

Expo! Expo!

IAEE's Annual Meeting & Exhibition 2010



EVENT AUDIT



DATES OF EVENT:
Conference: December 7 – 9, 2010
Exhibits: December 8, 2010

LOCATION: New Orleans, LA

EVENT PRODUCER/MANAGER:
Company Name: International Association of Exhibitions and Events
Address: 12700 Park Central Drive, Suite 308
Dallas, TX 75251
Phone: (972) 458-8002
Website (Show): www.iaee.com

REGISTRATION COMPANY: CompuSystems, Inc.

YEAR EVENT ESTABLISHED: 1992

FREQUENCY: Annual

DATES OF NEXT EVENT:
Conference: December 6 – 8, 2011
Exhibits: December 7, 2011

LOCATION: Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition and event organizers; suppliers to the exhibition industry. Qualified attendees are exhibition and event managers and suppliers to the exposition industry.

2. STATEMENT OF VERIFICATION METHODOLOGY:

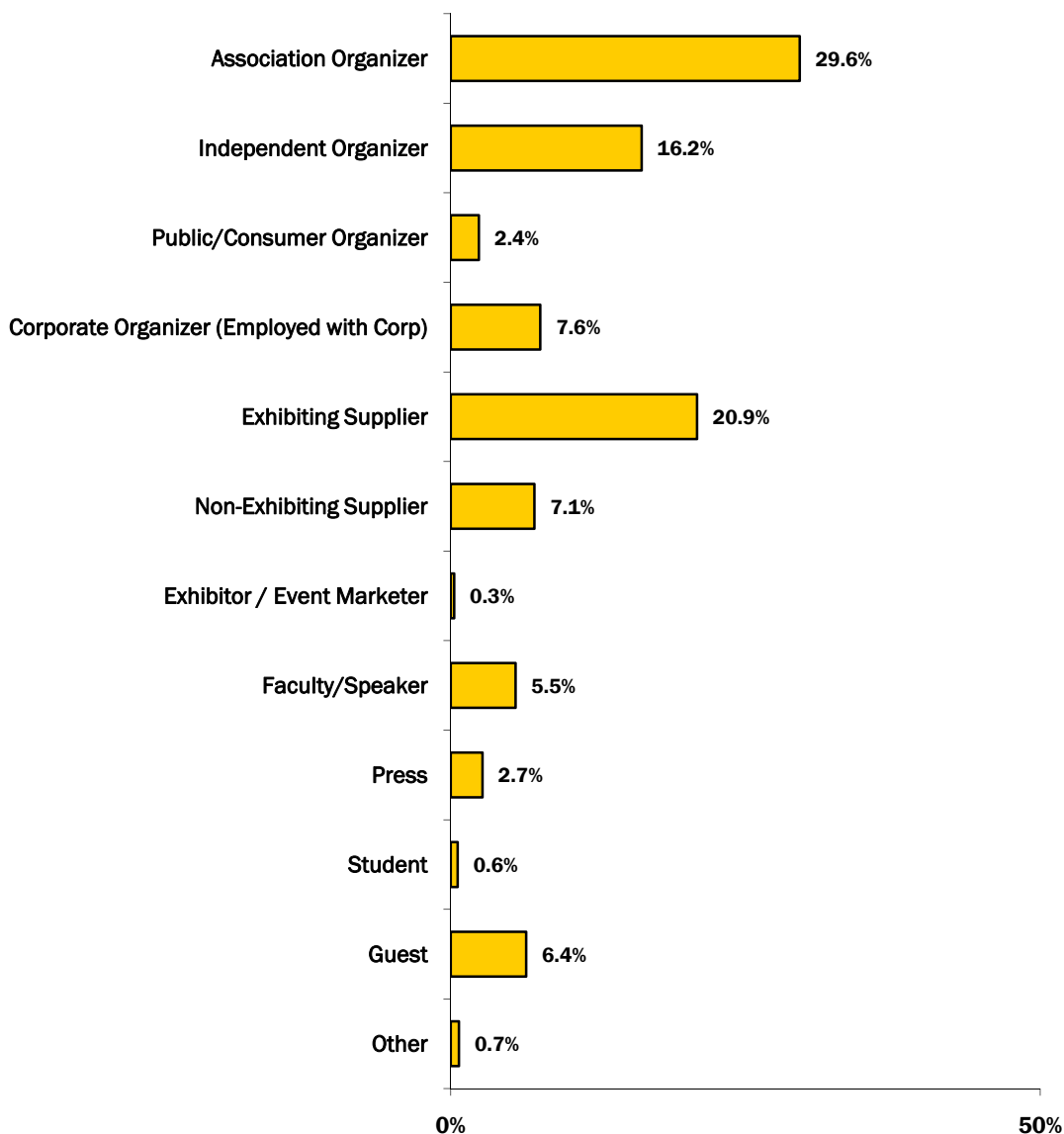
All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

