

Expo! Expo!

IAEE's Annual Meeting & Exhibition 2012



EVENT AUDIT

**DATES OF EVENT:**

Conference: December 4 – 6, 2012
Exhibits: December 5, 2012

LOCATION:

Orlando, FL

EVENT PRODUCER/MANAGER:

Company Name: International Association of Exhibitions and Events
Address: 12700 Park Central Drive, Suite 308
Dallas, TX 75251
Phone: (972) 458-8002
Website (Show): www.iaee.com

REGISTRATION COMPANY:

Experient Inc.

YEAR EVENT ESTABLISHED:

1938

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: December 10 – 12, 2013
Exhibition: December 11 – 12, 2013

LOCATION:

Houston, TX

1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition and event organizers; suppliers to the exhibition industry.
Qualified attendees are exhibition and event managers and suppliers to the exposition industry.

2. STATEMENT OF VERIFICATION METHODOLOGY:

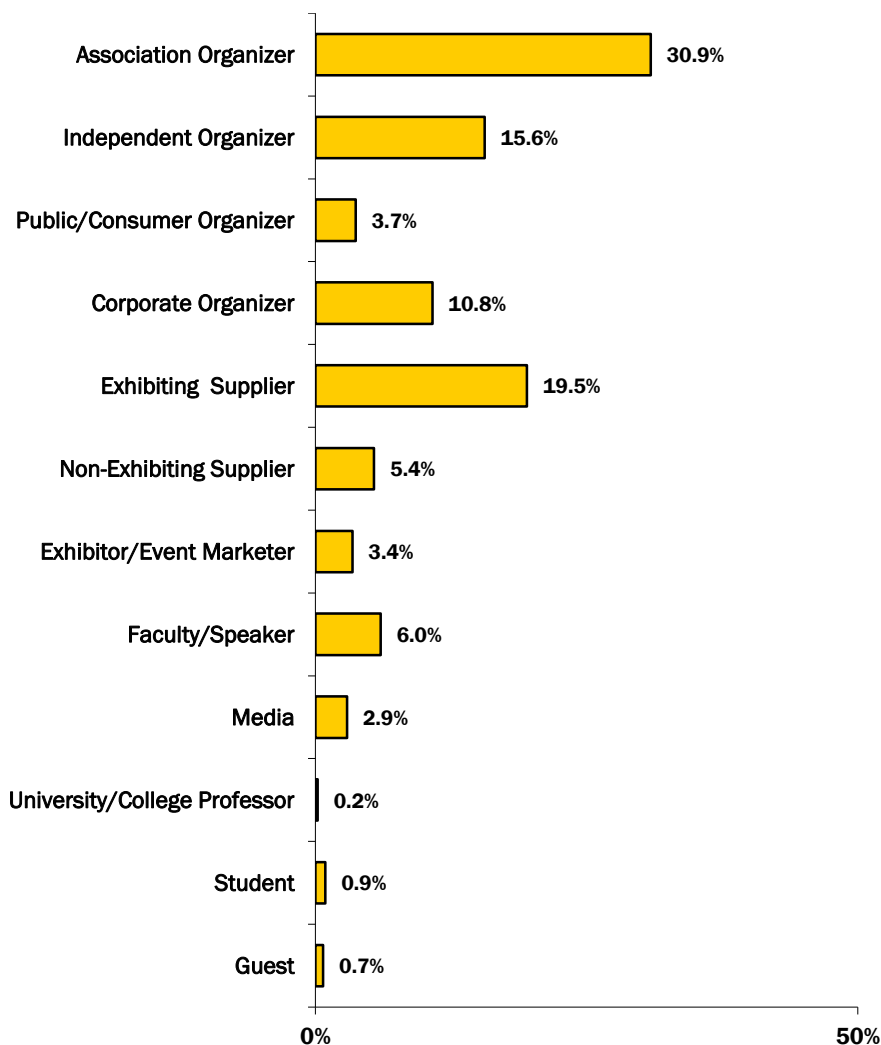
All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

