

EVENT AUDIT

AIA 2012

NATIONAL CONVENTION AND DESIGN EXPOSITION

MAY 17-19 WASHINGTON, D.C.

DATES OF EVENT:
Conference & Exhibition: May 17-19, 2012

LOCATION:
Walter E. Washington Convention Center; Washington, DC

EVENT PRODUCER/MANAGER:
Company Name: The American Institute of Architects
Address: 1735 New York Ave. NW
Washington, DC 20006-5292
Phone: 202.626.7353
Website (Show): www.aia.org

REGISTRATION COMPANY:
Experient Inc.
Phone: 301-662-9401

YEAR EVENT ESTABLISHED: 1867

FREQUENCY: Annual

DATES OF NEXT EVENT:
Conference & Exhibition: June 20-22, 2013

LOCATION: Denver, CO

1. STATEMENT OF MARKET SERVED:

The AIA National Convention and Design Exposition is an event for architects and building industry professionals. Attendees include: Principals/Partners; Vice Presidents; Architects; Interior Designers; Project Managers; Landscape Architects; Facility Managers; Engineers; and others associated with the building design community.

2. STATEMENT OF VERIFICATION METHODOLOGY:

The Conference Attendees, Exhibit-Only Attendees, Guests, Speakers and Media included in this audit report were verified as having attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit-Only Attendees	Subtotal: Conference & Exhibit-Only Attendees	Guests	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2012	Washington, DC	6,461	3,372	9,833	319	401	205	4,456	15,214
2011	New Orleans, LA	4,342	1,657	5,999	686	320	136	*5,225	12,366
2010	Miami, FL	4,597	2,723	7,320	891	315	115	*6,933	15,574
2009	San Francisco, CA	6,484	4,843	11,327	1,193	420	188	*4,849	17,977
2008	Boston, MA	7,871	4,264	12,135	1,548	367	103	*5,367	19,520

NOTE: Exhibitor counts are based on registration data for 2008 - 2011. Exhibitor counts for 2012 are verified and have been tested.

4a. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Principal/Partner	3,119	31.7	37.3
Vice President/Associate	435	4.4	5.2
Manager/Project Manager	1,069	10.9	12.8
Architect/Designer	1,473	15.0	17.6
Engineer	97	1.0	1.2
Contractor	71	0.7	0.8
Specifier	23	0.2	0.3
Landscape Architect	16	0.2	0.2
Planner	41	0.4	0.5
Facility Manager	51	0.5	0.6
Interior Designer/Space Planner	51	0.5	0.6
Consultant	187	1.9	2.2
Administrator/Office Manager	92	0.9	1.1
Educator	174	1.8	2.1
Intern	212	2.2	2.5
Student	251	2.6	3.0
Other	999	10.2	11.9
Total Conference and Exhibit-Only Attendees Identified by Job Title	8,361	85.0	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Job Title	1,472	15.0	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	9,833	100.0	

4b. PURCHASE ROLE (PRODUCT/SERVICE INFLUENCE)		
PRIMARY PROJECT (BUSINESS/INDUSTRY)	TOTAL ATTENDEES	PERCENT OF TOTAL
Yes	5,976	60.8
No	2,292	23.3
Total Conference and Exhibit-Only Attendees Identified by Product/Service Influence	8,268	84.1
Total Conference and Exhibit-Only Attendees Not Identified by Product/Service Influence	1,565	15.9
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	9,833	100.0

