

# ad:tech San Francisco 2010



## EVENT AUDIT



**DATES OF EVENT:**  
 Conference: April 19-21, 2010  
 Exhibition: April 20-21, 2010

**LOCATION:** Moscone Center North, San Francisco CA

**EVENT PRODUCER/MANAGER:**  
 Company Name: dmg world media  
 Address: 221 Main Street, Suite 920  
 San Francisco, CA 94105  
 Phone: 415-537-8500  
 Website (Show): www.ad-tech.com/sf/adtech\_san\_francisco.aspx

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

**YEAR EVENT ESTABLISHED:** 1998

**FREQUENCY:** Annual

**DATES OF NEXT EVENT:**  
 Conference: April 11-13, 2011  
 Exhibition: April 12-13, 2011

**LOCATION:** Moscone Center North, San Francisco CA

### 1. STATEMENT OF MARKET SERVED:

The primary objective of ad:tech San Francisco and dmg world media is to provide an educational and networking event for Digital Marketing Professionals. Attendee job titles include: Corporate Management, Marketing Management, Advertising Management, Media Management, Sales Management and others. Attendee primary business types 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 staffed registration station. When arriving on-site, the registrant could use the scanning bar code in their confirmation for self look-up or move to a staffed kiosk to check in and print their badge. At a staffed registration station, an attendant looked up the registration record, verified the attendee's i.d. and printed the badge. As the badge was printed, it was also verified with a date and time of printing recorded into the database. If a badge was re-printed, the original data and time stamp was retained.

### 3. AUDITED VISITORS ANALYSIS

Year which Event was Held	Event Location	ad:tech Conference Attendees	Bruce Clay Conference	ad:tech Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	* Speakers	* Press	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2010	San Francisco, CA	1,298	11	6,145	7,454	167	151	1,892	9,664

\* Speakers and Press were checked in manually through the use of hard copy checklists to verify their attendance

### 4a. COMPANY TYPE (PRIMARY BUSINESS)

COMPANY TYPE (PRIMARY BUSINESS)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY TYPE
Brand Advertiser _____	1,286	17.3	18.8
Agency _____	1,381	18.5	20.2
Publisher _____	1,550	20.8	22.7
Solutions provider _____	1,786	24.0	26.1
Investor/financial research _____	207	2.8	3.0
Other _____	631	8.5	9.2
Total Conference and Exhibit Only Attendees Identified by Company Type (Primary Business) _____	6,841	91.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Type (Primary Business) _____	613	8.2	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,454</b>	<b>100.0</b>	



<b>4b. JOB TYPE (TITLE)</b>			
JOB TYPE (TITLE)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TYPE
Corporate Management (CEO, President, General...) _____	2,094	28.1	30.5
Marketing Management (Marketing VP, Director or manager) _____	1,716	23.0	25.0
Advertising Management (Advertising Director, account...) _____	805	10.8	11.7
Creative Management _____	199	2.7	2.9
Media Management (Media Planner, Media buyer) _____	435	5.8	6.3
Sales Management _____	939	12.6	13.7
Other _____	674	9.0	9.8
Total Conference and Exhibit Only Attendees Identified by Job Type (Title) _____	6,862	92.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Type (Title) _____	592	7.9	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,454</b>	<b>100.0</b>	

<b>4c. ADVERTISING/MARKETING PURCHASE ROLE</b>			
ADVERTISING/MARKETING PURCHASE ROLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
I Make the Final Decision _____	2,442	32.8	38.8
I Influence _____	2,719	36.5	43.3
I Am Not Involved _____	1,125	15.1	17.9
Total Conference and Exhibit Only Attendees Identified by Purchase Role _____	6,286	84.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchase Role _____	1,168	15.7	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,454</b>	<b>100.0</b>	