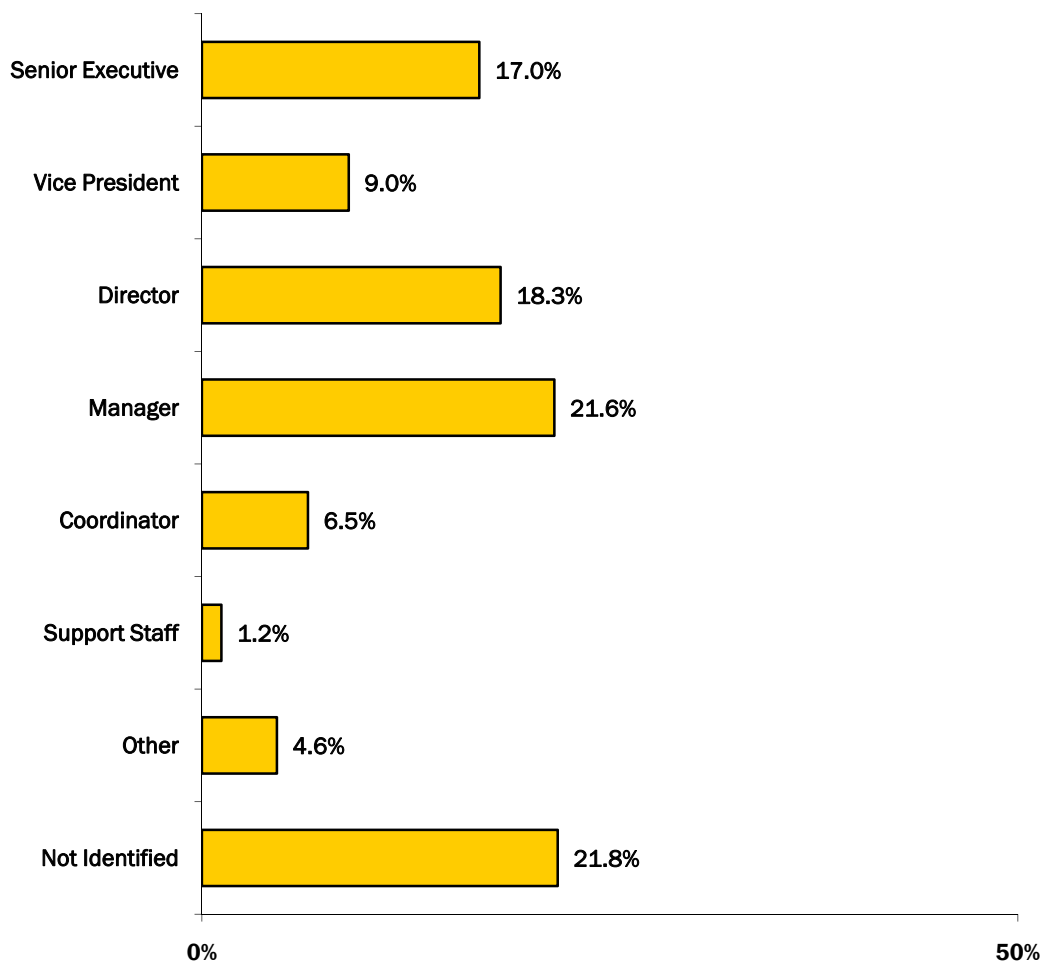
Year which Event was Held	Event Location	Conference & Exhibit Only Attendees	Media*	Speakers*	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2010	New Orleans, LA	1,076	31	64	1,171	748	1,919
2009	Atlanta, GA	1,065	8	90	1,163	753	1,916
2008	Miami, FL	1,137	4	79	1,220	752	1,972
2007	Las Vegas, NV	1,442	37	1	1,480	849	2,329
2006	San Diego, CA	1,234	28	14	1,276	712	1,988
2005	Atlanta, GA	1,221	16	40	1,277	715	1,992

* Counts reflect the badge code category in the database.

