

## EVENT AUDIT



**DATES OF EVENT:**

Conference: May 23 – May 26, 2011

**LOCATION:**

Javits Center, New York City

**EVENT PRODUCER/MANAGER:**

Company Name: Reed Exhibitions  
 Address: 383 Main Avenue, Norwalk, CT 06851  
 Phone: (203) 840-4800  
 Website (Show): [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

**REGISTRATION COMPANY:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1902 as ABA Convention  
 1947 as Book Expo America

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: June 4 – 7, 2012  
 Exhibits: June 5 – 7, 2012  
 LOCATION: Jacob Javits Convention Center, New York City, NY

### 1. STATEMENT OF MARKET SERVED

Book industry professionals from across the U.S. and the world, including booksellers, retailers, librarians, educators, rights professionals, international publishing executives, and publishers.

**Qualified attendees** are booksellers: national and international; retailers: mass/general/discount merchandisers, consumer/electronics/computer merchants/video stores, toy stores, museum stores; Rights professionals; other industry professionals: librarians, educational institutions, wholesalers/distributors/publishers, authors, critics/reviewers.

### 2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified. Downloaded leads captured by exhibitors were also entered into the system as verified. Badges were also scanned at all conference sessions, VIP lounge, and VIP registration.

3. AUDITED ATTENDEE ANALYSIS						
Year which Event was Held	Event Location	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff**	Total
2011*	New York City	12,046	130	1,591	7,593	21,360
2010**	New York City	11,543	137	1,409	7,939	21,028
2009**	New York City	11,658	114	1,181	5,089	18,042
2008	Los Angeles	9,509	484	1,069	6,660	17,722

\* This includes 1,410 unaudited BlogWorld attendance.

\*\* Unaudited verified registration numbers provided by the registration company.

<b>4. BUSINESS CATEGORY</b>			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
<b>Bookseller/Bookstore</b>	<b>1,936</b>	<b>18.2</b>	<b>20.0</b>
General	1,358	12.8	14.0
Children's	192	1.8	2.0
University/College	110	1.0	1.1
Religious	44	0.4	0.5
Used/Antiquarian	37	0.4	0.4
Other	195	1.8	2.0
<b>Retailer</b>	<b>652</b>	<b>6.1</b>	<b>6.7</b>
Mass/General/Discount Merchandiser	160	1.5	1.6
Educational/Art/School Supply	25	0.2	0.2
Toy Store	25	0.2	0.2
Mail Order/Catalog/Book Club	13	0.1	0.1
Museum Store	105	1.0	1.1
Gift/Card/Stationery	16	0.2	0.2
Music/Video/Entertainment	11	0.1	0.1
New Age/Spiritual	5	<0.1	0.1
Health/Gourmet/Organic Food	2	<0.1	<0.1
Comic Book Store	38	0.4	0.4
Housewares/Home improvement	3	<0.1	<0.1
Online Retailer	182	1.7	1.9
Other	67	0.6	0.7
<b>Library</b>	<b>1,473</b>	<b>13.9</b>	<b>15.2</b>
Librarian - Public/Private/Corporate	1,473	13.9	15.2
<b>Educator</b>	<b>756</b>	<b>7.1</b>	<b>7.8</b>
Teacher/Administrator (K-12)	227	2.2	2.3
K-12 Librarian/Media Specialist	258	2.4	2.7
College/University Library	110	1.0	1.1
Professor/Administrator (College/University)	161	1.5	1.7
<b>Licensing/Rights &amp; Literary Agents</b>	<b>991</b>	<b>9.3</b>	<b>10.2</b>
Literary Agent	673	6.3	6.9
Literary Scout	68	0.6	0.7
Licensing Agent	250	2.4	2.6
<b>Publishing Personnel/Editorial</b>	<b>1,491</b>	<b>14.0</b>	<b>15.4</b>
Publisher: Rights/Sub Rights	193	1.8	2.0
Publisher: Editorial	756	7.1	7.8
Editorial Personnel	355	3.3	3.7
Digital Strategy	187	1.8	1.9

