

EVENT AUDIT



DATES OF EVENT:
Conference & Exhibition: May 12-14, 2011

LOCATION: Morial Convention Center; New Orleans, LA

EVENT PRODUCER/MANAGER:
Company Name: The American Institute of Architects
Address: 1735 New York Ave. NW
Washington, DC 20006-5292
Phone: 202.626.7353
Website (Show): www.aia.org

REGISTRATION COMPANY: Experient Inc.
Phone: 301-662-9401

YEAR EVENT ESTABLISHED: 1867

FREQUENCY: Annual

DATES OF NEXT EVENT:
Conference & Exhibition: May 17-19, 2012

LOCATION: Walter Washington Convention Center; Washington, DC

1. STATEMENT OF MARKET SERVED

The AIA National Convention and Design Exposition is an event for architects and building industry professionals. Attendees include: Principals/Partners; Vice Presidents; Architects; Interior Designers; Project Managers; Landscape Architects; Facility Managers; Engineers; and others associated with the building design community.

2. STATEMENT OF VERIFICATION METHODOLOGY:

The Conference Attendees, Exhibit-Only Attendees, Guests, Speakers and Media included in this audit report were verified as having attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit-Only Attendees	Sub-Total: Conference & Exhibit-Only Attendees	Guests	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2011	New Orleans, LA	4,342	1,657	5,999	686	320	136	5,225	12,366
2010	Miami, FL	4,597	2,723	7,320	891	315	115	6,933	15,574
2009	San Francisco, CA	6,484	4,843	11,327	1,193	420	188	4,849	17,977
2008	Boston, MA	7,871	4,264	12,135	1,548	367	103	5,367	19,520
2007	San Antonio, TX	7,753	4,083	11,836	--	414	101	5,166	17,517

*Exhibitor counts are based on registration data and have not been tested.

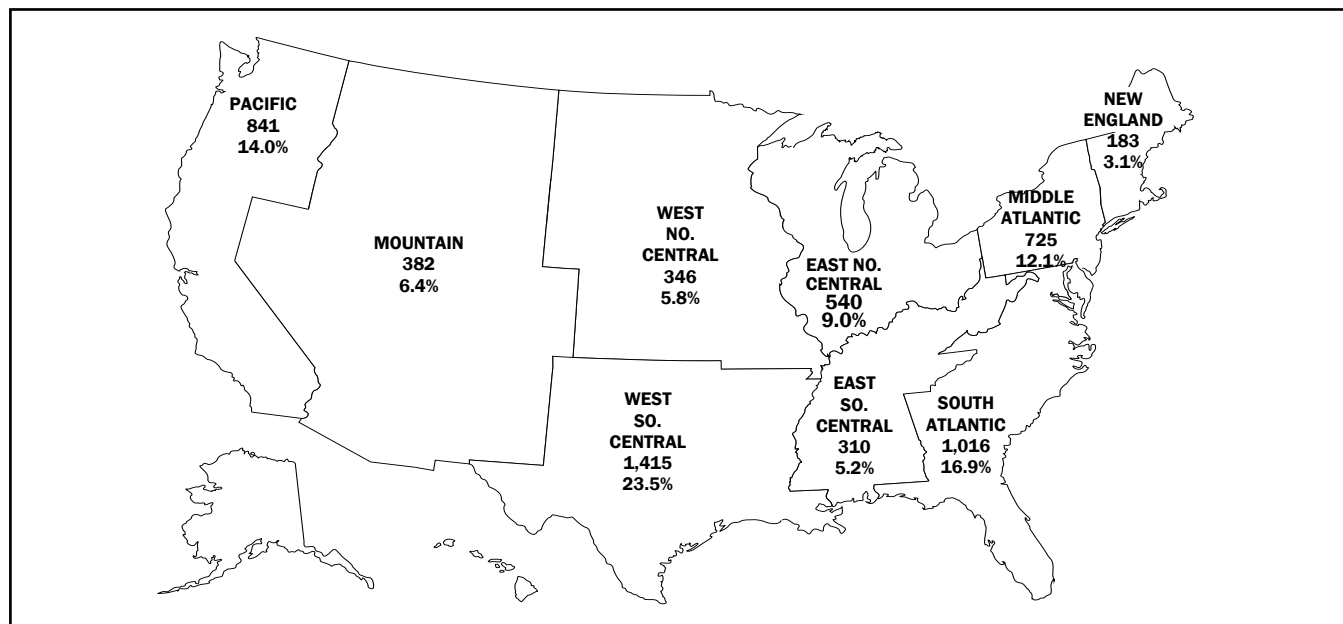
4a. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Principal/Partner	2,326	38.8	43.3
Vice President/Associate	294	4.9	5.5
Manager/Project Manager	662	11.0	12.3
Architect/Designer	833	13.9	15.5
Engineer	36	0.6	0.7
Contractor	32	0.5	0.6
Specifier	12	0.2	0.2
Landscape Architect	3	0.1	0.1
Planner	19	0.3	0.4
Facility Manager	27	0.5	0.5
Interior Designer/Space Planner	42	0.7	0.8
Consultant	68	1.1	1.3
Administrator/Office Manager	54	0.9	1.0
Educator	98	1.6	1.8
Intern	112	1.9	2.1
Student	116	1.9	2.2
Other	634	10.6	11.8
Total Conference and Exhibit-Only Attendees Identified by Job Title	5,368	89.5	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Job Title	631	10.5	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	5,999	100.0	


