

# The Motivation Show 2010



## EVENT AUDIT



### DATES OF EVENT:

Conference: October 12 – 14, 2010  
Exhibits: October 13 – 14, 2010

### LOCATION:

McCormick Place, Chicago, IL

### EVENT PRODUCER/MANAGER:

Company Name: Hall Erickson, Inc.  
Address: 98 E. Naperville Road  
Westmont, IL 60559  
(630) 434-7779  
Website (Show): [www.motivationshow.com](http://www.motivationshow.com)

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

1929

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: October 4 – 5, 2011  
Exhibits: October 5 – 6, 2011  
LOCATION: McCormick Place West, Chicago, IL

### 1. STATEMENT OF MARKET SERVED

Incentive merchandise, travel and meeting destinations, recognition rewards, promotional products, performance improvement services, and business gifts.

**Qualified attendees** are executives from sales and marketing, human resources, meeting planning and event marketing, who are responsible for incentive, meeting, and recognition programs for their employees and customers. Also attending are resellers of incentives, distributors of promotional products, and travel fulfillment companies.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants received a confirmation email that included a bar code that was scanned as they arrived at the Show. A badge was then printed with an RFID tag that was read as they entered the exhibit floor and the registrant was entered into the registration system as verified. On-site registrants were automatically entered as verified. In addition, downloaded leads captured by exhibitors were entered into the system as verified.

### 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff <sup>a</sup>	Total
2010	Chicago, IL	4,243	7	42	1,714	6,006
2009	Chicago, IL	5,473 <sup>b</sup>	7	58	3,448	8,986
2008	Chicago, IL	7,026 <sup>b</sup>	46	85	5,081	12,238
2007	Chicago, IL	7,514 <sup>b</sup>	62	145	6,186	13,907
2006	Chicago, IL	8,839 <sup>b</sup>	47	128	6,465	15,479

a. Not audited. Verified and on-site counts taken from registration database provided by the registration company.

b. Includes 1,028 non-exhibiting suppliers in 2009, 981 in 2008, 1,113 in 2007, and 1,056 in 2006.

NOTE: 84 of the 2010 verified attendees were also speakers (87 in 2009 and 49 in 2008).



4. PRIMARY PRODUCT/SERVICE		
PRIMARY PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL
<b>End Buyer</b>	<b>1,591</b>	<b>37.5</b>
Manufacturer	271	6.4
Retailer/Food/Lodging Services	173	4.1
Financial/Insurance/Real Estate	202	4.8
Medical/Pharmaceutical/Healthcare	117	2.7
Media/Publishing/Internet	89	2.1
Transportation/Communications/Utilities	73	1.7
Services (Business or Professional)	416	9.8
Other End-Buyer	250	5.9
<b>Reseller</b>	<b>2,641</b>	<b>62.3</b>
Incentive Company	670	15.8
Promotional Products Distributor	396	9.3
Ad/Marketing/Sales Promo Agency	245	5.8
Meeting Planner	601	14.2
Travel Agency/Fulfillment	310	7.3
Incentive Representative	213	5.0
Catalog/Mail Order	50	1.2
Other Reseller	156	3.7
Total Conference and Exhibit Only Attendees Identified by Primary Product/Service	4,232	99.8
Total Conference and Exhibit Only Attendees Not Identified by Primary Product/Service	11	0.2
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>4,243</b>	<b>100.0</b>

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
President/Owner/CEO/COO/Chairman	1,057	24.9	27.0
Sales/Marketing VP, Director or Manager	1,143	26.9	29.2
HR/Training Director or Manager	61	1.4	1.6
Advertising/Sales Promotion Director/Manager	137	3.2	3.5
Meeting/Convention/Travel Manager	292	6.9	7.5
Purchasing/Production Manager	174	4.1	4.4
Event Planner/Marketer/Sponsorship Manager	257	6.1	6.6
Other	791	18.7	20.2
Total Conference and Exhibit Only Attendees Identified by Job Title	3,912	92.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	331	7.8	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>4,243</b>	<b>100.0</b>	<b>100.0</b>