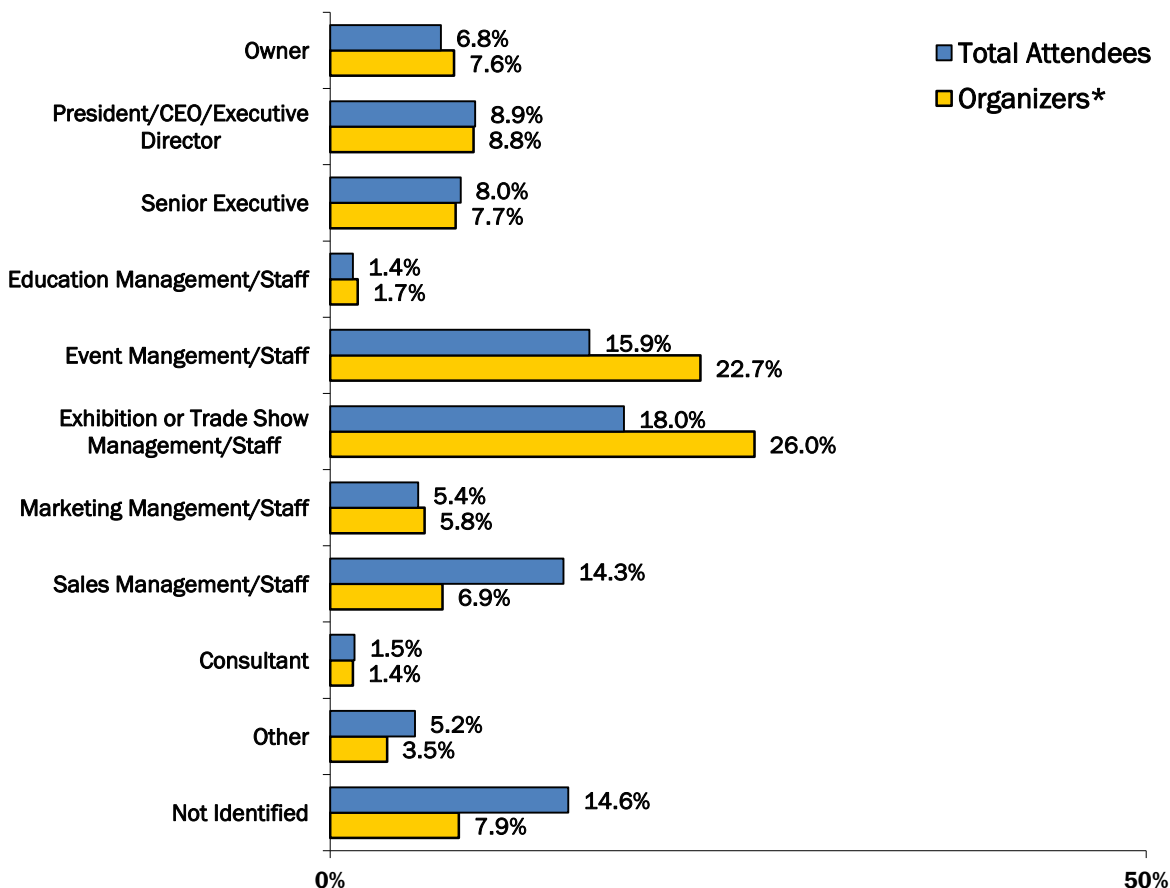
Year which Event was Held	Event Location	Conference & Exhibition Only Attendees	Media*	Speakers*	Sub-Total: Attendees (excluding Exhibitors)	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2012	Orlando, FL	1,152	36	76	1,264	733	1,997
2011	Las Vegas, NV	1,307	34	60	1,401	807	2,208
2010	New Orleans, LA	1,076	31	64	1,171	748	1,919
2009	Atlanta, GA	1,065	8	90	1,163	753	1,916
2008	Miami, FL	1,137	4	79	1,220	752	1,972
2007	Las Vegas, NV	1,442	37	1	1,480	849	2,329

* Counts reflect the badge code category in the database.

4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	391	30.9
Independent Organizer	197	15.6
Consumer/Public Organizer	47	3.7
Corporate Organizer	137	10.8
Exhibiting Supplier	247	19.5
Non-exhibiting Supplier	68	5.4
Exhibitor/Event Marketer	43	3.4
Faculty/Speaker	76	6.0
Media	36	2.9
University or College Professor	2	0.2
Student	11	0.9
Guest	9	0.7
Total Attendees (excluding Exhibitors) Identified by Badge Code	1,264	100.0
Total Attendees (excluding Exhibitors) Not Identified by Badge Code	-	-
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0

