

Expo! Expo!

IAEE's Annual Meeting & Exhibition 2015



EVENT AUDIT

**DATES OF EVENT:**

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

LOCATION:

Baltimore MD

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 6 – 8, 2016
 Exhibits: December 6 – 7, 2016

LOCATION:

Anaheim

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
2015	Baltimore, MD	1,370	16	63	1,449	933	2,382
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

4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	607	41.9
Corporate Organizer	121	8.3
Exhibiting Supplier	274	18.9
Independent Organizer	263	18.1
Non-exhibiting Supplier	59	4.1
Public/Consumer Organizer	33	2.3
Press	16	1.1
Speaker	63	4.4
Student	9	0.6
University or College Professor	4	0.3
	1,449	100.0

5. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Owner	97	6.7	7.5
President/CEO/Executive Director	119	8.2	9.1
Senior Executive (CFO/COO/CMO/EVP)	71	4.9	5.4
Vice President	128	8.8	9.8
Director	335	23.1	25.7
Manager	386	26.7	29.6
Coordinator	134	9.3	10.3
Assistant	28	1.9	2.2
Student	3	0.2	0.2
University Faculty	3	0.2	0.2
Total Attendees (excluding Exhibitors) Identified by Position	1,304	90.0	100.0
Total Attendees (excluding Exhibitors) Not Identified by Position	145	10.0	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	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	822	56.7	80.8
Business-to-business exhibition (BtoB) without conference component	196	13.5	19.3
Consumer/Public Exhibition (BtoC) with conference component	157	10.8	15.4
Consumer/Public Exhibition (BtoC) without conference component	105	7.3	10.3
Proprietary/Corporate Exhibition/Event (physical only)	75	5.2	7.4
Hosted Buyer Events - Small Groups or One-on-Ones	94	6.5	9.2
BtoB Hybrid exhibition (physical and online component)	28	1.9	2.8
BtoC Hybrid exhibition (physical and online component)	9	0.6	0.9
Stand alone virtual exhibition	13	0.9	1.3
Board Meetings	357	24.6	35.1
Committee & Task Force Meetings	264	18.2	26.0
Product Launch	23	1.6	2.3
Sales or Incentive Meetings	57	3.9	5.6
Other	71	4.9	7.0
Total Attendees (excluding Exhibitors) Identified by Types of Events	1,017	70.2	
Total Attendees (excluding Exhibitors) Not Identified by Types of Events	432	29.8	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	

The above counts and percentages are based on 1,449 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)	135	9.3	13.2
Provide information to others in the organization	132	9.1	12.9
Specify product requirements	34	2.3	3.3
Recommend solutions	346	23.9	33.8
Make the final decision	252	17.4	24.7
None, I am not involved in purchasing decisions for events/meetings	124	8.6	12.1
Total Attendees (excluding Exhibitors) Identified by Role in Purchasing	1,023	70.6	100.0
Total Attendees (excluding Exhibitors) Not Identified by Role in Purchasing	426	29.4	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	100.0

8. TYPE(S) OF VENUES			
TYPE OF VENUE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF VENUE
Convention center facility	888	61.3	87.3
Hotel	585	40.4	57.5
Hotel with exhibit space	607	41.9	59.7
Airport Hotel	113	7.8	11.1
Resort	363	25.1	35.7
Conference center	340	23.5	33.4
Outside facility	113	7.8	11.1
Educational Institution	100	6.9	9.8
Other	0	0	0.0
Total Attendees (excluding Exhibitors) identified by Type of Venue	1,017	70.2	
Total Attendees (excluding Exhibitors) Not Identified by Type of Venue	432	29.8	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	

