trade participants and is not open to the public. Recording devices and cameras, still or video, are prohibited. Attendee consents to any recording of the event by Techweb, a division of UBM LLC or its designers.

5 ATTENDEE PROFILE
 This section must be completed to process your registration and create your event badge.

Job Function Check all that apply

<input type="checkbox"/> Corporate Management	<input type="checkbox"/> Architect	<input type="checkbox"/> Telecommunications
<input type="checkbox"/> Business Development/Sales/Marketing	<input type="checkbox"/> Systems	<input type="checkbox"/> Call Center Management
<input type="checkbox"/> Product Management	<input type="checkbox"/> Networking	<input type="checkbox"/> Web Development/Management
<input type="checkbox"/> Purchasing	<input type="checkbox"/> Application Development	<input type="checkbox"/> IT Consultant
<input type="checkbox"/> Operations/Facilities	<input type="checkbox"/> Management of Systems/Networks/apps	<input type="checkbox"/> Non-IT Consultant
<input type="checkbox"/> Customer Service/Support	<input type="checkbox"/> Compliance	<input type="checkbox"/> Other Job Function
<input type="checkbox"/> Financial/Accounting/HR	<input type="checkbox"/> Database	<input type="checkbox"/> If other, please specify
<input type="checkbox"/> IT Management	<input type="checkbox"/> Security/Privacy	

Job Title check only one

President/CEO/Owner Director Other If other, please specify
 VP/CTO/COO/CSO Manager Staff
 Vice President

Company Type Check all that apply

General Business	<input type="checkbox"/> Venture Capitalist/Investment Banking	<input type="checkbox"/> Computer Network Consultant/Other Technology Channel <input type="checkbox"/> If other, please specify
<input type="checkbox"/> Financial Services/Banking	<input type="checkbox"/> Manufacturing (non-computer)	
<input type="checkbox"/> Medical/Healthcare/Pharmaceuticals Manufacturer	<input type="checkbox"/> Business/Professional Services (non-computer)	
<input type="checkbox"/> Retail/Distributors/Wholesaler (non-computer)	<input type="checkbox"/> Consulting	Technology Industry
<input type="checkbox"/> Government	<input type="checkbox"/> Other General Business <input type="checkbox"/> If other, please specify	<input type="checkbox"/> Computer/Networking Manufacturer
<input type="checkbox"/> Military		<input type="checkbox"/> Software Publisher/Developer/ISV
<input type="checkbox"/> Education		<input type="checkbox"/> Other Technology Industry <input type="checkbox"/> If other, please specify
<input type="checkbox"/> Web/Internet/Online Business	Technology Channel	
<input type="checkbox"/> Media/Other Internet/Marketing	<input type="checkbox"/> System/Network Integrator	
<input type="checkbox"/> Transportation/Utilities/Energy	<input type="checkbox"/> Computer Retailer/Wholesaler/Distributor	Carrier/Service Provider
<input type="checkbox"/> Construction/Architecture/Engineering	<input type="checkbox"/> VENDOR	

Company Size Check all that apply

<input type="checkbox"/> 50,000 or more	<input type="checkbox"/> 500-999	<input type="checkbox"/> 1-99
<input type="checkbox"/> 10,000-49,999	<input type="checkbox"/> 250-499	
<input type="checkbox"/> 1,000-999	<input type="checkbox"/> 100-249	

Purchase Role Check all that apply

Authorize Specify Recommend Identify/Need No Role

Product Interest Check all that apply

<input type="checkbox"/> Application Performance	<input type="checkbox"/> Servers
<input type="checkbox"/> Call Center Center	<input type="checkbox"/> Services from Carrier/SP/ISPs
<input type="checkbox"/> Cloud Computing	<input type="checkbox"/> SOA/Web Services
<input type="checkbox"/> Collaboration	<input type="checkbox"/> Social Networking
<input type="checkbox"/> Data Center	<input type="checkbox"/> Software as a Service (SaaS)
<input type="checkbox"/> Enterprise Software	<input type="checkbox"/> Storage
<input type="checkbox"/> Green IT	<input type="checkbox"/> Unified Communications
<input type="checkbox"/> IT Automation	<input type="checkbox"/> Virtualization
<input type="checkbox"/> Network Infrastructure	<input type="checkbox"/> VoIP/Unified
<input type="checkbox"/> Network Management	<input type="checkbox"/> Web 2.0
<input type="checkbox"/> Mobile Devices	<input type="checkbox"/> Wireless Technologies
<input type="checkbox"/> Operating Systems	<input type="checkbox"/> Other Product Interest(s) <input type="checkbox"/> If other, please specify
<input type="checkbox"/> Outsourcing	
<input type="checkbox"/> Security (IT)	
<input type="checkbox"/> Security (Physical)	

Company Annual IT Budget Check only one

<input type="checkbox"/> \$50 million or more	<input type="checkbox"/> \$100,000 to less than \$1 million
<input type="checkbox"/> \$100 million to less than \$500 million	<input type="checkbox"/> \$25,000 to less than \$100,000
<input type="checkbox"/> \$10 million to less than \$100 million	<input type="checkbox"/> Less than \$25,000
<input type="checkbox"/> \$1 million to less than \$10 million	<input type="checkbox"/> Don't know

Questions? Call Customer Service at 800-745-6493 (toll free); International 801-617-0403 or visit Interop.com

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 Fax: +1 203.447.2900
www.bpaww.com



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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 BPA WORLDWIDE

We have examined the attendee records of INTEROP LAS VEGAS 2009 for the date and location as reported in this BPA 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 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
 November 4, 2009
 TYPE: EVENT AUDIT
 ID Number: E967X0M9