

EVENT AUDIT

DATES OF EVENT:

Conference: February 9-13, 2010
Exhibits: February 11-13, 2010

LOCATION:

The Moscone Center, San Francisco CA

EVENT PRODUCER/MANAGER:

Company Name: IDG World Expo
3 Speen St.
Framingham, MA 01701
Phone: 508.424.4848
FAX: 508.620.6690
Website (Show): www.macworldexpo.com

REGISTRATION COMPANY:

Registration Control Systems
Phone: 805.654.0171

YEAR EVENT ESTABLISHED:

1985

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: January 25-29, 2011
Exhibits: January 27-29, 2011

LOCATION:

The Moscone Center, San Francisco CA

1. STATEMENT OF MARKET SERVED:

Products and services geared to professionals in media and creative content development for corporate and home applications, and consumers using the Mac at home. The expo brings together the Mac OS audiences in creative services, education, application development, entertainment, small office/home office and Internet-based environments.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control. A review of the entire database to eliminate duplicate records and check for missing data was performed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2010	San Francisco, CA	1,370	17,936	19,306	*203	565	1,381	21,455
2009	San Francisco, CA	2,427	25,926	28,353	232	929	4,556	34,070
2008	San Francisco, CA	5,092	36,799	41,891	155	1,186	4,676	47,908
2007	San Francisco, CA	4,418	36,373	40,791	81	977	3,723	45,572
2006	San Francisco, CA	4,188	30,651	34,839	144	889	2,569	38,441

*Registered data. Speakers were verified on-site but were not included in the verified portion of the registration database.

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/ INDUSTRY
Advertising-Public Relations	654	3.4	3.5
Aerospace-Defense Contractor	179	0.9	1.0
Agriculture-Forestry	87	0.5	0.5
Architecture-Engineering-Construction	370	1.9	2.0
Arts-Fine Arts-Culture	461	2.4	2.5
Biotechnology	195	1.0	1.1
Chemicals-Mining-Petroleum-Textiles	33	0.2	0.2
Consultant-Business Service	1,107	5.7	6.0
Design-Creative Services	974	5.0	5.3
Education: Higher Ed/Corporate Training	1,081	5.6	5.8
Education: K-12	1,332	6.9	7.2
Energy-Transportation-Utilities	151	0.8	0.8
Entrepreneur-Home Business	252	1.3	1.4
Film-Video-TV	774	4.0	4.2
Finance-Banking-Investment-VC	443	2.3	2.4
Gaming-Game Development	173	0.9	0.9
Government-Military-Public Administration	577	3.0	3.1
Healthcare-Medical-Pharmaceutical	796	4.1	4.3
ISP-Web Host-IT Services Outsourcer	194	1.0	1.0
Legal-Insurance-Accounting	250	1.3	1.3
Manufacturing (computer related)	380	2.0	2.0
Manufacturing (non-computer related)	277	1.4	1.5
Marketing-Sales	491	2.5	2.6
Media-Publication-Broadcasting	334	1.7	1.8
Music-Audio	311	1.6	1.7
None-Not Applicable	710	3.7	3.8
Non-Profit-Trade Association-User Group	206	1.1	1.1
Photography-Digital Imaging	582	3.0	3.1
Printing-Publishing-Production	327	1.7	1.8
Reseller-VAR-Sys Integrator	121	0.6	0.7
Retail-Wholesale-Distributor	498	2.6	2.7
Software/Application Development-ISV	1,154	6.0	6.2
Student	963	5.0	5.2
Telecommunications-Carrier	124	0.6	0.7
Travel-Hospitality-Recreation-Food Services	145	0.8	0.8
Web Administration-Content Development	136	0.7	0.7
Web Design	267	1.4	1.4
Other	1,435	7.4	7.7
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	18,544	96.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	762	3.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,306	100.0	

4b. PRIMARY JOB TITLE

PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Architect-Engineer	770	4.0	4.2
CEO	1,629	8.4	8.8
Chief Financial Officer	163	0.8	0.9
CIO, CTO, CSO, COO	314	1.6	1.7
Consultant	1,218	6.3	6.6
Director	773	4.0	4.2
Editorial-Writer	201	1.0	1.1
Educator-Teacher	1,008	5.2	5.4
Graphic Designer-Artist-Art Director	1,240	6.4	6.7
IT/IS, Support	1,115	5.8	6.0
Marketing-PR-Communications	626	3.2	3.4
Musician	161	0.8	0.9
Network Manager/Administrator	150	0.8	0.8
Operations	530	2.7	2.9
President	745	3.9	4.0
Professional Svcs (Lawyer, Doctor etc.)	379	2.0	2.0
Purchasing-Corporate Buyer	80	0.4	0.4
R&D-Scientific	287	1.5	1.5
Retired	790	4.1	4.3
Sales-Business Development	539	2.8	2.9
Self-Employed	923	4.8	5.0
Software Programmer/Developer/Engineer	594	3.1	3.2
Student	1,654	8.6	8.9
Systems Programmer/Analyst	110	0.6	0.6
Technology	451	2.3	2.4
Vice President	234	1.2	1.3
Web Admin-Content Developer	104	0.5	0.6
Web Designer	215	1.1	1.2
Other	1,545	8.0	8.3
Total Conference and Exhibit Only Attendees Identified by Job Title/Function	18,548	96.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title/Function	758	3.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,306	100.0	