The above counts and percentages are based on 1,449 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)	94	6.5	9.3
10,001 - 30,000 nsf (929 - 2,787 m2)	75	5.2	7.4
30,001 - 50,000 (2,787-4,645 m2)	94	6.5	9.3
50,001 - 75,000 nsf (4,645 - 6,968 m2)	88	6.1	8.6
75,001 - 100,000 nsf (6,968 - 9290 m2)	112	7.7	11.0
100,001 - 200,000 nsf (9,290 - 18,580 m2)	135	9.3	13.3
200,001 - 500,000 nsf (18,580 - 46,452 m2)	199	13.7	19.6
500,001 - 750,000 (46,452-69,677 m2)	107	7.4	10.5
Over 750,000 nsf (69,677 m2)	112	7.7	11.0
Total Attendees (excluding Exhibitors) Identified by Square Footage	1,016	70.1	100.0
Total Attendees (excluding Exhibitors) Not Identified by Square Footage	433	29.9	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	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	142	9.8	14.0
200 to 500	104	7.2	10.2
501 to 1,500	174	12.0	17.1
1,501 to 3,000	174	12.0	17.1
3,001 to 5,000	151	10.4	14.9
Over 5,000	271	18.7	26.7
Total Attendees (excluding Exhibitors) Identified by Number of Hotel Rooms	1,016	70.1	100.0
Total Attendees (excluding Exhibitors) Not Identified by Number of Hotel Rooms	433	29.9	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	100.0

11. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
New Member (1/1/15)	246	17.0
First Expo! Expo! Meeting	279	19.3

Based on 1,449 Attendees excluding exhibitors

12. NORTH AMERICA REGIONS HOLD OR PLAN TO HOLD EVENTS			
NORTH AMERICAN GEOGRAPHIC REGIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GEOGRAPHIC REGION
Canada	170	11.7	16.7
Mexico/Central America	101	7.0	9.9
Puerto Rico/Caribbean Islands	43	3.0	4.2
US Northeast	731	50.5	72.0
US Northwest	543	37.5	53.4
US Southeast	669	46.2	65.9
US Southwest	692	47.8	68.1
Total Attendees (excluding Exhibitors) Identified by North America Region	1,016	70.1	
Total Attendees (excluding Exhibitors) Not Identified by North America Region	433	29.9	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	

The above counts and percentages are based on 1,449 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.

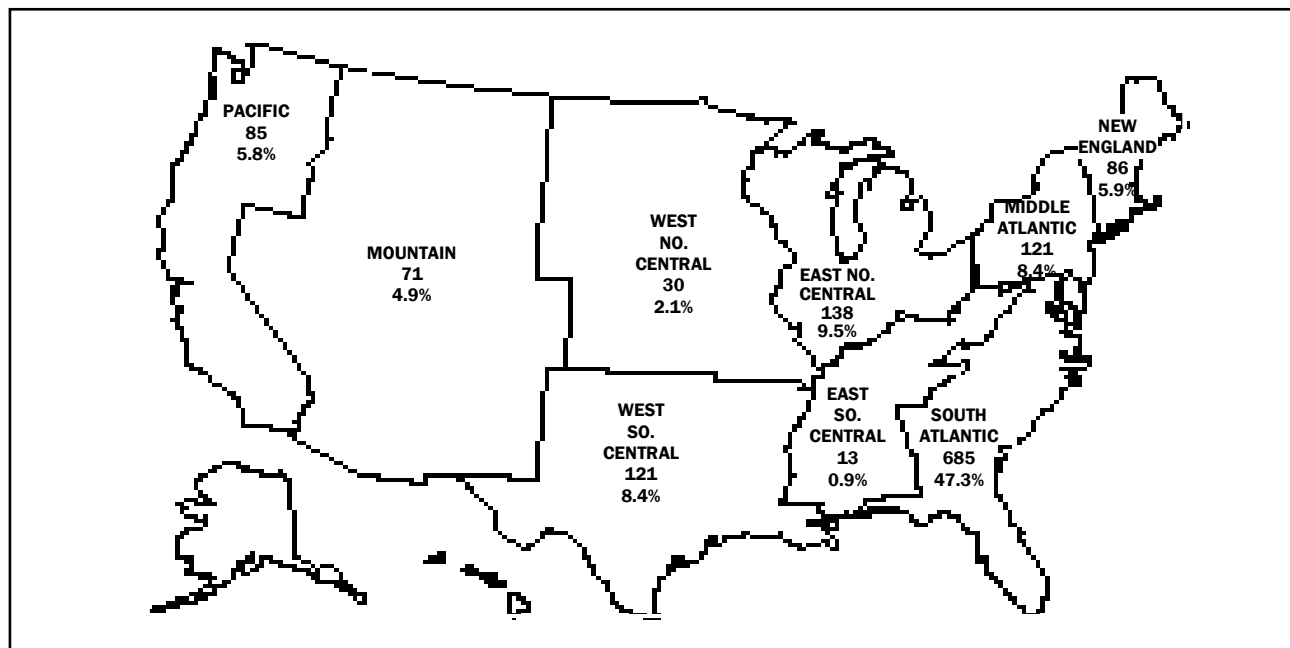
13. INTERNATIONAL COUNTRIES HOLD OR PLAN TO HOLD EVENTS			
INTERNATIONAL COUNTRIES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY GEOGRAPHIC REGION
Argentina	2	0.1	0.2
Australia	2	0.1	0.2
Belgium	5	0.4	0.5
Brazil	4	0.3	0.4
Canada	37	2.6	3.6
Chile	6	0.4	0.6
China	43	3.0	4.1
Czech Republic	1	0.1	0.1
Denmark	2	0.1	0.2
France	4	0.3	0.4
Germany	26	1.8	2.5
Hong Kong	3	0.2	0.3
India	4	0.3	0.4
Ireland	1	0.1	0.1
Israel	2	0.1	0.2
Japan	2	0.1	0.2
Luxembourg	1	0.1	0.1
Malaysia	2	0.1	0.2
Mexico	21	1.5	2.0
Netherlands	9	0.6	0.9
Panama	6	0.4	0.6
Peru	2	0.1	0.2
Portugal	1	0.1	0.1
Russia	1	0.1	0.1
Saudi Arabia	1	0.1	0.1
Singapore	5	0.3	0.5
South Africa	5	0.3	0.5
Spain	4	0.3	0.4
Sweden	2	0.1	0.2
Switzerland	3	0.2	0.3
Taiwan	2	0.1	0.2
United Arab Emirates	2	0.1	0.2
United Kingdom	11	0.8	1.0
Other	7	0.5	0.7
I do not plan international meetings	799	55.1	77.7
Total Attendees (excluding Exhibitors) Identified by International Region	1,028	70.9	100.0
Total Attendees (excluding Exhibitors) Not Identified by International Region	421	29.1	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0	100.0

14. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (EXCLUDING EXHIBITORS)

STATE	TOTAL	PERCENT
NEW ENGLAND	86	5.9
Maine	4	
New Hampshire	3	
Vermont	1	
Massachusetts	30	
Rhode Island	5	
Connecticut	43	
MIDDLE ATLANTIC	121	8.4
New York	70	
New Jersey	30	
Pennsylvania	21	
EAST NO. CENTRAL	138	9.5
Ohio	16	
Indiana	3	
Illinois	91	
Michigan	7	
Wisconsin	21	
WEST NO. CENTRAL	30	2.1
Minnesota	12	
Iowa	2	
Missouri	7	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	9	
SOUTH ATLANTIC	685	47.3
Delaware	2	
Maryland	186	
Washington, DC	146	
Virginia	239	
West Virginia	1	
North Carolina	16	
South Carolina	2	
Georgia	52	
Florida	41	
EAST SO. CENTRAL	13	0.9
Kentucky	5	
Tennessee	3	
Alabama	5	
Mississippi	--	

STATE	TOTAL	PERCENT
WEST SO. CENTRAL	121	8.4
Arkansas	--	
Louisiana	9	
Oklahoma	3	
Texas	109	
MOUNTAIN	71	4.9
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	22	
New Mexico	--	
Arizona	6	
Utah	1	
Nevada	42	
PACIFIC	85	5.8
Alaska	--	
Washington	13	
Oregon	4	
California	68	
Hawaii	--	
UNITED STATES	1,350	93.2
INTERNATIONAL	99	6.8
Canada	23	
Mexico	10	
Other International	66	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,449	100.0

COUNTRY COUNTS OF 66 INTERNATIONAL VISITORS			
American Samoa	1	Nigeria	1
Australia	1	Panama	2
Belgium	1	Portugal	1
Benin	1	Russian Federation	1
Brazil	4	Singapore	3
China	13	South Africa	2
France	5	Sweden	2
Germany	6	Switzerland	1
Japan	1	Taiwan	10
Luxembourg	2	Thailand	1
Netherlands	4	United Kingdom	2
New Zealand	1		



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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 1-3, in Baltimore, Maryland 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