

## EVENT AUDIT



**DATES OF EVENT:**  
 Conference: March 23-25, 2010  
 Exhibits: March 23-25, 2010

**LOCATION:** Walter E. Washington Convention Center  
 Washington, D.C.

**EVENT PRODUCER/MANAGER:**  
 Company Name: 1105 Government Information Group  
 Address and Website (Show): 3141 Fairview Park Drive, Suite 777  
 Falls Church, VA 22042  
 Phone: 703.645.7866  
 Website (Show): www.fose.com

**REGISTRATION COMPANY:** CompuSystems  
 Phone: 708.344.9070  
 Fax: 708.344.9487

**YEAR EVENT ESTABLISHED:** 1976

**FREQUENCY:** Annual

**DATES OF NEXT EVENT:**  
 Conference: July 19-21, 2011  
 Exhibits: July 19-21, 2011

**LOCATION:** Washington, D.C.

### 1. STATEMENT OF MARKET SERVED:

FOSE is an event serving the government technology market. Attendees include Executives, Administrative/Operations Managers, Program Managers, IT/Computer/Communications/Network Managers, Engineering Managers, Procurement/Purchasing Managers, Personnel/Training Managers and others associated with the government. The event's attendees include federal civilian and defense, state and local government professionals, international attendees, as well as suppliers to the government and business/industry professionals interested in IT.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

EXPO Attendees, speakers and most media included in this report were verified as having actually attended the event. Pre-registrants used online registration and were mailed badges. A government id was required to be checked in and to pick up a badge holder. Onsite registrants registered through computer terminals throughout the registration area. Badges that were swiped at exhibitors' booths through lead retrieval and at conference sessions were also input into the database as another form of verification. The entire database was de-duplicated by the registration company and then checked and tested by a BPA Worldwide auditor.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Expo Attendees*	Sub-Total: Expo Attendees	Speakers	Media**	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2010	Washington, D.C.	* 10,960	10,960	91	181	2,166	13,398
2009	Washington, D.C.	* 11,607	11,607	194	126	2,538	14,465
2008	Washington, D.C.	10,355	10,355	78	137	3,131	13,701

\* EXPO attendees include conference delegates and GovSec registrants who were verified having visited FOSE 2009 and/or 2010.

\*\*Media count includes verified and registered data.

