

AIA 2009 CONVENTION



EVENT AUDIT

AIA 09

NATIONAL CONVENTION AND DESIGN EXPOSITION SAN FRANCISCO

DATES OF EVENT:

Conference: April 29 – May 2, 2009
Exhibits: April 30 – May 2, 2009

LOCATION:

San Francisco, CA

EVENT PRODUCER/MANAGER:

Company Name: The American Institute of Architects
Address: 1735 New York Avenue, NW
Washington, D.C. 20006-5292
Phone: 202.626.7353
Website (Show): www.aia.org

REGISTRATION COMPANY:

Laser Registration
Phone: 514.228.3000

YEAR EVENT ESTABLISHED:

1867

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 10 – 12, 2010
Exhibits: June 10 – 12, 2010

LOCATION:

Miami, FL

1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for Architects and Building Industry Professionals. Attendees include Principals/Partners, Vice Presidents, Architects, Interior Designers, Project Managers, Landscape Architects, Facility Managers, Engineers others associated with the building design community.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Guests	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2009	San Francisco, CA	6,484	4,843	11,327	1,193	420	188	4,849	17,977
2008	Boston, MA	7,871	4,264	12,135	1,548	367	103	5,367	19,520
2007	San Antonio, TX	7,753	4,083	11,836	-	414	101	5,166	17,517
2006	Los Angeles, CA	7,440	6,805	14,245	-	368	185	4,655	19,453
2005	Las Vegas, NV	5,796	7,705	13,501	-	309	139	5,371	19,320



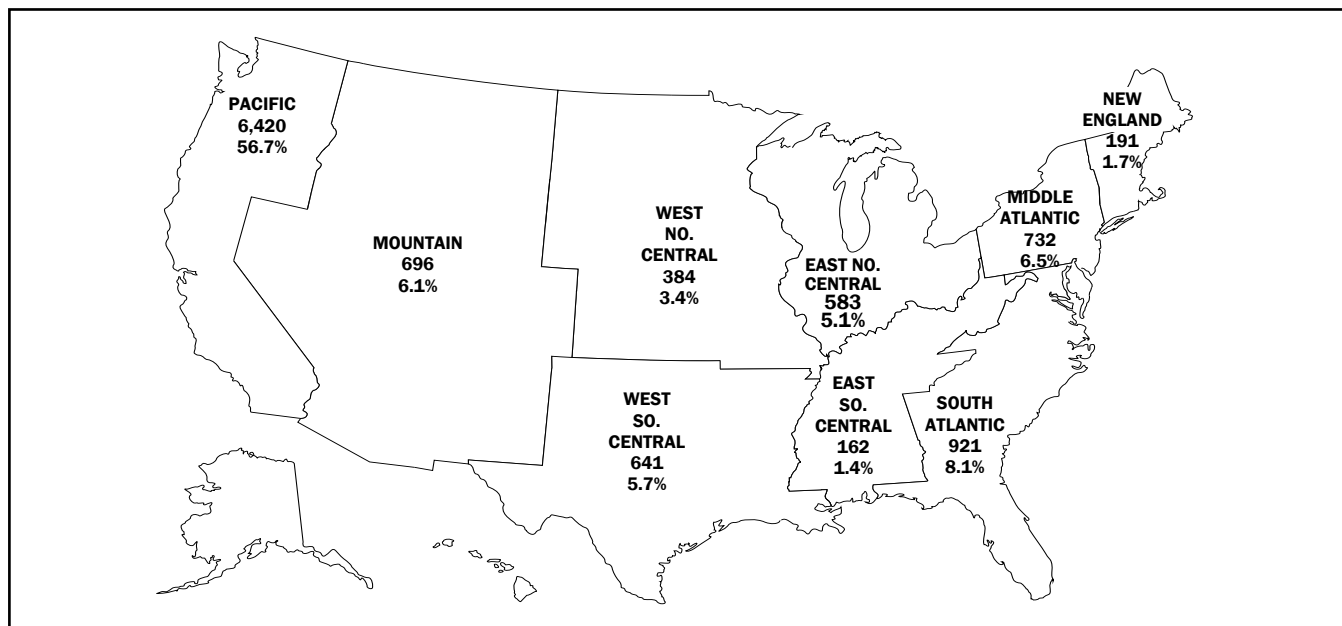
4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
AE or EA	531	4.7	8.2
Architecture	4,054	35.8	62.6
Consulting	369	3.3	5.7
Contractor-Builder-Construction Mgmt	299	2.6	4.6
Education	182	1.6	2.8
Facility management - development	65	0.6	1.0
Government	342	3.0	5.3
Interior design-space planning	112	1.0	1.7
Urban planning-architecture	91	0.8	1.4
Other	429	3.8	6.6
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	6,474	57.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	4,853	42.8	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,327	100.0	

