

Expo! Expo!

IAEE's Annual Meeting & Exhibition 2017



EVENT AUDIT



DATES OF EVENT:
Conference: November 28 - 30, 2017
Exhibits: November 28 - 29, 2017

LOCATION: San Antonio, TX

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 11 - 13, 2018
Exhibits: December 11 - 12, 2018

LOCATION: New Orleans, LA

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 exhibition 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)	Exhibitors	Total
2017	San Antonio, TX	1,025	14	54	1,093	839	1,932
2016	Anaheim, CA	1,196	20	68	1,284	939	2,223
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

4. BADGE CODE		
BADGE CODE	TOTAL ATTENDEES	PERCENT OF TOTAL
Association Organizer	421	38.5
Corporate Organizer	97	8.9
Exhibiting Supplier	227	20.8
Independent Organizer	163	14.9
Non-exhibiting Supplier	82	7.6
Public/Consumer Organizer	20	1.8
Press	14	1.3
Speaker	54	4.9
Student	8	0.7
University or College Professor	7	0.6
	1,093	100.0

5. POSITION			
POSITION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY POSITION
Owner	44	4.0	4.4
President/CEO/Executive Director	97	8.9	9.7
Senior Executive (CFO/COO/CMO/EVP)	81	7.4	8.1
Vice President	94	8.6	9.5
Director	256	23.4	25.7
Manager	295	27.0	29.6
Coordinator	100	9.2	10.0
Assistant	13	1.2	1.3
Student	9	0.8	0.9
University Faculty	8	0.7	0.8
Total Attendees (excluding Exhibitors) Identified by Position	997	91.2	100.0
Total Attendees (excluding Exhibitors) Not Identified by Position	96	8.8	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

6. TYPES OF EVENTS			
TYPES OF EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPES OF EVENTS
Business-to-business exhibition (BtoB) with conference component	569	52.1	79.6
Business-to-business exhibition (BtoB) without conference component	158	14.5	22.1
Consumer/Public Exhibition (BtoC) with conference component	146	13.4	20.4
Consumer/Public Exhibition (BtoC) without conference component	73	6.7	10.2
Proprietary/Corporate Exhibition/Event (physical only)	71	6.5	9.9
Hosted Buyer Events - Small Groups or One-on-Ones	84	7.7	11.8
BtoB Hybrid exhibition (physical and online component)	32	2.9	4.5
BtoC Hybrid exhibition (physical and online component)	16	1.5	2.2
Stand alone virtual exhibition	13	1.2	1.8
Board Meetings	345	31.6	48.3
Committee & Task Force Meetings	258	23.6	36.1
Product Launch	45	4.1	6.3
Sales or Incentive Meetings	62	5.7	8.7
Other	51	4.7	7.1
Total Attendees (excluding Exhibitors) Identified by Types of Events	715	65.4	
Total Attendees (excluding Exhibitors) Not Identified by Types of Events	378	34.6	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	

The above counts and percentages are based on 1,093 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 those products or services)	76	6.9	10.7
Provide information to others in the organization	96	8.8	13.4
Specify product requirements	24	2.2	3.4
Recommend solutions	234	21.4	32.9
Make the final decision	205	18.8	28.8
None I am not involved in purchasing decisions for events/meetings	77	7.0	10.8
Total Attendees (excluding Exhibitors) Identified by Role in Purchasing	712	65.1	100.0
Total Attendees (excluding Exhibitors) Not Identified by Role in Purchasing	381	34.9	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	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	645	59.0	89.3
Hotel	434	39.7	60.1
Hotel with exhibit space	465	42.5	64.4
Airport hotel	111	10.2	15.4
Resort	288	26.4	39.9
Conference center	288	26.4	39.9
Outside facility	110	10.1	15.2
Educational Institution	107	9.8	14.8
Total Attendees (excluding Exhibitors) Identified by Type of Venue	722	66.1	
Total Attendees (excluding Exhibitors) Not Identified by Type of Venue	371	33.9	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	

The above counts and percentages are based on 1,093 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. LENGTH OF TIME IN EXHIBITION/EVENTS INDUSTRY			
LENGTH OF TIME	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY LENGTH OF TIME
0 - 5 years	185	16.9	18.6
6 - 10 years	156	14.3	15.7
11 - 15 years	141	12.9	14.2
16 - 20 years	169	15.5	17.0
21 - 25 years	115	10.5	11.5
Over 25 years	229	20.9	23.0
Total Attendees (excluding Exhibitors) Identified by Length of Time	995	91.0	100.0
Total Attendees (excluding Exhibitors) Not Identified by Length of Time	98	9.0	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