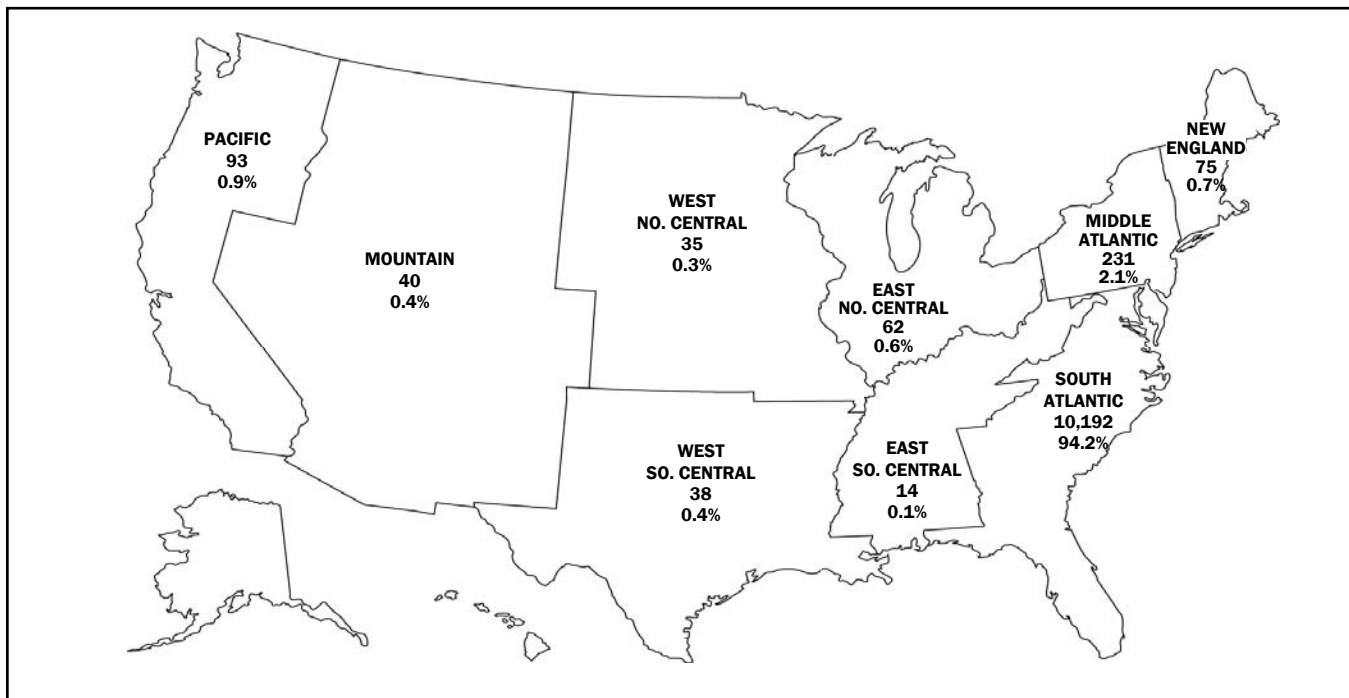
<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
<b>Federal Government - Defense Sector</b>	2,536	23.1	23.5
Including U.S. Air Force, U.S. Army, U.S. Navy and Marine Corps, Intelligence Agencies [NSA, NRO, DIA, NGA, under secretary of Defense-Intelligence], and all other DOD or military.			
<b>Federal Government - Civilian Sector</b>	4,743	43.3	43.9
Including Executive Office of the President (includes OMB), Department of Agriculture, Commerce, Education, Energy, Health & Human Services, Homeland Security, Housing & Urban Development, the Interior, Justice (includes FBI), Labor, State, Transportation, Treasury (includes IRS), Veteran Affairs, EPA, GSA, USPS, SSA, NASA, Other Independent Agencies (includes CIA, TVA, NSF), Congress/Agencies, Legislative Agencies (GAO, GPO, LOC), Judicial Branch Agencies and Law Enforcement Agencies			
<b>Other Federal Government</b>	620	5.7	5.7
<b>Non-Federal Government</b>	1,024	9.3	9.5
Including State/County/Municipal, Law Enforcement/First-Responders, and Other Non-Federal Government			
<b>Government Contractor/Supplier to Government</b>	1,158	10.6	10.7
Including Business Process Management, Engineering Services, Equipment/Hardware Manufacturer, Systems Integration/VAR (Value-Added Reseller), Systems/Software Development, Other			
<b>Education/Training/University</b>	577	5.3	5.3
<b>Other [including: Association/Publication/Foundation/Research Organizations]</b>	152	1.4	1.4
Total EXPO Attendees Identified by Primary Business/Industry	10,810	98.6	100.0
Total EXPO Attendees Not Identified by Primary Business/Industry	150	1.4	
<b>TOTAL EXPO ATTENDEES</b>	<b>10,960</b>	<b>100.0</b>	

<b>4b. JOB TITLE/FUNCTION</b>			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Executive/Command/Senior IT Management [CIO, CTO]	1,212	11.1	11.2
IT/Systems/Network Management	2,122	19.4	19.6
IT/Data/Systems/Network Security	1,077	9.8	10.0
Software, Systems & Web Development	616	5.6	5.7
Other IT Management [includes: Administrative/Operations and Engineering/Tech]	1,262	11.5	11.7
Procurement/Purchasing Management	360	3.3	3.3
Program Management	1,039	9.5	9.6
Personnel/Training Management	329	3.0	3.0
Sales & Marketing	925	8.4	8.6
Other [includes: Consulting, First Responders, etc.]	1,869	17.1	17.3
Total EXPO Attendees Identified by Job Title/Function	10,811	98.6	100
Total EXPO Attendees Not Identified by Job Title/Function	149	1.4	
<b>TOTAL EXPO ATTENDEES</b>	<b>10,960</b>	<b>100.0</b>	

<b>4c. PURCHASE ROLE</b>		
This is an analysis of 10,470 respondents or 95.5% of the total EXPO attendees who indicated their Purchase Role. Since an attendee could choose more than one response, the total number of responses exceeds the total number of respondents.	NUMBER OF ATTENDEE RESPONSES	*PERCENTAGE IDENTIFIED BY PURCHASE ROLE
Approve/Authorize	2,190	20.9
Make Final Recommendation	2,468	23.6
Specify Brands/Vendors	2,583	24.7
Identify/Recommend Products	6,120	58.5
Develop Product Specifications	2,264	21.6
Determine Needs/Features	5,457	52.1
No Role	-	-
<b>TOTAL EXPO ATTENDEE RESPONSES</b>	<b>21,082</b>	
Total EXPO Attendees Identified by Purchase Role	10,470	95.5
Total EXPO Attendees Not Identified by Purchase Role	490	4.5
<b>TOTAL EXPO ATTENDEES</b>	<b>10,960</b>	<b>100.0</b>

