

ad:tech San Francisco 2012



EVENT AUDIT



DATES OF EVENT:

Conference & Exhibits: April 3-4, 2012

LOCATION:

Moscone 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): www.ad-tech.com/sf

REGISTRATION COMPANY:

Experient
 Phone: 240-439-2518

YEAR EVENT ESTABLISHED:

1998

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference & Exhibits: April 9-10, 2013

LOCATION:

Moscone 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	Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total Attendance
2012	Moscone West; San Francisco, CA	1,481	6,030	7,511	163	116	1,008	8,798

4a. COMPANY TYPE

COMPANY TYPE	TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY TYPE
Consumer Brand or Product Marketer _____	754	10.0	10.9
Full Service Advertising Agency _____	335	4.5	4.8
Digital Advertising Agency _____	742	9.9	10.7
Search Agency _____	79	1.1	1.1
Retailer/Etailer _____	177	2.4	2.6
Venture Capital Firm _____	82	1.1	1.2
Investor Other Than Venture Capital _____	75	1.0	1.1
Media Publisher (e.g., Website) _____	918	12.2	13.3
Ad Network/Exchange/DSP/DMP _____	1,055	14.0	15.3
Direct Marketing Platform/Solutions Com _____	362	4.8	5.2
Affiliate Marketing Company _____	414	5.5	6.0
Other Marketing Solutions Company _____	532	7.1	7.7
B2B Services (Consulting, Legal, HR, Fi) _____	227	3.0	3.3
Developer/Programmer _____	120	1.6	1.7
Journalist/Blogger _____	18	0.2	0.3
Recruiter _____	31	0.4	0.4
Student or Faculty _____	83	1.1	1.2
Other _____	907	12.1	13.1
Total Conference & Exhibit-Only Attendees Identified by Company Type	6,911	92.0	100.0
Total Conference & Exhibit-Only Attendees Not Identified by Company Type	600	8.0	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	7,511	100.0	



4b. PURCHASE ROLE			
PURCHASE ROLE	TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
I am always or usually the decision maker _____	2,274	30.3	36.8
I am sometimes the decision maker _____	1,583	21.1	25.6
I influence the decisions but don't have the final say _____	1,536	20.5	24.8
I don't make or influence the decisions in any way _____	792	10.5	12.8
Total Conference & Exhibit-Only Attendees Identified by Purchase Role	6,185	82.3	100.0
Total Conference & Exhibit-Only Attendees Not Identified by Purchase Role	1,326	17.7	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	7,511	100.0	

