

ad:tech New York 2012



EVENT AUDIT



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

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

EVENT PRODUCER/MANAGER:
Company Name: dmg :: events USA
Address: 2201 W. Royal Lane, Suite 220
Irving, TX 75063
Phone: 972.707.8970
Website (Show): <http://www.ad-tech.com/ny>

REGISTRATION COMPANY:
Phone: Experient 866.229.2386

YEAR EVENT ESTABLISHED: 1998

FREQUENCY: Annual

DATES OF NEXT EVENT:
Conference & Exhibition: November 7-8, 2013

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: C-level, Principal/Partner/Owner/President, VP/EVP/SVP, Director/Sr. Director, Consultant, Account Executive/Director, Manager/Sr. Manager, Analyst, Assistant/Coordinator/Associate, Student/Academic/Professor and others. Attendee types of primary business include: Consumer Brand or Product Marketer, Full Service Advertising Agency, Digital Advertising Agency, Search Agency, Retail/Etailer, Venture Capital Firm, Investor Other Than Venture Capital, Media Publisher (e.g., Website), Ad Network/Exchange/DSP/DMP, Direct Marketing Platform/Solutions Company, Affiliate Marketing Company, Other Marketing Solutions Company, B2B Services (Consulting, Legal, HR, Financial, etc.), Developer/Programmer, Journalist/Blogger, Recruiter, Student or Faculty 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
2012	Javits Center; New York, NY	1,177	4,544	5,721	177	219	*947	7,064
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

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

NOTE: ** 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.

4a. PRIMARY BUSINESS			
PRIMARY BUSINESS (COMPANY'S INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Consumer Brand or Product Marketer _____	379	6.6	7.6
Full Service Advertising Agency _____	275	4.8	5.5
Digital Advertising Agency _____	597	10.4	12.0
Search Agency _____	61	1.1	1.2
Retail/Etailer _____	101	1.8	2.0
Venture Capital Firm _____	31	0.5	0.6
Investor Other Than Venture Capital _____	63	1.1	1.3
Media PUBLISHER (e.g., Website) _____	631	11.0	12.7
Ad Network/Exchange/DSP/DMP _____	801	14.0	16.1
Direct Marketing Platform/Solutions Company _____	284	5.0	5.7
Affiliate Marketing Company _____	296	5.2	5.9
Other Marketing Solutions Company _____	360	6.3	7.2
B2B Services (Consulting, Legal, HR, Financial, etc.) _____	184	3.2	3.7
Developer/Programmer _____	72	1.3	1.4
Journalist/Blogger _____	5	0.1	0.1
Recruiter _____	60	1.0	1.2
Student or Faculty _____	18	0.3	0.4
Other _____	758	13.2	15.2
Total Conference and Exhibit-Only Attendees Identified by Primary Business	4,976	87.0	
Total Conference and Exhibit-Only Attendees Not Identified by Primary Business	745	13.0	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
C-level _____	508	8.9	11.0
Principal/Partner/Owner/President _____	832	14.5	17.9
VP/EVP/SVP _____	640	11.2	13.8
Director/Sr. Director _____	856	15.0	18.5
Consultant _____	80	1.4	1.7
Account Executive/Director _____	362	6.3	7.8
Manager/Sr. Manager _____	803	14.0	17.3
Analyst _____	107	1.9	2.3
Assistant/Coordinator/Associate _____	162	2.8	3.5
Student/Academic/Professor _____	14	0.2	0.3
Other _____	273	4.8	5.9
Total Conference and Exhibit-Only Attendees Identified by Job Title	4,637	81.1	
Total Conference and Exhibit-Only Attendees Not Identified by Job Title	1,084	18.9	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

