

# ad:tech New York 2011



## EVENT AUDIT



**DATES OF EVENT:**  
 Conference: November 8-10, 2011  
 Exhibition: November 9-10, 2011

**LOCATION:** Jacob K. Javits Center New York, NY

**EVENT PRODUCER/MANAGER:**  
 Company Name: dmg::events  
 Address: 221 Main Street, Suite 920  
 San Francisco, CA 94105  
 Phone: 415-53708500  
 Website (Show): <http://www.ad-tech.com/ny>

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

**YEAR EVENT ESTABLISHED:** 1998

**FREQUENCY:** Annual

**DATES OF NEXT EVENT:**  
 Conference: November 7-8, 2012  
 Exhibition: November 7-8, 2012

**LOCATION:** Jacob K. Javits Center New York, NY

### 1. STATEMENT OF MARKET SERVED

The primary objective of ad:tech New York and dmg world media is to provide a comprehensive 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 types of primary business include: Brand/Advertisers; Agencies; Publishers; Solution Providers/Vendors; Investors/Financial Research; and others.

### 2. STATEMENT OF VERIFICATION METHODOLOGY

Pre-registered attendees picked up their badges and credentials on-site via electronic will-call or by visiting a manned station. When arriving on-site they could print their badge by scanning the bar code from their email confirmation or by looking up their name at the self-registration kiosk. At a manned station, an attendant looked up their record, verified the attendee and then printed the badge. At the same time the badge was printed, it was also verified in the database with the date and time stamp of when the badge printed. 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 NY Conference Attendees	ad:tech NY Exhibit-Only Attendees	Subtotal: Conference & Exhibit-Only Attendees	ad:tech Speakers	Press/Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff***	Total
2011	Javits Center; New York, NY	1,548	6,440	7,988	160	163	1,314	9,625
2010	Javits Center; New York, NY	* 1,372	6,504	7,876	211	159	2,103	10,349
2009	Javits Center; New York, NY	**1,397	6,219	7,616	**343	167	2,157	10,283

\*\*\*New policy in 2011 limited staff passes to a maximum of 5 per single booth.

\* For ad:tech NY 2010 only - the Conference Attendees total includes 30 individuals who purchased the Bruce Clay SEO Training and 21 individuals who purchased the email marketing training pass.

\*\*The Content Revenue Strategy Conference was a part of the 2009 ad:tech NY event only.

\*\*For ad:tech NY 2009, the Conference Attendees total included 342 individuals who purchased the Content Revenue Strategy Conference Pass. The ad:tech speaker total included 75 individuals who were speakers at the Content Revenue Strategy Conference.



<b>4a. PRIMARY BUSINESS</b>			
PRIMARY BUSINESS (COMPANY'S INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Brand Advertiser _____	1,220	15.3	16.6
Agency _____	1,538	19.3	20.9
Publisher _____	1,458	18.3	19.9
Solutions provider _____	2,002	25.1	27.3
Investor/financial research _____	183	2.3	2.5
Other _____	941	11.8	12.8
<b>Total Conference and Exhibit-Only Attendees Identified by Primary Business</b>	<b>7,342</b>	<b>91.9</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by Primary Business</b>	<b>646</b>	<b>8.1</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>	

<b>4b. JOB TITLE</b>			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Corporate Management (CEO, President, General...) _____	2,372	29.7	32.1
Marketing Management (Marketing VP, Director or manager) _____	1,637	20.5	22.2
Advertising Management (Advertising Director, account) _____	819	10.3	11.1
Creative Management _____	188	2.4	2.5
Media Management (Media Planner, Media buyer) _____	369	4.6	5.0
Sales Management _____	1,076	13.5	14.6
Other _____	920	11.5	12.5
<b>Total Conference and Exhibit-Only Attendees Identified by Job Title</b>	<b>7,381</b>	<b>92.4</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by Job Title</b>	<b>607</b>	<b>7.6</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>	

<b>4c. ROLE IN ADVERTISING/MARKETING PURCHASES</b>			
ROLE IN ADVERTISING/MARKETING PURCHASES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN ADVERTISING/MARKETING PURCHASES
Is Involved _____	3,579	44.8	32.1
Has Influence _____	2,524	31.6	14.6
Makes the Final Decisions _____	1,097	13.7	12.5
<b>Total Conference and Exhibit-Only Attendees Identified by Role in Advertising/Marketing Purchases</b>	<b>7,200</b>	<b>90.1</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by Role in Advertising/Marketing Purchases</b>	<b>788</b>	<b>9.9</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</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 _____	3,087	38.6	43.0
\$250,001-\$500,000 _____	950	11.9	13.2
\$500,001-\$1Million _____	896	11.2	12.5
\$1Million-\$5Million _____	1,009	12.6	14.1
\$5Million-\$10 Million _____	446	5.6	6.2
More than \$10 Million _____	790	9.9	11.0
<b>Total Conference and Exhibit-Only Attendees Identified by Annual Marketing Budget</b>	<b>7,178</b>	<b>89.9</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by Annual Marketing Budget</b>	<b>810</b>	<b>10.1</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>	