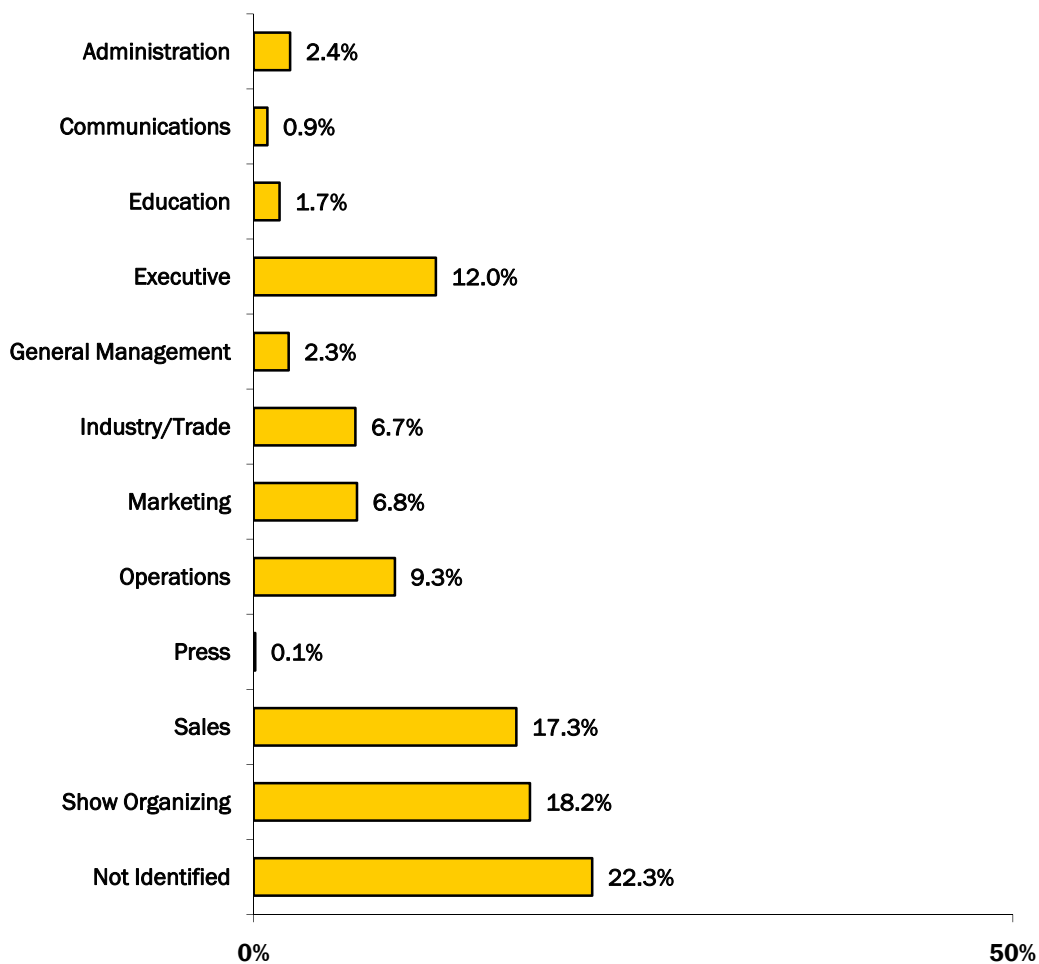
4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	347	29.6
Independent Organizer	190	16.2
Public/Consumer Organizer	28	2.4
Corporate Organizer (Employed with Corp)	89	7.6
Exhibiting Supplier	245	20.9
Non-Exhibiting Supplier	83	7.1
Exhibitor / Event Marketer	4	0.3
Faculty/Speaker	64	5.5
Press	31	2.7
Student	7	0.6
Guest	75	6.4
Other	8	0.7
Total Conference and Exhibit Only Attendees Identified by Badge Code	1,171	100.0
Total Conference and Exhibit Only Attendees Not Identified by Badge Code	-	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,171	100.0



5a. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Senior Executive	199	17.0	21.7
Vice President	105	9.0	11.5
Director	214	18.3	23.4
Manager	253	21.6	27.7
Coordinator	76	6.5	8.3
Support Staff	14	1.2	1.5
Other	54	4.6	5.9
Total Conference and Exhibit Only Attendees Identified by Position	915	78.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Position	256	21.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,171	100.0	100.0

