

ad:tech New York 2010



EVENT AUDIT



DATES OF EVENT:
 Conference: November 2 - 4, 2010
 Exhibition: November 3 - 4, 2010

LOCATION: Jacob K. Javits Center New York, NY

EVENT PRODUCER/MANAGER:
 Company Name: DMG World Media
 Address: 1100 Larkspur Landing Circle, Suite 255
 Larkspur, CA 94939
 Phone: 415-464-8500
 Website (Show): www.ad-tech.com/ny/adtech_new_york.aspx

REGISTRATION COMPANY: CDS (Convention Data Services)
 Phone: 508-743-0182

YEAR EVENT ESTABLISHED: 1998

FREQUENCY: Annual

DATES OF NEXT EVENT:
 Conference: April 19-21, 2011 San Francisco
 Exhibition: April 20,21, 2011 San Francisco

LOCATION: Jacob K. Javits Center New York, NY

1. STATEMENT OF MARKET SERVED:

The primary objective of ad:tech and dmg world media is to bring the digital marketing community together for a face-to-face trade show, conference and networking opportunities. Attendee job titles include: Corporate Management, Marketing Management, Advertising Management, Media Management, Sales Management and others. Attendee types of business primarily include: Brand/Advertisers, Agencies, Publishers, Solution Providers/Vendors, Investors/Financial Research and others.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Pre-registered attendees picked up their badge and credentials on-site via electronic will-call or by visiting a manned station. When arriving on-site they can scan the bar code in their confirmation or look up their name at the self-registration kiosk to print their badge. At a manned station an attendant will look-up their record, verify the attendee and then print the badge. When the badge is printed it is also verified at the same time with the date and time stamp of when they printed their badge. If a badge was re-printed the original data and time stamp is retained.

3. AUDITED VISITORS ANALYSIS

Year which Event was Held	Event Location	ad:tech Conference Attendees	** Content Revenue Strategy Conference Attendees	ad:tech Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Content Revenue Strategy Speakers	ad:tech Speakers	Press/Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2010	New York, NY	*1,372	-	6,504	7,876	-	211	159	2,103	10,349
2009	New York, NY	1,055	342	6,219	7,616	75	268	167	2,157	10,283

* For ad:tech NY 2010 only, the Conference Attendees total includes 30 individuals who purchased the Bruce Clay SEO Training and 21 individuals who purchased the email marketing training pass.

** Content Revenue Strategy Conference was a part of the 2009 ad:tech NY event only.



4a. PRIMARY BUSINESS			
PRIMARY BUSINESS (COMPANY 'S INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Brand Advertiser _____	1,255	15.9	17.0
Agency _____	1,495	19.0	20.3
Publisher _____	1,498	19.0	20.3
Solutions provider _____	1,907	24.2	25.9
investor/financial research _____	238	3.0	3.2
Other _____	979	12.4	13.3
Total Conference and Exhibit Only Attendees Identified by Primary Business _____	7,372	93.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business _____	504	6.4	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,876	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Corporate Management (CEO, President, General...) _____	2,594	32.9	35.2
Marketing Management(Marketing VP, Director or manager) _____	1,647	20.9	22.3
Advertising Management(Advertising Director, account) _____	768	9.8	10.4
Creative Management _____	164	2.1	2.2
Media Management(Media Planner, Media buyer) _____	341	4.3	4.6
Sales Management _____	926	11.8	12.6
Other _____	937	11.9	12.7
Total Conference and Exhibit Only Attendees Identified by Job Title _____	7,377	93.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title _____	499	6.3	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,876	100.0	

4c. AREA OF INTEREST			
This is an analysis of 7,369 respondents or 93.6% who indicated their Area Of Interest. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.	NUMBER OF ATTENDEE RESPONSES	*PERCENT OF TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**PERCENTAGE IDENTIFIED BY AREA OF INTEREST
Search	3,479	44.2	47.2
Ad Services	4,027	51.1	54.6
Performance marketing	4,155	52.8	56.4
Ecommerce	2,731	34.7	37.1
Email	3,338	42.4	45.3
Analytics, research	3,338	42.4	45.3
Agency/creative	2,669	33.9	36.2
Emerging technology & media (social, Gaming, Video, Mobile)	4,149	52.7	56.3
Publishing	2,904	36.9	39.4
Web and Database services	2,583	32.8	35.1
Total Conference and Exhibit Only Attendees Identified by Area Of interest _____	7,369	93.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Area Of interest _____	507	6.4	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,876	100.0	