4b. JOB TITLE/FUNCTION			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Principal or partner	3,077	27.2	44.4
Vice president or associate	509	4.5	7.3
Manager or Project Manager	806	7.1	11.6
Architect or designer	1,476	13.0	21.3
Intern	169	1.5	2.4
Student	202	1.8	2.9
Interior designer or space planner	48	0.4	0.7
Administrator or office manager	53	0.5	0.8
Construction Specifier	19	0.2	0.3
Consultant	123	1.1	1.8
Educator	106	0.9	1.5
Engineer	57	0.5	0.8
Facility manager	22	0.2	0.3
Planner	29	0.3	0.4
Landscape architect	6	0.1	0.1
Other technical	130	1.1	1.9
Other non-technical	102	0.9	1.5
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	6,934	61.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	4,393	38.8	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,327	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	191	1.7
Maine	8	
New Hampshire	4	
Vermont	8	
Massachusetts	103	
Rhode Island	8	
Connecticut	60	
MIDDLE ATLANTIC	732	6.5
New York	422	
New Jersey	137	
Pennsylvania	173	
EAST NO. CENTRAL	583	5.1
Ohio	128	
Indiana	39	
Illinois	273	
Michigan	81	
Wisconsin	62	
WEST NO. CENTRAL	384	3.4
Minnesota	109	
Iowa	46	
Missouri	106	
North Dakota	6	
South Dakota	12	
Nebraska	59	
Kansas	46	
SOUTH ATLANTIC	921	8.1
Delaware	4	
Maryland	131	
Washington, DC	180	
Virginia	150	
West Virginia	13	
North Carolina	114	
South Carolina	52	
Georgia	124	
Florida	153	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	162	1.4
Kentucky	44	
Tennessee	47	
Alabama	40	
Mississippi	31	
WEST SO. CENTRAL	641	5.7
Arkansas	39	
Louisiana	100	
Oklahoma	38	
Texas	464	
MOUNTAIN	696	6.1
Montana	22	
Idaho	21	
Wyoming	12	
Colorado	211	
New Mexico	95	
Arizona	152	
Utah	87	
Nevada	96	
PACIFIC	6,420	56.7
Alaska	39	
Washington	246	
Oregon	141	
California	5,910	
Hawaii	84	
UNITED STATES	10,730	94.7
INTERNATIONAL	407	3.6
Canada	99	
Mexico	22	
Other International	286	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	11,137	
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	190	1.7
Total Conference & Exhibit Only Attendees	11,327	100.00



AIA 2009 NATIONAL CONVENTION AND DESIGN EXPOSITION APRIL 30-MAY 2 | SAN FRANCISCO

Advance Registration: Part 1

REGISTRATION INFORMATION Please print.

Name _____ AIA Member Number _____

A AIA B FAIA C Assoc. AIA D Int'l. Assoc. AIA E Hon. AIA F Hon. FAIA

Firm Name _____

Street Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Telephone _____ Facsimile _____ E-mail (Confirmations will be sent via e-mail if e-mail address is provided.) _____

I do not wish to receive any marketing materials from AIA convention exhibitors or third parties.

I do not wish to appear on iCommunicate—the attendee search or e-mail messaging service provided to attendees.

GUEST INFORMATION Guest (family member or personal friend, not business associate or staff colleague) registration includes general sessions and AIA Expo2009 only. Please include payment for your guest when you register.

Guest name as it should appear on badge _____ Guest name as it should appear on badge _____

ACCESSIBILITY The AIA is committed to providing access to individuals attending the convention. Please indicate your needs below no later than March 16 (check all that apply).

Sign language interpreter Hearing device Electric scooter Wheelchair accessible bus

FULL CONVENTION REGISTRATION FEES

Check one box under the appropriate registration category to determine your cost, if any.

	Early-Bird Thru February 17	Advance Thru March 16	Full Registration After March 16
01 New AIA Member	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
02 AIA Member	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525
03 AIA Member—One Day Only <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT	<input type="checkbox"/> \$285	<input type="checkbox"/> \$285	<input type="checkbox"/> \$285
04 Nonmember	<input type="checkbox"/> \$705	<input type="checkbox"/> \$790	<input type="checkbox"/> \$875
05 Nonmember—One Day Only <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT	<input type="checkbox"/> \$475	<input type="checkbox"/> \$475	<input type="checkbox"/> \$475
06 Public Architect	<input type="checkbox"/> \$615	<input type="checkbox"/> \$665	<input type="checkbox"/> \$715
07 Student	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
08 Guest	<input type="checkbox"/> \$50	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90
09 Expo Only	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0

PART 1 TOTAL REGISTRATION FEES

Enter the total for Part 1 here and on next page: \$ _____

SAVE \$\$\$ Register by March 16

For complete convention information, visit www.aiaconvention.com

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www.bpaww.com



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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 BPA WORLDWIDE

We have examined the attendee records of AIA 2009 for the date and location of the show/event 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

June 10, 2009

Type: EVENT AUDIT

ID Number: E978X0M9