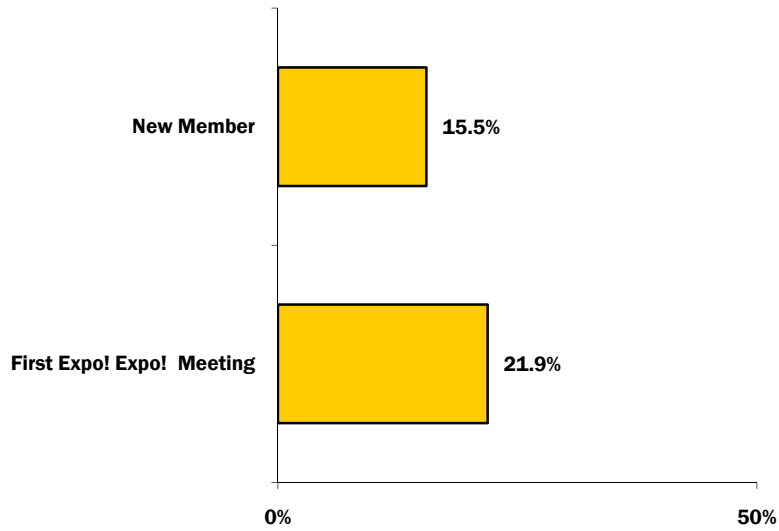


5b. DEPARTMENT			
DEPARTMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DEPARTMENT
Administration	28	2.4	3.1
Communications (Radio, TV, PR, ADV.)	11	0.9	1.2
Education	20	1.7	2.2
Executive	140	12.0	15.4
Industry/Trade	27	2.3	3.0
General Management	78	6.7	8.5
Marketing	80	6.8	8.8
Operations	109	9.3	12.0
Press	1	0.1	0.1
Sales	203	17.3	22.3
Show Organizing	213	18.2	23.4
Total Conference and Exhibit Only Attendees Identified by Department	910	77.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Department	261	22.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,171	100.0	100.0



6. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/10)	181	15.5
First Expo! Expo! Meeting	256	21.9

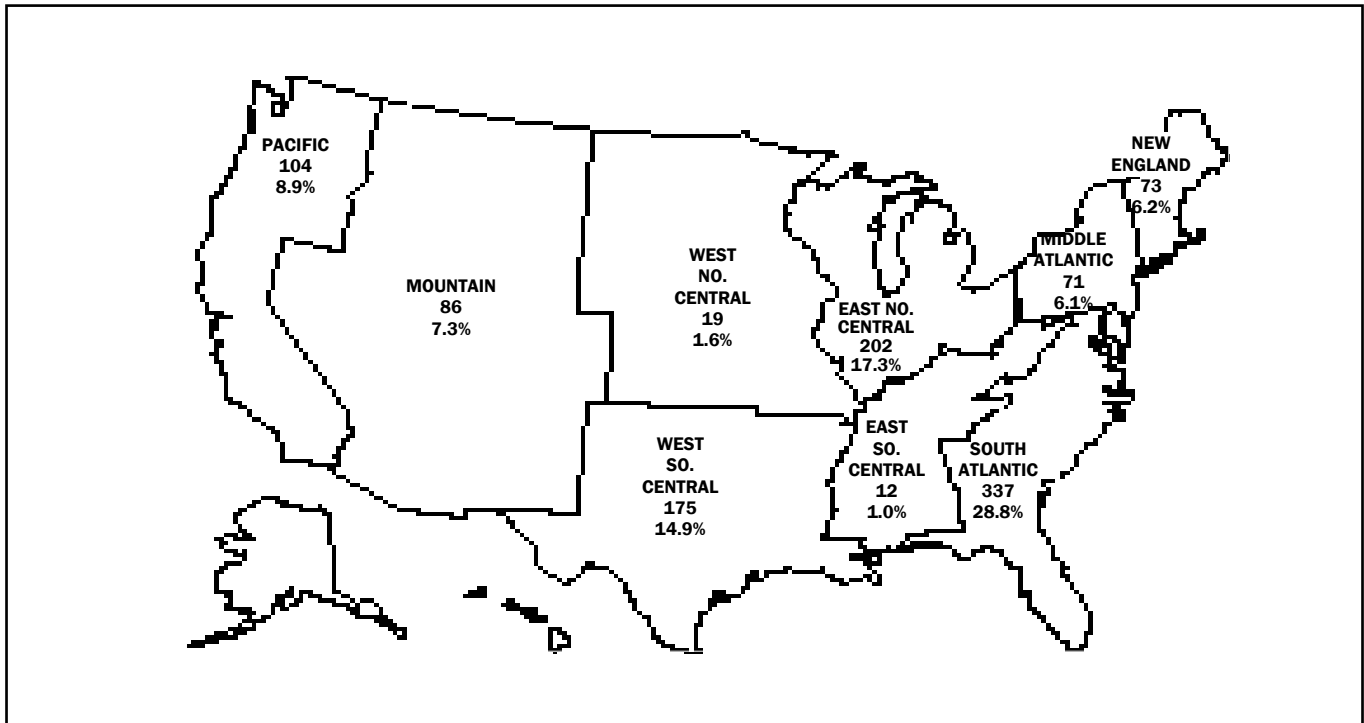
Based on 1,171 Conference and Exhibit Only Attendees