*Percent of total based on 7,876 attendees

**Percent identified by Area of Interest is based on 7,369 attendees

4d. HOW DID YOU HEAR ABOUT THE EVENT			
HOW DID YOU HEAR ABOUT THE EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY MARKETING BUDGET
Email _____	2,274	28.9	31.4
Print advertisement _____	49	0.6	0.7
Social Network (Facebook, Twitter, LinkedIn) _____	437	5.5	6.0
Industry News Site _____	933	11.8	12.9
Industry Association/Organization _____	1,703	21.6	23.5
Friend Referral _____	1,707	21.7	23.6
Display Ad _____	140	1.8	1.9
Other _____	-	-	-
Total Conference and Exhibit Only Attendees Identified by "How Did You Hear" _____	7,243	92.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by "How Did You Hear" _____	633	8.0	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	7,876	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	553	7.0
Maine _____	14	
New Hampshire _____	18	
Vermont _____	13	
Massachusetts _____	243	
Rhode Island _____	18	
Connecticut _____	247	
MIDDLE ATLANTIC	3,491	44.3
New York _____	2,800	
New Jersey _____	483	
Pennsylvania _____	208	
EAST NO. CENTRAL	241	3.1
Ohio _____	25	
Indiana _____	6	
Illinois _____	173	
Michigan _____	29	
Wisconsin _____	8	
WEST NO. CENTRAL	95	1.2
Minnesota _____	34	
Iowa _____	5	
Missouri _____	26	
North Dakota _____	5	
South Dakota _____	3	
Nebraska _____	6	
Kansas _____	16	
SOUTH ATLANTIC	772	9.8
Delaware _____	10	
Maryland _____	92	
Washington, DC _____	24	
Virginia _____	120	
West Virginia _____	-	
North Carolina _____	49	
South Carolina _____	13	
Georgia _____	83	
Florida _____	381	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	42	0.5
Kentucky _____	8	
Tennessee _____	22	
Alabama _____	9	
Mississippi _____	3	
WEST SO. CENTRAL	130	1.7
Arkansas _____	5	
Louisiana _____	2	
Oklahoma _____	7	
Texas _____	116	
MOUNTAIN	290	3.7
Montana _____	-	
Idaho _____	6	
Wyoming _____	2	
Colorado _____	72	
New Mexico _____	2	
Arizona _____	46	
Utah _____	118	
Nevada _____	44	
PACIFIC	1133	14.4
Alaska _____	1	
Washington _____	105	
Oregon _____	13	
California _____	1009	
Hawaii _____	5	
UNITED STATES	6,747	85.7
US Territories _____	4	0.1
INTERNATIONAL	1,003	12.7
Canada _____	243	
Mexico _____	15	
Other International _____	745	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	7,754	98.5
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	122	1.5
Total Conference & Exhibit Only Attendees	7,876	100.0

NOVEMBER 3-4, 2010
JAVITS CONVENTION CENTER

ad:tech registration

the largest gathering of online marketers
expo & conference:
november 3 - 4

Step 1: Lookup Step 2: Name & Address Step 3: Registrant Profile Step 4: Package Selection Step 5: Review Step 6: Payment Info Step 7: Thank You

* Job Type: --Please Select--

If others: _____

* Company Type: --Please Select--

If others: _____

* Your Role in advertising/marketing purchases: --Please Select--

* Area of interest - check all that apply (Please check all that apply.)

Search

Ad Services

Performance Marketing

eCommerce

Email

Analytics, Research

Agency/Creative

Emerging Technology & Media (Social, Gaming, Video, Mobile)

Publishing

Web and Database Services

* Annual Marketing Budget: --Please Select--

* How did you hear about this event?: --Please Select--

Communication Preferences

* ad:tech Updates - Please keep me posted on ad:tech event updates, parties and special offers. --Please Select--

- * ad:tech Marketing Masters - In depth insights and case studies from ad:tech speakers and industry leaders. --Please Select--
- * iMedia Connection Newsletter - News and features covering the online marketing sector, delivered daily. --Please Select--
- * ad:tech Partners - I would like to receive email promotions and offers from ad:tech partners. --Please Select--
- * ad:tech Partners - I would like to receive postal promotions and offers from ad:tech partners. --Please Select--

< Cancel Registration Continue Registration >

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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 ad:tech NY 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 (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 statement 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 TYPE: EVERT AUDIT
ID Number: E942X0NO

