

EVENT AUDIT



DATES OF EVENT:
Conference & Exhibition: June 23-26, 2012

LOCATION: Peabody Hotel & Orange County Convention Center; Orlando, FL

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
Phone: 404-252-3663

YEAR EVENT ESTABLISHED: 1986

FREQUENCY: Annual

DATES OF NEXT EVENT:
Exhibits: June 22-25, 2013

LOCATION: Austin Convention Center, Hilton Austin; Austin, TX

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

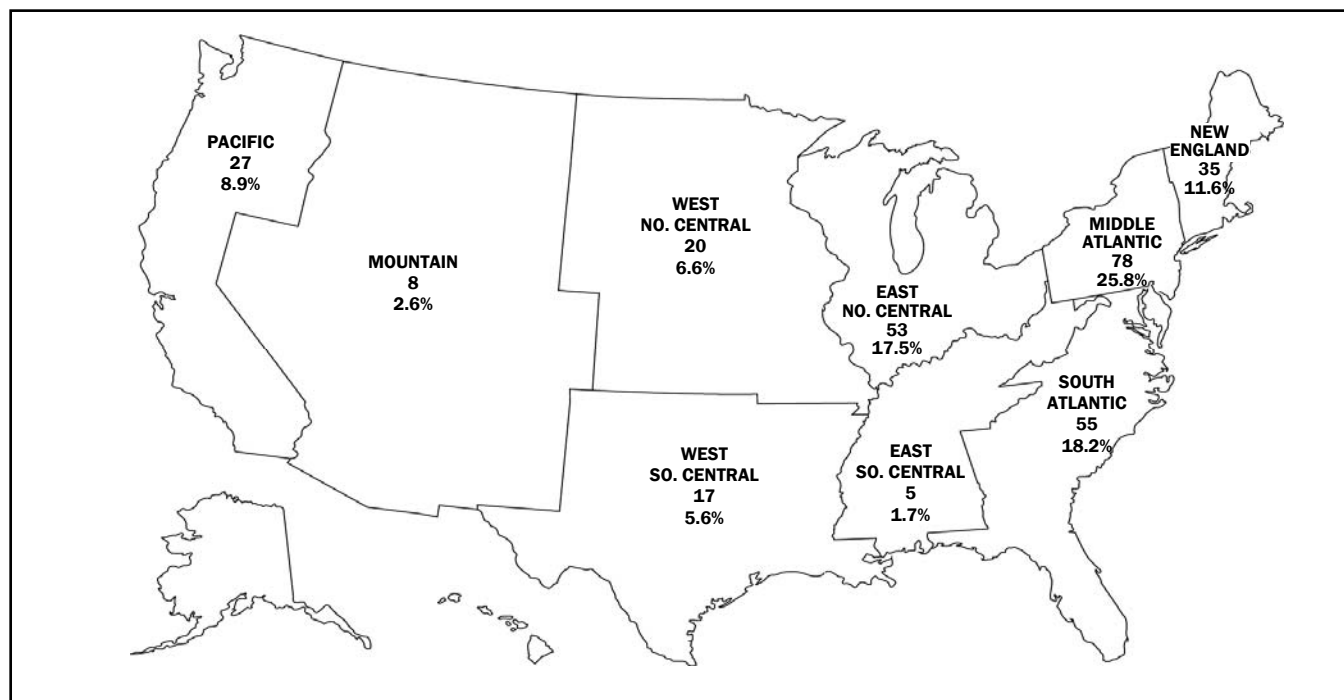
Year which Event was Held	Event Location	Regular, Associate, and Supporting Attendees	Subtotal: Regular, Associate, and Supporting Attendees	*Guests	Speakers	Media	Exhibiting Personnel	Total Attendees
2012	Peabody Hotel & Orange County Convention Center; Orlando, FL	302	302	4	13	2	301	622

*NOTE: "Guests" total also includes spouses that attended the HCEA 2012 Annual Meeting

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 _____	79	26.2	28.1
No _____	202	66.9	71.9
Total Attendees Identified by "Is This is Your First HCEA Annual Meeting"	281	93.0	100.0
Total Attendees Not Identified by "Is This is Your First HCEA Annual Meeting"	21	7.0	
TOTAL REGULAR, ASSOCIATE AND SUPPORTING ATTENDEES	302	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 _____	9	3.0	4.0
1-3 years _____	33	10.9	14.7
3-5 years _____	28	9.3	12.4
5-10 years _____	53	17.5	23.6
10 or more years _____	102	33.8	45.3
Total Attendees Identified by "Years in the Healthcare Exhibit Industry"	225	74.5	100.0
Total Attendees Not Identified by "Years in the Healthcare Exhibit Industry"	77	25.5	
TOTAL REGULAR, ASSOCIATE AND SUPPORTING ATTENDEES	302	100.0	