7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	73	6.2
Maine	4	
New Hampshire	6	
Vermont	--	
Massachusetts	22	
Rhode Island	--	
Connecticut	41	
MIDDLE ATLANTIC	71	6.1
New York	36	
New Jersey	29	
Pennsylvania	6	
EAST NO. CENTRAL	202	17.3
Ohio	17	
Indiana	5	
Illinois	164	
Michigan	8	
Wisconsin	8	
WEST NO. CENTRAL	19	1.6
Minnesota	9	
Iowa	--	
Missouri	5	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	5	
SOUTH ATLANTIC	337	28.8
Delaware	1	
Maryland	43	
Washington, DC	70	
Virginia	104	
West Virginia	--	
North Carolina	11	
South Carolina	3	
Georgia	74	
Florida	31	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	12	1.0
Kentucky	3	
Tennessee	3	
Alabama	6	
Mississippi	--	
WEST SO. CENTRAL	175	14.9
Arkansas	1	
Louisiana	48	
Oklahoma	2	
Texas	124	
MOUNTAIN	86	7.3
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	18	
New Mexico	1	
Arizona	6	
Utah	2	
Nevada	59	
PACIFIC	104	8.9
Alaska	--	
Washington	7	
Oregon	--	
California	97	
Hawaii	--	
UNITED STATES	1,079	92.1
INTERNATIONAL	92	7.9
Canada	26	
Mexico	25	
Other International	41	
Total Conference & Exhibit Attendees	1,171	100.0



Expo! Expo! IAEE's Annual Meeting & Exhibition 7-9 December 2010 – New Orleans, LA

Registration Information		
Last Name (Family Name)	First Name (Given Name)	
Current Position/Title	Badge Name (First or Nickname Only)	IAEE User ID (if applicable)
Organization/Company	E-Mail Address	
Mailing Address	City	State/Province
Country	Zip/Postal Code	Company Web Address
Phone (Country Code/Area Code/#)	Fax (Country Code/Area Code/#)	
Cell phone	Emergency Contact	Emergency Phone Number

*Your cell phone number will be used by **event management only** in case of an emergency or if it is necessary to contact you during non-show hours.

Check all that apply:	A <input type="checkbox"/> New Member <small>(Since 1/1/10)</small>	B <input type="checkbox"/> First Expo! Expo! Meeting If yes, will you be attending the First Timer's Orientation, 8 December <input type="checkbox"/> Yes <input type="checkbox"/> No	Designation(s)	A <input type="checkbox"/> CEM	B <input type="checkbox"/> Other _____
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Spouse/Guest Badge Information <small>This badge is for a spouse, significant other, or adult child in a non-related industry. Spouse/Guest is eligible to attend the same social functions the main registration is eligible to attend. Spouse/Guest is not eligible for any education sessions. Additional fees apply.</small>		
Last Name (Family Name)	First Name (Given Name)	Occupation (Must be in a non-related industry)