4c. REASON FOR REGISTERING

REASON FOR REGISTERING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY REASON FOR REGISTERING
Final Decision Maker	6403	33.2	34.5
Recommend brands/vendors	3784	19.6	20.4
Specify brands/vendors	522	2.7	2.8
All of the above	2181	11.3	11.8
None of the above	5650	29.3	30.5
Total Conference and Exhibit Only Attendees Identified by Purchase Role	18,540	96.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchase Role	766	4.0	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	19,306	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	106	0.5	EAST SO. CENTRAL	47	0.2
Maine	6		Kentucky	15	
New Hampshire	12		Tennessee	21	
Vermont	9		Alabama	6	
Massachusetts	69		Mississippi	5	
Rhode Island	3		WEST SO. CENTRAL	113	0.6
Connecticut	7		Arkansas	3	
MIDDLE ATLANTIC	212	1.1	Louisiana	6	
New York	122		Oklahoma	6	
New Jersey	43		Texas	98	
Pennsylvania	47		MOUNTAIN	325	1.7
EAST NO. CENTRAL	179	0.9	Montana	1	
Ohio	33		Idaho	20	
Indiana	14		Wyoming	5	
Illinois	71		Colorado	74	
Michigan	32		New Mexico	23	
Wisconsin	29		Arizona	68	
WEST NO. CENTRAL	73	0.4	Utah	49	
Minnesota	30		Nevada	85	
Iowa	7		PACIFIC	17,534	90.8
Missouri	20		Alaska	17	
North Dakota	1		Washington	121	
South Dakota	-		Oregon	104	
Nebraska	4		Hawaii	47	
Kansas	11		California-subtotal	17,245	
SOUTH ATLANTIC	239	1.2	CA Bay area: zip range 94000 to 95000	11,969	
Delaware	4		Northern CA: zip code range 93400 to 94000 & 95000 to 97000	4,168	
Maryland	16		Southern CA: zip code range 90000-93400	1,107	
Washington, DC	10		CA-not identified by zip	1	
Virginia	49		USA - States not Identified	61	0.3
West Virginia	-		UNITED STATES	18,889	97.8
North Carolina	28		INTERNATIONAL	416	2.2
South Carolina	16		Canada	106	
Georgia	30		Mexico	14	
Florida	86		Other International	296	
			Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	19,305	-
			Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	1	-
			TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	19,306	100.0



Macworld 2010
February 9-13 | San Francisco

Attendee Registration Form

Early Bird Registration Deadline: 12/4/09
Please complete the entire form. Incomplete forms will be returned unprocessed.
Please use one copy per person; send separate forms for additional people.

1. ATTENDEE INFORMATION
First Name _____ M.I. _____ Last Name _____
Title _____ Company _____
Street Address _____ P.O. Box/Apt/Ste./etc. _____
City _____ State/Province _____ Zip Code/Postal Code _____
Country _____ E-mail _____
Business Phone () _____ Mobile Phone () _____

2. REGISTRATION PACKAGES: * Check the box of the package you are registering for.

Packages	Early Bird Pricing (by 12/4)	Regular Pricing (12/5 - 2/7)	On-site Pricing (2/8 - 2/13)
Platinum Pass - BEST VALUE! (February 9-13) • One (1) Power Tool Choice • One (1) Market Symposium Choice I choose not to select a Power Tool &/or Market Symposium session as part of my Platinum Pass. I agree to the package terms and willingly opt out (do not include code(s) for session(s) uninterested in attending).	\$995	\$1,295	\$1,595
MacFifi Conference (February 11-13)	\$795	\$895	\$995
Power Tools Conference (February 9-10) • One (1) Power Tool Choice	\$595	\$695	\$795
MacLabs (February 9-11) Indicate your choices; up to 1 max per time block per day: Tuesday _____ Wednesday _____ Thursday _____	\$195 each	\$245 each	\$295 each
Creative Safari (February 11) • Creative Safari Choice	\$195	\$245	\$295
Market Symposium (February 12 or February 13) • Market Symposium Choice	\$195	\$245	\$295
Users Conference (February 11-13) • Users Conference One Day (February 11-13) Indicate your choice of One (1) Day: Thursday _____ Friday _____ Saturday _____	\$105	\$105	\$105
Expo Only (February 11-13)	FREE (until 9/27) \$26 (9/28-12/4)	\$26	\$45
Supersession (February 11-12) Supersession(s) of your choice: _____	\$29 each	\$29 each	\$49 each
Macworld Magazine (12 month subscription)	\$15	\$15	\$15

3. PAYMENT INFORMATION
Payment must accompany form for registration to be complete. Be careful not to pay for your registration twice! You will be charged if you do not pay, and will not be refunded for duplicate registrations. Please use one method of registration only. PO's are not accepted. All Registration Fees are non-refundable and credentials are non-transferable. A \$20 fee will be charged for all returned checks. *Discounts must be noted at time of initial registration. No refunds or credits will be issued for a discount after the initial registration.