10. ATTENDANCE AT LARGEST EVENT			
ATTENDANCE AT LARGEST EVENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ATTENDANCE
Under 500	63	5.8	8.8
501 - 1,000	30	2.7	4.2
1,001 - 2,500	79	7.2	11.0
2,501 - 5,000	78	7.1	10.9
5,001 - 10,000	104	9.5	14.5
10,001 - 20,000	130	11.9	18.1
20,001 - 30,000	50	4.6	7.0
30,001 - 50,000	65	6.0	9.0
50,001 - 100,000	69	6.3	9.6
Over 100,000	50	4.6	6.9
Total Attendees (excluding Exhibitors) Identified by Attendance	718	65.7	100.0
Total Attendees (excluding Exhibitors) Not Identified by Attendance	375	34.3	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

11. NET SQUARE FOOTAGE OF LARGEST EVENT			
NET SQUARE FOOTAGE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NET SQUARE FOOTAGE
Under 10,000 nsf (929 m2)	61	5.6	8.5
10,001-30,000 nsf (929 - 2,787 m2)	42	3.8	5.8
30,001-50,000 nsf (2,787-4,645 m2)	61	5.6	8.5
50,001-75,000 nsf (4,645-6,968 m2)	77	7.0	10.7
75,001-100,000 nsf (6,968-9,290 m2)	65	5.9	9.0
100,001-199,999 nsf (9,290-18,580 m2)	88	8.1	12.3
200,000-500,000 nsf (18,580-46,452 m2)	158	14.5	22.0
500,001-750,000 nsf (46,452-69,677 m2)	75	6.9	10.5
Over 750,000 nsf (69,677 m2)	91	8.3	12.7
Total Attendees (excluding Exhibitors) Identified by Square Footage	718	65.7	100.0
Total Attendees (excluding Exhibitors) Not Identified by Square Footage	375	34.3	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

12. 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	88	8.0	12.3
200 - 500	74	6.8	10.3
501 - 1,500	127	11.6	17.7
1,501 - 3,000	128	11.7	17.8
3,001 - 5,000	107	9.8	14.9
Over 5,000	194	17.8	27.0
Total Attendees (excluding Exhibitors) Identified by Number of Hotel Rooms	718	65.7	100.0
Total Attendees (excluding Exhibitors) Not Identified by Number of Hotel Rooms	375	34.3	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

13. FIRST TIME/NEW MEMBER		
FIRST TIME/NEW MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL
First Expo! Expo! Meeting	121	11.1

Based on 1,093 Attendees excluding exhibitors

14. NORTH AMERICA REGIONS HOLD OR PLAN TO HOLD EVENTS			
NORTH AMERICA GEOGRAPHIC REGIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NORTH AMERICA REGION
Canada	131	12.0	18.2
Mexico/Central America	99	9.1	13.7
Puerto Rico/Caribbean Islands	36	3.3	5.0
US Northeast	489	44.7	67.8
US Northwest	391	35.8	54.2
US Southeast	491	44.9	68.1
US Southwest	518	47.4	71.8
Total Attendees (excluding Exhibitors) Identified by North America Region	721	66.0	
Total Attendees (excluding Exhibitors) Not Identified by North America Region	372	34.0	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	

