

EVENT AUDIT

2012 IEEE MTT-S International Microwave Symposium



DATES OF EVENT:

Conference: June 17 – 22, 2012
 Exhibits: June 19 – 21, 2012

LOCATION:

Palais des congrès de Montréal, Montreal, Canada

EVENT PRODUCER/MANAGER:

Company Name: Institute for Electrical & Electronics Engineers – Microwave Theory and Techniques Society (IEEE MTT-S)
 Address: 1721 Boxelder St. Ste. 107
 Louisville, CO 80027
 Phone: (303) 530-4562
 Website (Show): <http://www.ims2012.org>

REGISTRATION COMPANY:

MP Associates, Inc.

YEAR EVENT ESTABLISHED:

1959

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 2 – 7, 2013
 Exhibits: June 4 – 6, 2013

LOCATION:

Washington State Convention Center, Seattle, WA

1. STATEMENT OF MARKET SERVED

Engineers and researchers developing technologies to support wireless communication, radar, RF technologies, high frequency semiconductors, electromagnetics, commercial and military RF, microwave and mm-wave electronics and applications.

Qualified attendees include senior management, engineering management, engineers, and R & D personnel employed in the private sector or by the government/military.

2. STATEMENT OF VERIFICATION METHODOLOGY

All badges were printed on site, at which point the attendee was entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

YEAR EVENT HELD	EVENT LOCATION	TOTAL CONFERENCE ATTENDEES	TOTAL EXHIBITS ONLY ATTENDEES	SUB-TOTAL CONFERENCE & EXHIBITS ONLY ATTENDEES	SPEAKERS*	MEDIA	EXHIBITORS, NON-EXHIBITING SPONSORS AND THEIR SUPPORT STAFF**	Total
2009	Boston	2,723	1,482	4,205	--	21	4,106	8,332
2010	Anaheim	2,325	2,095	4,420	--	24	4,143	8,587
2011	Baltimore	2,294	1,907	4,201	--	31	4,220	8,421
2012	Montreal	2,599	1,463	4,062	--	35	3,568	7,665

* Included as Conference Attendees.

** Not audited. Count supplied by Show Management.

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4. PRIMARY END PRODUCT/SERVICE

PRIMARY END PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING PRIMARY END PRODUCT
Communications Systems, Equipment	817	20.1	20.9
Wireless (WiFi, WiMAX, UWB)	534	13.1	13.7
Optoelectronics and Photonics	180	4.4	4.6
Government - Military	104	2.6	2.7
Government - Other	335	8.2	8.6
Defense Electronics	89	2.2	2.3
Medical Electronics	33	0.8	0.8
Navigation/Telemetry/GPS Systems	46	1.1	1.2
Industrial Automation/Control Systems	28	0.7	0.7
Transportation (Automotive/Aviation)	74	1.8	1.9
Consumer Electronics	12	0.3	0.3
Computers or Peripherals	319	7.9	8.2
Test & Measurement	406	10.0	10.4
Components/Hardware	36	0.9	0.9
Data Transmission	605	14.9	15.5
Semiconductors & ICs	97	2.4	2.5
Materials	76	1.9	1.9
Services	84	2.1	2.1
Software	32	0.8	0.8
Total Conference and Exhibit Only Attendees Providing this Information	3,907	96.2	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	155	3.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,062	100.0	100.0

5. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING PRIMARY JOB FUNCTION
Executive/Senior Management	604	14.9	15.2
Engineering Management	359	8.8	9.0
Design Engineering	599	14.7	15.1
Engineering Services	76	1.9	1.9
Manufacturing/Production Engineering	32	0.8	0.8
Application Engineer	73	1.8	1.8
Procurement/Purchasing	60	1.5	1.5
Professor / Research - Academic	592	14.6	14.9
Research & Development - Government	150	3.7	3.8
Research & Development - Industry	306	7.5	7.7
Student	556	13.7	14.0
Financial or Industry Analyst	11	0.3	0.3
Editor/Publisher	5	0.1	0.1
Marketing/Sales	433	10.7	10.9
Consultant	78	1.9	2.0
Retiree	33	0.8	0.8
Total Conference and Exhibit Only Attendees Providing this Information	3,967	97.7	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	95	2.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,062	100.0	100.0

