

EVENT AUDIT



DATES OF EVENT:

Conference: June 4 – 7, 2012
 Exhibits: June 5 – 7, 2012

LOCATION:

Javits Center, New York City

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
 Address: 383 Main Avenue, Norwalk, CT 06851
 Phone: (203) 840-4800
 Website (Show): www.bookexpoamerica.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1902 as ABA Convention
 1947 as Book Expo America

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 29 – June 1, 2013
 Exhibits: May 30 – June 1, 2013
 LOCATION: Jacob Javits Convention Center, New York City, NY

1. STATEMENT OF MARKET SERVED

Traditional and digital book industry professionals from across the U.S. and the world, including booksellers, retailers, librarians, educators, specialty retail book buyers, digital decision makers, Power Readers (avid book enthusiasts), rights professionals, international publishing executives, and publishers.

Qualified attendees are booksellers: national and international; retailers: mass/general/discount merchandisers, consumer/electronics/computer merchants/video stores, toy stores, museum stores; digital managers; Power Readers (avid book enthusiasts); Rights professionals; other industry professionals: librarians, educational institutions, wholesalers/distributors/publishers, authors, critics/reviewers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified. Downloaded leads captured by exhibitors were also entered into the system as verified. Badges were also scanned at all conference sessions, VIP lounge, and VIP registration.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2012	New York City	11,844	180	1,648	6,758	20,430
2011	New York City	10,636	130	1,591	7,593	19,950
2010*	New York City	11,543	137	1,409	7,939	21,028
2009*	New York City	11,658	114	1,181	5,089	18,042

* Unaudited verified registration numbers provided by the registration company.

4. BUSINESS CATEGORY			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
BOOKSTORE	1,644	13.9	17.2
Bookstore	1,644	13.9	17.2
RETAILER	801	6.8	8.4
Mass/General/Discount Merchandiser	138	1.2	1.4
Educational/Art/School Supply	67	0.6	0.7
Toy Store	26	0.2	0.3
Mail Order/Catalog/Book Club	25	0.2	0.3
Museum Store	113	1.0	1.2
Gift/Card/Stationery	36	0.3	0.4
Music/Video/Entertainment	16	0.1	0.2
New Age/Spiritual	7	0.1	0.1
Health/Gourmet/Organic Food	4	<0.1	<0.1
Comic Book Store	10	0.1	0.1
Housewares/Home Improvement	10	0.1	0.1
On-line Retailer	241	2.0	2.5
Apparel/Clothing	20	0.2	0.2
Other	88	0.7	0.9
LIBRARIAN	1,747	14.7	18.3
Librarian - Public/Private/Corporate	1,558	13.1	16.3
Media Specialist	189	1.6	2.0
EDUCATOR	443	3.7	4.6
Teacher/Administrator (K-12)	250	2.1	2.6
Professor/Administrator (College/University)	193	1.6	2.0
LICENSING RIGHTS & LITERARY AGENTS	1,040	8.8	10.9
Literary Agent	683	5.8	7.2
Literary Scout	87	0.7	0.9
Licensing Agent	270	2.3	2.8
PUBLISHING PERSONNEL	1,409	11.9	14.8
Publisher: Rights/Sub Rights	220	1.8	2.3
Publisher: Sales, Marketing, PR	506	4.3	5.3
Editorial Personnel	389	3.3	4.1
Digital Management	294	2.5	3.1