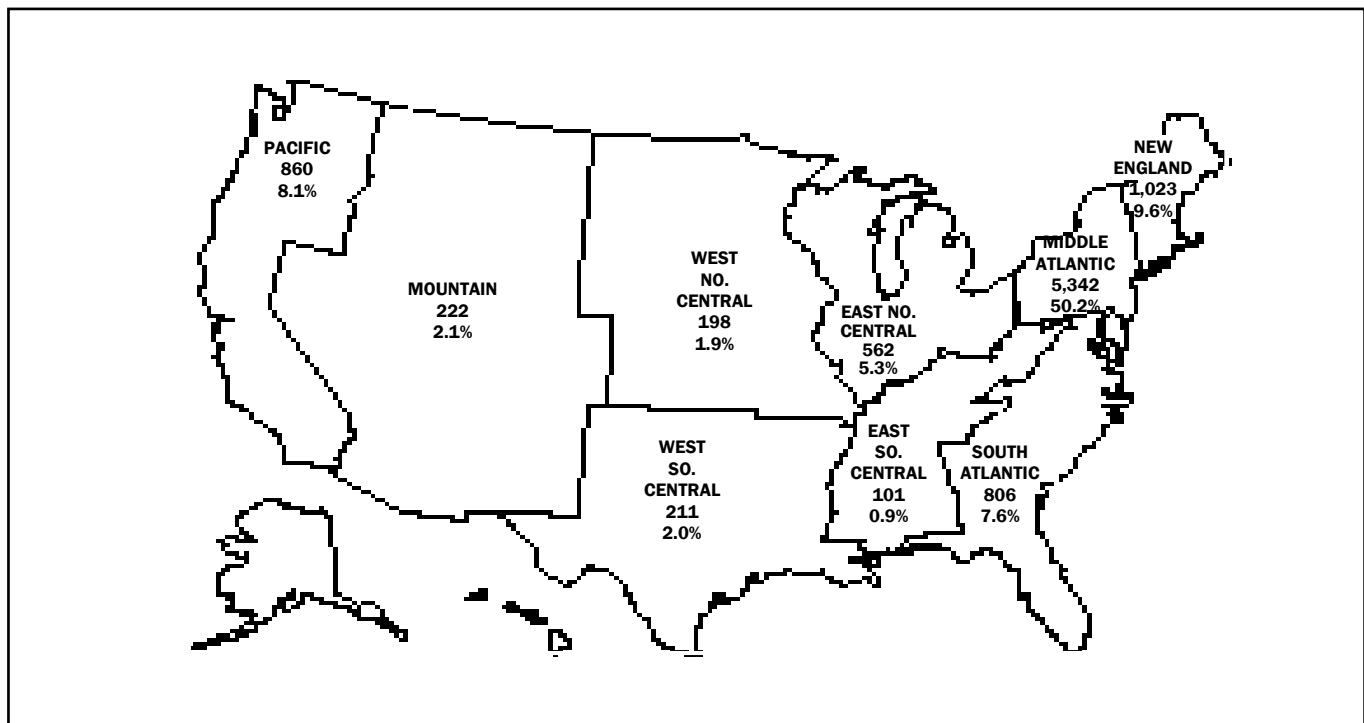
Business Category Continued on Next Page

