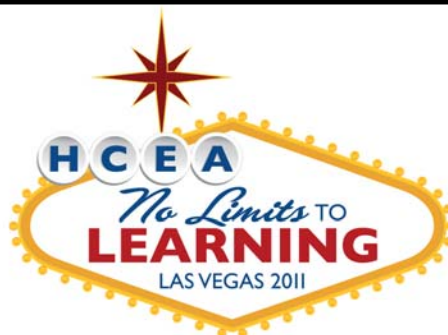


EVENT AUDIT



EDUCATION • INDUSTRY NETWORKING • MARKETING
HCEA Annual Meeting • Las Vegas • June 25–28

DATES OF EVENT:

Conference & Exhibition: June 25-28, 2011

LOCATION:

Wynn Las Vegas Hotel; Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: Healthcare Convention & Exhibitors Association
Address: 1100 Johnson Ferry Road, Suite 300
Atlanta, GA 30342
Phone: 404-252-3663
Website (Show): www.hcea.org

REGISTRATION COMPANY:

Internal Registration

YEAR EVENT ESTABLISHED:

1986

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Exhibits: June 23-26, 2012

LOCATION:

Peabody Hotel & Orange County Convention Center;
Orlando, FL

1. STATEMENT OF MARKET SERVED

HCEA's Annual Meeting is an educational conference that focuses solely on the unique needs of both healthcare exhibit marketers and medical meeting organizers.

2. STATEMENT OF VERIFICATION METHODOLOGY

Registrants to the event used the HCEA website to register and pay online and were then sent an email confirmation upon completion. Pre-registration was also completed by phone or email request. No badges were mailed pre-show. On-site, pre-registrants had to show a govt. issued ID and could use their email confirmation to have their badge printed and then pick up their conference credentials and information that was already prepared for each person who had previously registered and paid. The badges not picked up represented those registrants who did not show up (non-verified) to the event. All registrants were considered conference and all had access to the show floor. There was no designation for "exhibit-only" because this type of registration was not available.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Regular, Associate, and Supporting Attendees	Sub-Total: Regular, Associate, and Supporting Attendees	*Guests	Speakers	Media	**Exhibitor Personnel	Total Attendees
2011	Wynn Las Vegas Hotel: Las Vegas, NV	294	294	13	29	5	366	707

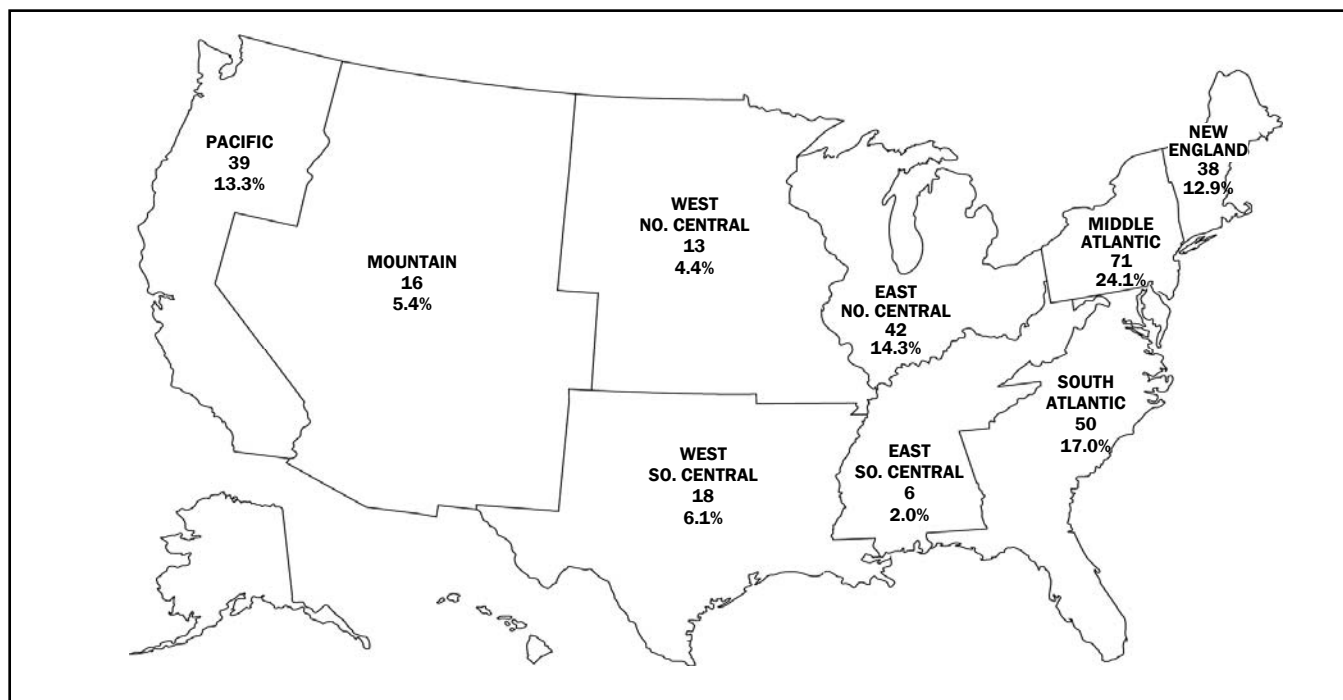
* "Guests" total also includes spouses that attended the HCEA 2011 Annual Meeting