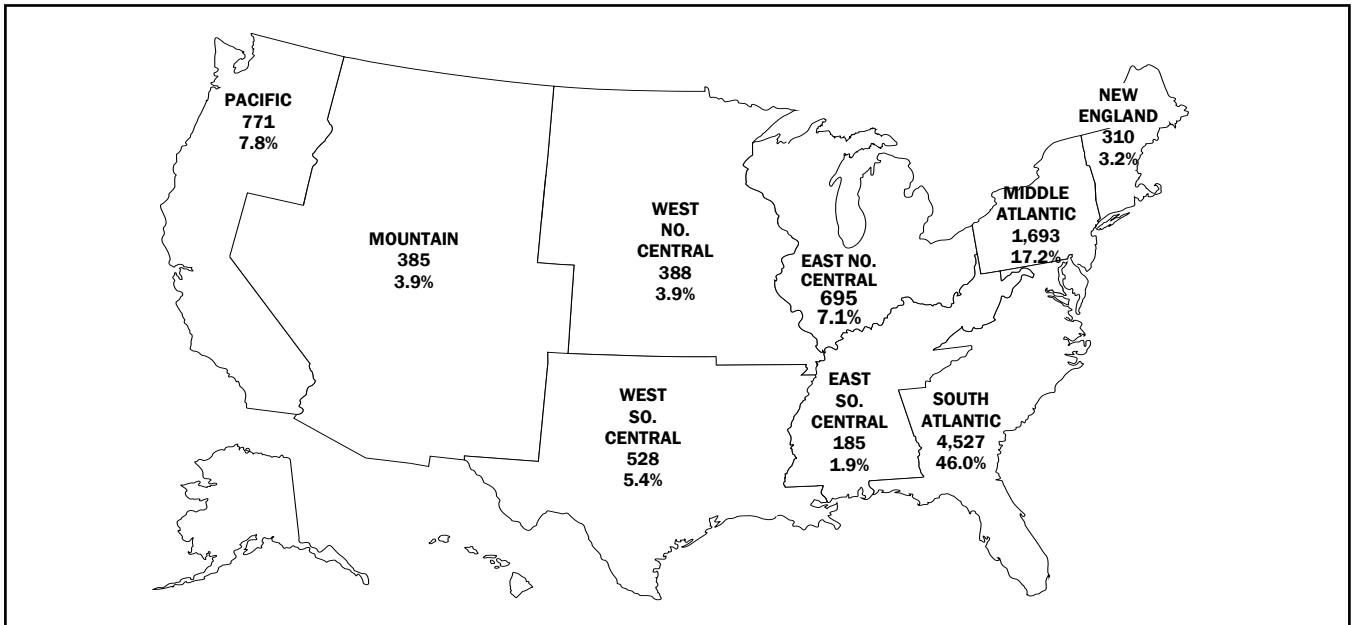
4c. PRODUCTS AND SERVICES INTEREST AT AIA 2012				
	NUMBER OF ATTENDEE RESPONSES TO PRODUCT SERVICE INTEREST	* NUMBER OF ATTENDEE RESPONSES WHICH ALSO INDICATED A BUYING INFLUENCE	PERCENT OF TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	PERCENTAGE OF CONFERENCE AND EXHIBIT-ONLY ATTENDEES IDENTIFIED BY PRODUCT/SERVICE INTEREST
This is an analysis of 8,969 respondents or 91.2% who indicated an interest in seeing products at AIA EXPO 2012. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees.				
Access Controls	1,515	1,208	15.4	16.9
Aluminum	1,814	1,570	18.4	20.2
Appliances	1,525	1,320	15.5	17.0
Architectural Fabrics	1,919	1,510	19.5	21.4
Architectural Models	1,987	1,389	20.2	22.2
Associations/Institutes/Agencies/Foundations	1,277	953	13.0	14.2
Audio/Video/Telephone	1,170	988	11.9	13.0
Bath Products/Services/Plumbing	1,891	1,591	19.2	21.1
Building Envelope	3,348	2,707	34.0	37.3
Building Products	3,780	3,111	38.4	42.1
Building Systems	2,395	1,962	24.4	26.7
Caulks/Coatings/Sealants	1,480	1,290	15.1	16.5
Ceilings/Ceiling Products	2,226	1,942	22.6	24.8
Computer/Hardware and Software Design	1,791	1,416	18.2	20.0
Concrete	1,906	1,593	19.4	21.3
Consulting Services	1,079	910	11.0	12.0
Conveying Systems	968	861	9.8	10.8
Doors	2,465	2,101	25.1	27.5
Electrical	1,072	933	10.9	12.0
Elevator/Escalator	1,590	1,408	16.2	17.7
Fencing/Railing/Decking	1,356	1,186	13.8	15.1
Finishes	3,123	2,179	31.8	34.8
Fire Protection	1,299	1,114	13.2	14.5
Flooring/Floor Systems	2,503	2,123	25.5	27.9
Glass Products	2,719	2,280	27.7	30.3
Green	3,315	2,619	33.7	37.0
Hardware	2,191	1,906	22.3	24.4
Insulations	1,877	1,617	19.1	20.9
Insurance	441	387	4.5	4.9
Interior Furnishings and Products	2,043	1,716	20.8	22.8
Kitchen Products	1,849	1,576	18.8	20.6
Landscape Products	1,458	1,204	14.8	16.3
Lighting/Lighting Products and Services	2,800	2,367	28.5	31.2
Lumber/Wood Products	1,877	1,622	19.1	20.9
Masonry	2,040	1,759	20.7	22.7
Metals	2,095	1,781	21.3	23.4
Millwork Molding	1,829	1,608	18.6	20.4
Paint	1,716	1,496	17.5	19.1
Signage	1,509	1,322	15.3	16.8
Solar	2,553	2,107	26.0	28.5
Stairways	1,582	1,382	16.1	17.6
Stone Products and Services	2,097	1,721	21.3	23.4
Surface Treatments	1,525	1,346	15.5	17.0
Switches/Controls	946	847	9.6	10.5
Tile	1,907	1,667	19.4	21.3
Ventilation	1,331	1,146	13.5	14.8
Wallboard/Interior Treatment	1,439	1,258	14.6	16.0
Weather Resistant Barriers	1,359	1,205	13.8	15.2
Windows/Skylights	154	118	1.6	1.7
Other	334	160	3.4	3.7
Total Conference and Exhibit-Only Attendees Identified by Product/Service Interest	8,969	**5,976	91.2	
Total Conference and Exhibit-Only Attendees Not Identified by Product/Service Interest	864	42	8.8	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	9,833	100.0		