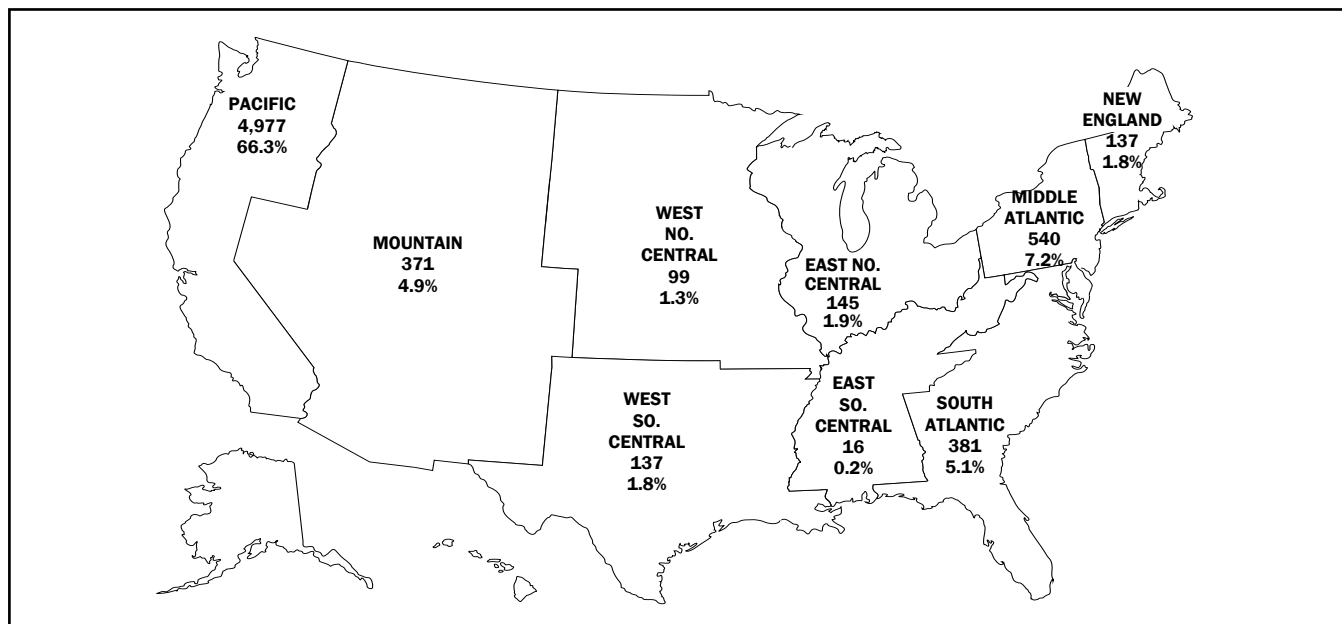
4c. ANNUAL BUDGET			
ANNUAL BUDGET	TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL BUDGET
\$20 Million + _____	848	11.3	13.7
\$10 - \$20 Million _____	426	5.7	6.9
\$5 - \$10 Million _____	595	7.9	9.6
\$2 - \$5 Million _____	509	6.8	8.2
\$1 - \$2 Million _____	692	9.2	11.2
\$500,000 - \$1 Million _____	1,201	16.0	19.4
\$100,000 - \$500,000 _____	471	6.3	7.6
\$50,000 - \$100,000 _____	342	4.6	5.5
\$0 - \$50,000 _____	1,101	14.7	17.8
Total Conference & Exhibit-Only Attendees Identified by Annual Budget	6,185	82.3	100.0
Total Conference & Exhibit-Only Attendees Not Identified by Annual Budget	1,326	17.7	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	7,511	100.0	

4d. ANALYSIS OF COMPANY TYPE BY ANNUAL BUDGET														
COMPANY TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY TYPE (PRIMARY BUSINESS)	CLASSIFICATION BY ANNUAL BUDGET										Attendees Not Identified by Annual Budget
				\$20 Million +	\$10 - \$20 Million	\$5 - \$10 Million	\$2 - \$5 Million	\$1 - \$2 Million	\$500,000 - \$1 Million	\$100,000 - \$500,000	\$50,000 - \$100,000	\$0 - \$50,000		
Consumer Brand or Product Marketer _____	754	10.0	10.9	126	56	66	63	75	94	53	26	50	145	
Full Service Advertising Agency _____	335	4.5	4.8	62	29	56	25	43	36	13	7	23	41	
Digital Advertising Agency _____	742	9.9	10.7	106	60	72	66	71	98	46	28	68	127	
Search Agency _____	79	1.1	1.1	9	4	9	2	13	16	9	4	10	3	
Retailer/Etailer _____	177	2.4	2.6	36	13	23	13	16	23	16	9	20	8	
Venture Capital Firm _____	82	1.1	1.2	-	-	1	-	-	-	-	-	-	81	
Investor Other Than Venture Capital _____	75	1.0	1.1	-	-	1	-	-	-	-	-	-	74	
Media Publisher (e.g., Website) _____	918	12.2	13.3	118	41	73	59	102	198	63	44	152	68	
Ad Network/Exchange/DSP/DMP _____	1,055	14.0	15.3	150	83	92	73	124	176	89	52	165	51	
Direct Marketing Platform/Solutions Com _	362	4.8	5.2	34	12	41	23	46	59	33	15	69	30	
Affiliate Marketing Company _____	414	5.5	6.0	31	60	41	59	49	84	20	13	43	14	
Other Marketing Solutions Company _____	532	7.1	7.7	42	18	32	44	38	108	31	42	156	21	
B2B Services (Consulting, Legal, HR, Fi ____	227	3.0	3.3	7	6	9	10	18	60	16	15	76	10	
Developer/Programmer _____	120	1.6	1.7	6	4	5	4	6	29	12	13	36	5	
Journalist/Blogger _____	18	0.2	0.3	-	-	2	-	1	7	2	1	4	1	
Recruiter _____	31	0.4	0.4	-	-	1	1	1	16	1	3	7	1	
Student or Faculty _____	83	1.1	1.2	6	2	4	4	10	11	9	8	29		
Other _____	907	12.1	13.1	115	38	67	63	78	186	58	61	193	48	
Total Conference & Exhibit-Only Attendees Identified by Company Type	6,911	92.0	100.0	848	426	595	509	691	1,201	471	341	1,101	728	
Total Conference & Exhibit-Only Attendees Not Identified by Company Type	600	8.0	-	-	-	-	-	1	-	-	1	-	598	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	7,511	100.0	-	848	426	595	509	692	1,201	471	342	1,101	1,326	
PERCENT OF TOTAL				11.3	5.7	7.9	6.8	9.2	16.0	6.3	4.6	14.7	17.7	
PERCENT IDENTIFIED BY ANNUAL BUDGET				13.7	6.9	9.6	8.2	11.2	19.4	7.6	5.5	17.8		