** Exhibitors' count based on registration data and includes both verified and non-verified data.

4a. IS THIS YOUR FIRST HCEA ANNUAL MEETING?			
IS THIS YOUR FIRST HCEA ANNUAL MEETING?	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY FIRST HCEA ATTENDANCE
Yes _____	94	32.0	32.2
No _____	198	67.3	67.8
Total Conference Attendees Identified by "Is This is Your First HCEA Annual Meeting" _____	292	99.3	100.0
Total Conference Attendees Not Identified by "Is This is Your First HCEA Annual Meeting" _____	2	0.7	
TOTAL CONFERENCE ATTENDEES	294	100.0	

4b. YEARS IN HEALTHCARE EXHIBIT INDUSTRY			
YEARS IN HEALTHCARE EXHIBIT INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY YEARS IN INDUSTRY
Less than one year _____	13	4.4	6.3
1-3 years _____	25	8.5	12.2
3-5 years _____	26	8.8	12.7
5-10 years _____	47	16.0	22.9
10 or more years _____	94	32.0	45.9
Total Conference Attendees Identified by "Years in the Healthcare Exhibit Industry" _____	205	69.7	100.0
Total Conference Attendees Not Identified by "Years in the Healthcare Exhibit Industry" _____	89	30.3	
TOTAL CONFERENCE ATTENDEES	294	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES			
State	Total Conference Attendees	Percent of Total	
NEW ENGLAND	38	12.9	
Maine (ME)	-		
New Hampshire (NH)	5		
Vermont (VT)	-		
Massachusetts (MA)	27		
Rhode Island (RI)	-		
Connecticut (CT)	6		
MIDDLE ATLANTIC	71	24.1	
New York (NY)	15		
New Jersey (NJ)	38		
Pennsylvania (PA)	18		
EAST NO. CENTRAL	42	14.3	
Ohio (OH)	6		
Indiana (IN)	5		
Illinois (IL)	29		
Michigan (MI)	2		
Wisconsin (WI)	-		
WEST NO. CENTRAL	13	4.4	
Minnesota (MN)	8		
Iowa (IA)	-		
Missouri (MO)	3		
North Dakota (ND)	-		
South Dakota (SD)	-		
Nebraska (NE)	-		
Kansas (KS)	2		
SOUTH ATLANTIC	50	17.0	
Delaware (DE)	1		
Maryland (MD)	9		
Washington, DC	10		
Virginia (VA)	6		
West Virginia (WV)	1		
North Carolina (NC)	9		
South Carolina (SC)	-		
Georgia (GA)	10		
Florida (FL)	4		
EAST SO. CENTRAL	6	2.0	
Kentucky (KY)	1		
Tennessee (TN)	5		
Alabama (AL)	-		
Mississippi (MS)	-		
WEST SO. CENTRAL	18	6.1	
Arkansas (AR)	-		
Louisiana (LA)	4		
Oklahoma (OK)	-		
Texas (TX)	14		
MOUNTAIN	16	5.4	
Montana (MT)	-		
Idaho (ID)	-		
Wyoming (WY)	-		
Colorado (CO)	3		
New Mexico (NM)	-		
Arizona (AZ)	1		
Utah (UT)	2		
Nevada (NV)	10		
PACIFIC	39	13.3	
Alaska (AK)	-		
Washington (WA)	1		
Oregon (OR)	2		
California (CA)	36		
Hawaii (HI)	-		
UNITED STATES	293	99.7	
INTERNATIONAL	1	0.3	
Canada	1	0.3	
Mexico	-	-	
Other International	-	-	
TOTAL CONFERENCE ATTENDEES	294	100.0	



**HEALTHCARE CONVENTION & EXHIBITORS ASSOCIATION
ANNUAL MEETING**



Las Vegas, NV * * * * June 25-28, 2011
Please complete all information

First Name: _____ Last Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Emergency Contact Name: _____ Emergency Contact Phone: _____

Full Registration (Includes all HCEA sanctioned functions) Check one:

Regular Member (Blue Badge)	R	\$645	_____
Associate Member (Yellow Badge)	A	595	_____
Supporting Member (Pink Badge)	S	1045	_____
Non-Member Regular (Red Bar)	P1	865	_____
Non-Member Associate (Red Bar)	P2	815	_____
Non-Member Supporting (Red Bar)	P3	1265	_____
Guest/Spouse (Gray Badge)	G	225	_____

Single Day (Includes badge, all events for that day)

Regular/Associate Member (Brown Badge)	D	\$470	_____
Supporting Member (Brown Badge)	D	\$800	_____
Regular/Associate Non-Member (Brown Badge)	D	\$580	_____
Supporting Non-Member (Brown Badge)	D	\$1025	_____

Circle the day registered for: S - M - T

Tickets Check each type of ticket purchased:

Select each event and enter the price manually. If multiple tickets ordered, add quantity.

Saturday Opening Reception/City Night	\$90 _____	Lunch	Sunday	\$35 _____
Sunday Opening Breakfast	40 _____		Monday	50 _____
Breakfasts	Monday 25 _____			
	Tuesday 40 _____	Monday Closing Party		\$115 _____
		Total Amount Due:		US\$ _____

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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 the 2011 HCEA ANNUAL MEETING 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 data set forth in this report presents objectively and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide TYPE: EVENT AUDIT
US ID Number: X528X0J1
October 19, 2011