*NOTE: The "Buying Influence" responses also included "No" and "No Reply". These are not included in this table.

** NOTE: Please refer to Table 4b for full "Buying Influence" data.

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT-ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	310	3.2	EAST SO. CENTRAL	185	1.9
Maine _____	14		Kentucky _____	57	
New Hampshire _____	20		Tennessee _____	52	
Vermont _____	6		Alabama _____	50	
Massachusetts _____	160		Mississippi _____	26	
Rhode Island _____	25		WEST SO. CENTRAL	528	5.4
Connecticut _____	85		Arkansas _____	42	
MIDDLE ATLANTIC	1,693	17.2	Louisiana _____	75	
New York _____	795		Oklahoma _____	31	
New Jersey _____	341		Texas _____	380	
Pennsylvania _____	557		MOUNTAIN	385	3.9
EAST NO. CENTRAL	695	7.1	Montana _____	14	
Ohio _____	178		Idaho _____	21	
Indiana _____	71		Wyoming _____	4	
Illinois _____	267		Colorado _____	141	
Michigan _____	110		New Mexico _____	47	
Wisconsin _____	69		Arizona _____	59	
WEST NO. CENTRAL	388	3.9	Utah _____	70	
Minnesota _____	124		Nevada _____	29	
Iowa _____	56		PACIFIC	771	7.8
Missouri _____	103		Alaska _____	10	
North Dakota _____	6		Washington _____	88	
South Dakota _____	13		Oregon _____	64	
Nebraska _____	53		California _____	577	
Kansas _____	33		Hawaii _____	32	
SOUTH ATLANTIC	4,527	46.0	UNITED STATES	9,482	96.4
Delaware _____	40		INTERNATIONAL	351	3.6
Maryland _____	1,288		US Territories (includes Puerto Rico & The Bahamas) _____	15	
Washington, DC _____	1,385		US Military Bases (APO AE) _____	6	
Virginia _____	1,179		Canada _____	106	
West Virginia _____	35		Mexico _____	9	
North Carolina _____	163		Other International _____	215	
South Carolina _____	59		Total Conference and Exhibit-Only Attendees Identified by Geographic Breakout	9,833	100.0
Georgia _____	166		Total Conference and Exhibit-Only Attendees Not Identified by Geographic Breakout	-	-
Florida _____	212		Total Conference & Exhibit-Only Attendees	9,833	100.0