Priority Code: _____ (priority code located in the e-mail or direct mail you may have received)

TOTAL AMOUNT ENCLOSED: \$ _____

Check Enclosed (make check payable to IDG World Expo) Indicate Check # _____

MasterCard/Visa American Express Total Amount \$ _____ Expiration Date _____ Security Code _____

IF PAYER IS OTHER THAN REGISTRANT, PLEASE PRINT NAME AND/OR COMPANY NAME BELOW:
First Name _____ M.I. _____ Last Name _____
Company Name _____ Cardholder Signature _____

* You must fill out and send in the 2nd page of Attendee Profile questions. Any registration form without this information will be considered incomplete and therefore delay your ability to register for the event. * Conference sessions and speakers are subject to change. Please visit www.macworldexpo.com for the latest information.

Submit your Registration Form Via:
MAIL Macworld 2010
PO Box 3321
Boston, MA 02241-3321
(Through 1/26/10 ONLY)

FAX (805) 654-1676
Faxed registration forms must include ALL credit card information.
(Through 2/1/10 ONLY)

Be sure to answer these questions to highlight your preferences:
I prefer to receive email in _____
_____ Text
_____ HTML
Would you like to receive product information or news from event exhibitors or approved 3rd parties via email?
_____ Yes
_____ No
Would you like to receive text messages from Show Management leading up to the show and on-site?
_____ Yes
_____ No
Would you like to receive text messages from sponsors about special offers and promotions on-site?
_____ Yes
_____ No