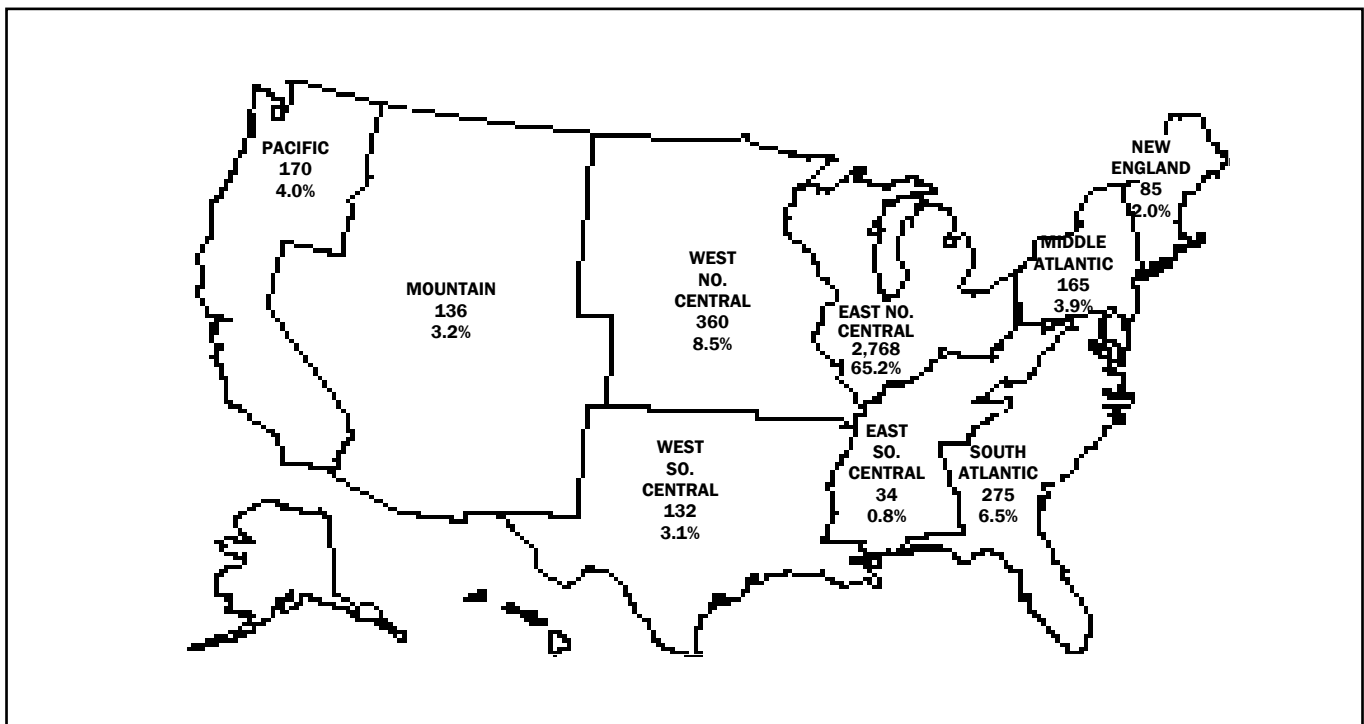
<b>6. INVOLVEMENT WITH INCENTIVES/MEETINGS</b>			
INVOLVEMENT WITH INCENTIVES/MEETINGS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT WITH INCENTIVES/MEETINGS
<b>NET INVOLVEMENT</b>	<b>3,268</b>	<b>77.0</b>	<b>83.8</b>
Recommend	2,641	62.2	67.7
Purchase	1,860	43.8	47.7
Approve	1,303	30.7	33.4
<b>None</b>	<b>632</b>	<b>14.9</b>	<b>16.2</b>
Total Conference and Exhibit Only Attendees Identified by Involvement with Incentives/Meetings	3,900	91.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Involvement with Incentives/Meetings	343	8.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>4,243</b>	<b>100.0</b>	<b>100.0</b>

The above counts and percentages are based on 4,243 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