**5. AUDITED GEOGRAPHIC BREAKOUT OF EXPO ATTENDEES**

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>75</b>	<b>0.7</b>	<b>EAST SO. CENTRAL</b>	<b>14</b>	<b>0.1</b>
Maine	1		Kentucky	-	
New Hampshire	12		Tennessee	5	
Vermont	2		Alabama	6	
Massachusetts	47		Mississippi	3	
Rhode Island	4		<b>WEST SO. CENTRAL</b>	<b>38</b>	<b>0.4</b>
Connecticut	9		Arkansas	4	
<b>MIDDLE ATLANTIC</b>	<b>231</b>	<b>2.1</b>	Louisiana	4	
New York	53		Oklahoma	2	
New Jersey	51		Texas	28	
Pennsylvania	127		<b>MOUNTAIN</b>	<b>40</b>	<b>0.4</b>
<b>EAST NO. CENTRAL</b>	<b>62</b>	<b>0.6</b>	Montana	-	
Ohio	15		Idaho	3	
Indiana	9		Wyoming	1	
Illinois	14		Colorado	13	
Michigan	21		New Mexico	5	
Wisconsin	3		Arizona	10	
<b>WEST NO. CENTRAL</b>	<b>35</b>	<b>0.3</b>	Utah	3	
Minnesota	6		Nevada	5	
Iowa	1		<b>PACIFIC</b>	<b>93</b>	<b>0.9</b>
Missouri	17		Alaska	-	
North Dakota	-		Washington	9	
South Dakota	-		Oregon	3	
Nebraska	8		California	79	
Kansas	3		Hawaii	2	
<b>SOUTH ATLANTIC</b>	<b>10,192</b>	<b>94.2</b>	<b>UNITED STATES</b>	<b>10,780</b>	<b>99.6</b>
Delaware	33		<b>INTERNATIONAL</b>	<b>41</b>	<b>0.4</b>
Maryland	2,960		Canada	3	
Washington, DC	3,470		Mexico	4	
Virginia	3,580		Europe [includes: Denmark, France, Germany, Italy, Norway, Neth., Turkey, Ukraine, UK]	22	
West Virginia	31		Asia [includes: Guam, India, Indonesia, Japan, South Korea]	8	
North Carolina	28		Other International [includes: Puerto Rico, Barbados, Saudi Arabia]	4	
South Carolina	24		Total EXPO Attendees Identified by Geographic Breakout	<b>10,821</b>	<b>98.7</b>
Georgia	23		Total EXPO Attendees Not Identified by Geographic Breakout	<b>139</b>	<b>1.3</b>
Florida	43		<b>TOTAL EXPO ATTENDEES</b>	<b>10,960</b>	<b>100.0</b>



**FOSE**  
Technology Solutions for the Business of Government  
March 23-25, 2010  
Walter E. Washington Convention Center

**The Policy and Management Authority for Government**

**>>Register Online Today**

The FOSE EXPO is FREE to attend for government, military, and government contractors and 500 for others.

Exhibitor pricing is as follows:

<b>FULL - 2 days</b>	From to March 23	Onsite, March 23-24
Government	\$245	\$325
Non-government	\$345	\$325

<b>Full Day only</b>	From to March 23	Onsite, March 23-24
Government	\$175	\$225
Non-government	\$275	\$225

<b>WEDNESDAY only</b>	From to March 23	Onsite, March 23-24
Government	\$125	\$225
Non-government	\$225	\$225

The **IT/IS Technology Solutions and Innovations Conference** (includes access to Exhibit Hall) pricing is as follows:

	Member	Non-Member
Government	\$245	\$325
Non-government	\$345	\$325

The **Autumn** (includes access to Exhibit Hall) pricing is as follows:

- Autumn 1-1: Understanding Virtualization's Role in Auditing and Security: \$250
- Autumn 1-3: Social Media 101: Putting Social Media to Work for Your Organization: \$250
- Autumn 1-5: Go4It! Version 2.0: \$250
- Autumn 1-8: Program Fundamentals - Powered with the SANS Institute: \$250

Online registration is NOW OPEN. [Click here to register today!](#)

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**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of FOSE 2010 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 (EIIAC), 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  
May 5, 2010

TYPE: EVENT AUDIT  
ID Number: E991XOMRO