THE AMERICAN INSTITUTE OF ARCHITECTS
AIA 2012 National Convention and Design Exposition
 May 17-19, 2012
 Walter E. Washington Convention Center
 Washington, D.C.

REGISTRATION FORM

Convention Packages (includes Expo)	Early Bird Thru March 20	Advance Thru April 17	After April 17 and Onsite
<input type="checkbox"/> New AIA Member	MN \$0	\$0	\$0
<input type="checkbox"/> Associate Member	\$210	\$235	\$260
<input type="checkbox"/> AIA Member	MBR \$425	\$475	\$525
<input type="checkbox"/> AIA Member — One Day			
<input type="checkbox"/> Wednesday(W) <input type="checkbox"/> Thursday(Tu) <input type="checkbox"/> Friday(Fr) <input type="checkbox"/> Saturday(Sa)	\$285	\$285	\$285
<input type="checkbox"/> Nonmember	NM \$705	\$790	\$875
<input type="checkbox"/> Nonmember — One Day Pass			
<input type="checkbox"/> Wednesday(W) <input type="checkbox"/> Thursday(Tu) <input type="checkbox"/> Friday(Fr) <input type="checkbox"/> Saturday(Sa)	\$475	\$475	\$475
<input type="checkbox"/> Public Architect Workshop	PAW \$615	\$665	\$715
<input type="checkbox"/> Student	ST \$25	\$25	\$25

Ways to register

Online: www.aia.org/convention
Payment: Make check or money order payable in U.S. funds to:
 AIA 2012 Registration, P.O. Box 612128, Dallas, TX 75261-2128
 Overnight Delivery: AIA 2012 Registration, 6191 N. State Highway 161, Suite 500
 Irving, TX 75038-2220
Fax: 972-536-6364; one form per registrant + guest
Questions: 972-819-7605 or Toll Free: 866-800-6162 (no phone registrations)

Your information (All questions must be answered for registration to be processed)

1. AIA 2. FAIA 3. Assoc. AIA 4. Int'l. Assoc. AIA 5. Hon. AIA 6. Hon. FAIA

First Name: _____ AIA Member #: _____
 Last Name: _____
 Firm Name: _____
 Mailing Address: _____
 City: _____
 State/Province: _____ ZIP/Postal Code: _____
 Country: _____ Mobile: _____
 Phone: _____ Fax: _____
 E-mail: _____

By providing your contact information, you are authorizing Hasky Wood and AIA to send you promotional materials and registration confirmations by mail, fax, e-mail or SMS.

Guest Name: (as should appear on badge)

Guest E-mail Address: _____

Guest family member or personal friend, not business associate or staff colleague registration includes keynote presentations and AIA Expo2012. Please include payment for your guest when you register.

Accessibility (The AIA is committed to providing access to individuals attending the conference.)

Please indicate your needs below no later than April 17 (check all that apply)

1. Sign language interpreter 3. Electric Scooter
 2. Hearing device 4. Wheelchair accessible bus

Please advise us of any food allergies or dietary restrictions.

Are you responsible for, or influence, the purchase of products/services for your firm?

Y. Yes N. No

What is your primary reason for attending the AIA Convention?