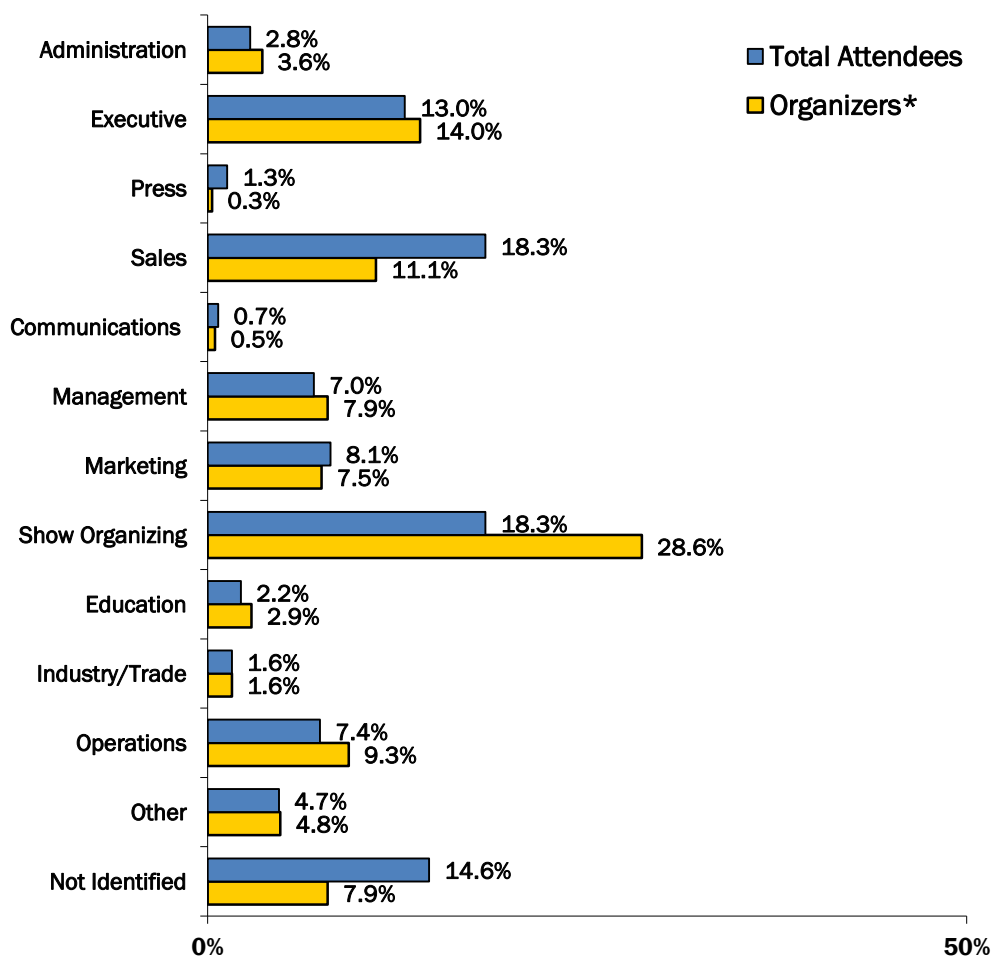


5a. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Owner	86	6.8	8.0
President/CEO/Executive Director	112	8.9	10.4
Senior Executive (CFO/COO/CMO/EVP)	101	8.0	9.3
Education Management (VP, Director, Manager)	14	1.1	1.3
Event Management (VP, Director, Manager)	171	13.5	15.8
Exhibition or Trade Show Management (VP, Director, Manager)	179	14.2	16.6
Marketing Management (VP, Director, Manager)	57	4.5	5.3
Sales Management (VP, Director, Manager)	156	12.3	14.4
Education Staff (e.g. Coordinator, Assistant)	4	0.3	0.4
Event Staff (e.g., Coordinator, Assistant)	31	2.4	2.9
Exhibition or Trade Show Staff (e.g., Coordinator, Assistant)	48	3.8	4.4
Marketing Staff (e.g., Associate, Coordinator, Assistant)	11	0.9	1.0
Sales Staff (e.g., Associates, Assistant)	25	2.0	2.3
Consultant	19	1.5	1.8
Other	66	5.2	6.1
Total Attendees (excluding Exhibitors) Identified by Position	1,080	85.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Position	184	14.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0	100.0



* Includes Association, Independent, Consumer/Public and Corporate Organizers - Total 772 (61%)

