

# ad:tech San Francisco 2011



## EVENT AUDIT



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

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

**EVENT PRODUCER/MANAGER:**  
 Company Name: dmg :: events  
 Address: 221 Main Street, Suite 920  
 San Francisco, CA 94105  
 Phone: 415-537-8500  
 Website (Show): http://www.ad-tech.com/sf

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

**YEAR EVENT ESTABLISHED:** 1998

**FREQUENCY:** Annual

**DATES OF NEXT EVENT:**  
 Conference: April 2-4, 2012  
 Exhibition: April 3-4, 2012

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

### 1. STATEMENT OF MARKET SERVED:

The primary objective of ad:tech San Francisco and dmg :: events 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	ad:tech Exhibit-Only Attendees	Sub-Total: Conference & Exhibit-Only Attendees	* Speakers	* Press	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total
2011	San Francisco, CA	1,252	6,224	<b>7,476</b>	148	112	2,066	<b>9,802</b>

\* 2011 - Speaker, Press and Exhibitor personnel figures include registrants and were not confirmed as verified.

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

COMPANY TYPE (PRIMARY BUSINESS)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY TYPE
Brand Advertiser _____	1,174	15.7	17.0
Agency _____	1,170	15.7	17.0
Publisher _____	1,435	19.2	20.8
Solutions Provider/Vendor _____	1,944	26.0	28.2
Investor/Financial Research _____	200	2.7	3.0
Other _____	966	12.8	14.0
Total Conference and Exhibit-Only Attendees Identified by Company Type (Primary Business) _____	6,889	92.1	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Company Type (Primary Business) _____	587	7.9	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,476</b>	<b>100.0</b>	



<b>4b. JOB TYPE (TITLE)</b>			
JOB TYPE (TITLE)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TYPE (TITLE)
Corporate Management (CEO, President, General...) _____	2,165	29.0	31.3
Marketing Management (Marketing VP, Director or Manager) _____	1,510	20.2	21.9
Advertising Management (Advertising Director, Account...) _____	851	11.4	12.3
Creative Management _____	177	2.4	2.6
Media Management (Media Planner, Media Buyer) _____	365	4.9	5.3
Sales Management _____	874	11.7	12.7
Other _____	965	12.8	13.9
Total Conference and Exhibit-Only Attendees Identified by Job Type (Title) _____	6,907	92.4	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Job Type (Title) _____	569	7.6	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,476</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 _____	2,511	33.6	36.4
I Influence _____	3,351	44.8	48.6
I Am Not Involved _____	1,032	13.8	15.0
Total Conference and Exhibit-Only Attendees Identified by Purchase Role _____	6,894	92.2	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Purchase Role _____	582	7.8	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,476</b>	<b>100.0</b>	

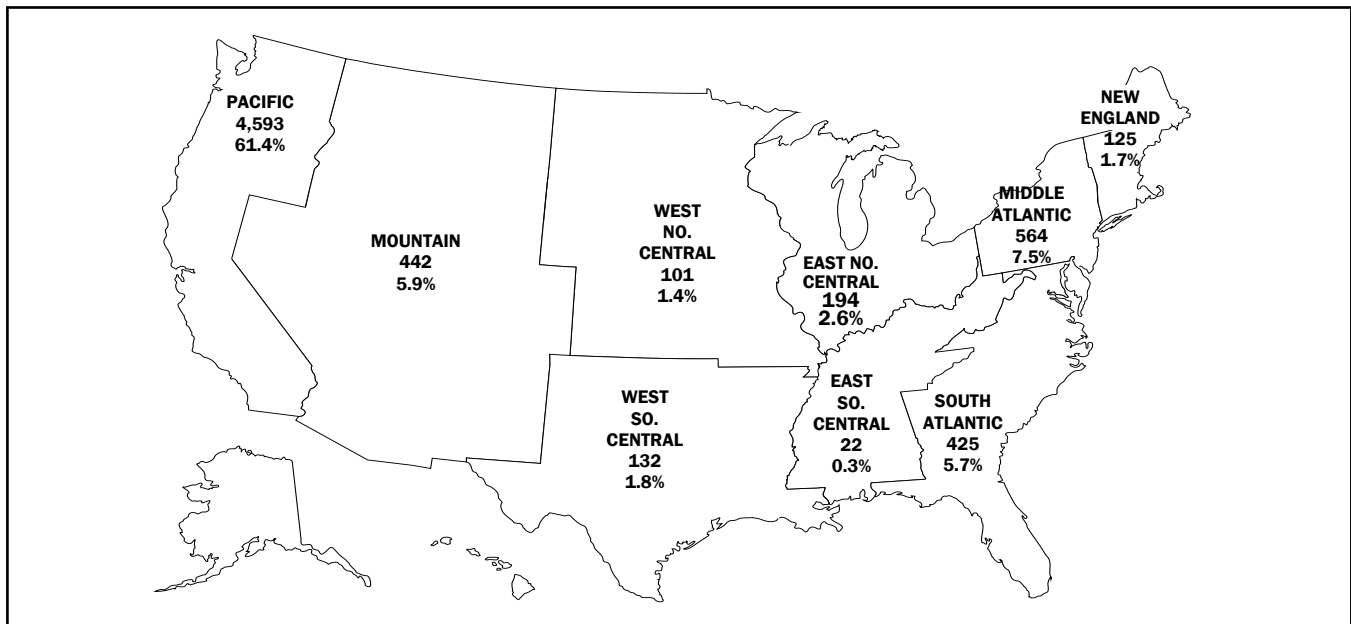
<b>4d. ANNUAL MARKETING BUDGET</b>			
ANNUAL MARKETING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL MARKETING BUDGET
\$0 - \$250,000 _____	3,001	40.1	43.5
\$250,001 - \$500,000 _____	820	11.0	11.9
\$500,001 - \$1 Million _____	793	10.6	11.5
\$1 Million - \$5 Million _____	971	13.0	14.1
\$5 Million - \$10 Million _____	449	6.0	6.5
More than \$10 Million _____	863	11.5	12.5
Total Conference and Exhibit-Only Attendees Identified Annual Marketing Budget _____	6,897	92.3	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Annual Marketing Budget _____	579	7.7	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,476</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 _____	1,174	15.7	17.0	249	153	154	224	130	258	6	
Agency _____	1,170	15.7	17.0	360	113	157	224	122	185	9	
Publisher _____	1,435	19.2	20.8	629	178	176	227	74	150	1	
Solutions Provider/Vendor _____	1,944	26.0	28.2	1,090	264	195	166	70	159	-	
Investor/Financial Research _____	200	2.7	2.9	128	16	17	14	11	14	-	
Other _____	966	12.9	14.0	538	96	94	110	37	87	4	
<b>SUBTOTAL</b>	<b>6,889</b>	<b>92.1</b>	<b>100.0</b>	<b>2,994</b>	<b>820</b>	<b>793</b>	<b>965</b>	<b>444</b>	<b>853</b>	<b>20</b>	
Total Conference and Exhibit-Only Attendees Identified by Company Type (P. Business) _____	6,889	92.1		2,994	820	793	965	444	853	20	
Total Conference and Exhibit-Only Attendees Not Identified by Company Type (P. Business) _____	587	7.9		7	-	-	6	5	10	559	
<b>TOTAL CONFERENCE &amp; EXHIBIT-ONLY ATTENDEES</b>	<b>7,476</b>	<b>100.0</b>		<b>3,001</b>	<b>820</b>	<b>793</b>	<b>971</b>	<b>449</b>	<b>863</b>	<b>579</b>	
<b>PERCENT OF TOTAL</b>				40.1	11.0	10.6	13.0	6.0	11.5	7.7	
<b>PERCENT IDENTIFIED BY ANNUAL MARKETING BUDGET</b>				43.5	11.9	11.5	14.1	6.5	12.5		

