

EVENT AUDIT



DATES OF EVENT:

Conference: May 28 – May 31, 2014
 Exhibits: May 29 – May 31, 2014

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 27 – May 29, 2015
 Exhibits: May 27 – May 29, 2015
 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, with the exception of VIPs, 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
2014	New York City	10,580	277	1,431	6,414	18,702
2013	New York City	10,888	274	1,314	6,656	19,132
2012	New York City	11,374	180	1,648	6,758	19,960
2011	New York City	10,636	130	1,591	7,593	19,950

*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	1,359	12.8	16.2
Bookstore	1,359	12.8	16.2
RETAILER	826	7.8	9.9
Mass/General/Discount Merchandiser	212	2.0	2.5
Educational/Art/School Supply	103	1.0	1.2
Toy Store	30	0.3	0.4
Mail Order/Catalog/Book Club	14	0.1	0.2
Museum Store	121	1.1	1.4
Gift/Card/Stationery	33	0.3	0.4
Music/Video/Entertainment	5	<0.1	0.1
New Age/Spiritual	1	<0.1	<0.1
Health/Gourmet/Organic Food	6	0.1	0.1
Comic Book Store	2	<0.1	<0.1
Housewares/Home Improvement	3	<0.1	<0.1
On-line Retailer	175	1.6	2.1
Apparel/Clothing	7	0.1	0.1
Other	114	1.1	1.4
LIBRARIAN	1,856	17.6	22.2
Librarian - Public/Private/Corporate	1,700	16.1	20.3
Media Specialist	156	1.5	1.9
EDUCATOR	403	3.8	4.8
Teacher/Administrator (K-12)	268	2.5	3.2
Professor/Administrator (College/University)	135	1.3	1.6
LICENSING/RIGHTS & LITERARY AGENTS	880	8.3	10.5
Literary Agent	620	5.9	7.4
Literary Scout	58	0.5	0.7
Licensing Agent	202	1.9	2.4
PUBLISHING PERSONNEL	1,155	10.9	13.8
Publisher: Rights/Sub Rights	223	2.1	2.7
Publisher: Sales, Marketing, PR	467	4.4	5.6
Editorial Personnel	327	3.1	3.9
Digital Management	138	1.3	1.6
FILM & TV PRODUCTION	110	1.0	1.3
Film/TV/Developer/Producer	90	0.8	1.1
Media Executive	20	0.2	0.2

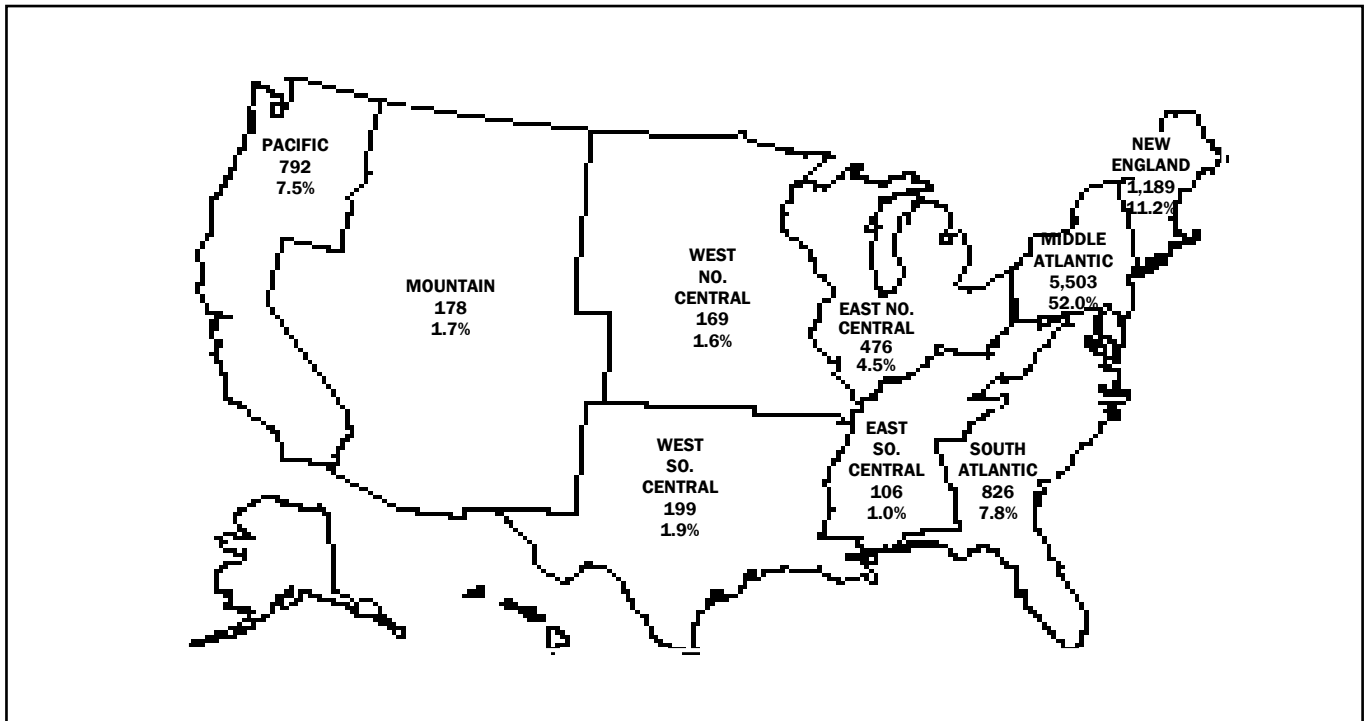
Business Category Continued on Next Page

