

EVENT AUDIT



DATES OF EVENT:

Conference: December 9 – 11, 2014
 Exhibits: December 9 – 10, 2014

LOCATION:

Los Angeles CA

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:

Streampoint Solutions

YEAR EVENT ESTABLISHED:

1992

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: December 1 – 3, 2015
 Exhibits: December 1 – 2, 2015

LOCATION:

Baltimore

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
2014	Los Angeles, CA	1,299	25	76	1,400	825	2,225
2013	Houston, TX	1,123	18	76	1,217	717	1,934
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

* Counts reflect the badge code category in the database.

4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	422	30.1
Corporate Organizer	98	7.0
Exhibiting Supplier	276	19.7
Independent Organizer	347	24.8
Non-exhibiting Supplier	71	5.1
Public/Consumer Organizer	59	4.2
Press	25	1.8
Speaker	76	5.4
Student	21	1.5
University or College Professor	5	0.4
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0

5. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Owner	86	6.1	6.7
President/CEO/Executive Director	121	8.6	9.5
Senior Executive (CFO/COO/CMO/EVP)	95	6.8	7.4
Education Management (VP, Director, Manager)	12	0.9	0.9
Event Management (VP, Director, Manager)	208	14.9	16.3
Exhibition or Trade Show Management (VP, Director, Manager)	230	16.4	18.0
Marketing Management (VP, Director, Manager)	71	5.1	5.6
Sales Management (VP, Director, Manager)	213	15.2	16.7
Education Staff (e.g. Coordinator, Assistant)	2	0.1	0.1
Event Staff (e.g., Coordinator, Assistant)	49	3.5	3.8
Exhibition or Trade Show Staff (e.g., Coordinator, Assistant)	53	3.8	4.2
Marketing Staff (e.g., Coordinator, Assistant)	19	1.4	1.5
Sales Staff (e.g., Coordinator, Assistant)	9	0.7	0.7
Consultant	16	1.1	1.3
Student	17	1.2	1.3
Other	77	5.5	6.0
Total Attendees (excluding Exhibitors) Identified by Position	1,278	91.3	100.0
Total Attendees (excluding Exhibitors) Not Identified by Position	122	8.7	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

6. TYPES OF EVENTS			
TYPE OF EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPES OF EVENTS
Business-to-business exhibition (BtoB) with conference component	693	49.5	74.5
Business-to-business exhibition (BtoB) without conference component	182	13.0	19.6
Consumer/Public Exhibition (BtoC) with conference component	168	12.0	18.1
Consumer/Public Exhibition (BtoC) without conference component	116	8.3	12.5
Proprietary/Corporate Exhibition/Event (physical only)	73	5.2	7.9
Hosted Buyer Events - Small Groups or One-on-Ones	95	6.8	10.2
BtoB Hybrid exhibition (physical and online component)	30	2.1	3.2
BtoC Hybrid exhibition (physical and online component)	0	0.0	0.0
Stand alone virtual exhibition	19	1.4	2.0
Board Meetings	248	17.7	26.7
Committee & Task Force Meetings	194	13.7	20.9
Sales or Incentive Meetings	57	4.1	6.1
Other - please specify	84	6.0	9.0
Total Attendees (excluding Exhibitors) Identified by Types of Events	930	66.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Types of Events	470	33.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

The above counts and percentages are based on 1,400 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.

7. ROLE IN PURCHASING			
ROLE IN PURCHASING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE
Allocate budget (deciding how much to spend on these products or services)	469	33.5	49.5
Provide information to others in the organization	559	39.9	59.0
Specify product requirements	403	28.8	42.5
Recommend solutions	569	40.6	60.0
Make the final decision	343	24.5	36.2
None, I am not involved in purchasing decisions for events/meetings	137	9.8	14.5
Total Attendees (excluding Exhibitors) Identified by Role in Purchasing	948	67.7	100.0
Total Attendees (excluding Exhibitors) Not Identified by Role in Purchasing	452	32.3	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

The above counts and percentages are based on 1,400 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.

