

## EVENT AUDIT


**DATES OF EVENT:**

Conference &amp; Exhibits: July 19-21, 2011

**LOCATION:**

 Walter E. Washington Convention Center  
Washington, D.C.

**EVENT PRODUCER/MANAGER:**

 Company Name: 1105 Media, Inc.  
 Address and Website (Show): 3141 Fairview Park Drive, Suite 777  
 Falls Church, VA 22042  
 Phone: 508.369.4780  
 Website (Show): www.fose.com

**REGISTRATION COMPANY:**

 CompuSystems  
 Phone: 708.344.9070

**YEAR EVENT ESTABLISHED:**

1976

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference &amp; Exhibits: April 3-5, 2012

**LOCATION:**

 Walter E. Washington Convention Center  
Washington, D.C.

**1. STATEMENT OF MARKET SERVED:**

FOSE is an event serving the government technology market. Attendees include Executives, Administrative/Operations Managers, Program Managers, IT/Computer/Communications/Network Managers, Engineering Managers, Procurement/Purchasing Managers, Personnel/Training Managers and others associated with government IT. The event's attendees include federal civilian and defense, state and local government professionals, international attendees, as well as suppliers to the government and business/industry professionals interested in IT.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

All "EXPO" attendees, speakers and most media included in this report were verified as having attended the event. Pre-registrants used online registration and were emailed confirmations with barcodes. A government ID was required to be checked in. Registrants had their confirmation email barcode swiped at a pre-registration kiosk and then had a badge printed with their details; or had their information keyed in by a registration staff person and then had a badge printed out. Onsite registrants registered through computer terminals throughout the registration area. Badges that were swiped at exhibitors' booths through lead retrieval and at conference sessions were also input into the database as another form of verification. The entire database was deduplicated by the registration company and then checked and tested by a BPA Worldwide auditor.

**3. AUDITED ATTENDEE ANALYSIS**

Year which Event was Held	Event Location	Expo Attendees	Sub-Total: Expo Attendees	Speakers	Media**	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2011	Washington, D.C.	*6,529	6,529	147	110	1,374	8,160
2010	Washington, D.C.	10,960	10,960	91	181	2,166	13,398
2009	Washington, D.C.	11,607	11,607	194	126	2,538	14,465

\* No GovSec crossover attendees were included in the EXPO attendee figures for 2011 (GovSec verified crossover attendees were included in 2009 & 2010)

\*\* Media count includes both verified and registered data

<b>4a. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	Total Attendees	Percent of Total	Percent Identified by Primary Business/ Industry
<b>Federal Government - Defense Sector:</b> Including U.S. Air Force, U.S. Army, U.S. Navy and Marine Corps, Intelligence Agencies [NSA, NRO, DIA, NGA, under secretary of Defense-Intelligence], and all other DOD or military.	1,208	18.5	18.6
<b>Federal Government – Civilian Sector:</b> Including Executive Office of the President (includes OMB), Department of Agriculture, Commerce, Education, Energy, Health & Human Services, Homeland Security, housing & Urban Development, the Interior, Justice (includes FBI), Labor, State, Transportation, Treasury (includes IRS), Veteran Affairs, EPA, GSA, USPS, SSA, NASA, Other Independent Agencies (includes CIA, TVA, NSF), Congress/Agencies, Legislative Agencies (GAO, GPO, LOC), Judicial Branch Agencies and Law Enforcement Agencies	2,531	38.8	39.1
<b>Other Federal Government</b>	310	4.7	4.8
<b>Non-Federal Government:</b> Including Business Process Management, Engineering Services, Equipment/Hardware Manufacturer, Systems Integration/VAR (Value-Added Reseller), Systems/Software Development, Other	416	6.4	6.4
<b>Government Contractor/Supplier to Government:</b> Including Business Process Management, Engineering Services, Equipment/Hardware Manufacturer, Systems Integration/VAR (Value-Added Reseller), Systems/Software Development, Other	1,476	22.6	22.8
<b>Education/Training/University</b>	386	5.9	6.0
<b>Other:</b> Including Association/Publication/Foundation/Research Organizations	151	2.3	2.3
Total EXPO Attendees Identified by Primary Business/Industry	6,478	99.2	100.0
Total EXPO Attendees Not Identified by Primary Business/Industry	51	0.8	
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>	