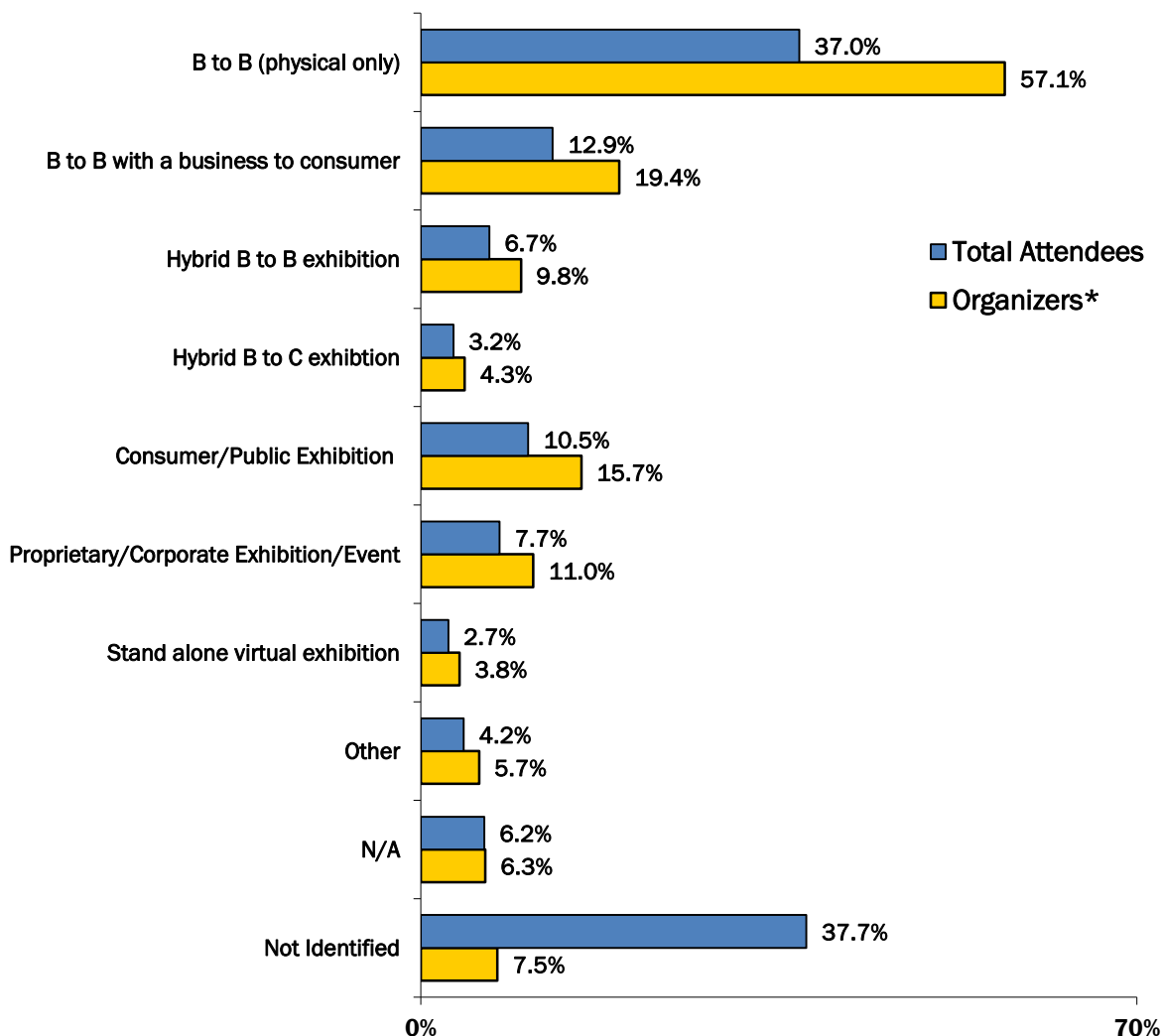
5b. DEPARTMENT			
DEPARTMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DEPARTMENT
Administration	36	2.8	3.3
Executive	165	13.0	15.3
Press	16	1.3	1.5
Sales	232	18.3	21.5
Communications (Radio, TV, PR, ADV)	9	0.7	0.8
Management	88	7.0	8.2
Marketing	102	8.1	9.4
Show Organizing	231	18.3	21.4
Education	28	2.2	2.6
Industry/Trade	21	1.6	1.9
Operations	93	7.4	8.6
Other	59	4.7	5.5
Total Attendees (excluding Exhibitors) Identified by Department	1,080	85.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Department	184	14.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0	100.0