<b>4e. AREA OF INTEREST</b>			
This is an analysis of 7,189 respondents or 90.0% who indicated their Area Of Interest. 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	*PERCENT OF TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**PERCENTAGE IDENTIFIED BY AREA OF INTEREST
Search _____	3,402	42.6	47.3
Ad Services _____	3,272	41.0	45.5
Performance Marketing _____	4,029	50.4	56.0
Ecommerce _____	3,688	46.2	51.3
Email _____	3,540	44.3	49.2
Analytics, Research _____	3,639	45.6	50.6
Agency/Creative _____	2,380	29.8	33.1
Emerging Technology & Media (Social, Gaming, Video, Mobile) _____	2,777	34.8	38.6
Publishing _____	2,508	31.4	31.0
Web and Database Services _____	2,231	27.9	35.1
<b>TOTAL VISITORS RESPONSES</b>	<b>31,466</b>		
<b>Total Conference and Exhibit-Only Attendees Identified by Area of interest</b>	<b>7,189</b>	<b>90.0</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by Area of interest</b>	<b>799</b>	<b>10.0</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>	

\*Percent of Total based on 7,988 attendees

\*\*Percent Identified by Area of Interest is based on 7,189 attendee respondents

**4f. ANALYSIS OF COMPANY TYPE BY ANNUAL MARKETING BUDGET**

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 _____	1,220	15.3	16.6	295	123	163	221	110	243	65
Agency _____	1,538	19.3	20.9	467	204	191	265	146	185	80
Publisher _____	1,458	18.3	19.9	587	192	209	213	87	144	26
Solutions provider _____	2,002	25.1	27.3	1,128	272	195	198	68	127	14
Investor/Financial Research _____	183	2.3	2.5	108	23	20	19	6	6	1
Other _____	941	11.8	12.8	481	136	118	93	29	84	-
<b>SUBTOTAL</b>	<b>7,342</b>	<b>92.1</b>	<b>100.0</b>	<b>3,066</b>	<b>950</b>	<b>896</b>	<b>1,009</b>	<b>446</b>	<b>789</b>	<b>186</b>
<b>Total Conference and Exhibit-Only Attendees Identified by Company Type (Primary Business)</b>	<b>7,342</b>	<b>91.9</b>		<b>3,066</b>	<b>950</b>	<b>896</b>	<b>1,009</b>	<b>446</b>	<b>789</b>	<b>186</b>
<b>Total Conference and Exhibit-Only Attendees Not Identified by Company Type (Primary Business)</b>	<b>646</b>	<b>8.1</b>		<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>624</b>
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>		<b>3,087</b>	<b>950</b>	<b>896</b>	<b>1,009</b>	<b>446</b>	<b>790</b>	<b>810</b>
<b>PERCENT OF TOTAL</b>				<b>38.6</b>	<b>11.9</b>	<b>11.2</b>	<b>12.6</b>	<b>5.6</b>	<b>9.9</b>	<b>10.1</b>
<b>Percent Identified by Annual Marketing Budget</b>				<b>43.0</b>	<b>13.2</b>	<b>12.5</b>	<b>14.1</b>	<b>6.2</b>	<b>11.0</b>	

**4g. HOW DID YOU HEAR ABOUT THE EVENT**

HOW DID YOU HEAR ABOUT THE EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY "HOW DID YOU HEAR"
Email _____	1,751	21.9	24.4
Social Network (Facebook, Twitter, LinkedIn) _____	353	4.4	4.9
Industry News Site _____	425	5.3	5.9
Industry Association/Organization _____	147	1.8	2.1
Friend Referral _____	1,618	20.3	22.6
Display Ad _____	2,868	35.9	40.0
<b>Total Conference and Exhibit-Only Attendees Identified by "How Did You Hear"</b>	<b>7,162</b>	<b>89.7</b>	
<b>Total Conference and Exhibit-Only Attendees Not Identified by "How Did You Hear"</b>	<b>826</b>	<b>10.3</b>	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,988</b>	<b>100.0</b>	