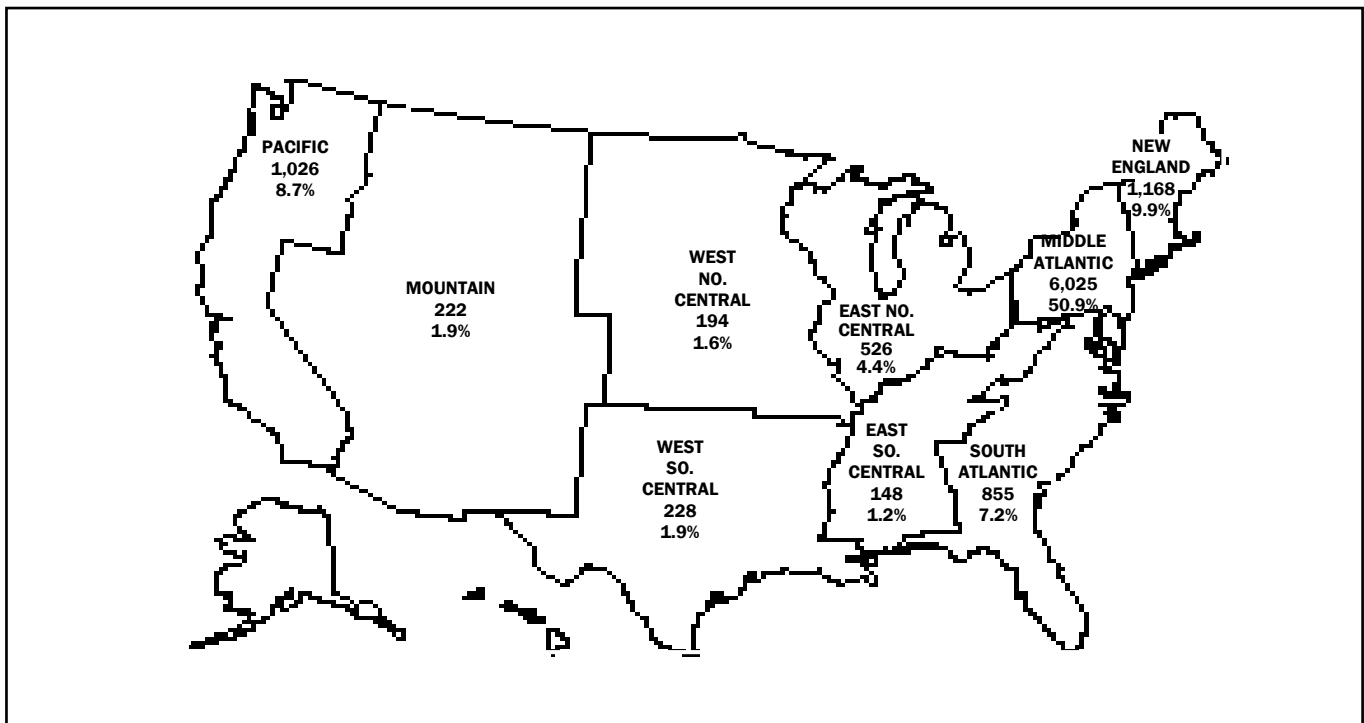
Business Category Continued on Next Page

4. BUSINESS CATEGORY (continued)			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
FILM & TV PRODUCTION	149	1.3	1.5
Film/TV/Developer/Producer	127	1.1	1.3
Media Executive	22	0.2	0.2
NON-EDITORIAL MEDIA	214	1.8	2.2
Advertising Sales Executive	43	0.4	0.4
Book Bloggers	171	1.4	1.8
DIGITAL SERVICE/SOLUTION PROVIDER	470	3.9	4.9
Device	22	0.2	0.2
Conversion	51	0.4	0.5
Content Delivery/Solutions	253	2.1	2.7
Software/Applications	144	1.2	1.5
PUBLISHING CONSULTANTS & AGENCIES	459	3.9	4.8
Public Relations Firm	132	1.1	1.4
Marketing Firm	69	0.6	0.7
Independent Industry Consultant	258	2.2	2.7
NON PROFITS & ASSOCIATIONS	346	2.9	3.6
Literary Organizations	260	2.2	2.7
Writers Associations	32	0.3	0.3
Friends of a Library	54	0.4	0.6
AUTHOR	425	3.6	4.4
Self Published	122	1.0	1.3
Professionally Published	303	2.6	3.1
INDUSTRY PROFESSIONAL	303	2.6	3.2
Book Packager	57	0.5	0.6
Manufacturer	150	1.3	1.6
Wholesaler	96	0.8	1.0
FRIENDS/FAMILY	1	<0.1	<0.1
Friends/Family/Children	1	<0.1	<0.1
BOOK CLUB LEADERS/FACILITATORS	111	0.9	1.2
Book Club Leaders/Facilitators	111	0.9	1.2
Total Conference and Exhibit Only Attendees Identified by Business Category	9,562	80.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	2,282	19.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	11,844	100.0	100.0

5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,168	9.9
Maine	29	
New Hampshire	34	
Vermont	47	
Massachusetts	429	
Rhode Island	36	
Connecticut	593	
MIDDLE ATLANTIC	6,025	50.9
New York	4,540	
New Jersey	987	
Pennsylvania	498	
EAST NO. CENTRAL	526	4.4
Ohio	110	
Indiana	35	
Illinois	235	
Michigan	75	
Wisconsin	71	
WEST NO. CENTRAL	194	1.6
Minnesota	82	
Iowa	15	
Missouri	59	
North Dakota	-	
South Dakota	12	
Nebraska	10	
Kansas	16	
SOUTH ATLANTIC	855	7.2
Delaware	22	
Maryland	174	
Washington, DC	154	
Virginia	131	
West Virginia	2	
North Carolina	92	
South Carolina	21	
Georgia	69	
Florida	190	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	148	1.2
Kentucky	24	
Tennessee	87	
Alabama	27	
Mississippi	10	
WEST SO. CENTRAL	228	1.9
Arkansas	11	
Louisiana	21	
Oklahoma	19	
Texas	177	
MOUNTAIN	222	1.9
Montana	8	
Idaho	4	
Wyoming	1	
Colorado	85	
New Mexico	16	
Arizona	50	
Utah	47	
Nevada	11	
PACIFIC	1,026	8.7
Alaska	4	
Washington	184	
Oregon	49	
California	778	
Hawaii	11	
UNITED STATES	10,392	87.7
INTERNATIONAL	1,452	12.3
Canada	245	
Mexico	19	
Other International	1,188	
Total Attendees	11,844	100.0