<b>4b. JOB TITLE/FUNCTION</b>			
JOB TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Executive/Command/Senior IT Management [CIO, CTO]	859	13.2	13.3
IT/Systems/Network Management	1,387	21.2	21.4
IT/Data/Systems/Network Security	431	6.6	6.7
Software, Systems & Web Development	404	6.2	6.2
Other IT Management [includes: Administrative/Operations and Engineering/Tech]	785	12.0	12.1
Procurement/Purchasing Management	187	2.9	2.9
Program Management	422	6.5	6.5
Personnel/Training Management	188	2.9	2.9
Sales & Marketing	635	9.7	9.8
Other [includes: Consulting, First Responders, etc.]	1,180	18.1	18.2
Total EXPO Attendees Identified by Job Title/Function	6,478	99.2	100.0
Total EXPO Attendees Not Identified by Job Title/Function	51	0.8	
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>	

<b>4c. PURCHASE ROLE</b>		
This is an analysis of 4,798 respondents or 73.5% of the total EXPO attendees who indicated their Purchase Role. Since an attendee could choose more than one response, the total number of responses exceeds the total number of respondents.	NUMBER OF ATTENDEE RESPONSES	*PERCENTAGE IDENTIFIED BY PURCHASE ROLE
Approve/Authorize	1,372	28.6
Make Final Recommendation	1,192	24.8
Specify Brands/Vendors	1,572	32.8
Identify/Recommend Products	3,053	63.6
Develop Product Specifications	1,352	28.2
Determine Needs/Features	2,580	53.8
No Role	1,006	21.0
<b>TOTAL EXPO ATTENDEE RESPONSES</b>	<b>12,127</b>	
Total EXPO Attendees Identified by Purchase Role	4,798	73.5
Total EXPO Attendees Not Identified by Purchase Role	1,731	26.5
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>

\* Percent Identified by Purchase Role is based on 4,798 verified attendees who answered this registration question

4d. GRADE/RANK			
GRADE/RANK	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GRADE/RANK
<b>MILITARY</b>			
07-010	17	0.3	0.7
04-06	71	1.1	2.9
01-03	14	0.2	0.6
W1-W5	3	0.0	0.1
E8-E9	15	0.2	0.6
E5-E7	32	0.5	1.3
E1-E4	8	0.1	0.3
Other Enlisted	51	0.8	2.1
<b>Subtotal Military GRADE/RANK</b>	<b>211</b>	<b>3.2</b>	<b>8.6</b>
<b>CIVILIAN</b>			
SES	38	0.6	1.5
GS 15	274	4.2	11.2
GS 14	613	9.4	25.0
GS 12-13	903	13.8	36.8
GS 9-11	267	4.1	10.9
GS 6-8	62	0.9	2.5
GS 1-5	86	1.3	3.5
<b>Subtotal Civilian GRADE/RANK</b>	<b>2,243</b>	<b>34.4</b>	<b>91.4</b>
Total EXPO Attendees Identified by Grade/Rank	2,454	37.6	<b>100.0</b>
Total EXPO Attendees Not Identified by Grade/Rank	4,075	62.4	
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>	

4e. WHICH OF THE FOLLOWING TECHNOLOGIES AND PRODUCTS ARE OF INTEREST TO YOU?		
This is an analysis of 6,470 respondents or 99.1% of the total EXPO attendees who indicated an interest in technologies and products. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.	NUMBER OF ATTENDEE RESPONSES	*PERCENTAGE IDENTIFIED BY TECHNOLOGIES/PRODUCTS INTEREST
Application Software	2,512	38.8
Biometrics	865	13.4
Business Intelligence/DSS	1,150	17.8
Cloud Computing & Virtualization	2,299	35.5
Computer & Peripherals	1,992	30.8
Cybersecurity	1,913	29.6
Data Centers & Data Storage	1,585	24.5
Disaster Preparedness & Recovery	1,147	17.7
Enterprise Content Management (ECM)	940	14.5
Green Computing	971	15.0
Information Assurance	1,487	23.0
Infrastructure Management	1,137	17.6
Internet & Web Services	2,032	31.4
Mobile Computing	1,844	28.5
Networking & Communications	2,269	35.1
Systems, Applications, Web Development	1,568	24.2
Wireless Communications	2,006	31.0
Other	298	4.6
<b>TOTAL EXPO ATTENDEE RESPONSES</b>	<b>28,015</b>	
Total EXPO Attendees Identified by Technologies/Products Interest	6,470	99.1
Total EXPO Attendees Not Identified by Technologies/Products Interest	59	0.9
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>