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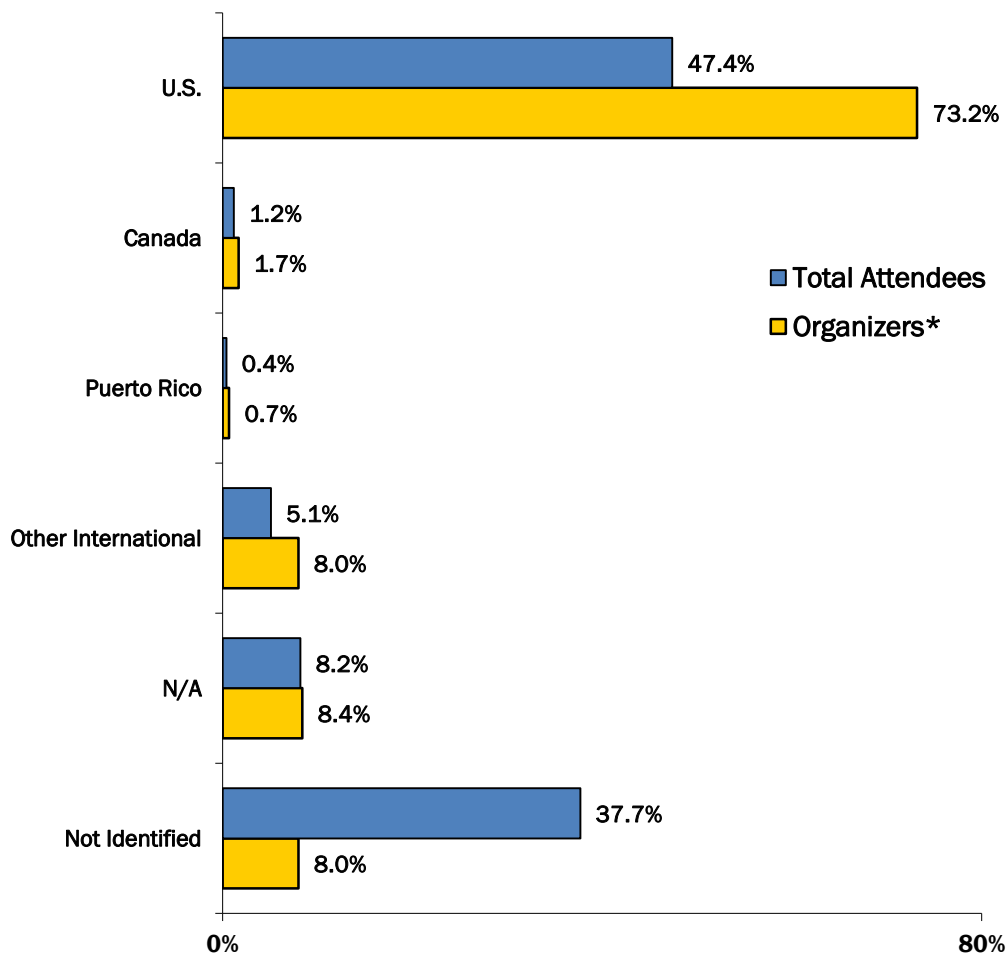
6. TYPES OF EVENTS			
TYPE OF EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPES OF EVENTS
Business to Business (B to B) exhibition (physical only)	468	37.0	59.5
Business-to-Business (B to B) exhibition with a business-to-consumer	163	12.9	20.7
Hybrid B to B exhibition (physical and online components)	84	6.7	10.7
Hybrid B to C exhibition (physical and online components)	41	3.2	5.2
Consumer/Public (B to C) Exhibition (physical only)	133	10.5	16.9
Proprietary/Corporate Exhibition/Event (physical only)	97	7.7	12.3
Stand alone virtual exhibition	34	2.7	4.3
Other	53	4.2	6.7
N/A	78	6.2	9.9
Total Attendees (excluding Exhibitors) Identified by Types of Events	787	62.3	100.0
Total Attendees (excluding Exhibitors) Not Identified by Types of Events	477	37.7	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0	100.0

The above counts and percentages are based on 1,264 attendees, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.