4c. ROLE IN ADVERTISING/MARKETING PURCHASES			
ROLE IN ADVERTISING/MARKETING PURCHASES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN ADVERTISING/MARKETING PURCHASES
I am always or usually the decision maker _____	1,856	32.4	39.5
I am sometimes the decision maker _____	1,170	20.5	24.9
I influence the decisions but don't have the final say _____	1,176	20.6	25.0
I don't make or influence the decisions in any way _____	494	8.6	10.5
Total Conference and Exhibit-Only Attendees Identified by Role in Advertising/Marketing Purchases	4,696	82.1	
Total Conference and Exhibit-Only Attendees Not Identified by Role in Advertising/Marketing Purchases	1,025	17.9	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

4d. ANNUAL MARKETING BUDGET			
ANNUAL MARKETING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL MARKETING BUDGET
\$0 - \$250,000	1,479	25.9	31.5
\$250,000 - \$500,000	483	8.4	10.3
\$500,000 - \$1 Million	589	10.3	12.5
\$1 - \$2 Million	470	8.2	10.0
\$2 - \$5 Million	394	6.9	8.4
\$5 - \$10 Million	389	6.8	8.3
\$10 - \$20 Million	361	6.3	7.7
\$20 Million +	531	9.3	11.3
Total Conference and Exhibit-Only Attendees Identified by Annual Marketing Budget	4,696	82.1	
Total Conference and Exhibit-Only Attendees Not Identified by Annual Marketing Budget	1,025	17.9	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

4e. AREA OF INTEREST			
This is an analysis of 4,696 respondents or 82.1% 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
Management	1,509	26.4	32.1
Brand Marketing and Management	1,633	28.5	34.8
Advertising & Media Planning/Buying/Services	2,651	46.3	56.5
Search	1,307	22.8	27.8
Social Media/Marketing	1,704	29.8	36.3
Mobile	2,034	35.6	43.3
Performance and Affiliate Marketing	1,427	24.9	30.4
Email and CRM	1,157	20.2	24.6
E-Commerce	849	14.8	18.1
Website Development and Management	817	14.3	17.4
Analytics and Reporting	1,298	22.7	27.6
TOTAL VISITORS RESPONSES	16,386		
Total Conference and Exhibit-Only Attendees Identified by Area of Interest	4,696	82.1	
Total Conference and Exhibit-Only Attendees Not Identified by Area of Interest	1,025	17.9	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

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	\$250,000 - \$500,000	\$500,000 - \$1 Million	\$1 - \$2 Million	\$2 - \$5 Million	\$5 - \$10 Million	\$10 - \$20 Million	\$20 Million +		
Consumer Brand or Product Marketer	379	6.6	7.6	55	19	53	41	37	39	50	74	11	
Full Service Advertising Agency	275	4.8	5.5	37	28	31	25	32	35	43	41	3	
Digital Advertising Agency	597	10.4	12.0	100	71	65	64	67	80	46	82	22	
Search Agency	61	1.1	1.2	26	7	4	4	5	2	4	2	7	
Retail/Etailer	101	1.8	2.0	34	11	8	10	6	8	11	13		
Venture Capital Firm	31	0.5	0.6			1						30	
Investor Other Than Venture Capital	63	1.1	1.3									63	
Media Publisher (e.g., Website)	631	11.0	12.7	216	69	90	63	46	36	34	65	12	
Ad Network/Exchange/DSP/DMP	801	14.0	16.1	224	81	74	72	62	60	97	73	58	
Direct Marketing Platform/Solutions Com	284	5.0	5.7	98	33	37	31	21	24	9	18	13	
Affiliate Marketing Company	296	5.2	5.9	88	20	48	38	23	21	23	20	15	
Other Marketing Solutions Company	360	6.3	7.2	144	44	39	21	28	23	10	25	26	
B2B Services (Consulting, Legal, HR, Fi	184	3.2	3.7	91	18	21	9	7	14		8	16	
Developer/Programmer	72	1.3	1.4	46	5	8	2	1	2	2	2	4	
Journalist/Blogger	5	0.1	0.1	4			1						
Recruiter	60	1.0	1.2	37	6	1	11	3	1			1	
Student or Faculty	18	0.3	0.4	9	1	3	1	1		1	2		
Other	758	13.2	15.2	251	67	99	71	53	44	31	102	40	
SUBTOTAL	4,976	87.0	100.0	1,460	480	582	464	392	389	361	527	321	
Total Conference and Exhibit-Only Attendees Identified by Company Type (Primary Business)	4,976	87.0		1,460	480	582	464	392	389	361	527	321	
Total Conference and Exhibit-Only Attendees Not Identified by Company Type (Primary Business)	745	13.0		19	3	7	6	2			4	704	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0		1,479	483	589	470	394	389	361	531	1,025	
PERCENT OF TOTAL				25.9	8.4	10.3	8.2	6.9	6.8	6.3	9.3	17.9	
Percent Identified by Annual Marketing Budget				31.5	10.3	12.5	10.0	8.4	8.3	7.7	11.3		