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

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>556</b>	<b>7.0</b>	<b>EAST SO. CENTRAL</b>	<b>21</b>	<b>0.3</b>
Maine _____	20		Kentucky _____	3	
New Hampshire _____	14		Tennessee _____	16	
Vermont _____	8		Alabama _____	2	
Massachusetts _____	270		Mississippi _____	-	
Rhode Island _____	8		<b>WEST SO. CENTRAL</b>	<b>167</b>	<b>2.1</b>
Connecticut _____	236		Arkansas _____	7	
<b>MIDDLE ATLANTIC</b>	<b>3,552</b>	<b>44.5</b>	Louisiana _____	4	
New York _____	2,859		Oklahoma _____	5	
New Jersey _____	473		Texas _____	151	
Pennsylvania _____	220		<b>MOUNTAIN</b>	<b>306</b>	<b>3.8</b>
<b>EAST NO. CENTRAL</b>	<b>230</b>	<b>2.9</b>	Montana _____	5	
Ohio _____	44		Idaho _____	4	
Indiana _____	3		Wyoming _____	1	
Illinois _____	138		Colorado _____	108	
Michigan _____	35		New Mexico _____	2	
Wisconsin _____	10		Arizona _____	42	
<b>WEST NO. CENTRAL</b>	<b>101</b>	<b>1.3</b>	Utah _____	107	
Minnesota _____	50		Nevada _____	37	
Iowa _____	3		<b>PACIFIC</b>	<b>1,084</b>	<b>13.6</b>
Missouri _____	22		Alaska _____	1	
North Dakota _____	0		Washington _____	87	
South Dakota _____	11		Oregon _____	16	
Nebraska _____	5		California _____	979	
Kansas _____	10		Hawaii _____	1	
<b>SOUTH ATLANTIC</b>	<b>671</b>	<b>8.4</b>	<b>UNITED STATES</b>	<b>6,688</b>	<b>83.7</b>
Delaware _____	15		US Territories _____	3	0.0
Maryland _____	102		<b>INTERNATIONAL</b>	<b>1,034</b>	<b>12.9</b>
Washington, DC _____	25		Canada _____	267	
Virginia _____	84		Mexico _____	23	
West Virginia _____	0		Other International _____	744	
North Carolina _____	41		<b>Total Conference and Exhibit Only Attendees Identified by Geographic Breakout</b>	<b>7,725</b>	<b>96.7</b>
South Carolina _____	11		<b>Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout</b>	<b>263</b>	<b>3.3</b>
Georgia _____	78		<b>Total Conference &amp; Exhibit Only Attendees</b>	<b>7,988</b>	<b>100.0</b>
Florida _____	315				

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Step 1: Lookup | Step 2: Name & Address | **Step 3: Register Profile** | Step 4: Package Selection | Step 5: Review | Step 6: Payment Info | Step 7: Thank You

\* Job Type:    
If other:

\* Company Type:    
If other:

\* Your Role in advertising/marketing purchases:

\* Area of interest - check all that apply

- Search
- Email
- Social
- Ad Services
- Performance/Affiliate Marketing
- Emerging Technology & Media (Geo Loco, Gaming, Video, Mobile)
- eCommerce
- Analytics/Research
- Publishing
- Web and Database Services
- Agency/Creative

\* Annual Marketing Budget:

\* How did you hear about this event?

**Communication Preferences**

\* **ad:tech Updates** - Please keep me posted on ad:tech event updates, parties and special offers.

\* **ad:tech Partners** - I would like to receive promotions and offers from ad:tech partners.

\* **Media Connection Newsletter** - Receive news and features covering the online marketing sector, delivered daily.

For information, please contact the Registration Call Center at 508.743.8520. For technical assistance with this web page, please [click here for Technical Support](#)

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Step 1: Lookup | **Step 2: Name & Address** | Step 3: Register Profile | Step 4: Package Selection | Step 5: Review | Step 6: Payment Info | Step 7: Thank You

\* = Required field.

**Badge/Name Information**

\* First Name

\* Last Name

\* Title

\* Organization

**Mailing Information**

\* Street Address 1

Street Address 2

\* Zip/Postal Code  Required for US and Canada

\* City

\* State/Province  Required for US and Canada

\* Country

\* Phone

Extension

Mobile Phone

Opt in to receive SMS event updates from ad:tech (SMS charges may apply as per your carrier agreement)

\* Email

You must use a unique email address. Multiple use of the same email address is not allowed

\* Confirm Email

**Promotional Code Information**

Promotional Code

Promotional Codes cannot be combined

**Special Services**

Check here if you require special services

Please describe special services:

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**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of **ad:tech NY 2011** 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 (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 statement 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                      TYPE: EVENT AUDIT  
Shelton, CT                              ID Number: E942X0N1  
January 20, 2012