4. BUSINESS CATEGORY (continued)			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
NON-EDITORIAL MEDIA	228	2.2	2.7
Advertising Sales Executive	47	0.5	0.6
Book Bloggers	181	1.7	2.1
DIGITAL SERVICE/SOLUTION PROVIDER	283	2.7	3.4
Device	5	0.1	0.1
Conversion	31	0.3	0.4
Content Delivery/Solutions	162	1.5	1.9
Software/Applications	85	0.8	1.0
PUBLISHING CONSULTANTS & AGENCIES	297	2.8	3.5
Public Relations Firm	91	0.9	1.1
Marketing Firm	36	0.3	0.4
Independent Industry Consultant	170	1.6	2.0
NON PROFITS & ASSOCIATIONS	343	3.2	4.1
Literary Organizations	276	2.6	3.3
Writers Associations	34	0.3	0.4
Friends of a Library	33	0.3	0.4
AUTHOR	297	2.8	3.5
Self Published	113	1.1	1.3
Traditionally Published	184	1.7	2.2
INDUSTRY PROFESSIONAL	219	2.1	2.6
Book Packager	31	0.3	0.4
Manufacturer	88	0.8	1.0
Wholesaler	81	0.8	1.0
Venture Capital/Investment Banker	19	0.2	0.2
FRIENDS/FAMILY	3	<0.1	<0.1
Friends/Family/Children	3	<0.1	<0.1
BOOK CLUB LEADERS/FACILITATORS	123	1.2	1.5
Book Club Leaders/Facilitators	123	1.2	1.5
Total Conference and Exhibit Only Attendees Identified by Business Category	8,382	79.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	2,198	20.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	10,580	100.0	100.0