<b>4. BUSINESS CATEGORY (continued)</b>			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
<b>Film &amp; TV Production</b>	<b>160</b>	<b>1.5</b>	<b>1.7</b>
Film/TV/Developer/Producer	131	1.2	1.4
Media Executive	29	0.3	0.3
<b>Non-Editorial Media</b>	<b>290</b>	<b>2.7</b>	<b>3.0</b>
Advertising Sales Executive	51	0.5	0.5
Book Bloggers	239	2.2	2.5
<b>Digital Service/Solution Provider</b>	<b>295</b>	<b>2.8</b>	<b>3.0</b>
Device	6	0.1	0.1
Conversion	26	0.2	0.3
Content Delivery/Solutions	189	1.8	1.9
Software/Applications	74	0.7	0.7
<b>Publishing Consultants &amp; Agencies</b>	<b>508</b>	<b>4.8</b>	<b>5.3</b>
Public Relations Firm	132	1.3	1.4
Marketing Firm	88	0.8	0.9
Independent Industry Consultant	288	2.7	3.0
<b>Non Profits &amp; Associations</b>	<b>299</b>	<b>2.8</b>	<b>3.1</b>
Literacy Organizations	135	1.3	1.4
Writers Associations	33	0.3	0.3
Friends of a Library	25	0.2	0.3
Community Group	106	1.0	1.1
<b>Author - Professionally Published</b>	<b>362</b>	<b>3.4</b>	<b>3.7</b>
Self Published	92	0.9	0.9
Professionally Published	270	2.5	2.8
<b>Industry Professional</b>	<b>350</b>	<b>3.3</b>	<b>3.6</b>
Book Packager	92	0.9	0.9
Manufacturer	192	1.8	2.0
Wholesaler	66	0.6	0.7
<b>Friends/Family</b>	<b>14</b>	<b>0.1</b>	<b>0.2</b>
Friends/Family/Children	14	0.1	0.2
<b>Book Club Member</b>	<b>103</b>	<b>1.0</b>	<b>1.1</b>
Book Club Member	103	1.0	1.1
Total Conference and Exhibit Only Attendees Identified by Business Category	9,680	91.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	956	9.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>10,636</b>	<b>100.0</b>	<b>100.0</b>

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,023</b>	<b>9.6</b>
Maine	29	
New Hampshire	28	
Vermont	32	
Massachusetts	387	
Rhode Island	53	
Connecticut	494	
<b>MIDDLE ATLANTIC</b>	<b>5,342</b>	<b>50.2</b>
New York	3,824	
New Jersey	1,001	
Pennsylvania	517	
<b>EAST NO. CENTRAL</b>	<b>562</b>	<b>5.3</b>
Ohio	97	
Indiana	45	
Illinois	209	
Michigan	129	
Wisconsin	82	
<b>WEST NO. CENTRAL</b>	<b>198</b>	<b>1.9</b>
Minnesota	82	
Iowa	13	
Missouri	65	
North Dakota	4	
South Dakota	5	
Nebraska	9	
Kansas	20	
<b>South Atlantic</b>	<b>806</b>	<b>7.6</b>
Delaware	20	
Maryland	194	
District of Columbia	123	
Virginia	133	
West Virginia	6	
North Carolina	66	
South Carolina	21	
Georgia	74	
Florida	169	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>101</b>	<b>0.9</b>
Kentucky	10	
Tennessee	62	
Alabama	20	
Mississippi	9	
<b>WEST SO. CENTRAL</b>	<b>211</b>	<b>2.0</b>
Arkansas	18	
Louisiana	16	
Oklahoma	13	
Texas	164	
<b>MOUNTAIN</b>	<b>222</b>	<b>2.1</b>
Montana	7	
Idaho	1	
Wyoming	4	
Colorado	84	
New Mexico	15	
Arizona	56	
Utah	50	
Nevada	5	
<b>PACIFIC</b>	<b>860</b>	<b>8.1</b>
Washington	211	
Oregon	36	
California	598	
Hawaii	15	
<b>UNITED STATES</b>	<b>9,325</b>	<b>87.7</b>
<b>INTERNATIONAL</b>	<b>1,311</b>	<b>12.3</b>
Canada	264	
Mexico	33	
Other International	1,014	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>10,636</b>	<b>100.0</b>





**May 23, 2011 | Conference, Special Events and CIROBE Reminders Pavilion**  
**May 24-26, 2011 | Exhibits, Conference, Special Events and International Rights & Business Center**  
**Javits Center, New York City**

**The content and the buzz.**

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title/Occupation (must provide to receive badge) \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Work Telephone (Do not include international dialing code) \_\_\_\_\_  
 Fax (To receive confirmation. Do not include international dialing code) \_\_\_\_\_  
 Email \_\_\_\_\_

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BEA is a trade-only event. No strollers or rolling suitcases allowed.