8. TYPE(S) OF VENUES			
TYPE OF VENUE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF VENUE
Convention center facility	797	56.9	85.7
Hotel	596	42.6	64.0
Resort	323	23.1	34.7
Conference center	309	22.1	33.2
Other	65	4.6	7.0
Total Attendees (excluding Exhibitors) identified by Type of Venue	930	66.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Type of Venue	470	33.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

The above counts and percentages are based on 1,400 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.

9. NET SQUARE FOOTAGE OF LARGEST EVENT			
NET SQUARE FOOTAGE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NET SQUARE FOOTAGE
Under 10,000 nsf (929m2)	119	8.5	12.8
10,001 - 30,000 nsf (929 - 2,787 m2)	71	5.1	7.6
30,001 - 50,000 (2,787-4,645 m2)	67	4.8	7.2
50,001 - 75,000 nsf (4,645 - 6,968 m2)	64	4.6	6.9
75,001 - 100,000 nsf (6,968 - 9290 m2)	78	5.6	8.4
100,001 - 250,000 nsf (9,290 - 23,225 m2)	147	10.5	15.8
250,001 - 500,000 nsf (23,225-46,450 m2)	148	10.5	15.9
500,001 - 750,000 (46,450-92,900 m2)	124	8.8	13.3
Over 750,000 nsf (92,900 m2)	112	8.0	12.1
Total Attendees (excluding Exhibitors) Identified by Square Footage	930	66.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Square Footage	470	33.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

10. NUMBER OF HOTEL ROOMS REQUIRED ON PEAK NIGHT			
NUMBER OF HOTEL ROOMS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF HOTEL ROOMS
Less than 200	105	7.5	11.3
200 to 500	104	7.4	11.2
501 to 1,500	132	9.4	14.2
1,501 to 3,000	135	9.7	14.5
3,001 to 5,000	115	8.2	12.4
Over 5,000	245	17.5	26.3
N/A	94	6.7	10.1
Total Attendees (excluding Exhibitors) Identified by Number of Hotel Rooms	930	66.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by Number of Hotel Rooms	470	33.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

11. INTERNATIONAL GEOGRAPHIC REGIONS HOLD OR PLAN TO HOLD EVENTS			
INTERNATIONAL GEOGRAPHIC REGIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GEOGRAPHIC REGION
Africa	39	2.8	4.2
Asia	181	12.9	19.5
Australia	45	3.2	4.9
Europe	199	14.2	21.4
Middle East	65	4.6	7.0
Puerto Rico	28	2.0	3.0
South America	107	7.6	11.5
Not Applicable	642	45.9	69.2
Total Attendees (excluding Exhibitors) Identified by Geographic Region	928	66.3	100.0
Total Attendees (excluding Exhibitors) Not Identified by Geographic Region	472	33.7	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0	100.0

The above counts and percentages are based on 1,400 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.

12. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/14)	215	15.4
First Expo! Expo! Meeting	528	37.7