5. GEOGRAPHIC BREAKOUT OF REGULAR, ASSOCIATE AND SUPPORTING CONFERENCE ATTENDEES					
State & Region	State and Regional Totals	Percent of Total	State & Region	State and Regional Totals	Percent of Total
NEW ENGLAND	35	11.6	EAST SO. CENTRAL	5	1.7
Maine (ME) _____	-		Kentucky (KY) _____	-	
New Hampshire (NH) _____	4		Tennessee (TN) _____	5	
Vermont (VT) _____	-		Alabama (AL) _____	-	
Massachusetts (MA) _____	28		Mississippi (MS) _____	-	
Rhode Island (RI) _____	-		WEST SO. CENTRAL	17	5.6
Connecticut (CT) _____	3		Arkansas (AR) _____	-	
MIDDLE ATLANTIC	78	25.8	Louisiana (LA) _____	1	
New York (NY) _____	19		Oklahoma (OK) _____	-	
New Jersey (NJ) _____	38		Texas (TX) _____	16	
Pennsylvania (PA) _____	21		MOUNTAIN	8	2.6
EAST NO. CENTRAL	53	17.5	Montana (MT) _____	-	
Ohio (OH) _____	3		Idaho (ID) _____	-	
Indiana (IN) _____	12		Wyoming (WY) _____	-	
Illinois (IL) _____	32		Colorado (CO) _____	3	
Michigan (MI) _____	2		New Mexico (NM) _____	-	
Wisconsin (WI) _____	4		Arizona (AZ) _____	2	
WEST NO. CENTRAL	20	6.6	Utah (UT) _____	-	
Minnesota (MN) _____	15		Nevada (NV) _____	3	
Iowa (IA) _____	-		PACIFIC	27	8.9
Missouri (MO) _____	2		Alaska (AK) _____	-	
North Dakota (ND) _____	-		Washington (WA) _____	1	
South Dakota (SD) _____	-		Oregon (OR) _____	2	
Nebraska (NE) _____	-		California (CA) _____	24	
Kansas (KS) _____	3		Hawaii (HI) _____	-	
SOUTH ATLANTIC	55	18.2	UNITED STATES	298	98.7
Delaware (DE) _____	-		INTERNATIONAL	4	1.3
Maryland (MD) _____	9		Canada _____	1	0.3
Washington, DC _____	7		Mexico _____	-	-
Virginia (VA) _____	8		Other International _____	3	-
West Virginia (WV) _____	-		TOTAL REGULAR, ASSOCIATE AND SUPPORTING ATTENDEES	302	100.0
North Carolina (NC) _____	4				
South Carolina (SC) _____	-				
Georgia (GA) _____	14				
Florida (FL) _____	13				



**HEALTHCARE CONVENTION & EXHIBITORS ASSOCIATION
ANNUAL MEETING**

Orlando, FL * * * * June 23-26, 2012

Please complete all information



Please note: You may only register three (3) representatives over and above those representatives included in your exhibit booth package (and sponsorship package, if applicable). If you are interested in registering more than three (3) additional representatives, you must recruit to the Annual Meeting a first-time attendee from either the Regular or Associate member category and notify HCEA headquarters. Upon approval from HQ's you may register an additional representative.

DESK REGISTRATION * * * TICKET ORDER FORM * * * ON SITE EVENT FEES IN US FUNDS

First Name: _____ Last Name: _____

Title: _____

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	\$870	_____
Associate Member (Green Badge)	A	820	_____
Supporting Member (Pink Badge)	S	1270	_____
Supporting Member of Exhibiting Company (Yellow Badge)	SE	1270	_____
Non-Member Regular (Red Bar/Blue)	P1	1090	_____
Non-Member Associate (Red Bar/Green)	P2	1040	_____
Non-Member Supporting (Red Bar/Pink)	P3	1490	_____
Guest/Spouse (Lavender)	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:

Saturday Opening Reception/City Night	\$115	_____	Lunch	Sunday	\$55	_____
Sunday Opening Breakfast	60	_____		Monday	60	_____
Breakfasts	Monday	35	_____			
	Tuesday	50	_____	Monday Closing Party	\$140	_____
				Total Amount Due:	US\$	_____

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About BPA Worldwide

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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 **2012 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: X528X0J2
September 7, 2012