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 _____	807	14.1	19.3
Social media _____	137	2.4	3.3
Search _____	165	2.9	3.9
Digital or Print Ad _____	59	1.0	1.4
Friend/Colleague referral _____	1,018	17.8	24.3
Industry association _____	451	7.9	10.8
Attended/spoke at a previous ad:tech _____	1,321	23.1	31.5
Not sure _____	230	4.0	5.5
Total Conference and Exhibit-Only Attendees Identified by "How Did You Hear"	4,188	73.2	
Total Conference and Exhibit-Only Attendees Not Identified by "How Did You Hear"	1,533	26.8	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	5,721	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

REGION/STATE	TOTAL ATTENDEES	PERCENT OF TOTAL	REGION/STATE	TOTAL ATTENDEES	PERCENT OF TOTAL
NEW ENGLAND	371	6.5	EAST SO. CENTRAL	14	0.2
Maine _____	10		Kentucky _____	3	
New Hampshire _____	5		Tennessee _____	6	
Vermont _____	3		Alabama _____	5	
Massachusetts _____	193		Mississippi _____	-	
Rhode Island _____	3		WEST SO. CENTRAL	93	1.6
Connecticut _____	157		Arkansas _____	1	
MIDDLE ATLANTIC	2,476	43.3	Louisiana _____	4	
New York _____	2,075		Oklahoma _____	2	
New Jersey _____	243		Texas _____	86	
Pennsylvania _____	158		MOUNTAIN	210	3.7
EAST NO. CENTRAL	160	2.8	Montana _____	-	
Ohio _____	31		Idaho _____	8	
Indiana _____	6		Wyoming _____	-	
Illinois _____	80		Colorado _____	65	
Michigan _____	27		New Mexico _____	3	
Wisconsin _____	16		Arizona _____	36	
WEST NO. CENTRAL	72	1.3	Utah _____	60	
Minnesota _____	26		Nevada _____	38	
Iowa _____	3		PACIFIC	749	13.1
Missouri _____	25		Alaska _____	-	
North Dakota _____	0		Washington _____	43	
South Dakota _____	4		Oregon _____	9	
Nebraska _____	2		California _____	694	
Kansas _____	12		Hawaii _____	3	
SOUTH ATLANTIC	453	7.9	UNITED STATES	4,598	80.4
Delaware _____	18		US Territories _____	4	0.1
Maryland _____	56		INTERNATIONAL	1,119	19.6
Washington, DC _____	24		Canada _____	248	
Virginia _____	54		Mexico _____	24	
West Virginia _____	1		Other International _____	847	
North Carolina _____	36		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	5,721	100.0
South Carolina _____	11		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	-
Georgia _____	34		Total Conference & Exhibit Only Attendees	5,721	100.0
Florida _____	219				

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Step 1: Lookup Step 2: Name & Address Step 3: **Registrant 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.

Cancel Registration Continue Registration

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Step 1: Lookup Step 2: **Name & Address** Step 3: Registrant 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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About BPA Worldwide

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of **ad:tech NY 2012** 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: E942X0N2
December 20, 2012