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6. PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE, OR INFLUENCE THE PURCHASE OF

PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE, OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT PROVIDING PURCHASE INVOLVEMENT
Active Components	1,833	45.7
Antennas	1,077	26.9
Control Components	525	13.1
Materials	804	20.1
Manufacturing Equipment	396	9.9
Optoelectronics & Fiber-Optics	356	8.9
Passive Components	1,797	44.8
Semiconductors/Integrated Circuits	1,480	36.9
Services	337	8.4
Signal Processing Components	525	13.1
Software & CAD	959	23.9
Subsystems & Systems	749	18.7
Test Equipment and Instruments	1443	36.0
Transmission-Line Components	750	18.7
Consultant Services	331	8.3
Not Applicable	415	10.4
Total Conference and Exhibit Only Attendees Providing this Information	4,008	98.7
Total Conference and Exhibit Only Attendees Not Providing this Information	54	1.3
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,062	100

Multiple responses allowed, hence total number of responses exceeds the total attendance and category counts should not be added together.

7. FREQUENCY RANGE OF YOUR PRIMARY WORK

FREQUENCY RANGE OF PRIMARY WORK	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING FREQUENCY RANGE
RF	2,892	71.2	72.6
Microwave	2,654	65.3	66.7
Millimeter-wave	1,506	37.1	37.8
Terahertz	414	10.2	10.4
Other	219	5.4	5.5
Total Conference and Exhibit Only Attendees Providing this Information	3,981	98.9	100
Total Conference and Exhibit Only Attendees Not Providing this Information	81	1.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,062	100	100

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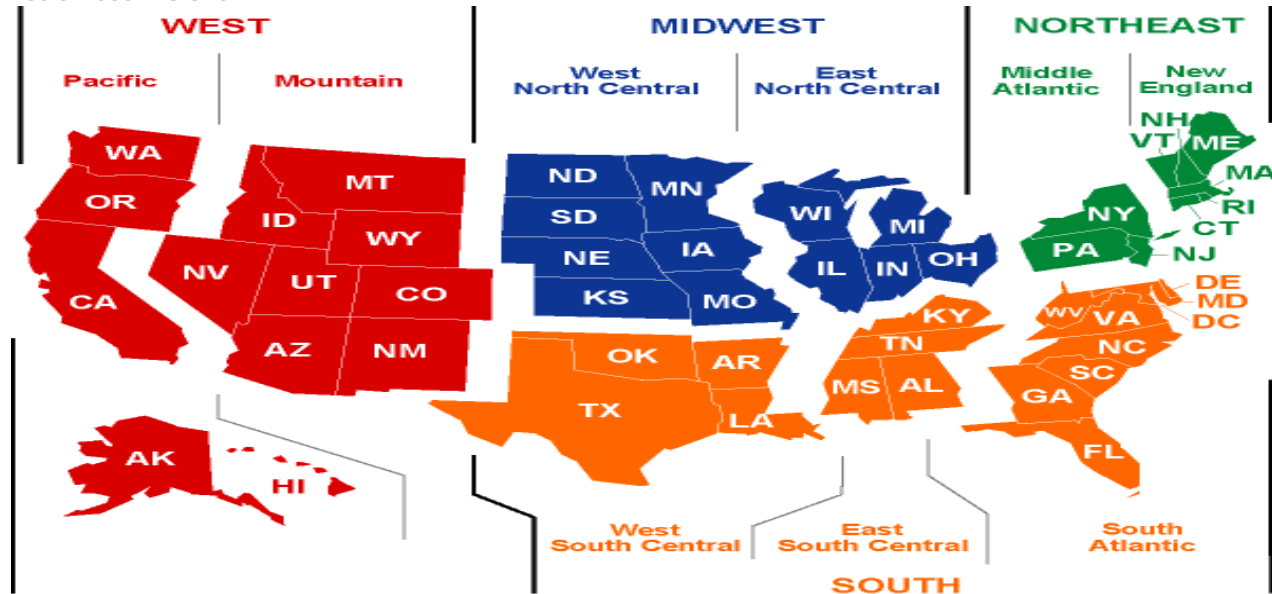