<b>7. INVOLVEMENT INCLUDES</b>			
INVOLVEMENT INCLUDES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVEMENT INCLUDES
Merchandise Incentives/Awards	2,038	62.4	62.6
Promotional Products/Ad Specialties	1,769	54.1	54.4
Gift Certificates/Debit Cards	1,336	40.9	41.1
Travel Incentives	1,581	48.4	48.6
Meeting Services/Sites	1,531	46.8	47.0
Event Marketing/Services	1,220	37.3	37.5
Total Conference and Exhibit Only Attendees Identified by Involvement Includes	3,254	99.6	--
Total Conference and Exhibit Only Attendees Not Identified by Involvement Includes	14	0.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,268</b>	<b>100.0</b>	<b>--</b>

The above counts and percentages are based on 3,268 Conference and Exhibit Only Attendees who have involvement with meetings/incentives. Since any one attendee may have checked more than one response, the total number of responses exceeds the total number of attendees with involvement and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES		
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>85</b>	<b>2.0</b>	<b>EAST SO. CENTRAL</b>	<b>34</b>	<b>0.8</b>
Maine	4		Kentucky	7	
New Hampshire	8		Tennessee	16	
Vermont	3		Alabama	11	
Massachusetts	42		Mississippi	-	
Rhode Island	2		<b>WEST SO. CENTRAL</b>	<b>132</b>	<b>3.1</b>
Connecticut	26		Arkansas	6	
<b>MIDDLE ATLANTIC</b>	<b>165</b>	<b>3.9</b>	Louisiana	2	
New York	77		Oklahoma	9	
New Jersey	54		Texas	115	
Pennsylvania	34		<b>MOUNTAIN</b>	<b>136</b>	<b>3.2</b>
<b>EAST NO. CENTRAL</b>	<b>2,768</b>	<b>65.2</b>	Montana	1	
Ohio	107		Idaho	-	
Indiana	143		Wyoming	2	
Illinois	2,156		Colorado	47	
Michigan	135		New Mexico	2	
Wisconsin	227		Arizona	41	
<b>WEST NO. CENTRAL</b>	<b>360</b>	<b>8.5</b>	Utah	32	
Minnesota	164		Nevada	11	
Iowa	53		<b>PACIFIC</b>	<b>170</b>	<b>4.0</b>
Missouri	112		Alaska	-	
North Dakota	-		Washington	30	
South Dakota	1		Oregon	7	
Nebraska	9		California	128	
Kansas	21		Hawaii	5	
<b>SOUTH ATLANTIC</b>	<b>275</b>	<b>6.5</b>	<b>UNITED STATES</b>	<b>4,125</b>	<b>97.2</b>
Delaware	3		<b>INTERNATIONAL</b>	<b>118</b>	<b>2.8</b>
Maryland	17		Canada	50	
Washington, DC	3		Mexico	18	
Virginia	19		Other International	50	
West Virginia	3		<b>Total Conference &amp; Exhibit Attendees</b>	<b>4,243</b>	<b>100</b>
North Carolina	23				
South Carolina	10				
Georgia	103				
Florida	94				





**2010 SHOW DAYS**  
 Conference: October 12-14  
 Exhibits: October 13-14

# ATTENDEE REGISTRATION

**PLEASE PRINT:**

FIRST NAME / M.I. / LAST NAME	CITY / STATE, PROV.	
JOB TITLE	ZIP/POSTAL CODE	COUNTRY
COMPANY NAME	PHONE	FAX
MAILING ADDRESS	E-MAIL ADDRESS	

**IMPORTANT:** Your e-mail address will NOT be released to exhibitors. Your e-mail address is used to send a confirmation and show information.

**Your firm's primary product/service (SELECT ONE—PRINTED ON BADGE)**

- End Buyer Categories:**
- Manufacturer
  - Retailer/Food/Lodging Services
  - Financial/Insurance/Real Estate
  - Medical/Pharmaceutical/Healthcare
  - Media/Publishing/Internet
  - Transportation/Communications/Utilities
  - Services (Business or Professional)
  - Other End Buyer  
Please Specify \_\_\_\_\_

- Reseller Categories:**
- Incentive Company
  - Promotional Products Distributor
  - Ad/Marketing/Sales Promo Agency
  - Meeting Planner
  - Travel Agency/Fulfillment
  - Incentive Representative
  - Catalog/Mail Order
  - Other Reseller  
Please Specify \_\_\_\_\_

- Non-Exhibiting Supplier Categories:**
- Incentive Manufacturer
  - Travel Service Supplier