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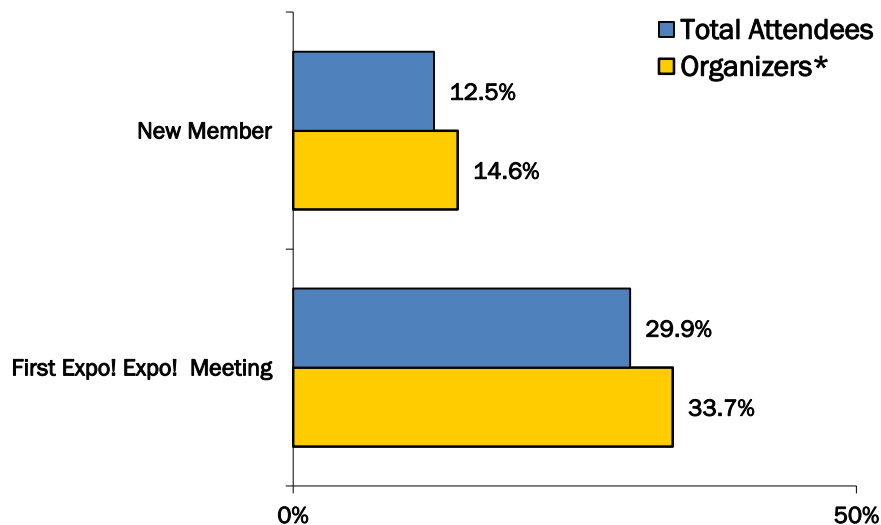
7. LOCATION OF LARGEST EVENT			
LOCATION OF LARGEST EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY LOCATION OF LARGEST EVENT
U.S.	599	47.4	76.1
Canada	15	1.2	1.9
Puerto Rico	5	0.4	0.6
Other International	65	5.1	8.3
N/A	103	8.2	13.1
Total Attendees (excluding Exhibitors) Identified by Location of Largest Event	787	62.3	100.0
Total Attendees (excluding Exhibitors) Not Identified by Location of Largest Event	477	37.7	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0	100.0



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8. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/12)	158	12.5
First Expo! Expo! Meeting	378	29.9

Based on 1,264 Attendees excluding exhibitors

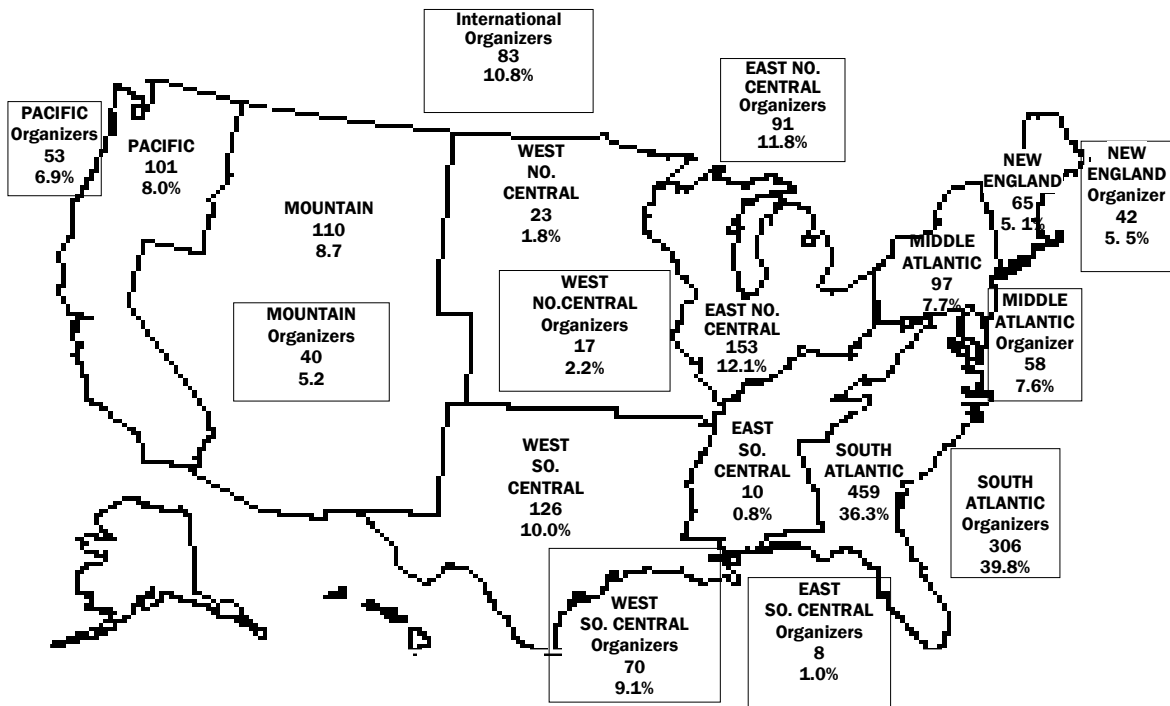


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9. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (EXCLUDING EXHIBITORS)