4b. PRIMARY PROJECT (BUSINESS/INDUSTRY)		
PRIMARY PROJECT (BUSINESS/INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL
Yes	4,090	68.2
No	1,317	22.0
Total Conference and Exhibit-Only Attendees Identified by Primary Project (Business/Industry)	5,407	90.1
Total Conference and Exhibit-Only Attendees Not Identified by Primary Project (Business/Industry)	592	9.9
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	5,999	100.0

4c. WHAT PRODUCTS AND SERVICES ARE YOU INTERESTED IN SEEING AT AIA EXPO 2011?			
This is an analysis of 5,848 respondents or 97.5% who indicated an interest in seeing products at AIA EXPO 2011. 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 PRODUCT/SERVICE INTEREST
Access Controls	1,002	16.7	17.1
Air Delivery Services	367	6.1	6.3
Aluminum	1,146	19.1	19.6
Appliances	892	14.9	15.3
Architectural Fabrics	1,201	20.0	20.5
Architectural Models	1,070	17.8	18.3
Associations/Institutes/Agencies/Foundations	561	9.4	9.6
Audio/Video/Telephone	708	11.8	12.1
Bath Products/Services/Plumbing	1,153	19.2	19.7
Building Envelope	2,639	44.0	45.1
Building Products	2,024	33.7	34.6
Building Systems	1,589	26.5	27.2
Caulks/Coatings/Sealants	1,044	17.4	17.9
Ceilings/Ceiling Products	1,333	22.2	22.8
Computer/Hardware and Software Design	1,184	19.7	20.2
Concrete	1,319	22.0	22.6
Consulting Services	529	8.8	9.0
Continuing Education	1,729	28.8	29.6
Conveying Systems	527	8.8	9.0
Doors	1,579	26.3	27.0
Electrical	710	11.8	12.1
Elevator/Escalator	959	16.0	16.4
Fencing/Railing/Decking	983	16.4	16.8
Finishes	1,859	31.0	31.8
Fire Protection	731	12.2	12.5
Flooring/Floor Systems	1,622	27.0	27.7
Glass Products	1,665	27.8	28.5
Green	2,314	38.6	39.6
Hardware	1,495	24.9	25.6
Insulations	1,213	20.2	20.7
Insurance	283	4.7	4.8
Interior Furnishings and Products	1,405	23.4	24.0
Kitchen Products	1,153	19.2	19.7
Landscape Products	1,067	17.8	18.2
Lighting/Lighting Products and Services	1,861	31.0	31.8
Lumber/Wood Products	1,240	20.7	21.2
Masonry	1,335	22.3	22.8
Metals	1,403	23.4	24.0
Millwork Molding	1,100	18.3	18.8
Paint	1,064	17.7	18.2
Signage	921	15.4	15.7
Solar	1,885	31.4	32.2
Stairways	945	15.8	16.2
Stone Products and Services	1,301	21.7	22.2
Surface Treatments	967	16.1	16.5
Switches/Controls	594	9.9	10.2
Tile	1,230	20.5	21.0
Ventilation	972	16.2	16.6
Wallboard/Interior Treatment	909	15.2	15.5
Weather Resistant Barriers	987	16.5	16.9
Windows/Skylights	400	6.7	6.8
Miscellaneous	322	5.4	5.5
Other	211	3.5	3.6
TOTAL ATTENDEE RESPONSES	60,702		
Total Conference and Exhibit-Only Attendees Identified by Product/Service Interest	5,848	97.5	
Total Conference and Exhibit-Only Attendees Not Identified by Product/Service Interest	151	2.5	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	5,999	100.0	