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

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>125</b>	<b>1.7</b>
Maine _____	6	
New Hampshire _____	5	
Vermont _____	2	
Massachusetts _____	82	
Rhode Island _____	5	
Connecticut _____	25	
<b>MIDDLE ATLANTIC</b>	<b>564</b>	<b>7.5</b>
New York _____	455	
New Jersey _____	55	
Pennsylvania _____	54	
<b>EAST NO. CENTRAL</b>	<b>194</b>	<b>2.6</b>
Ohio _____	27	
Indiana _____	7	
Illinois _____	136	
Michigan _____	21	
Wisconsin _____	3	
<b>WEST NO. CENTRAL</b>	<b>101</b>	<b>1.4</b>
Minnesota _____	32	
Iowa _____	6	
Missouri _____	31	
North Dakota _____	1	
South Dakota _____	6	
Nebraska _____	14	
Kansas _____	11	
<b>SOUTH ATLANTIC</b>	<b>425</b>	<b>5.7</b>
Delaware _____	12	
Maryland _____	39	
Washington, DC _____	15	
Virginia _____	64	
West Virginia _____	1	
North Carolina _____	31	
South Carolina _____	7	
Georgia _____	51	
Florida _____	205	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>22</b>	<b>0.3</b>
Kentucky _____	1	
Tennessee _____	17	
Alabama _____	4	
Mississippi _____	0	
<b>WEST SO. CENTRAL</b>	<b>132</b>	<b>1.8</b>
Arkansas _____	2	
Louisiana _____	2	
Oklahoma _____	5	
Texas _____	123	
<b>MOUNTAIN</b>	<b>442</b>	<b>5.9</b>
Montana _____	2	
Idaho _____	14	
Wyoming _____	3	
Colorado _____	121	
New Mexico _____	1	
Arizona _____	83	
Utah _____	144	
Nevada _____	74	
<b>PACIFIC</b>	<b>4,593</b>	<b>61.4</b>
Alaska _____	0	
Washington _____	183	
Oregon _____	25	
California _____	4,378	
Hawaii _____	7	
<b>UNITED STATES</b>	<b>6,598</b>	<b>88.3</b>
US Territories _____	3	0.0
<b>INTERNATIONAL</b>	<b>681</b>	<b>9.1</b>
Canada _____	168	
Mexico, Central & South America _____	94	
Asia Pacific and Pacific Rim _____	158	
Europe, Middle East and Africa _____	260	
Other International (includes British Virgin Islands, Bermuda) _____	1	
Total Conference and Exhibit-Only Attendees Identified by Geographic Breakout	7,282	97.4
Total Conference and Exhibit-Only Attendees Not Identified by Geographic Breakout	194	2.6
<b>Total Conference &amp; Exhibit-Only Attendees</b>	<b>7,476</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)



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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: E913X0A1