STATE	TOTAL	PERCENT
NEW ENGLAND	65	5.1
Maine	2	
New Hampshire	4	
Vermont	-	
Massachusetts	26	
Rhode Island	3	
Connecticut	30	
MIDDLE ATLANTIC	97	7.7
New York	52	
New Jersey	30	
Pennsylvania	15	
EAST NO. CENTRAL	153	12.1
Ohio	18	
Indiana	6	
Illinois	109	
Michigan	8	
Wisconsin	12	
WEST NO. CENTRAL	23	1.8
Minnesota	10	
Iowa	2	
Missouri	5	
North Dakota	-	
South Dakota	1	
Nebraska	-	
Kansas	5	
SOUTH ATLANTIC	459	36.3
Delaware	1	
Maryland	55	
Washington, DC	51	
Virginia	116	
West Virginia	-	
North Carolina	11	
South Carolina	2	
Georgia	78	
Florida	145	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	10	0.8
Kentucky	6	
Tennessee	3	
Alabama	1	
Mississippi	-	
WEST SO. CENTRAL	126	10.0
Arkansas	2	
Louisiana	4	
Oklahoma	6	
Texas	114	
MOUNTAIN	110	8.7
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	30	
New Mexico	1	
Arizona	3	
Utah	3	
Nevada	73	
PACIFIC	101	8.0
Alaska	-	
Washington	9	
Oregon	1	
California	91	
Hawaii	-	
Total UNITED STATES	1,144	90.5
INTERNATIONAL	120	9.5
Canada	33	
Mexico	47	
Other International	40	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,264	100.0



Organizers include Association, Independent, Consumer/Public and Corporate Organizers - Total 772 (61%)

Expo! Expo! IAEE's Annual Meeting & Exhibition 4-6 December 2012 – Orlando, FL

Registration Information

Last Name (Family Name)	First Name (Given Name)	
Current Position/Title	Badge Name (First or Nickname Only)	IAEE User ID (if applicable)
Organization/ Company	E-Mail Address	
Mailing Address	City	State/Province
Country	Zip/Postal Code	Company Web Address
Phone (Country Code/Area Code/#)	Fax (Country Code/Area Code/#)	
Cell phone	Emergency Contact	Emergency Phone Number

*Your cell phone number will be used by **event management only** in case of an emergency or if it is necessary to contact you during non-show hours.

Check all that apply:	A <input type="checkbox"/> New Member (Since 1/1/11)	B <input type="checkbox"/> First Expo! Expo! Meeting If yes, will you be attending the First Timer's Orientation, 8 December Yes <input type="checkbox"/> No	Designation(s)	A <input type="checkbox"/> CEM	B <input type="checkbox"/> Other _____
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Spouse/Guest Badge Information This badge is for a spouse, significant other, or adult child in a non-related industry. Spouse/Guest is eligible to attend the same social functions the main registration is eligible to attend. Spouse/Guest is not eligible for any education sessions. **Additional fees apply.**

Last Name (Family Name)	First Name (Given Name)	Occupation (Must be in a non-related industry)
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Global Partners

Members of the following organizations may register at the IAEE Member rate. Please check one and include your member number here:

<input type="checkbox"/> AEO Member	<input type="checkbox"/> AFIDA Member	<input type="checkbox"/> AMPROFEC Member	<input type="checkbox"/> AOCA Member	<input type="checkbox"/> AUMA Member	<input type="checkbox"/> CAEM Member
<input type="checkbox"/> CENTREX Member	<input type="checkbox"/> EEAA Member	<input type="checkbox"/> EXSA Member	<input type="checkbox"/> FAIRLINK Member	<input type="checkbox"/> FBTN Member	<input type="checkbox"/> HKECOSA Member
<input type="checkbox"/> IEIA Member	<input type="checkbox"/> IELA Member	<input type="checkbox"/> InterEXPO Member	<input type="checkbox"/> JEA Member	<input type="checkbox"/> SACEOS Member	<input type="checkbox"/> TEA Member

Dietary Needs: A No B Yes, please describe: _____

How did you hear about Expo! Expo!? (choose all that apply)

A <input type="checkbox"/> Attended before	D <input type="checkbox"/> E-mail	G <input type="checkbox"/> Invited Speaker	J <input type="checkbox"/> Registration Brochure
B <input type="checkbox"/> Colleague	E <input type="checkbox"/> Fax	H <input type="checkbox"/> Magazine Ad	K <input type="checkbox"/> Website
C <input type="checkbox"/> Direct Mail	F <input type="checkbox"/> IAEE Employee	I <input type="checkbox"/> Magazine Article	L <input type="checkbox"/> Other _____

Please choose ONE of the following that best describes your position:

