

IAEE's Midyear Meeting 2012



EVENT AUDIT

DATES OF EVENT:

Conference: May 31 – June 1, 2012

LOCATION:

Washington D.C.

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.

FREQUENCY:

Annual

**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.

Year which Event was Held	Event Location	Conference Attendees	Media*	Speakers*	Total
2012	Washington DC	239	3	27	269

* Counts reflect the badge code category in the database.

3. JOB POSITION			
JOB POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Owner	3	1.3	1.4
President/CEO/Executive Director	10	4.2	4.8
Senior Executive (CFO/COO/CMO/EVP)	10	4.2	4.8
Event Management (VP, Director, Manager)	32	13.4	15.2
Exhibition or Trade Show Management (VP, Director, Manager)	36	15.0	17.1
Education Management (VP, Director, Manager)	1	0.4	0.5
Marketing Management (VP, Director, Manager)	9	3.8	4.3
Sales Management (VP, Director, Manager)	52	21.7	24.8
Event Staff (e.g., Coordinator, Assistant)	4	1.7	1.9
Exhibition or Trade Show staff (e.g., Coordinator, Assistant)	15	6.3	7.1
Sales Staff (e.g., Associates, Assistant)	20	8.4	9.5
Other (please specify)	5	2.1	2.4
Unspecified	13	5.4	6.2
Total Conference Attendees Identified by Job Position	210	87.9	100.0
Total Conference Attendees Not Identified by Job Position	29	12.1	
TOTAL CONFERENCE ATTENDEES	239	100.0	100.0

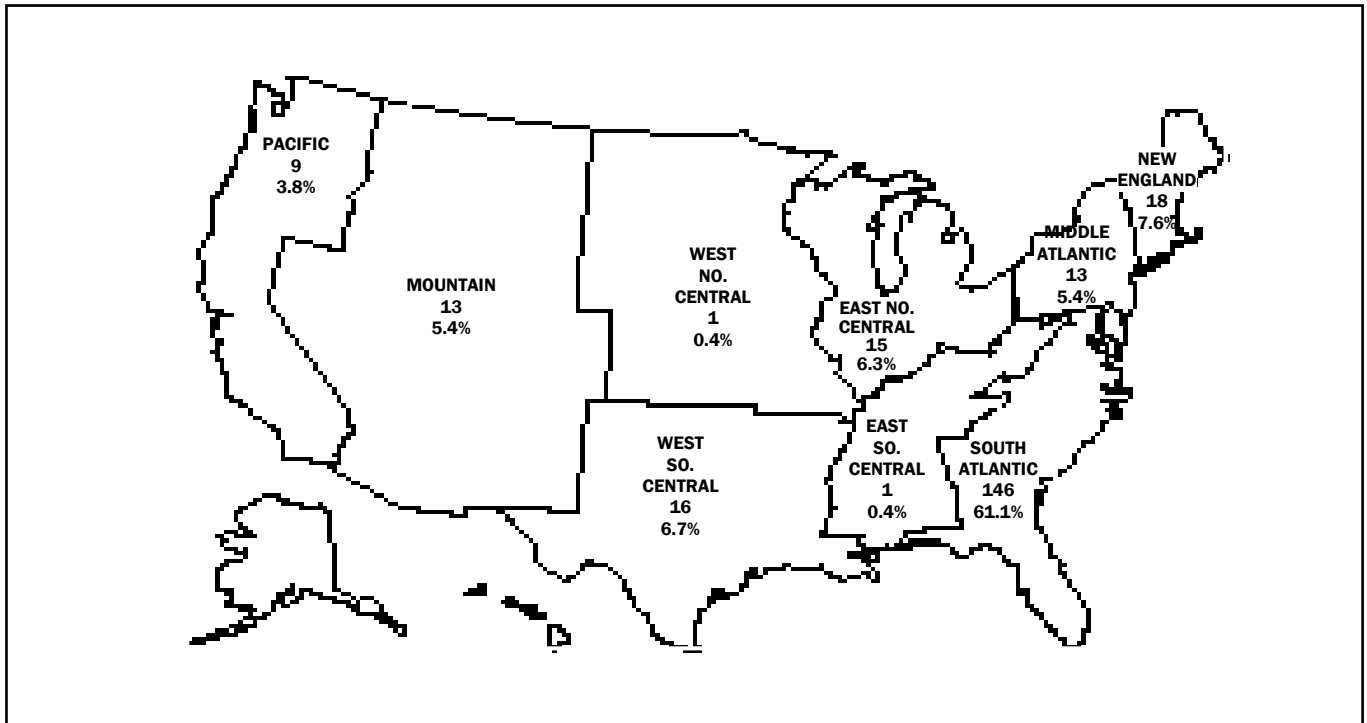
4. PRIMARY FUNCTION OR RESPONSIBILITY			
PRIMARY FUNCTION OR RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY RESPONSIBILITY
Education/Special Programs Development	5	2.1	2.4
Administration	2	0.8	1.0
Principal (CEO, President or Other)	11	4.6	5.2
Show Floor Planning/ Management	41	17.2	19.5
General Manager	12	5.0	5.7
Registration and Housing	7	2.9	3.3
Technology	4	1.7	1.9
Marketing/Communications	13	5.5	6.2
Meeting Planner	16	6.7	7.6
Sales	72	30.1	34.3
Other (please specify)	13	5.4	6.2
Unspecified	14	5.9	6.7
Total Conference Attendees Identified by Primary Responsibility	210	87.9	100.0
Total Conference Attendees Not Identified by Primary Responsibility	29	12.1	--
TOTAL CONFERENCE ATTENDEES	239	100.0	100.0