**June 4, 2012: BEA CIROBE Reminders & Gift Shop Pavilions Preview Day
BEA Conference & Special Events**
**June 5-7, 2012: BEA Exhibits, Conference & Special Events
BlogWorld & New Media Expo NY Returns!**
Javits Center, New York City

First Name _____ MI _____ Last Name _____
 Title/Occupation (must provide to receive badge) _____
 Company Name _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____ Zip/Postal Code _____ Country _____
 Work Telephone (Do not include international dialing code) _____
 Fax (To receive confirmation, Do not include international dialing code) _____
 Email _____

We collect this data in order to provide you with information about BookExpo America and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at: www.bookexpoamerica.com or call our Privacy Administrator at 1-888-306-2344, or from outside the U.S. at 1-202-840-5810.

BEA is a trade-only event. No strollers or rolling suitcases allowed.
Anyone under the age of 18 (minors and infants) will only be permitted to register to attend if accompanied by a registered industry professional.

ON-SITE REGISTRATION FORM

Please complete in full
to obtain your badge.

Priority Code: OS

Choose Your Pass & Special Events:

• BEA Package Passes—Access & Convenience—NEW!

There are a limited number of BEA Package Passes available.

• BEA Exhibits and Conference Pass

Choose Your Badge Category	BEA All Access Pass On-Site	1 Day Pass 6/4 Reminders & Gift Shop ONLY	1 Day Pass (6/5, 6/6, or 6/7) On-Site
Bookstores	<input type="checkbox"/> \$175	<input type="checkbox"/> \$45	<input type="checkbox"/> \$99
Retailers	<input type="checkbox"/> \$175	<input type="checkbox"/> \$45	<input type="checkbox"/> \$99
Librarians	<input type="checkbox"/> \$175	<input type="checkbox"/> \$45	<input type="checkbox"/> \$99
Educators	<input type="checkbox"/> \$175	<input type="checkbox"/> \$45	<input type="checkbox"/> \$99
Non Profits & Associations	<input type="checkbox"/> \$175	<input type="checkbox"/> \$45	<input type="checkbox"/> \$99
Digital Service/Solution Provider	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Publishing Personnel	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Licensing/Rights, Literary Agents	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Non-Editorial Media	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Film & TV Production	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Publishing Consultants & Agencies	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Author	<input type="checkbox"/> \$375	<input type="checkbox"/> N/A	<input type="checkbox"/> \$199
Book Club Leaders/Facilitators	<input type="checkbox"/> \$235	<input type="checkbox"/> \$45	<input type="checkbox"/> \$149
Children under 12	<input type="checkbox"/> \$80	<input type="checkbox"/> \$45	<input type="checkbox"/> \$80
Friends/Family	<input type="checkbox"/> \$375	<input type="checkbox"/> N/A	<input type="checkbox"/> \$199
(Children over 12 must be accompanied by a registered industry professional)			
Book Industry Professional	<input type="checkbox"/> \$375	<input type="checkbox"/> N/A	<input type="checkbox"/> \$199 (6/7only)

Is this your very first time attending BEA? Yes No

• BEA Special Events Tickets (Buy Early, Seating Limited)

6/5 Book & Author Breakfast
 SPE1P Breakfast, Reserved Premium Roundtable Seating & Front of the Line Pass (Limited Quantity) \$95
 SPE1 Breakfast, roundtable seating \$45 SPE1T No breakfast, theater seating \$25

6/6 Children's Book & Author Breakfast
 SPE2P Breakfast, Reserved Premium Roundtable Seating & Front of the Line Pass (Limited Quantity) \$95
 SPE2 Breakfast, roundtable seating \$45 SPE2T No breakfast, theater seating \$25
 SPE4 APA Audio Publishers' Author Tea \$30

6/7 Book & Author Breakfast
 SPE5P Breakfast, Reserved Premium Roundtable Seating & Front of the Line Pass (Limited Quantity) \$95
 SPE5 Breakfast, roundtable seating \$45 SPE5T No breakfast, theater seating \$25

• Concurrent Events Passes at BEA

6/3 uPublishU at BEA \$150 (On-Site)
 (Includes boxed lunch, a 1-day pass to BEA on 6/7, and a BlogWorld Exhibits pass for 6/6 & 6/7.)

