

AIA 2010 CONVENTION



EVENT AUDIT

AIA10

NATIONAL CONVENTION
AND DESIGN EXPOSITION

MIAMI

www.aia.org/convention

DATES OF EVENT:

Conference: June 10-12, 2010
Exhibits: June 10-12, 2010

LOCATION:

Miami Beach Convention Center; Miami, FL

EVENT PRODUCER/MANAGER:

Company Name: The American Institute of Architects
Address: 1735 New York Avenue, NW
Washington, D.C. 20006-5292
Phone: 202.626.7353
Website (Show): www.aia.org

REGISTRATION COMPANY:

Laser Registration
Phone: 514.228.3000

YEAR EVENT ESTABLISHED:

1867

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 12-14, 2011
Exhibits: May 12-14, 2011

LOCATION:

New Orleans, LA

1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for Architects and Building Industry Professionals. Attendees include Principals/Partners, Vice Presidents, Architects, Interior Designers, Project Managers, Landscape Architects, Facility Managers, Engineers others associated with the building design community.

2. STATEMENT OF VERIFICATION METHODOLOGY:

The Conference Attendees, Exhibit Only Attendees, Guests, Media and Speakers included in this Audit Report were verified as having acutally 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.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Guests	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff *	Total
2010	Miami, FL	4,597	2,723	7,320	891	315	115	6,933	15,574
2009	San Francisco, CA	6,484	4,843	11,327	1,193	420	188	4,849	17,977
2008	Boston, MA	7,871	4,264	12,135	1,548	367	103	5,367	19,520
2007	San Antonio, TX	7,753	4,083	11,836	--	414	101	5,166	17,517
2006	Los Angeles, CA	7,440	6,805	14,245	--	368	185	4,655	19,453

*Exhibitor counts are based on registration data – not tested.



4a. PRIMARY PROJECT (BUSINESS/INDUSTRY)			
PRIMARY PROJECT (BUSINESS/INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY PROJECT (BUSINESS/INDUSTRY)
Commercial Projects	1,521	20.8	37.8
Institutional Projects	1,002	13.7	24.9
Residential Projects	655	8.9	16.3
Transportation Projects	89	1.2	2.2
Industrial Projects	74	1.0	1.8
Non-construction Projects	42	0.6	1.0
Other	643	8.8	16.0
Total Conference and Exhibit Only Attendees Identified by Primary Project (Business/Industry)	4,026	55.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Project (Business/Industry)	3,294	45.0	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,320	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Principal or partner	1,889	25.8	44.3
Vice president or associate	316	4.3	7.4
Manager or Project Manager	517	7.1	12.1
Architect or designer	812	11.1	19.0
Intern	81	1.1	1.9
Student	98	1.3	2.3
Interior designer or space planner	30	0.4	0.7
Administrator or office manager	33	0.5	0.8
Construction specifier	21	0.3	0.5
Consultant	90	1.2	2.1
Educator	73	1.0	1.7
Engineer	29	0.4	0.7
Facility manager	36	0.5	0.8
Planner	10	0.1	0.2
Landscape architect	2	0.0	0.0
Other technical	62	0.8	1.5
Other non-technical	165	2.3	3.9
Total Conference and Exhibit Only Attendees Identified by Job Title	4,264	58.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	3,056	41.7	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,320	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	175	2.4
Maine	4	
New Hampshire	10	
Vermont	6	
Massachusetts	90	
Rhode Island	9	
Connecticut	56	
MIDDLE ATLANTIC	786	10.7
New York	463	
New Jersey	153	
Pennsylvania	170	
EAST NO. CENTRAL	486	6.6
Ohio	120	
Indiana	44	
Illinois	215	
Michigan	60	
Wisconsin	47	
WEST NO. CENTRAL	252	3.4
Minnesota	76	
Iowa	22	
Missouri	78	
North Dakota	3	
South Dakota	4	
Nebraska	42	
Kansas	27	
SOUTH ATLANTIC	3,414	46.6
Delaware	11	
Maryland	132	
Washington, DC	169	
Virginia	157	
West Virginia	12	
North Carolina	99	
South Carolina	49	
Georgia	181	
Florida	2,604	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	164	2.2
Kentucky	41	
Tennessee	62	
Alabama	36	
Mississippi	25	
WEST SO. CENTRAL	463	6.3
Arkansas	36	
Louisiana	67	
Oklahoma	21	
Texas	339	
MOUNTAIN	319	4.4
Montana	10	
Idaho	7	
Wyoming	2	
Colorado	118	
New Mexico	49	
Arizona	51	
Utah	44	
Nevada	38	
PACIFIC	650	8.9
Alaska	11	
Washington	81	
Oregon	37	
California	489	
Hawaii	32	
UNITED STATES	6,771	91.7
INTERNATIONAL	341	4.7
US Territories (includes Puerto Rico & The Bahamas)	54	
US Military Bases (APO AE)	8	
Canada	69	
Mexico	20	
Other International	252	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	7,112	97.2
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	208	2.8
Total Conference & Exhibit Only Attendees	7,320	100.0