5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	1,189	11.2
Maine	43	
New Hampshire	62	
Vermont	40	
Massachusetts	425	
Rhode Island	31	
Connecticut	588	
MIDDLE ATLANTIC	5,503	52.0
New York	3,980	
New Jersey	1,024	
Pennsylvania	499	
EAST NO. CENTRAL	476	4.5
Ohio	95	
Indiana	54	
Illinois	202	
Michigan	92	
Wisconsin	33	
WEST NO. CENTRAL	169	1.6
Minnesota	72	
Iowa	12	
Missouri	52	
North Dakota	-	
South Dakota	10	
Nebraska	12	
Kansas	11	
SOUTH ATLANTIC	826	7.8
Delaware	19	
Maryland	165	
Washington, DC	129	
Virginia	136	
West Virginia	6	
North Carolina	85	
South Carolina	24	
Georgia	77	
Florida	185	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	106	1.0
Kentucky	22	
Tennessee	52	
Alabama	19	
Mississippi	13	
WEST SO. CENTRAL	199	1.9
Arkansas	14	
Louisiana	22	
Oklahoma	16	
Texas	147	
MOUNTAIN	178	1.7
Montana	8	
Idaho	3	
Wyoming	1	
Colorado	95	
New Mexico	18	
Arizona	28	
Utah	20	
Nevada	5	
PACIFIC	792	7.5
Alaska	2	
Washington	196	
Oregon	57	
California	531	
Hawaii	6	
UNITED STATES	9,438	89.2
INTERNATIONAL	1,142	10.8
Canada	252	
Mexico	17	
Other International	873	
Total Attendees	10,580	100.0



8. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (Continued)

COUNTRY	TOTAL	PERCENT
ASIA	304	2.9
China	119	
Hong Kong	17	
India	37	
Japan	52	
Korea, Republic Of	42	
Pakistan	2	
Philippines	6	
Singapore	5	
Sri Lanka	2	
Taiwan	8	
Thailand	1	
Vietnam	13	
ASIA PACIFIC / OCEANIA	34	0.3
Australia	33	
New Zealand	1	
CARIBBEAN	36	0.3
Anguilla	1	
Antigua And Barbuda	2	
Bahamas	3	
Barbados	2	
Bermuda	5	
Dominican Republic	4	
Grenada	1	
Jamaica	3	
Puerto Rico	9	
Trinidad And Tobago	6	
CENTRAL AMERICA	13	0.1
Costa Rica	2	
El Salvador	1	
Guatemala	5	
Honduras	1	
Panama	4	
NORTH AMERICA	9,707	91.8
Canada	252	
Mexico	17	
United States	9,438	
SOUTH AMERICA	68	0.6
Argentina	9	
Bolivia	1	
Brazil	27	
Chile	13	
Colombia	11	
Guyana	1	
Paraguay	3	
Peru	3	

COUNTRY	TOTAL	PERCENT
EUROPE	365	3.5
Albania	1	
Austria	2	
Belgium	2	
Bulgaria	2	
Denmark	25	
Finland	9	
France	28	
Germany	29	
Hungary	1	
Iceland	1	
Ireland	7	
Italy	25	
Monaco	1	
Netherlands	8	
Norway	13	
Poland	9	
Portugal	2	
Romania	4	
Russian Federation	16	
Slovakia (Slovak Republic)	2	
Slovenia	3	
Spain	6	
Sweden	17	
Switzerland	7	
Turkey	16	
Ukraine	1	
United Kingdom	128	
MIDDLE EAST	27	0.3
Bahrain	2	
Cyprus	1	
Israel	7	
Jordan	1	
Kuwait	1	
Lebanon	5	
Qatar	4	
Saudi Arabia	3	
United Arab Emirates	3	
AFRICA	26	0.2
Egypt	3	
Ghana	1	
Kenya	1	
Mauritius	1	
Nigeria	13	
Senegal	1	
South Africa	6	
Total Attendees	10,580	100.0



Wednesday, May 28, 2014:
 CIROBE Reminders & Sidelines Pavilions Open Early, BEA Conference & Special Events
Thursday, May 29 - Saturday, May 31, 2014:
 All BEA Exhibits Open, BEA Conference & Special Events
Javits Center, New York City

How to Register

The fastest & easiest way to register:
www.bookexpoamerica.com
 Or, complete this form and:

Fax • 1-708-344-4444
Mail • Customer Service
 Reed Exhibitions
 383 Main Ave.
 Norwalk, CT 06851

Questions? • 1-800-840-5614

REMEMBER,
 BEA USES EXPRESS BADGE, SO
NO BADGES WILL BE MAILED TO YOU*.
 You will receive an email confirmation with a barcode
 and you must bring it on-site to receive your
 paper badge and plastic badge holder.
 *Certain exceptions apply.