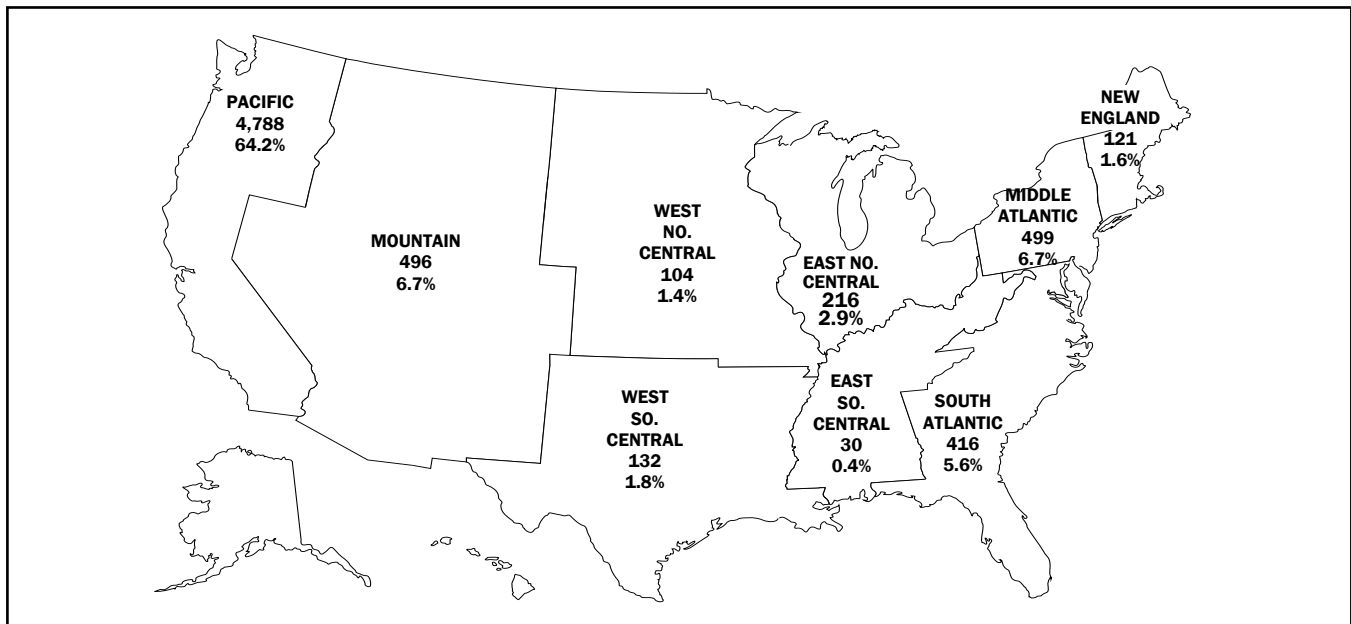
<b>4d. ANNUAL MARKETING BUDGET</b>			
ANNUAL MARKETING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL MARKETING BUDGET
\$0 - \$250,000 _____	2,508	33.6	43.1
\$250,001 - \$500,000 _____	742	10.0	12.7
\$500,001 - \$1 Million _____	606	8.1	10.4
\$1 Million - \$5 Million _____	802	10.8	13.8
\$5 Million - \$10 Million _____	315	4.2	5.4
More than \$10 Million _____	849	11.4	14.6
Total Conference and Exhibit Only Attendees Identified Annual Marketing Budget _____	5,822	78.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Marketing Budget _____	1,632	21.9	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,454</b>	<b>100.0</b>	

<b>4e. ANALYSIS OF COMPANY TYPE (PRIMARY BUSINESS) BY ANNUAL MARKETING BUDGET</b>										
COMPANY TYPE (PRIMARY BUSINESS)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY TYPE (PRIMARY BUSINESS)	CLASSIFICATION BY ANNUAL MARKETING BUDGET						Attendees Not Identified by Annual Marketing Budget
				\$0 - \$250,000	\$250,001 - \$500,000	\$500,001 - \$1 Million	\$1 Million - \$5 Million	\$5 Million - \$10 Million	More than \$10 Million	
Brand Advertiser _____	1,286	17.3	18.8	239	140	107	216	90	342	152
Agency _____	1,381	18.5	20.2	356	143	136	207	86	231	222
Publisher _____	1,550	20.8	22.7	625	184	140	133	57	119	292
Solutions provider _____	1,786	24.0	26.1	858	204	122	149	48	92	313
Investor/Financial Research _____	207	2.8	3.0	96	15	17	17	4	12	46
Other _____	631	8.5	9.2	292	47	73	54	26	42	97
<b>SUBTOTAL</b>	<b>6,841</b>	<b>91.8</b>	<b>100.0</b>	<b>2,466</b>	<b>733</b>	<b>595</b>	<b>776</b>	<b>311</b>	<b>838</b>	<b>1,122</b>
Total Conference and Exhibit Only Attendees Identified by Company Type (Primary Business) _____	6,841	91.8		2,466	733	595	776	311	838	1,122
Total Conference and Exhibit Only Attendees Not Identified by Company Type (Primary Business) _____	613	8.2		42	9	11	26	4	11	510
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>7,454</b>	<b>100.0</b>		<b>2,508</b>	<b>742</b>	<b>606</b>	<b>802</b>	<b>315</b>	<b>849</b>	<b>1,632</b>
<b>PERCENT OF TOTAL</b>				33.6	10.0	8.1	10.8	4.2	11.4	21.9
<b>PERCENT IDENTIFIED BY ANNUAL MARKETING BUDGET</b>				43.1	12.7	10.4	13.8	5.4	14.6	