Global Partners	
<i>Members of the following organizations may register at the IAEE Member rate. Please check one and include your member number here:</i> <input style="width: 100px;" type="text"/>	
<input type="checkbox"/> AEO Member	<input type="checkbox"/> AFIDA Member
<input type="checkbox"/> CENTREX Member	<input type="checkbox"/> EEAA Member
<input type="checkbox"/> IEIA Member	<input type="checkbox"/> IFLA Member
<input type="checkbox"/> AMPROFEC Member	<input type="checkbox"/> EXSA Member
<input type="checkbox"/> ACOA Member	<input type="checkbox"/> FAIRLINK Member
<input type="checkbox"/> AUMA Member	<input type="checkbox"/> FBTN Member
<input type="checkbox"/> CAEM Member	<input type="checkbox"/> HKECOSA Member
<input type="checkbox"/> InterEXPO Member	<input type="checkbox"/> JEA Member
<input type="checkbox"/> SACEOS Member	<input type="checkbox"/> TEA Member
Dietary Needs: A <input type="checkbox"/> No B <input type="checkbox"/> Yes, please describe: _____	
How did you hear about Expo! Expo!? (choose all that apply)	
A <input type="checkbox"/> Attended before	D <input type="checkbox"/> E mail
B <input type="checkbox"/> Colleague	E <input type="checkbox"/> Fax
C <input type="checkbox"/> Direct Mail	F <input type="checkbox"/> IAEE Employee
G <input type="checkbox"/> Invited Speaker	H <input type="checkbox"/> Magazine Ad
I <input type="checkbox"/> Magazine Article	J <input type="checkbox"/> Registration Brochure
K <input type="checkbox"/> Website	L <input type="checkbox"/> Other _____
Please choose ONE of the following that best describes your position:	
A <input type="checkbox"/> Senior Executive	C <input type="checkbox"/> Vice President
B <input type="checkbox"/> Manager	D <input type="checkbox"/> Coordinator
E <input type="checkbox"/> Director	F <input type="checkbox"/> Support Staff
G <input type="checkbox"/> Other	
Please choose ONE of the following that best describes your department	
A <input type="checkbox"/> Administration	D <input type="checkbox"/> Executive
B <input type="checkbox"/> Communications (Radio/TV/PR/Adv)	E <input type="checkbox"/> General Mgmt.
C <input type="checkbox"/> Education	F <input type="checkbox"/> Industry/Trade
G <input type="checkbox"/> Press	H <input type="checkbox"/> Marketing
I <input type="checkbox"/> Operations	J <input type="checkbox"/> Sales
K <input type="checkbox"/> Show Organizing	
What types of events does your organization produce (please check all that apply):	
A <input type="checkbox"/> Trade Show (Business-to-Business) (Corporate)	E <input type="checkbox"/> Hybrid (Trade Shows & Public Events)
B <input type="checkbox"/> Public Show (Business-to-Consumer)	F <input type="checkbox"/> Other
C <input type="checkbox"/> Fair Management	D <input type="checkbox"/> Proprietary Events
Badge Code (Select One)	
A <input type="checkbox"/> Association Organizer	B <input type="checkbox"/> Consumer/Public Organizer
C <input type="checkbox"/> Independent Organizer	D <input type="checkbox"/> Corporate Organizer
E <input type="checkbox"/> Exhibiting Supplier**	F <input type="checkbox"/> Non-Exhibiting Supplier
G <input type="checkbox"/> Media *	H <input type="checkbox"/> Faculty
I <input type="checkbox"/> Student ***	J <input type="checkbox"/> Guest

** Exhibiting Supplier must provide booth number: _____

*** Students must provide proof of current enrollment with registration form to qualify



Additional Demographic Questions for Organizers Only

1. How many different events – exhibitions and conferences – does your organization produce each year? Please circle one.

1 - 10	11 - 20	21 – 30	30 - 40	Over 40
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2. Please indicate your level of involvement in purchasing products and/or services for the following events: (check all that apply)

EVENTS	None	Recommend	Final Decision	N/A
Exhibitions				
Conferences & Seminars				
Board Meetings				
Committee & Task Force Meetings				
Sales or Incentive Meetings				

3. Please indicate your level of involvement in purchasing the following products and/or services:

SERVICES	None	Recommend	Final Decision	None
Event Site Selection				
Buildings, hotels, event venues and/or convention & visitor bureaus				
Registration, housing/hotel, and travel services				
Technology				
General service contractors & other product/service providers				

4. How many attend your largest event? Please circle one

Under 500	501 – 1,000	1,000 – 2,500	2,500 – 5,000	5,000 – 10,000
10,000 – 20,000	20,000 – 30,000	30,000 – 50,000	50,000 – 100,000	Over 100,000