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

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	183	3.1	EAST SO. CENTRAL	310	5.2
Maine	10		Kentucky	44	
New Hampshire	14		Tennessee	77	
Vermont	7		Alabama	79	
Massachusetts	93		Mississippi	110	
Rhode Island	8		WEST SO. CENTRAL	1,415	23.5
Connecticut	51		Arkansas	47	
MIDDLE ATLANTIC	725	12.1	Louisiana	837	
New York	433		Oklahoma	32	
New Jersey	125		Texas	499	
Pennsylvania	167		MOUNTAIN	382	6.4
EAST NO. CENTRAL	540	9.0	Montana	20	
Ohio	107		Idaho	4	
Indiana	57		Wyoming	8	
Illinois	233		Colorado	129	
Michigan	82		New Mexico	71	
Wisconsin	61		Arizona	61	
WEST NO. CENTRAL	346	5.8	Utah	55	
Minnesota	89		Nevada	34	
Iowa	36		PACIFIC	841	14.0
Missouri	126		Alaska	13	
North Dakota	3		Washington	104	
South Dakota	7		Oregon	55	
Nebraska	44		California	642	
Kansas	41		Hawaii	27	
SOUTH ATLANTIC	1,016	16.9	UNITED STATES	5,758	96.0
Delaware	16		INTERNATIONAL	241	4.0
Maryland	119		US Territories (includes Puerto Rico & The Bahamas)	25	
Washington, DC	168		US Military Bases (APO AE)	9	
Virginia	172		Canada	55	
West Virginia	9		Mexico	19	
North Carolina	84		Other International	133	
South Carolina	53		Total Conference and Exhibit-Only Attendees Identified by Geographic Breakout	5,999	100.0
Georgia	162		Total Conference and Exhibit-Only Attendees Not Identified by Geographic Breakout	-	-
Florida	233		Total Conference & Exhibit-Only Attendees	5,999	100.0





AIA 2011 National Convention and Design Exposition
May 12-14, 2011
Ernest N. Morial Convention Center
New Orleans

REGISTRATION FORM

Early Bird Thru March 21	Advance Thru April 11	After April 11 and Onsite
<input type="checkbox"/> New AIA Member.....MH	\$0 \$0 \$0	\$
<input type="checkbox"/> AIA Member — One Day.....NBR	\$425 \$475 \$525	\$
<input type="checkbox"/> Nonmember — One Day Pass.....NM	\$285 \$285 \$285	\$
<input type="checkbox"/> Public Architect Training Workshop.....PATW	\$705 \$780 \$875	\$
<input type="checkbox"/> AIA Member and Student.....ST	\$475 \$475 \$475	\$
	\$615 \$665 \$715	\$
	\$25 \$35 \$45	\$

Ways to register

Online: www.aia.org/convention
 Payment: Make check or money order payable in U.S. funds to:
 AIA, 2011 Registration, P.O. Box 612128, Dallas, TX 75261-2128
 Overnight Delivery: AIA 2011 Registration, 6191 N. State Highway 161, Suite 500
 Irving, TX 75038-2220
 Fax: 972-536-6264; one form per registrant + guest
 Questions: 972-919-7605 or Toll Free: 866-600-6162 (no phone reservations)

Your Information (All questions must be answered for registration to be processed)

1. AIA 2. F.A.I.A. 3. Assoc. AIA 4. Int'l. Assoc. AIA 5. Hon. AIA 6. Hon. F.A.I.A.

First Name: _____ AIA Member #: _____
 Last Name: _____
 Firm Name: _____
 Mailing Address: _____
 City: _____
 State/Province: _____ ZIP/Postal Code: _____
 Country: _____ Mobile: _____
 Phone: _____ Fax: _____
 E-mail: _____

By providing your contact information, you are authorizing Building World and AIA to send you promotional materials and registration information by mail, fax, e-mail or SMS. Selection of business by anyone who is not an official show exhibitor is strictly prohibited. Show Management takes this matter very seriously, and any individual who violates this rule will be asked to leave the show venue immediately without the right to receive any refund of fees.

I do not wish to receive any marketing materials from AIA convention exhibitors or third party.

Guest Name: (as should appear on badge) _____
Guest (family member or personal friend, not business associate or staff colleague) registration includes keynote presentations and AIA Expo2011. Please include payment for your guest when you register.