**5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>121</b>	<b>1.6</b>
Maine _____	5	
New Hampshire _____	6	
Vermont _____	4	
Massachusetts _____	63	
Rhode Island _____	4	
Connecticut _____	39	
<b>MIDDLE ATLANTIC</b>	<b>499</b>	<b>6.7</b>
New York _____	406	
New Jersey _____	48	
Pennsylvania _____	45	
<b>EAST NO. CENTRAL</b>	<b>216</b>	<b>2.9</b>
Ohio _____	26	
Indiana _____	12	
Illinois _____	146	
Michigan _____	27	
Wisconsin _____	5	
<b>WEST NO. CENTRAL</b>	<b>104</b>	<b>1.4</b>
Minnesota _____	55	
Iowa _____	4	
Missouri _____	23	
North Dakota _____	-	
South Dakota _____	2	
Nebraska _____	6	
Kansas _____	14	
<b>SOUTH ATLANTIC</b>	<b>416</b>	<b>5.6</b>
Delaware _____	1	
Maryland _____	29	
Washington, DC _____	14	
Virginia _____	38	
West Virginia _____	-	
North Carolina _____	33	
South Carolina _____	9	
Georgia _____	55	
Florida _____	237	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>30</b>	<b>0.4</b>
Kentucky _____	3	
Tennessee _____	15	
Alabama _____	8	
Mississippi _____	4	
<b>WEST SO. CENTRAL</b>	<b>132</b>	<b>1.8</b>
Arkansas _____	4	
Louisiana _____	4	
Oklahoma _____	12	
Texas _____	112	
<b>MOUNTAIN</b>	<b>496</b>	<b>6.7</b>
Montana _____	8	
Idaho _____	13	
Wyoming _____	4	
Colorado _____	109	
New Mexico _____	5	
Arizona _____	99	
Utah _____	178	
Nevada _____	80	
<b>PACIFIC</b>	<b>4,788</b>	<b>64.2</b>
Alaska _____	-	
Washington _____	203	
Oregon _____	39	
California _____	4,533	
Hawaii _____	13	
<b>UNITED STATES</b>	<b>6,802</b>	<b>91.3</b>
US Territories _____	6	0.1
<b>INTERNATIONAL</b>	<b>542</b>	<b>7.3</b>
Canada _____	200	
Mexico, Central & South America _____	42	
Asia Pacific and Pacific Rim _____	166	
Europe, Middle East and Africa _____	132	
Other International (includes British Virgin Islands, Bermuda) _____	2	
Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	7,350	
Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	104	1.5
<b>Total Conference &amp; Exhibit Only Attendees</b>	<b>7,454</b>	<b>100.0</b>



Step 1: Lookup	Step 2: Name & Address	Step 3: Registrant Profile	Step 4: Package Selection	Step 5: Review Information	Step 6: Payment Information	Step 7: Thank You
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\* Job Type:

If other:

\* Company Type:

If other:

\* Your Role in advertising/marketing purchases:

\* 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:

\* How did you hear about this event?:

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://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 25 countries. BPA serves more than 2,500 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 48 events, 300+ web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue  
Red Bank, NJ 07701  
Phone: +1 800.224.3170  
Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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 ad:tech San Francisco 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 (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 represent 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: E913X0A0