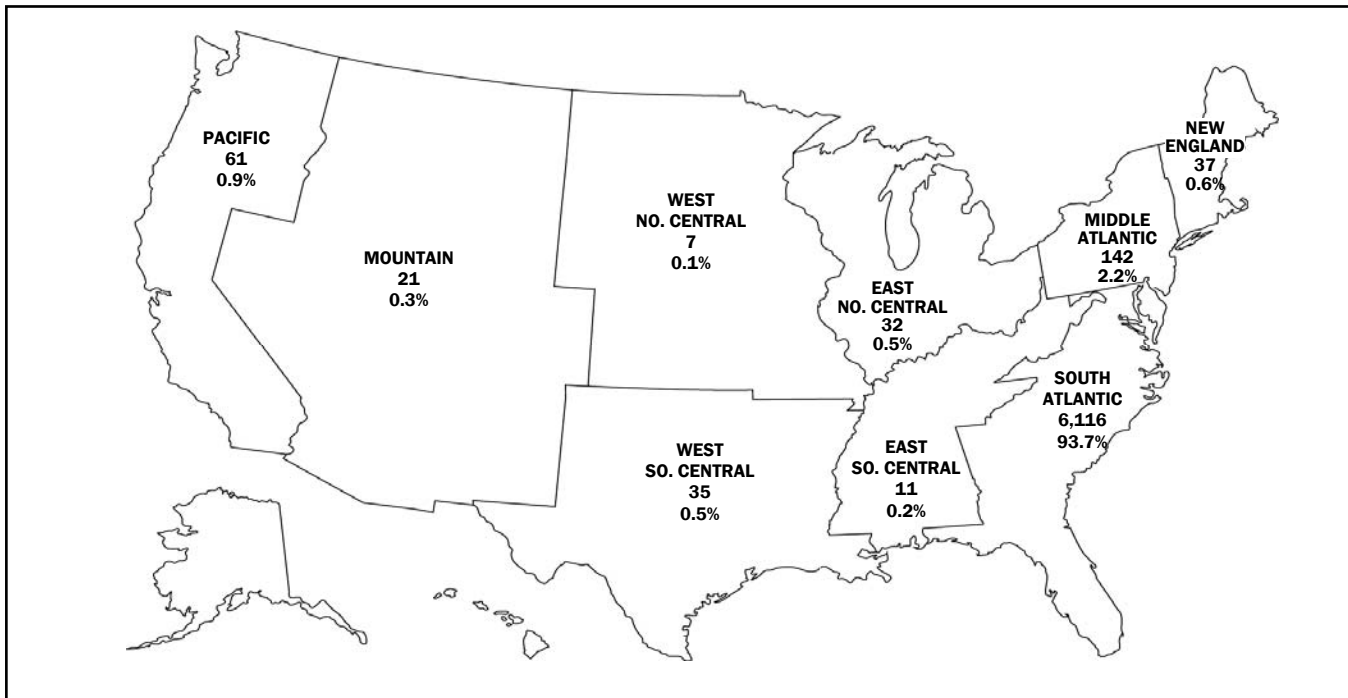
\* Percent Identified by Technology/Product Interest is based on 6,470 verified attendees who answered this registration question

4f. WHICH OF THE FOLLOWING PERSONAL CONSUMER ELECTRONICS ARE OF INTEREST TO YOU?		
This is an analysis of 4,741 respondents or 72.6% of the total EXPO attendees who indicated an interest in personal consumer electronics. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.	NUMBER OF ATTENDEE RESPONSES	*PERCENTAGE IDENTIFIED BY PERSONAL CONSUMER ELECTRONICS INTEREST
Digital Video Recorders (DVRs)	1,535	32.4
Network Routers or Hubs	1,390	29.3
MP3 Players	1,451	30.6
Cable Modems	781	16.5
Digital Cameras	2,300	48.5
Televisions	2,051	43.3
Digital Video Recorders (DVRs)/DVD Players/Recorders	1,444	30.5
Personal Computers/Laptops	2,910	61.4
Tablet Computers	2,618	55.2
Wireless Technology	2,572	54.3
Smart Phones	2,762	58.3
Printers/Scanners	1,624	34.3
GPS Equipment	1,617	34.1
Other	96	2.0
<b>TOTAL EXPO ATTENDEE RESPONSES</b>	<b>25,151</b>	
Total EXPO Attendees Identified by Personal Consumer Electronics Interest	4,741	72.6
Total EXPO Attendees Not Identified by Personal Consumer Electronics Interest	1,788	27.4
<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>

\* Percent Identified by PCE Interest is based on 4,741 verified attendees who answered this registration question