Based on 1,400 Attendees excluding exhibitors

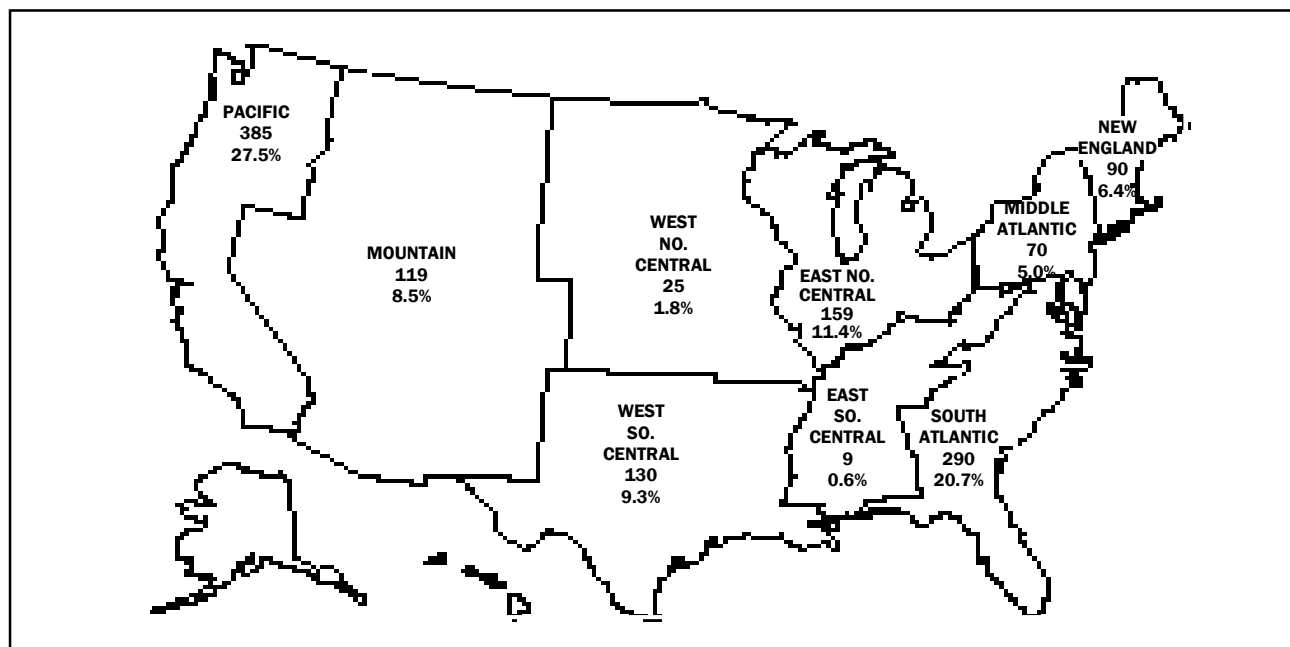
13. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (EXCLUDING EXHIBITORS)

STATE	TOTAL	PERCENT
NEW ENGLAND	90	6.4
Maine	7	
New Hampshire	5	
Vermont	-	
Massachusetts	33	
Rhode Island	8	
Connecticut	37	
MIDDLE ATLANTIC	70	5.0
New York	46	
New Jersey	20	
Pennsylvania	4	
EAST NO. CENTRAL	159	11.4
Ohio	14	
Indiana	8	
Illinois	112	
Michigan	7	
Wisconsin	18	
WEST NO. CENTRAL	25	1.8
Minnesota	14	
Iowa	1	
Missouri	5	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	5	
SOUTH ATLANTIC	290	20.7
Delaware	4	
Maryland	40	
Washington, DC	46	
Virginia	98	
West Virginia	2	
North Carolina	7	
South Carolina	3	
Georgia	55	
Florida	35	
EAST SO. CENTRAL	9	0.6
Kentucky	5	
Tennessee	3	
Alabama	1	
Mississippi	-	

STATE	TOTAL	PERCENT
WEST SO. CENTRAL	130	9.3
Arkansas	3	
Louisiana	8	
Oklahoma	4	
Texas	115	
MOUNTAIN	119	8.5
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	26	
New Mexico	-	
Arizona	15	
Utah	3	
Nevada	75	
PACIFIC	385	27.5
Alaska	-	
Washington	18	
Oregon	2	
California	365	
Hawaii	-	
UNITED STATES	1,277	91.2
INTERNATIONAL	123	8.8
Canada	24	
Mexico	14	
Other International	85	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,400	100.0

COUNTRY COUNTS OF 85 INTERNATIONAL VISITORS

Australia	3	Portugal	1
Belgium	1	Qatar	1
China	16	Russian Federation	2
France	1	Singapore	6
Germany	2	Sweden	2
India	6	Taiwan	17
Japan	9	Thailand	2
Korea	4	Turkey	2
Malaysia	1	United Arab Emirates	2
Netherlands	2	United Kingdom	5



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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 Expo! Expo! held December 9–11, in Los Angeles, California 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