**Anyone under the age of 18 (minors and infants) will only be permitted to register to attend if accompanied by a registered industry professional.**

## ON-SITE REGISTRATION FORM

Please complete in full  
to obtain your badge

**Priority Code: OS**

**Choose Your Pass & Special Events:**

**• Exhibits and Conference Pass**

Choose Your Badge Category	All Access Pass On-Site	1 Day Pass (5/24, 5/25 or 5/26) On-Site
Booksellers/Bookstores	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
Retailers	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
Librarians	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
Educators	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
Non Profits & Associations	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
ABA Bookseller Member	<input type="checkbox"/> \$150	<input type="checkbox"/> \$95
Digital Service/Solution Provider	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Publishing Personnel/Editorial	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Licensing, Rights, Literary Agents	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Non-Editorial Media	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Film & TV Production	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Publishing Consultants & Agencies	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Author (Published)	<input type="checkbox"/> \$349	<input type="checkbox"/> \$145
Book Club Member	<input type="checkbox"/> \$210	<input type="checkbox"/> \$130
Children under 12	<input type="checkbox"/> \$80	<input type="checkbox"/> \$80
Friends/Family (Children over 12 must be accompanied by a registered industry professional)	<input type="checkbox"/> \$310	<input type="checkbox"/> \$145
Book Industry Professional	<input type="checkbox"/> \$310	<input type="checkbox"/> \$145 (5/26 only)

**• Special Events Tickets**

5/24			
Children's Book & Author Breakfast			
SPE1 Breakfast, roundtable seating	<input type="checkbox"/> \$40	SPE1T No breakfast, theater seating	<input type="checkbox"/> \$20
5/25			
Book & Author Breakfast			
SPE2 Breakfast, roundtable seating	<input type="checkbox"/> \$40	SPE2T No breakfast, theater seating	<input type="checkbox"/> \$20
SPE4 APA Audio Publishers' Author Tea	<input type="checkbox"/> \$25		
5/26			
Book & Author Breakfast			
SPE5 Breakfast, roundtable seating	<input type="checkbox"/> \$40	SPE5T No breakfast, theater seating	<input type="checkbox"/> \$20

**• Concurrent Events**

Date	Event	On-Site
5/21	DIY Authors Conference & Marketplace (Includes boxed lunch)	<input type="checkbox"/> \$199
5/23	ABA Day of Education (Open to all BEA attendees)	<input type="checkbox"/> FREE
5/24-5/26	BlogWorld & New Media Expo NY (Includes BlogWorld conference sessions and 3 BlogWorld evening parties. Does not include BlogWorld Lunches or Morning/Afternoon Snacks. You must purchase a BEA pass in order to add on BlogWorld East conference pass)	<input type="checkbox"/> \$595
5/25	Publishers Launch Conference (Includes Wednesday BEA pass)	<input type="checkbox"/> \$595
5/27	Book Blogger Convention (Includes a BEA pass)	<input type="checkbox"/> \$135
5/23-5/24		
IDPF Conference Member (Member # _____)		<input type="checkbox"/> \$249
IDPF Conference Non-Member		<input type="checkbox"/> \$375
IDPF Conference Non Profit		<input type="checkbox"/> \$299