**Is this your first time attending?**  
 Yes  No

- What is your title (Select one only)**
- President/Owner/CEO/COO/Chairman
  - Sales/Marketing VP, Director or Manager
  - HR/Training Director or Manager
  - Advertising/Sales Prom Director/Manager
  - Meeting/Convention/Travel Manager
  - Purchasing/Production Manager
  - Event Planner/Marketer/Sponsorship Manager
  - Other \_\_\_\_\_

**What is your involvement with incentives/meetings (Check all that apply)**

- Recommend
- Purchase
- Approve
- None

**Your involvement includes (Check all that apply)**

- Merchandise Incentives/Awards
- Promotional Products/Ad Specialties
- Gift Cards/Debit Cards
- Travel Incentives
- Meeting Services/Sites
- Event Marketing/Services

**What incentives do you use, or plan to use (Check all that apply)**

- Dealer/Sales Incentives
- Consumer Promotions
- Employee Recognition/Awards
- Business/Corporate Gifts

**Merchandise you use, or plan to use (Check all that apply)**

- Apparel
- Appliances
- Automotive
- Awards/Trophies
- Books/Tapes/CD's
- Cameras
- Cleaning and Floor Care
- Clocks
- Computers
- Crafts/Hobbies
- Electronics
- Food/Beverage
- Giftware
- Health/Beauty
- Home Furnishings
- Housewares
- Inflatables
- Jewelry
- Lawn/Garden
- Leather Goods & Accessories
- Linens/Domestics
- Luggage
- Office Equipment
- Optical Goods
- Patio
- Personal Accessories
- Personal Care
- Pet Supplies
- Recreation/Leisure
- Security/Safety
- Smokers' Products
- Sporting Goods
- Telephone/Communications
- Tools/Hardware
- Toys/Games
- Travel Specialties
- Watches
- Writing Instruments

**Travel/meeting destinations you use, or plan to use (Check all that apply)**

- Domestic USA
- Canada, Mexico & Caribbean
- Europe
- Pacific/Asia
- Africa/Middle East
- South/Central America

**What is your travel/meeting special interest (Check all that apply)**

- Golf Facilities & Products
- Gaming Facilities
- Cruises
- Adventure Travel

**What is your travel/meeting group size (Check all that apply)**

- Individual Travel
- Under 50
- 50-199
- 200-500
- Over 500

**What is your annual expenditure for incentive programs, meetings, business gifts and promotional products (Check one only)**

- Under \$25,000
- \$25,000 to \$99,999
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$5,000,000
- More than \$5,000,000

**EXHIBIT HALL** (Included in Full Conference)

FREE by September 21, \$20 after September 21, \$40 onsite \$ **FREE**

**SEMINARS** (Indicate Session # below)

Date/Time	9:00- 10:15am	10:30- 11:45am	2:00- 3:15pm	3:30- 4:45pm
Tuesday, October 12				
Wednesday, October 13				
Thursday, October 14				

**Full Conference:** \$295 by September 21, \$350 after September 21  
 (Includes up to ten (10) seminars, keynote luncheon and the exhibit hall) \$ \_\_\_\_\_

**Individual Seminars:** \$75 by September 21, \$95 after September 21  
 No. of Seminars \_\_\_\_\_ @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

**KEYNOTE LUNCHEON** (Included in Full Conference)

Fee: \$45 by September 21, \$55 after September 21

**Date/Time**

Tuesday, October 12 **12:00-1:45pm**  
 No. of tickets \_\_\_\_\_ @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**PAYMENT INFORMATION:** Full payment required before processing.

Method of Payment:  Visa  MC  Amex  Discover  
 Check (payable: *The Motivation Show*)

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_  
 I agree to pay the above amount according to my card issuer agreement.

Register Online: [www.motivationshow.com](http://www.motivationshow.com) • Fax: 1-708-344-4444 • Mail: The Motivation Show, c/o CSI, P.O. Box 571, Broadview, IL 60513



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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 EXHIBIT SURVEYS, INC.**

We have examined the attendee records of The Motivation Show held October 12 - 14, at McCormick Place in Chicago as reported in this Exhibit Surveys, Inc. 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 commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, 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.

Exhibit Surveys, Inc.  
Red Bank, NJ