5. For your largest event, what is the net square feet of your exhibition? Please circle.

Under 10,000 nsf (929 m ²)	10,000 – 30,000 nsf (929-2,787 m ²)	30,000 – 50,000 nsf (2,787-4,645 m ²)
30,000 – 50,000 nsf (2,787-4,645 m ²)	50,000 – 75,000 nsf (4,645-6,968 m ²)	75,000 – 100,000 nsf (6,968-9,290 m ²)
100,000 – 250,000 nsf (9,290-23,225 m ²)	250,000 – 500,000 nsf (23,225-46,450 m ²)	500,000 – 750,000 nsf (46,450-92,900 m ²)
Over 750,000 nsf (92,900 m ²)	Do not have an Exhibition	

6. For your largest event, how many meetings rooms do you require? Please circle one.

1 - 5	6 – 10	11 - 25	26 - 50	51 - 75	Over 75	Do not use meeting rooms
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6. For your largest event, how many rooms do you require on peak night?

Less than 200	200 – 500	501 – 1,500	1,501 – 3,000	3,001 – 5,000	Over 5,000
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7. How often is your largest event held? Please circle one.

Semi-Annually	Annually	Every other year	Every 3 years
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8. Your largest event is. Please circle all that apply.

Held in the same location each time	Rotated periodically	Held in the U.S., Canada or Puerto Rico
Held outside the U.S. (please check all that apply below)		

- Africa
 Asean (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)
 Asia (China, India, Middle East)
 Australia
 Caribbean
 Central America
 Central Europe
 Eastern Europe
 Latin America
 Western Europe

10. Please provide the dates and locations for your next three largest events:

Event	Dates	Location



Payment Information

Registration Fees \$ _____
 Optional Events \$ _____
 Amount Due: \$ _____

Special Note If you or your organization's IAEE membership lapses between registering and arriving at Expo! Expo! (on or before 9 December 2008), please note that your meeting registration fees will be adjusted to the non-member rate when checking in at the advanced and on-site registration counters Miami Beach. IAEE will alert you prior to your arrival if this situation occurs.

Promo Code _____ Check # _____ in the amount of \$ _____ payable to IAEE (Please write registrant's name on check)

Charge \$ _____ to the following credit card MasterCard VISA American Express Discover

Card Number: _____ Name on Card: _____ Exp. Date: _____

Fees are subject to verification based on member status and other qualifying factors. Additional funds will be charged if the registration amount was miscalculated.

I accept these terms. NOTE: Failure to check this box may delay registration.

NOTICES

Consent to Use of Photographic Images

Registration and attendance at, or participation in, IAEE meetings and other activities constitutes an agreement by the registrant to IAEE's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

2010 Registration Fees

		Member Organizer	Non-Member Organizer	Exhibiting Supplier Member	Exhibiting Supplier Non-Member	Non-Exhibiting/Member Supplier	Non-Member/Non-Exhibiting Supplier
Full Meeting (Tuesday - Thursday) (fees do not include CEM Courses)	*Discount - By 10/1	\$599	\$1,043	\$930	\$1,680	\$1,630	\$2,940
	*Advance - By 11/22	\$719	\$1,260	\$1,120	\$1,800	\$1,960	\$3,240
	*On Site - After 11/22	\$860	\$1,520	\$1,350	\$2,160	\$2,360	\$3,460
One Day Only (Tuesday, Wednesday, or Thursday) (fees do not include CEM courses)	Discount - By 10/1	\$350	\$630	\$560	\$1,010	\$980	\$1,770
	Advance - By 11/22	\$420	\$760	\$680	\$1,220	\$1,180	\$2,130
	On Site - After 11/22	\$510	\$920	\$810	\$1,470	\$1,420	\$2,560
Expo Only 1 (Wednesday)		FREE	FREE	N/A	N/A	N/A	N/A
Faculty/Student 2		\$275		\$275	N/A	N/A	N/A
Guest 3		\$275	N/A	\$275	N/A	N/A	N/A
Lost Badge Fee	On Site	\$35	\$35	\$35	\$35	\$35	\$35
CEM Learning Programs	Advance registration required. Not available on-site.	\$215	\$350	\$215	\$350	\$215	\$350

1 Organizers ONLY - Expo Only - free to Member and Non-Member Organizers (Includes access to show floor and lunch served on show floor only. Does not include access to education programs or general sessions taking place on Wednesday)

2 Proper Identification required.

3 For a spouse, significant other, or adult child in a non-related industry. Note - children under the age of 16 are not permitted to attend IAEE functions.

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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 IAAE's Expo! Expo! held December 7 – 9, in New Orleans, Louisiana 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