6/4 BEA Bloggers Conference (formerly Book Bloggers Convention) \$99
 (Continental Breakfast & Boxed Lunch included. You must purchase a BEA pass in order to add on a BEA Bloggers Conference.)

6/5-6/7 BlogWorld & New Media Expo NY \$695
 (Includes all BW Conference Sessions, all Social Media News Summit sessions, access to the New Media Expo (exhibits), and 3 BW Evening Networking Parties. Does not include Lunches or Morning/Afternoon Snacks. You must purchase a BEA pass in order to add on a BW conference pass.)

6/4-6/5 IDPF Digital Book Conference (Includes a BEA pass)
 IDPF Conference Member (Member # _____) \$279
 IDPF Conference Non-Member \$399
 IDPF Conference Non Profit \$399

6/4 Publishers Launch Conference \$495
 (You must purchase a BEA pass in order to add on a Publishers Launch Conference pass.)

Business Category (check only one)

<input type="checkbox"/> AA Bookstore	<input type="checkbox"/> BA. Literary Agent	<input type="checkbox"/> BK. Public Relations Firm
<input type="checkbox"/> AG. Mass/General/Discount Merchandiser	<input type="checkbox"/> BB. Literary Scout	<input type="checkbox"/> BM. Marketing Firm
<input type="checkbox"/> AH. Educational/Art/School Supply	<input type="checkbox"/> BC. Licensing Agent	<input type="checkbox"/> BN. Independent Industry Consultant
<input type="checkbox"/> AJ. Toy Store	<input type="checkbox"/> BD. Publisher: Rights/Sub Rights	<input type="checkbox"/> BP. Literacy Organizations
<input type="checkbox"/> AK. Mail Order/Catalog/Book Club	<input type="checkbox"/> BE. Publisher: Sales, Marketing, PR	<input type="checkbox"/> BQ. Writers Associations
<input type="checkbox"/> AM. Museum Store	<input type="checkbox"/> BF. Editorial Personnel	<input type="checkbox"/> BR. Friends of a Library
<input type="checkbox"/> AN. Gift/Card/Stationery	<input type="checkbox"/> CC. Digital Management	<input type="checkbox"/> BT. Self Published
<input type="checkbox"/> AP. Music/Video/Entertainment	<input type="checkbox"/> CD. Device	<input type="checkbox"/> BU. Professionally Published
<input type="checkbox"/> AQ. New Age/Spiritual	<input type="checkbox"/> CE. Conversion	<input type="checkbox"/> BV. Book Packager
<input type="checkbox"/> AR. Health/Gourmet/Organic Food	<input type="checkbox"/> CF. Content Delivery/Solutions	<input type="checkbox"/> BW. Manufacturer
<input type="checkbox"/> AS. Comic Book Store	<input type="checkbox"/> CG. Software/Applications	<input type="checkbox"/> BX. Wholesaler
<input type="checkbox"/> AT. Housewares/Home Improvement	<input type="checkbox"/> CH. Media Executive	<input type="checkbox"/> BY. Friends/Family/Children
<input type="checkbox"/> CB. On-line Retailer	<input type="checkbox"/> CI. Digital Service/Solution Provider	<input type="checkbox"/> BZ. Book Club Leaders/Facilitators
<input type="checkbox"/> DA. Apparel/Clothing	<input type="checkbox"/> CJ. Device	
<input type="checkbox"/> AU. Other _____	<input type="checkbox"/> CK. Conversion	
<input type="checkbox"/> Librarian	<input type="checkbox"/> CL. Content Delivery/Solutions	
<input type="checkbox"/> AV. Librarian - Public/Private/Corporate	<input type="checkbox"/> CM. Software/Applications	
<input type="checkbox"/> DB. Media Specialist		
<input type="checkbox"/> Educator		
<input type="checkbox"/> AW. Teacher/Administrator (K-12)		
<input type="checkbox"/> AZ. Professor/Administrator (College/University)		

Payment Method

Total Amount _____
 Check # _____ (Payable to Reed Exhibitions in US dollars)
 AMEX MC VISA
 Last Four Digits of Card _____
 First Name _____ MI _____
 Last Name _____

Cardholder's Signature _____
 I agree to pay the above total amount according to my card issuer agreement.
 Registration Fee Policy: Registration fees are non-refundable. You may substitute a colleague from your company at any time by submitting written authorization.

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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 Book Expo America 2012 held June 4 – 7, 2012 held in New York City 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