4. ATTENDEE PROFILE Your Name: _____

Q001 What is your job function? (select one) <input type="checkbox"/> 101 Architect-Engineer <input type="checkbox"/> 102 CEO <input type="checkbox"/> 103 Chief Financial Officer <input type="checkbox"/> 104 CIO, CTO, CSO, COO <input type="checkbox"/> 105 Consultant <input type="checkbox"/> 106 Director <input type="checkbox"/> 107 Editorial-Writer <input type="checkbox"/> 108 Educator-Teacher <input type="checkbox"/> 109 Graphic Designer-Artist-Art Director <input type="checkbox"/> 110 IT/IS, Support <input type="checkbox"/> 111 Marketing-PR-Communications <input type="checkbox"/> 112 Musician <input type="checkbox"/> 113 Network Manager/Administrator <input type="checkbox"/> 114 Operations <input type="checkbox"/> 115 President <input type="checkbox"/> 116 Professional Svcs (Lawyer, Doctor, etc.) <input type="checkbox"/> 117 Purchasing-Corporate Buyer <input type="checkbox"/> 118 R&D-Scientific <input type="checkbox"/> 119 Retired <input type="checkbox"/> 120 Sales-Business Development <input type="checkbox"/> 121 Self-Employed <input type="checkbox"/> 122 Software Programmer/Developer/Engineer <input type="checkbox"/> 123 Student <input type="checkbox"/> 124 Systems Programmer/Analyst <input type="checkbox"/> 125 Technology <input type="checkbox"/> 126 Vice President <input type="checkbox"/> 127 Web Admin-Content Developer <input type="checkbox"/> 128 Web Designer <input type="checkbox"/> 129 Other (Please Specify) _____	Q002 What is your primary business/industry? (select one) <input type="checkbox"/> 152 Advertising-Public Relations <input type="checkbox"/> 153 Aerospace-Defense Contractor <input type="checkbox"/> 154 Agriculture-Forestry <input type="checkbox"/> 156 Architecture-Engineering-Construction <input type="checkbox"/> 157 Arts-Fine Arts-Culture <input type="checkbox"/> 158 Biotechnology <input type="checkbox"/> 160 Chemicals-Mining-Petroleum-Traffics <input type="checkbox"/> 162 Consultant-Business Service <input type="checkbox"/> 163 Design-Creative Services <input type="checkbox"/> 164 Education: Higher Ed/Corporate Training <input type="checkbox"/> 165 Education: K-12 <input type="checkbox"/> 166 Energy-Transportation Utilities <input type="checkbox"/> 167 Entrepreneur-Home Business <input type="checkbox"/> 169 Film-Video-TV <input type="checkbox"/> 170 Finance-Banking-Investment-VC <input type="checkbox"/> 171 Gaming-Game Development <input type="checkbox"/> 172 Government-Military-Public Administration <input type="checkbox"/> 173 Healthcare-Medical-Pharmaceutical <input type="checkbox"/> 177 ISP-Web-Host-IT Services <input type="checkbox"/> 178 Legal-Insurance-Accounting <input type="checkbox"/> 179 Manufacturing (computer related) <input type="checkbox"/> 180 Manufacturing (non-computer related) <input type="checkbox"/> 181 Marketing-Sales <input type="checkbox"/> 182 Media-Publication-Broadcasting <input type="checkbox"/> 183 Music-Audio <input type="checkbox"/> 184 None-Not Applicable	Q003 What is your annual IT purchasing budget? (select one) <input type="checkbox"/> 199 \$0 - \$25,000 <input type="checkbox"/> 200 \$25,001 - \$100,000 <input type="checkbox"/> 201 \$100,001 - \$500,000 <input type="checkbox"/> 202 \$500,001 - \$1,000,000 <input type="checkbox"/> 203 > \$1M <input type="checkbox"/> 204 N/A	Q004 What is your purchasing role? (select one) <input type="checkbox"/> 205 Final Decision Maker <input type="checkbox"/> 206 Recommended brands/vendors <input type="checkbox"/> 207 Specify brands/vendors <input type="checkbox"/> 208 All of the above <input type="checkbox"/> 209 None of the above	Q005 Number of employees in your company/organization? (select one) <input type="checkbox"/> 210 Under 50 <input type="checkbox"/> 211 50 - 99 <input type="checkbox"/> 212 100 - 499 <input type="checkbox"/> 213 500 - 999 <input type="checkbox"/> 214 1,000 - 4,999 <input type="checkbox"/> 215 5,000 - 9,999 <input type="checkbox"/> 216 > 10,000 <input type="checkbox"/> 217 Do not know	Q006 Purpose for Attending (select one) <input type="checkbox"/> 218 Professionally for my company/organization <input type="checkbox"/> 219 Personally as a consumer <input type="checkbox"/> 220 Both	Q007 What is your age? (select one) <input type="checkbox"/> 81 less than 20 <input type="checkbox"/> 82 20-29 <input type="checkbox"/> 83 30-39 <input type="checkbox"/> 84 40-49 <input type="checkbox"/> 85 50-59 <input type="checkbox"/> 86 over 60	Q008 How long have you been a Mac user? (select one) <input type="checkbox"/> 87 New user <input type="checkbox"/> 88 fewer than 5 years <input type="checkbox"/> 89 5-10 years <input type="checkbox"/> 90 more than 10 years	Q009 What is your household income? (select one) <input type="checkbox"/> 96 >\$50,000 <input type="checkbox"/> 97 \$50,000-\$100,000 <input type="checkbox"/> 98 \$100,000-\$150,000 <input type="checkbox"/> 99 \$150,000-\$200,000 <input type="checkbox"/> 100 >200,000	Q010 Which Apple products do you own? (select all that apply) <input type="checkbox"/> 91 Macbook <input type="checkbox"/> 92 iMac <input type="checkbox"/> 93 iPhone <input type="checkbox"/> 94 iPod <input type="checkbox"/> 95 Apple TV	Q011 Which products and/or services are you interested in purchasing? (select all that apply) <input type="checkbox"/> 242 Accessories-Cards-Memory <input type="checkbox"/> 247 Assembler Technologies <input type="checkbox"/> 248 Computers-Desktop Units <input type="checkbox"/> 249 Digital Cameras & Video Recorders <input type="checkbox"/> 250 Displays-Monitors-Projection <input type="checkbox"/> 251 FireWire <input type="checkbox"/> 252 Input Devices <input type="checkbox"/> 253 Music & Audio <input type="checkbox"/> 254 Mobile Computing <input type="checkbox"/> 255 Networking & Connectivity <input type="checkbox"/> 256 Printers & Printing Hardware/Tools <input type="checkbox"/> 257 Servers & Server Management <input type="checkbox"/> 258 Storage-Drives-Players <input type="checkbox"/> 259 USB <input type="checkbox"/> 260 Other Hardware	Q012 Please indicate your housing plans (select one) <input type="checkbox"/> 348 Use my own Travel Agent <input type="checkbox"/> 349 Book accommodations myself <input type="checkbox"/> 350 Use Event Management Housing <input type="checkbox"/> 351 Live locally <input type="checkbox"/> 352 Staying with friends/family <input type="checkbox"/> 353 Not really yet
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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 30 countries. BPA serves more than 2,500 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 50 events, 300+ web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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 MACWORLD for the date and location of the show 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
TYPE: EVENT AUDIT
ID Number: E966X0S9