

VISIONS: THE WOMEN'S EXPO



EVENT AUDIT

DATES OF EVENT: August 28-29, 2010

LOCATION: Dallas Market Hall, Dallas TX

EVENT PRODUCER/MANAGER:
 Company Name: Adjuvant Expos. Inc
 Address: 1904 Vintage Drive
 Corinth, TX 76210
 Phone: 972.499.7500
 Fax: 940.321.3705
 Website (Show): <http://visionsexpo.com>

PRE- REGISTRATION COMPANY: Expos Online
 Phone: 303-892-6800

BOX OFFICE ON-SITE: Jan Janzen
 Phone: 817-421-6989

YEAR EVENT ESTABLISHED: 1989

FREQUENCY: Annual

DATES OF NEXT EVENT: TBD

LOCATION: TBD



1. STATEMENT OF MARKET SERVED:

VISIONS: The Women's Expo: introduces products, services, education and entertainment to women in Texas. Displays of shopping, fashion, food, entertainment, fun, bargains, cosmetics, travel, vacation and free health & beauty screenings are included. Also available are free facials, free hair styling, meeting with community organizations, interactive displays.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Attendees, VIP's and exhibitors included in this audit report were verified as having attended the event. Pre-registered attendees printed copies of their tickets. Attendees were verified by one or more of the following methods: purchasing tickets in advance and ticket collection onsite; purchasing a ticket onsite or obtaining a VIP ticket which was collected onsite. Exhibiting companies provided booth staff and booth volunteers with badges obtained at Exhibitor check-in. Booth staff and booth volunteers were required to sign in for badges that were printed as either "Volunteer" or as "Staff" if they did not receive a named badge.

3. AUDITED VISITORS ANALYSIS

Year Event Held	Event Location	Paid Attendees Online, Pre-show ticket sales (see note 1)	Paid Attendees Adult (see note 2)	Paid Attendees Senior Citizen (see note 3)	Paid Attendees "Other" (see note 5.)	Non-Paid Attendees Kids Under 12 (see note 4)	Subtotal of Attendees	VIP Tickets (see note 6)	Exhibitors, Non-Exhibiting Sponsors & their Support Staff - Day 1*	Exhibitors, Non-Exhibiting Sponsors & their Support Staff - Day 2*	Total
2010	Dallas, TX	536	1,270	451	17	342	2,616	901	1,048	979	5,544

Note 1: Preshow tickets were sold at \$8 online.
 Note 2: Adult admittance are between the ages of 13 and 64 ticket prices are \$10 or \$8 with printed online coupon.
 Note 3: Senior tickets were sold at \$8 or \$6 with printed online coupon. Age 65+
 Note 4: Kids under 12 are granted free admission with a paying attendee
 Note 5: "Other" admission includes \$5 tickets and two passes costing \$16
 Note 6: VIPs include: distinguished guests, entertainers and their staff and Media. Non-paid.
 * Exhibitor Staff totals include both verified and registered data.



3c. DAILY VISITORS				
VISITORS	* Age	Visits	* Age	Visits
	0-12	231	0-12	111
	13-64	905	13-64	365
	65 +	278	65 +	173
	unknown age 13 +	397	unknown age 13 +	156
Daily Visitor Totals include Pre-show and On-site ticket purchases		1,811		805

*Age was verified by the type of ticket purchased

4a. AGE OF ATTENDEES (AUDIENCE DEMOGRAPHICS)			
AGE OF ATTENDEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY AGE*
0-12 _____	342	13.1	16.6
13-64 _____	1,270	48.5	61.6
65+ _____	451	17.2	21.9
Total Attendees Identified by AGE	2,063	78.9	
Total Attendees Not Identified by AGE	553	21.1	
TOTAL PRE-SHOW AND ON-SITE TICKET PURCHASERS	2,616	100.0	


*Age was determined by the type of ticket purchased

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 Fax: +1 203.447.2900
www.bpaww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. BPA has the largest membership of any media-auditing organization, spanning over 25 countries. BPA serves more than 2,600 media properties – including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 450+ web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,700 advertiser and agency members.

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 BPA WORLDWIDE

We have examined the attendee records of Visions: The Women's Expo 2010 for the date and location of the show/event as reported in this BPA Attendance 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 represent fairly and accurately, the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide TYPE: ATTENDANCE AUDIT
 Shelton CT ID Number: E899X0A0