**5. AUDITED GEOGRAPHIC BREAKOUT OF EXPO ATTENDEES**

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>37</b>	<b>0.6</b>	<b>EAST SO. CENTRAL</b>	<b>11</b>	<b>0.2</b>
Maine	1		Kentucky	2	
New Hampshire	2		Tennessee	3	
Vermont	-		Alabama	5	
Massachusetts	26		Mississippi	1	
Rhode Island	2		<b>WEST SO. CENTRAL</b>	<b>35</b>	<b>0.5</b>
Connecticut	6		Arkansas	1	
<b>MIDDLE ATLANTIC</b>	<b>142</b>	<b>2.2</b>	Louisiana	3	
New York	33		Oklahoma	-	
New Jersey	24		Texas	31	
Pennsylvania	85		<b>MOUNTAIN</b>	<b>21</b>	<b>0.3</b>
<b>EAST NO. CENTRAL</b>	<b>32</b>	<b>0.5</b>	Montana	-	
Ohio	13		Idaho	1	
Indiana	2		Wyoming	-	
Illinois	15		Colorado	8	
Michigan	2		New Mexico	1	
Wisconsin	-		Arizona	8	
<b>WEST NO. CENTRAL</b>	<b>7</b>	<b>0.1</b>	Utah	1	
Minnesota	3		Nevada	2	
Iowa	1		<b>PACIFIC</b>	<b>61</b>	<b>0.9</b>
Missouri	1		Alaska	-	
North Dakota	-		Washington	11	
South Dakota	-		Oregon	2	
Nebraska	1		California	47	
Kansas	1		Hawaii	1	
<b>SOUTH ATLANTIC</b>	<b>6,116</b>	<b>93.7</b>	<b>UNITED STATES</b>	<b>6,462</b>	<b>99.0</b>
Delaware	12		<b>INTERNATIONAL</b>	<b>20</b>	<b>0.3</b>
Maryland	1,900		Canada	4	
Washington, DC	2,134		Mexico	1	
Virginia	1,960		Other International (includes: Chile, Brazil, Ghana, Japan, Pakistan, Saudi Arabia, South Africa, South Korea)	15	
West Virginia	24		Total EXPO Attendees Identified by Geographic Breakout	6,482	99.3
North Carolina	23		Total EXPO Attendees Not Identified by Geographic Breakout	47	0.7
South Carolina	17		<b>TOTAL EXPO ATTENDEES</b>	<b>6,529</b>	<b>100.0</b>
Georgia	17				
Florida	29				





**FOSE**  
EXPOSITION &  
CONFERENCE

July 19-21, 2011  
Washington, DC  
Convention Center

**TECHNOLOGY FOR THE  
MISSIONS OF GOVERNMENT**


Event Information
Frequently asked Questions
Show Policies
Contact Us
Success Kit
CountDown to FOSE 2011
300 Days

Registration Progress 
Font Size +

**Personal Information**

Please complete the information below. The FOSE name badge(s) will be produced from this data.

<p>First Name (Given): TEST *</p> <p>Last Name (Family): RECORD11 *</p> <p>Title: *</p> <p>Store/Company: COMPU SYSTEMS *</p> <p>Address: *</p> <p>Address 2: *</p> <p>Zip/Postal Code: *</p> <p>State/Province: * <small>(Required for U.S. and Canada only)</small></p> <p>Phone: * <span style="border-bottom: 1px solid black; width: 50px; display: inline-block;"></span></p> <p>E-mail Address: * <span style="border-bottom: 1px solid black; width: 100%; display: inline-block;"></span></p> <p>Twitter ID: <span style="border-bottom: 1px solid black; width: 100%; display: inline-block;"></span></p>	<p>Nickname (to appear on badge if given): <span style="border-bottom: 1px solid black; width: 100%; display: inline-block;"></span></p> <p>City: *</p> <p>Country: UNITED STATES *</p> <p>Fax: <span style="border-bottom: 1px solid black; width: 50px; display: inline-block;"></span></p> <p>Confirm E-mail Address: * <span style="border-bottom: 1px solid black; width: 100%; display: inline-block;"></span></p>	<p><b>Virtual Badge</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center; width: 100px; margin: 0 auto;"> <p>FOSE 2011 logo</p> <hr/> <p>TEST TEST SAMPLE COMPU SYSTEMS</p> </div>
---	--	---

  Check here if you have a disability that requires special assistance. A FOSE 2011 staff person will contact you for more information.

Would you like your confirmation e-mailed to an additional address? If so, enter that e-mail address below.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
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. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 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 **FOSE 2011** for the date and location of the exhibition 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 (EEIAC), 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	TYPE: EVENT AUDIT
Shelton CT	ID Number: E991X0J1
September 22, 2011	