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 1-203-840-5810.

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. Children under the age of 10 are free with a registered industry professional. Please contact Client Services to register for a Child Guest badge.

Priority Code: CS

Choose Your Pass & Special Events:

Librarian Group Discounts: Call Diana Press at 1-800-363-3631 or 1-203-840-5533.
ABA Bookseller Member: BEA badges are included in your ABA membership. You must provide your ABA membership ID.

BEA Exhibits and Conference Pass

Choose Your Badge Category	BEA 4-Day Pass Early Bird by 5/15	BEA 4-Day Pass After 5/15 & On-Site	1-Day Pass for 5/28 (Reminders & Sidelines ONLY)	1-Day Pass (5/29, 5/30, or 5/31) Early Bird by 5/15	1-Day Pass (5/29, 5/30, or 5/31) After 5/15 & On-Site
Book Buying Professionals (Bookstores, Retailers, Librarians, Educators, Non Profits & Associations, Bloggers)	<input type="checkbox"/> \$119	<input type="checkbox"/> \$199	<input type="checkbox"/> \$50	<input type="checkbox"/> \$75	<input type="checkbox"/> \$99
Publishing Professionals (Digital Service/Solution Provider, Publishing Personnel, Licensing/Rights, Literary Agents, Non-Editorial Media, Book Club Leaders/Facilitators, Film & TV Production, Publishing Consultants & Agencies)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$249	<input type="checkbox"/> \$50	<input type="checkbox"/> \$99	<input type="checkbox"/> \$159
Book Industry Professionals & Authors (Consultants, Manufacturers, Book Packagers, Wholesalers, Venture Capital/Investment Bankers)	<input type="checkbox"/> \$349	<input type="checkbox"/> \$399	<input type="checkbox"/> N/A	<input type="checkbox"/> \$189 (5/31 only)	<input type="checkbox"/> \$199 (5/31 only)

Concurrent Events Passes at BEA

		Early Bird by 5/15	After 5/15 & On-Site
5/28	BEA Bloggers Conference (Does not include BEA Pass) (Continental Breakfast & Lunch Tickets included.)	<input type="checkbox"/> \$89	<input type="checkbox"/> \$109
5/31	uPublishU at BEA (Does not include BEA Pass) (Lunch included.)	<input type="checkbox"/> \$115	<input type="checkbox"/> \$215

BEA Special Events Tickets (Buy Early, Seating Limited)

	Early Bird by 5/15	After 5/15 & On-Site
5/29		
Book & Author Breakfast		
SPE1P Continental Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity)	<input type="checkbox"/> \$110	<input type="checkbox"/> \$120
SPE1 Continental Breakfast, Roundtable Seating	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60
SPE1T No Breakfast, Theater Seating	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40
5/30		
Children's Book & Author Breakfast		
SPE2P Continental Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity)	<input type="checkbox"/> \$110	<input type="checkbox"/> \$120
SPE2 Continental Breakfast, Roundtable Seating	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60
SPE2T No Breakfast, Theater Seating	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40
APA Audio Publishers' Author Tea SPE4	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
5/31		
Book & Author Breakfast		
SPE5P Continental Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity)	<input type="checkbox"/> \$110	<input type="checkbox"/> \$120
SPE5 Continental Breakfast, Roundtable Seating	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60
SPE5T No Breakfast, Theater Seating	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40

Is this your very first time attending BEA? Yes No

As a registered BEA attendee, I hereby grant permission to Reed Exhibitions Americas (a division of Reed Elsevier Inc.), its employees and agents, to take, use and publish visual/audio images of me at BEA 2014.

Business Category (check only one)

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

Payment Method

Total Amount _____

Check # _____ (Payable to Reed Exhibitions in US dollars)

AMEX MC VISA

Account Number _____ Expiration Date _____

First Name _____ MI _____

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Cardholder's Signature _____

I agree to pay the above total amount according to my card issuer agreement.

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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 2014 held May 28 – May 31, 2014 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