8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	338	8.32%
Maine	6	
New Hampshire	46	
Vermont	27	
Massachusetts	221	
Rhode Island	10	
Connecticut	28	
MIDDLE ATLANTIC	277	6.82%
New York	134	
New Jersey	89	
Pennsylvania	54	
EAST NORTH CENTRAL	120	2.95%
Ohio	36	
Indiana	24	
Illinois	28	
Michigan	25	
Wisconsin	7	
WEST NORTH CENTRAL	37	0.91%
Minnesota	19	
Iowa	8	
Missouri	6	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	4	
SOUTH ATLANTIC	224	5.51%
Delaware	-	
Maryland	52	
District of Columbia	6	
Virginia	39	
West Virginia	-	
North Carolina	45	
South Carolina	4	
Georgia	21	
Florida	57	

STATE	TOTAL	PERCENT
EAST SOUTH CENTRAL	13	0.32%
Kentucky	1	
Tennessee	7	
Alabama	3	
Mississippi	2	
WEST SOUTH CENTRAL	110	2.71%
Arkansas	2	
Louisiana	-	
Oklahoma	4	
Texas	104	
MOUNTAIN	150	3.69%
Montana	-	
Idaho	1	
Wyoming	-	
Colorado	52	
New Mexico	11	
Arizona	76	
Utah	3	
Nevada	7	
PACIFIC	535	13.17%
Alaska	-	
Washington	21	
Oregon	18	
California	484	
Hawaii	12	
UNITED STATES	1,804	44.41%
INTERNATIONAL	2,258	55.59%
Canada	851	20.95
Mexico	9	0.22
Outside North America	1,398	34.42%
Not Providing this Information	-	-
Total Conference & Exhibit Attendees	4,201	100.0%

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8A. AUDITED BREAKOUT OF ALL CONFERENCE AND EXHIBITS ONLY ATTENDEES OUTSIDE NORTH AMERICA

COUNTRY	CODE	TOTAL	PERCENT	COUNTRY	CODE	TOTAL	PERCENT
Arab Emirates	AE	3	0.07	Japan	JP	164	4.04
Neth. Antilles	AN	4	0.10	North Korea	KP	5	0.12
Austria	AT	17	0.42	South Korea	KR	116	2.86
Australia	AU	11	0.27	Lebanon	LB	1	0.02
Belgium	BE	17	0.42	Macau	MO	2	0.05
Brazil	BR	9	0.22	Malaysia	MY	3	0.07
Switzerland	CH	13	0.32	Netherlands	NL	41	1.01
Chile	CL	1	0.02	Norway	NO	4	0.10
China P.Rep.	CN	139	3.42	New Zealand	NZ	3	0.07
Costa Rica	CR	1	0.02	Philippines	PH	1	0.02
Czech Republic	CZ	5	0.12	Pakistan	PK	1	0.02
Germany	DE	139	3.42	Poland	PL	8	0.20
Denmark	DK	6	0.15	Palestine	PS	1	0.02
Egypt	EG	5	0.12	Portugal	PT	4	0.10
Spain	ES	47	1.16	Serbia	RS	1	0.02
Finland	FI	3	0.07	Russian Federation	RU	10	0.25
France	FR	127	3.13	Saudi Arabia	SA	3	0.07
United Kingdom	GB	83	2.04	Sweden	SE	66	1.62
Greece	GR	3	0.07	Singapore	SG	20	0.49
China,Hong Kong S.A.R.	HK	18	0.44	Syria	SY	1	0.02
Ireland	IE	12	0.30	Tunisia	TN	1	0.02
Israel	IL	71	1.75	Turkey	TR	23	0.57
India	IN	20	0.49	Taiwan	TW	81	1.99
Iran	IR	1	0.02	Ukraine	UA	2	0.05
Iceland	IS	1	0.02	Viet Nam	VN	1	0.02
Italy	IT	72	1.77	South Africa	ZA	7	0.17
TOTAL Conference & Exhibit Attendance Outside North America						1,398	34.42
TOTAL North America						2,664	65.58
Not Providing this Information						--	--
Total Conference & Exhibit Attendance						4,062	100.00