Accessibility (The AIA is committed to providing access to individuals attending the conference.)
 Please indicate your needs below no later than April 11 (check all that apply).
 1. Sign language interpreter 3. Electric Scooter
 2. Hearing device 4. Wheelchair accessible bus

Are you responsible for, or influence, the purchase of products/services for your firm?
 Y. Yes N. No

What is your job title/position/function?

<input type="checkbox"/> A. Principal/Partner	<input type="checkbox"/> H. Landscape architect	<input type="checkbox"/> M. Administrator/Office manager
<input type="checkbox"/> B. Vice president/Associate	<input type="checkbox"/> I. Planner	<input type="checkbox"/> N. Educator
<input type="checkbox"/> C. Manager/Project manager	<input type="checkbox"/> J. Facility manager	<input type="checkbox"/> O. Intern
<input type="checkbox"/> D. Architect/Designer	<input type="checkbox"/> K. Interior designer/space planner	<input type="checkbox"/> P. Student
<input type="checkbox"/> E. Engineer	<input type="checkbox"/> L. Consultant	<input type="checkbox"/> Q. Other, specify: _____
<input type="checkbox"/> F. Contractor		
<input type="checkbox"/> G. Specifier		

What products/services are you interested in seeing at AIA Expo2011?

<input type="checkbox"/> A. Access Controls	<input type="checkbox"/> V. Electrical	<input type="checkbox"/> PP. Renovations/Restoration Products
<input type="checkbox"/> B. Air Delivery Services	<input type="checkbox"/> W. Elevator/Escalator	<input type="checkbox"/> RB. Roofing
<input type="checkbox"/> C. Aluminum	<input type="checkbox"/> X. Fenestration/Raising/Decking	<input type="checkbox"/> RC. Safety Products
<input type="checkbox"/> D. Appliances	<input type="checkbox"/> Y. Finishes	<input type="checkbox"/> SD. Security Products
<input type="checkbox"/> E. Architectural Fabrics	<input type="checkbox"/> Z. Flooding/Floor Systems	<input type="checkbox"/> TE. Sealing
<input type="checkbox"/> F. Architectural Models	<input type="checkbox"/> AA. Glass Products	<input type="checkbox"/> SI. Signage
<input type="checkbox"/> G. Associations/Institutes	<input type="checkbox"/> AB. Green	<input type="checkbox"/> SV. Solar
<input type="checkbox"/> H. Agencies/Foundations	<input type="checkbox"/> AC. Hardware	<input type="checkbox"/> SW. Stairways
<input type="checkbox"/> I. Audio/Video/Telephone	<input type="checkbox"/> AD. Insulation	<input type="checkbox"/> SX. Stone Products and Services
<input type="checkbox"/> J. Bath Products/Services	<input type="checkbox"/> AE. Insurance	<input type="checkbox"/> SY. Surface Treatments
<input type="checkbox"/> K. Building Products	<input type="checkbox"/> AF. Interior Furnishings and Products	<input type="checkbox"/> TZ. Switches/Controls
<input type="checkbox"/> L. Building Envelope	<input type="checkbox"/> AG. Kitchen Products	<input type="checkbox"/> UA. Tile
<input type="checkbox"/> M. Building Systems	<input type="checkbox"/> AH. Landscaping Products	<input type="checkbox"/> VB. Ventilation
<input type="checkbox"/> N. Caulks/Coatings/Gaskets and Sealants	<input type="checkbox"/> AI. Lighting/ Lighting Products and Services	<input type="checkbox"/> VD. Wallboard/Interior Treatment
<input type="checkbox"/> O. Challenge/Calling Products	<input type="checkbox"/> AJ. Lumber/Wood Products	<input type="checkbox"/> VE. Weather Resistant Barriers
<input type="checkbox"/> P. Computer/Hardware and Software Design	<input type="checkbox"/> AK. Masonry	<input type="checkbox"/> VF. Windows/Skylights
<input type="checkbox"/> Q. Concrete	<input type="checkbox"/> AL. Metals	<input type="checkbox"/> WG. Miscellaneous
<input type="checkbox"/> R. Consulting Services	<input type="checkbox"/> AM. Millwork/Molding	<input type="checkbox"/> XA. Other, specify: _____
<input type="checkbox"/> S. Continuing Education	<input type="checkbox"/> AN. Paint	
<input type="checkbox"/> T. Covering Systems	<input type="checkbox"/> AO. Plastics	
<input type="checkbox"/> U. Doors	<input type="checkbox"/> AP. Publications/Publishing	

Cancellation Policy: All cancellations must be received in writing on or before April 13, 2011. Cancellations will be refunded the total amount less a \$50 service fee. No refunds will be made for cancellations received after April 13 or for no-shows. Conference readings and American Architectural Foundation fundations are not refundable.