5. BADGE CODE			
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BADGE CODE
Association Organizer	76	31.8	36.2
Independent Organizer	18	7.6	8.6
Public/Consumer Organizer	1	0.4	0.5
Corporate Organizer	17	7.1	8.1
Contractor/Supplier/Facility/Hotel	76	31.8	36.2
Exhibitor and Event Marketer	7	2.9	3.3
Student	1	0.4	0.4
Unspecified	14	5.9	6.7
Total Conference Attendees Identified by Badge Code	210	87.9	100.0
Total Conference Attendees Not Identified by Badge Code	29	12.1	
TOTAL CONFERENCE ATTENDEES	239	100.0	100.0

6. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE ATTENDEES

STATE	TOTAL #	PERCENT
NEW ENGLAND	18	7.6
Maine	--	
New Hampshire	--	
Vermont	--	
Massachusetts	15	
Rhode Island	--	
Connecticut	3	
MIDDLE ATLANTIC	13	5.4
New York	2	
New Jersey	10	
Pennsylvania	1	
EAST NO. CENTRAL	15	6.3
Ohio	3	
Indiana	--	
Illinois	8	
Michigan	--	
Wisconsin	4	
WEST NO. CENTRAL	1	0.4
Minnesota	--	
Iowa	--	
Missouri	1	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	--	
SOUTH ATLANTIC	146	61.1
Delaware	1	
Maryland	37	
Washington, DC	28	
Virginia	62	
West Virginia	--	
North Carolina	1	
South Carolina	--	
Georgia	10	
Florida	7	

STATE	TOTAL #	PERCENT
EAST SO. CENTRAL	1	0.4
Kentucky	--	
Tennessee	1	
Alabama	--	
Mississippi	--	
WEST SO. CENTRAL	16	6.7
Arkansas	--	
Louisiana	1	
Oklahoma	--	
Texas	15	
MOUNTAIN	13	5.4
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	5	
New Mexico	--	
Arizona	1	
Utah	--	
Nevada	7	
PACIFIC	9	3.8
Alaska	--	
Washington	1	
Oregon	--	
California	8	
Hawaii	--	
UNITED STATES	232	97.1
INTERNATIONAL	7	2.9
Canada	3	
Mexico	2	
Other International	2	
Total Conference Attendees	239	100.0



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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 EXHIBIT SURVEYS, INC.

We have examined the attendee records of IAEE's Midyear Meeting held May 31 – June 1, 2012, in Washington D.C. 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 (EELAC), 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