**Business Category (check only one)**

<p><b>Bookseller/Bookstore</b></p> <input type="checkbox"/> AA. General <input type="checkbox"/> AB. Children's <input type="checkbox"/> AC. University/College <input type="checkbox"/> AD. Religious <input type="checkbox"/> AE. Used/Antiquarian <input type="checkbox"/> AF. Other _____	<p><b>Educator</b></p> <input type="checkbox"/> AW. Teacher/Administrator/(K-12) <input type="checkbox"/> AX. K-12 Librarian/Media Specialist <input type="checkbox"/> AY. College/University Library <input type="checkbox"/> AZ. Professor/Administrator (College/University)	<input type="checkbox"/> CF. Content Delivery/Solutions <input type="checkbox"/> CG. Software/Applications
<p><b>Retailer</b></p> <input type="checkbox"/> AG. Mass/General/Discount Merchandiser <input type="checkbox"/> AH. Educational/Art/School Supply <input type="checkbox"/> AJ. Toy Store <input type="checkbox"/> AK. Mail Order/Catalog/Book Club <input type="checkbox"/> AM. Museum Store <input type="checkbox"/> AN. Gift/Card/Stationery <input type="checkbox"/> AP. Music/Video/Entertainment <input type="checkbox"/> AQ. New Age/Spiritual <input type="checkbox"/> AR. Health/Gourmet/Organic Food <input type="checkbox"/> AS. Comic Book Store <input type="checkbox"/> AT. Housewares/Home Improvement <input type="checkbox"/> CB. On-line Retailer <input type="checkbox"/> AU. Other _____	<p><b>Licensing/Rights and Literary Agents</b></p> <input type="checkbox"/> BA. Literary Agent <input type="checkbox"/> BB. Literary Scout <input type="checkbox"/> BC. Licensing Agent	<p><b>Publishing Consultants &amp; Agencies</b></p> <input type="checkbox"/> BK. Public Relations Firm <input type="checkbox"/> BM. Marketing Firm <input type="checkbox"/> BN. Independent Industry Consultant
<p><b>Librarian</b></p> <input type="checkbox"/> AV. Librarian - Public/Private/Corporate	<p><b>Publishing Personnel/Editorial</b></p> <input type="checkbox"/> BD. Publisher: Rights/Sub Rights <input type="checkbox"/> BE. Publisher Personnel <input type="checkbox"/> BF. Editorial Personnel <input type="checkbox"/> CC. Digital Strategy	<p><b>Non Profits &amp; Associations</b></p> <input type="checkbox"/> BP. Literary Organizations <input type="checkbox"/> BQ. Writers Associations <input type="checkbox"/> BR. Friends of a Library <input type="checkbox"/> BS. Community Group
	<p><b>Film &amp; TV Production</b></p> <input type="checkbox"/> BG. Film/TV/Developer/Producer <input type="checkbox"/> BH. Media Executive	<p><b>Author - Professionally Published</b></p> <input type="checkbox"/> BT. Self Published <input type="checkbox"/> BU. Professionally Published
	<p><b>Non-Editorial Media</b></p> <input type="checkbox"/> BJ. Advertising Sales Executive <input type="checkbox"/> CA. Book Bloggers	<p><b>Industry Professional</b></p> <input type="checkbox"/> BV. Book Packager <input type="checkbox"/> BW. Manufacturer <input type="checkbox"/> BX. Wholesaler
	<p><b>Digital Service/Solution Provider</b></p> <input type="checkbox"/> CD. Device <input type="checkbox"/> CE. Conversion	<p><b>Friends/Family</b></p> <input type="checkbox"/> BY. Friends/Family/Children
		<p><b>Book Club Member</b></p> <input type="checkbox"/> BZ. Book Club Member

**Payment Method**

Total Amount \_\_\_\_\_

Check # \_\_\_\_\_ / Payable to Reed Exhibitions in US dollars)

AMEX     MC     VISA

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**Registration Fee Policy:** Registration fees are non-refundable. You may substitute a colleague from your company at any time by submitting written authorization.

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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 EXHIBIT SURVEYS, INC.**

We have examined the attendee records of the ALA Book Expo 2011 for the May 23-26, 2011 New York Book Expo as reported in this Exhibit Surveys, Inc. 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 commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, 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 present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.  
 Red Bank, NJ