Continuing Education Seminars

Thursday, May 12	000E	Friday, May 13 - continued
<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.	<input type="checkbox"/>	<input type="checkbox"/> 2:15 p.m. - 2:45 p.m.
<input type="checkbox"/> 8:00 p.m. - 9:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/> 4:00 p.m. - 5:30 p.m.
<input type="checkbox"/> 2:15 p.m. - 2:45 p.m.	<input type="checkbox"/>	<input type="checkbox"/> 4:15 p.m. - 5:15 p.m.
<input type="checkbox"/> 4:00 p.m. - 5:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/> 6:00 p.m. - 7:00 p.m.
<input type="checkbox"/> 4:15 p.m. - 5:15 p.m.	<input type="checkbox"/>	
<input type="checkbox"/> 6:00 p.m. - 7:00 p.m.	<input type="checkbox"/>	Saturday, May 14
		<input type="checkbox"/> 6:30 a.m. - 8:00 a.m.
Friday, May 13		<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.
<input type="checkbox"/> 6:30 a.m. - 8:00 a.m.		<input type="checkbox"/> 8:30 a.m. - 10:00 a.m.
<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.		<input type="checkbox"/> 8:45 a.m. - 9:45 a.m.
<input type="checkbox"/> 2:00 p.m. - 3:30 p.m.		<input type="checkbox"/> 9:45 a.m. - 10:45 a.m.

KEYNOTE PRESENTATIONS (included with registration fee)
 Thursday May 12 (8:15 a.m. - 10:00 a.m.) Friday, May 13 (8:30 a.m. - 10:00 a.m.)
 Saturday, May 14 (8:00 p.m. - 9:30 p.m.)

Other Registration Options

<input type="checkbox"/> Events and Expo.....EE	\$40	\$55	\$75	\$
<input type="checkbox"/> Guest.....GP	\$50	\$75	\$90	\$
<input type="checkbox"/> Expo Only.....EO	\$0	\$0	\$20	\$

*Expo only does not include keynotes.

Other Continuing Education

Pre-Convention Workshops (Wednesday)

<input type="checkbox"/> 8:00 a.m. - 12:00 p.m.	\$155	\$155	\$155	\$
<input type="checkbox"/> 8:30 a.m. - 9:30 p.m.	\$210	\$210	\$210	\$
<input type="checkbox"/> 1:00 p.m. - 3:00 p.m.	\$155	\$155	\$155	\$

Building Enclosure Council Breakfast
 TH030 Thursday, 8:30 a.m. - 9:00 a.m. \$25 \$25 \$25 \$

Didactic Field Drawing, Part I and II*
 FR061 Friday, 6:00 p.m. - 7:00 p.m. \$50 \$50 \$50 \$
 SA435 Saturday, 8:30 a.m. - 12:30 p.m. *Registration includes both sessions

Tours and Networking/Business Events

Code	Title	Cost	1 or 2	Subtotal

Conference Recordings Package (price is net copy)

<input type="checkbox"/> MP3 Download	Copies	\$158	\$158	\$248	\$
<input type="checkbox"/> DVD-RGM	Copies	\$248	\$248	\$248	\$

Donations

American Architectural Foundation Tax Deductible Donation \$ _____
 Carbon Offset \$ _____
Offset your travel emissions by participating in a "carbon balanced traveler" program with Carbonfund.org, the AIA convention partner in carbon offsets.

TOTAL FEES (U.S. Dollars)

PAYMENT OPTIONS (must be filled out completely to process registration)

Check enclosed Visa MasterCard American Express Purchase Order

Your payment acknowledges that you understand and agree with the cancellation/refund policy. Full payment must accompany your advance registration form. The AIA reserves the right to charge the contact amount if different from the total due listed above.


Credit Card Number: _____ DNR Exp. Date (Month/Year): _____
 Cardholder's Name (Please print): _____
 Cardholder's Signature (Required): _____ Cardholder's ZIP Code: _____

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 Fax: +1 203.447.2900
www.bpawww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. BPA has the largest membership of any media-auditing organization, spanning over 30 countries. BPA serves more than 2,500 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 50 events, 300+ web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue
 Red Bank, NJ 07701
 Phone: +1 800.224.3170
 Fax: +1 732.741.5704
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 **AIA 2011 National Convention** 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 statements 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
Shelton, CT
June 30, 2010

Type: EVENT AUDIT
ID Number: E978X0M1