A. Complete continuing education requirements C. Networking with colleagues E. Convention city Delegate to AIA business sessions
 B. Products and services in AIA Expo2012 D. General session topics and speakers G. Award recognition

Have you attended past conventions?

Y. Yes N. No

What is your job title/position/function?

A. Principal/Partner H. Landscape architect M. Administrator/Office manager
 B. Vice president/Associate I. Planner N. Educator
 C. Manager/Project manager J. Facility manager O. Intern
 D. Architect/Designer K. Interior designer/Space planner P. Student
 E. Engineer L. Consultant Q. Other, specify: _____
 F. Contractor M. Other, specify: _____

What products/services are you interested in seeing at AIA Expo2012?

<input type="checkbox"/> A. Access Controls	<input type="checkbox"/> U. Electrical	<input type="checkbox"/> NN. Plastics
<input type="checkbox"/> C. Aluminum	<input type="checkbox"/> V. Elevator/Escalator	<input type="checkbox"/> OO. Publications/Publishing
<input type="checkbox"/> D. Appliances	<input type="checkbox"/> W. Fencing/Railing/Decking	<input type="checkbox"/> PP. Renovations/Restoration
<input type="checkbox"/> E. Architectural Fabrics	<input type="checkbox"/> X. Finishes	<input type="checkbox"/> Products
<input type="checkbox"/> F. Architectural Models	<input type="checkbox"/> Y. Flooring/Floor Systems	<input type="checkbox"/> QQ. Roofing
<input type="checkbox"/> G. Associations/Institutes/Agencies/Foundations	<input type="checkbox"/> Z. Glass Products	<input type="checkbox"/> RR. Safety Products
<input type="checkbox"/> H. Audio/Video/Telephone	<input type="checkbox"/> AA. Green	<input type="checkbox"/> SS. Security Products
<input type="checkbox"/> I. Bath Products/Services/Plumbing	<input type="checkbox"/> BB. Hardware	<input type="checkbox"/> TT. Siding
<input type="checkbox"/> J. Building Envelope	<input type="checkbox"/> CC. Insulation	<input type="checkbox"/> UU. Storage
<input type="checkbox"/> K. Building Products	<input type="checkbox"/> DD. Insurance	<input type="checkbox"/> VV. Solar
<input type="checkbox"/> L. Building Systems	<input type="checkbox"/> EE. Interior Furnishings and Products	<input type="checkbox"/> WW. Stairways
<input type="checkbox"/> M. Caulk/Sealants/Sealants	<input type="checkbox"/> FF. Kitchen Products	<input type="checkbox"/> XX. Stone Products and Services
<input type="checkbox"/> N. Ceilings/Ceiling Products	<input type="checkbox"/> GG. Landscape Products	<input type="checkbox"/> YY. Surface Treatments
<input type="checkbox"/> O. Computer/Hardware and Software Design	<input type="checkbox"/> HH. Lighting/Lighting Products and Services	<input type="checkbox"/> ZZ. Switches/Controls
<input type="checkbox"/> P. Concrete	<input type="checkbox"/> II. Lumber/Wood Products	<input type="checkbox"/> AA. Tile
<input type="checkbox"/> Q. Consulting Services	<input type="checkbox"/> JJ. Masonry	<input type="checkbox"/> AC. Ventilation
<input type="checkbox"/> R. Conveying Systems	<input type="checkbox"/> KK. Metals	<input type="checkbox"/> AD. Wallboard/Interior Treatment
<input type="checkbox"/> T. Doors	<input type="checkbox"/> LL. Millwork/Molding	<input type="checkbox"/> AE. Weather Resistant Barriers
	<input type="checkbox"/> MM. Paint	<input type="checkbox"/> AF. Windows/Skylights
		<input type="checkbox"/> AH. Other, specify: _____

Cancellation Policy: Refunds for registration fees — less a \$50 service fee — and rebates for continuing education programs, tours, and events will be given for cancellation requests received in writing on or before April 17. No refunds will be made for cancellations received after April 17 or for no-shows. Conference recordings and donations are not refundable.