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

STATE & REGION	Total Conference & Exhibit-Only Attendees	Percent of Total
NEW ENGLAND	137	1.8
Maine (ME) _____	5	
New Hampshire (NH) _____	4	
Vermont (VT) _____	4	
Massachusetts (MA) _____	102	
Rhode Island (RI) _____	3	
Connecticut (CT) _____	19	
MIDDLE ATLANTIC	540	7.2
New York (NY) _____	455	
New Jersey (NJ) _____	45	
Pennsylvania (PA) _____	40	
EAST NO. CENTRAL	145	1.9
Ohio (OH) _____	21	
Indiana (IN) _____	3	
Illinois (IL) _____	105	
Michigan (MI) _____	13	
Wisconsin (WI) _____	3	
WEST NO. CENTRAL	99	1.3
Minnesota (MN) _____	29	
Iowa (IA) _____	2	
Missouri (MO) _____	36	
North Dakota (ND) _____	0	
South Dakota (SD) _____	6	
Nebraska (NE) _____	7	
Kansas (KS) _____	19	
SOUTH ATLANTIC	381	5.1
Delaware (DE) _____	9	
Maryland (MD) _____	48	
Washington, DC _____	7	
Virginia (VA) _____	41	
West Virginia (WV) _____	0	
North Carolina (NC) _____	39	
South Carolina (SC) _____	5	
Georgia (GA) _____	47	
Florida (FL) _____	185	

STATE & REGION	Total Conference & Exhibit-Only Attendees	Percent of Total
EAST SO. CENTRAL	16	0.2
Kentucky (KY) _____	8	
Tennessee (TN) _____	5	
Alabama (AL) _____	2	
Mississippi (MS) _____	1	
WEST SO. CENTRAL	137	1.8
Arkansas (AR) _____	8	
Louisiana (LA) _____	6	
Oklahoma (OK) _____	2	
Texas (TX) _____	121	
MOUNTAIN	371	4.9
Montana (MT) _____	1	
Idaho (ID) _____	8	
Wyoming (WY) _____	1	
Colorado (CO) _____	110	
New Mexico (NM) _____	-	
Arizona (AZ) _____	83	
Utah (UT) _____	91	
Nevada (NV) _____	77	
PACIFIC	4,977	66.3
Alaska (AK) _____	-	
Washington (WA) _____	194	
Oregon (OR) _____	44	
California (CA) _____	4736	
Hawaii (HI) _____	3	
UNITED STATES	6,803	90.6
INTERNATIONAL	708	9.4
Canada _____	196	
Mexico _____	5	
Other International _____	506	
Not Identified _____	1	
Total Conference & Exhibit-Only Attendees	7,511	100.0



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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of **AD:TECH SAN FRANCISCO 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 (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: E913X0A2