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REGISTRATION FORM:



IMS - RFIC - ARFTG Registration Form

Montréal Canada, Palais des congrès de Montréal - 17-22 June, 2012

1 All Early Bird and Advance registration must be received by 21 May and 15 June, respectively, for appropriate costs to apply. **by mail:** IMS 2012 Registration, MP Associates, Inc. 1721 Boxelder St. Suite 107 Louisville, CO 80027 USA
online: www.ims2012.org/Exhibition/IMS2012/IMS_registration.html **by fax:** +1 (303) 530-4334

2 Attendee Information

First Name _____ **Last Name** _____

Company _____ **Title** _____

Street _____ **City** _____ **Mail Stop** _____

State _____ **Postal Code** _____ **Country** _____

Email _____ **Secondary Email** _____

Telephone _____ **IEEE Membership #** _____ **Member of:** MTT-S ARFTG

3 Attendee Survey

- 1) What is your principal job function?
- 101 Executive/Senior Management
 - 102 Engineering Management
 - 103 Design Engineering
 - 104 Engineering Services
 - 105 Manufacturing/Production Engineering
 - 106 Application Engineer
 - 107 Procurement/Purchasing
 - 108 Professor/Research - Academic
 - 109 Research & Development - Government
 - 110 Research & Development - Industry
 - 111 Student
 - 112 Financial or Industry Analyst
 - 113 Editor/Publisher
 - 114 Marketing/Sales
 - 115 Consultant
 - 116 Retiree
- 2) What primary end product or service do you work on?
- 201 Communication systems, equipment
 - 202 Wireless (WiFi, WiMAX, UWB)
 - 203 Optoelectronics and Photonics
 - 204 Government - Military
 - 205 Government - Other
 - 206 Defense Electronics
 - 207 Medical Electronics
 - 208 Navigation/telemetry/GPS systems
 - 209 Industrial automation/control systems
 - 210 Transportation (Automotive/Aviation)

- 211 Consumer Electronics
 - 212 Computers or peripherals
 - 213 Test & Measurement
 - 214 Components/Hardware
 - 215 Data Transmission
 - 216 Semiconductors & Ics
 - 217 Materials
 - 218 Services
 - 219 Software
 - 220 Other _____
- 3) Which products and/or services in the following areas do you recommend, purchase or influence the purchase of?
(Answer all that apply)
- 301 Active Components
 - 302 Antennas
 - 303 Control Components
 - 304 Materials
 - 305 Manufacturing Equipment
 - 306 Optoelectronics & Fiber-Optics
 - 307 Passive Components
 - 308 Semiconductors/Integrated Circuits
 - 309 Services
 - 310 Signal Processing Components
 - 311 Software & CAD
 - 312 Subsystems & Systems
 - 313 Test Equipment and Instruments
 - 314 Transmission-Line Components
 - 315 Consultant Services

- 4) At what frequency is your primary work?
- 401 RF
 - 402 Microwave
 - 403 Millimeter-wave
 - 404 Terahertz
 - 405 Other _____
- 5) Number of engineers in your organization
- 501 10 or fewer
 - 502 11 to 40
 - 503 41 to 100
 - 504 More than 100
- 6) Is this the first time you have attended International Microwave Week?
- 601 Yes
 - 602 No
- 7) Are you an MTT member?
- 701 Yes
 - 702 No

I would you like to receive emails from:

- IEEE and MTT-S Industry

IMS provides an email list of attendees to exhibitors. If you do NOT want to receive this correspondence, check here:

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY AUDIENCE INSIGHTS

We have carefully examined the attendee records of the 2012 IEEE MTT-S International Microwave Symposium held in Montreal, Canada. The audit process includes pre-event review of the registration and event access process, post event confirmations of attendance and attendee demographics, examination of accounting records, and any other auditing procedures considered appropriate or necessary. This audit complies with the 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.

Based on our review and analysis, the statements set forth in this report fairly and accurately present the total attendance of this event in conformance with generally accepted event measurement practices.

Audience Insights

Framingham, MA