A <input type="checkbox"/> Senior Executive	C <input type="checkbox"/> Vice President	E <input type="checkbox"/> Director	G <input type="checkbox"/> Other
B <input type="checkbox"/> Manager	D <input type="checkbox"/> Coordinator	F <input type="checkbox"/> Support Staff	

Please choose ONE of the following that best describes your department

A <input type="checkbox"/> Administration	D <input type="checkbox"/> Executive	G <input type="checkbox"/> Press	J <input type="checkbox"/> Sales
B <input type="checkbox"/> Communications (Radio/TV/PR/Adv.)	E <input type="checkbox"/> General Mgmt.	H <input type="checkbox"/> Marketing	K <input type="checkbox"/> Show Organizing
C <input type="checkbox"/> Education	F <input type="checkbox"/> Industry/Trade	I <input type="checkbox"/> Operations	

Badge Code (Select One)

A <input type="checkbox"/> Association Organizer	B <input type="checkbox"/> Consumer/Public Organizer	C <input type="checkbox"/> Independent Organizer	D <input type="checkbox"/> Corporate Organizer	E <input type="checkbox"/> Exhibiting Supplier **
I <input type="checkbox"/> Student ***	J <input type="checkbox"/> Guest	F <input type="checkbox"/> Non-Exhibiting Supplier	G <input type="checkbox"/> Media *	H <input type="checkbox"/> Faculty

** Exhibiting Supplier must provide booth number: _____.

*** Students must provide proof of current enrollment with registration form to qualify

Payment Information

Registration Fees \$ _____
 Optional Events \$ _____
 Amount Due: \$ _____

Special Note If you or your organization's IAEE membership lapses between registering and arriving at Expo! Expo! (on or before 6 December 2011), please note that your meeting registration fees will be adjusted to the non-member rate when checking in at the advanced and on-site registration counters Las Vegas. IAEE will alert you prior to your arrival if this situation occurs.

Promo Code _____ Check # _____ in the amount of \$ _____ payable to IAEE (Please write registrant's name on check)

Charge \$ _____ to the following credit card MasterCard VISA American Express Discover

Card Number: _____ Name on Card: _____ Exp. Date: _____

Fees are subject to verification based on member status and other qualifying factors. Additional funds will be charged if the registration amount was miscalculated.

I accept these terms. NOTE: Failure to check this box may delay registration.

NOTICES

Consent to Use of Photographic Images

Registration and attendance at, or participation in, IAEE meetings and other activities constitutes an agreement by the registrant to IAEE's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

		Member Organizer	Non-Member Organizer	Exhibiting Supplier Member	Exhibiting Supplier Non-Member	Non-Exhibiting/Member Supplier	Non-Member/Non-Exhibiting Supplier
Full Meeting* (Tuesday - Thursday)	Discount - By 9/28	\$679	\$1,230	\$969	\$1,750	\$1,699	\$3,070
	Advance - By 10/31	\$809	\$1,480	\$1,169	\$1,950	\$2,039	\$3,690
	Regular - By 12/3	\$969	\$1,780	\$1,409	\$2,350	\$2,449	\$4,430
	On Site - After 12/3	\$1,159	\$2,129	\$1,699	\$2,820	\$2,939	\$5,319
One Day Only* (Tuesday, Wednesday, or Thursday)	Discount - By 9/28	\$449	\$800	\$649	\$1,170	\$1,169	\$2,050
	Advance - By 10/31	\$539	\$960	\$779	\$1,410	\$1,409	\$2,470
	Regular - By 12/3	\$649	\$1,160	\$939	\$1,700	\$1,699	\$2,980
	On Site - After 12/3	\$769	\$1,390	\$1,129	\$2,040	\$2,039	\$3,570
Expo Only¹		FREE	FREE	N/A	N/A	N/A	N/A
Faculty/Student²		\$275	N/A	\$275	N/A	N/A	N/A
Guest³		\$275	N/A	\$275	N/A	N/A	N/A
CEM Learning Programs	Advance registration required. Not available on-site.	\$250	\$385	\$250	\$385	\$250	\$385

¹Organizers ONLY - Expo Only - free to Member and Non-Member Organizers (Includes access to show floor and lunch served on show floor only) (Does not include access to the Opening Reception, education programs, general sessions, and Closing Event)

²Proper Identification required.

³For a spouse, significant other, or adult child in a non-related industry. Note - children under the age of 16 are not permitted to attend IAEE functions.

*Additional fees apply for CEM Learning Programs.

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



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, 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 EXHIBIT SURVEYS, INC.

We have examined the attendee records of IAEE's Expo! Expo! held December 4–6, in Orlando, Florida 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