All convention passes include convention and expo registration

CONTINUING EDUCATION SEMINARS

Thursday, May 17	CODE	Friday, May 18 - continued
<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.		<input type="checkbox"/> 4:00 p.m. - 5:30 p.m.
<input type="checkbox"/> 7:30 a.m. - 9:30 p.m.		<input type="checkbox"/> 6:00 p.m. - 7:00 p.m.
<input type="checkbox"/> 4:00 p.m. - 5:30 p.m.		Saturday, May 19
<input type="checkbox"/> 6:00 p.m. - 7:00 p.m.		<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.
Friday, May 18		<input type="checkbox"/> 8:30 a.m. - 10:00 a.m.
<input type="checkbox"/> 6:30 a.m. - 8:00 a.m.		
<input type="checkbox"/> 7:00 a.m. - 8:00 a.m.		
<input type="checkbox"/> 2:00 p.m. - 3:30 p.m.		

KEYNOTE PRESENTATIONS (Included with registration fee)

Thursday, May 17 (8:15 a.m. - 10:00 a.m.) Friday, May 18 (8:30 a.m. - 10:00 a.m.)
 Saturday, May 19 (2:00 p.m. - 3:30 p.m.)

Other Registration Options

<input type="checkbox"/> Events and Expo	EE \$40	\$55	\$75	\$
<input type="checkbox"/> Guest	GP \$65	\$65	\$65	\$
<input type="checkbox"/> Expo Only	EO \$0	\$0	\$0	\$

Other Continuing Education

Preconvention Workshops (Wednesday)				
<input type="checkbox"/> 8:00 a.m. - 12:00 p.m.	\$155	\$155	\$155	\$
<input type="checkbox"/> 8:30 a.m. - 5:30 p.m.	\$310	\$310	\$310	\$
<input type="checkbox"/> 1:00 p.m. - 5:00 p.m.	\$155	\$155	\$155	\$

Monthly Symposium on Public Design (Wednesday)

<input type="checkbox"/> 1:00 p.m. - 5:00 p.m.	\$0	\$0	\$0	\$
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Tours and Networking/Business Events

Code	Title	Cost	1 or 2	Subtotal
				\$
				\$
				\$

AIA 2012 Conference Recordings and Guide Book (price is per copy)

<input type="checkbox"/> Premium proceedings	Copies x \$159	\$
<input type="checkbox"/> Standard proceedings	Copies x \$99	\$
<input type="checkbox"/> AIA Guide to the Architecture of Washington, D.C.	Copies x \$25	\$

Donations

Carbon Offset: _____ \$

Other your travel emission by participating in a "carbon balanced traveler" program with Carbonfund.org, the AIA convention partner in carbon offset.

AIA Legacy: Diversity Opportunity Fund _____ \$

AIA/DC Legacy Project: Phelps High School Visual Language Lab _____ \$

The American Architectural Foundation Contribution _____ \$

TOTAL FEES (U.S. Dollars)

PAYMENT OPTIONS (must be filled out completely to process registration)

Check enclosed Visa MasterCard American Express Purchase Order

Your payment acknowledges that you understand and agree with the cancellation/refund policy. Full payment must accompany your advance registration form. The AIA reserves the right to charge the correct amount if different from the total due listed above.

Purchase Order No. _____

Proof of Purchase Order must be included with this form for processing.

Credit Card Number _____ CVV2 _____ Exp. Date (Month/Year) _____

Cardholder's Name (Please print) _____

Cardholder's Signature (Required) _____ Cardholder's ZIP Code _____

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About BPA Worldwide
 A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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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 **AIA 2012 NATIONAL CONVENTION** 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 statement set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide Type: EVENT AUDIT
 Shelton, CT ID Number: E978X0M2