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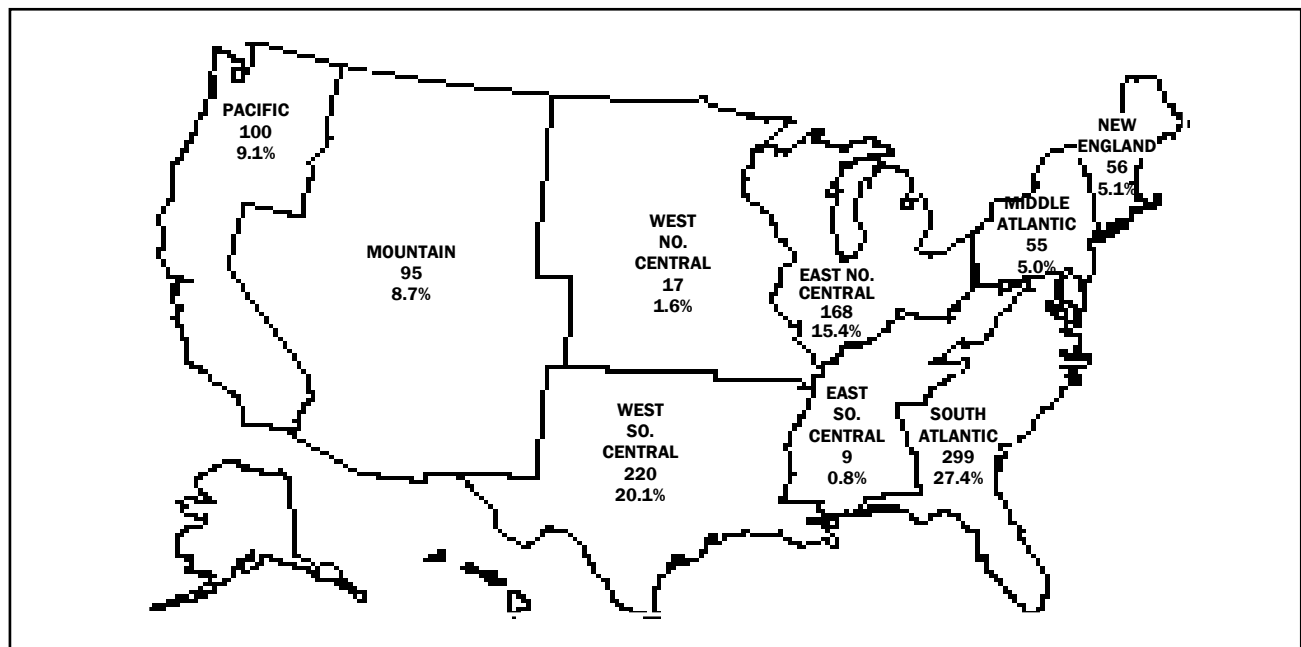
15. INTERNATIONAL COUNTRIES HOLD OR PLAN TO HOLD EVENTS			
INTERNATIONAL COUNTRIES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INTERNATIONAL COUNTRIES
American Samoa	1	0.1	0.1
Australia	2	0.2	0.3
Austria	1	0.1	0.1
Belgium	5	0.4	0.7
Brazil	5	0.4	0.7
Chile	9	0.8	1.3
China	19	1.7	2.6
Colombia	2	0.2	0.3
Czech Republic	4	0.4	0.5
France	1	0.1	0.1
Germany	16	1.5	2.2
Hong Kong	3	0.3	0.4
India	5	0.4	0.7
Ireland	3	0.3	0.4
Japan	4	0.4	0.5
Malaysia	1	0.1	0.1
Netherlands	7	0.6	1.0
Panama	2	0.2	0.3
Russia	1	0.1	0.1
South Africa	2	0.2	0.3
Spain	3	0.3	0.4
Sweden	2	0.2	0.3
Switzerland	1	0.1	0.1
Taiwan	2	0.2	0.3
United Kingdom	15	1.4	2.1
Other - please specify	15	1.3	2.1
I do not plan international meetings	595	54.4	82.0
Total Attendees (excluding Exhibitors) Identified by International Countries	726	66.4	100.0
Total Attendees (excluding Exhibitors) Not Identified by International Countries	367	33.6	--
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0	100.0

16. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (EXCLUDING EXHIBITORS)

STATE	TOTAL	PERCENT
NEW ENGLAND	56	5.1
Maine	6	
New Hampshire	2	
Vermont	--	
Massachusetts	20	
Rhode Island	4	
Connecticut	24	
MIDDLE ATLANTIC	55	5.0
New York	29	
New Jersey	13	
Pennsylvania	13	
EAST NO. CENTRAL	168	15.4
Ohio	23	
Indiana	7	
Illinois	105	
Michigan	11	
Wisconsin	22	
WEST NO. CENTRAL	17	1.6
Minnesota	8	
Iowa	1	
Missouri	2	
North Dakota	1	
South Dakota	--	
Nebraska	--	
Kansas	5	
SOUTH ATLANTIC	299	27.4
Delaware	1	
Maryland	48	
Washington, DC	48	
Virginia	115	
West Virginia	1	
North Carolina	8	
South Carolina	--	
Georgia	52	
Florida	26	
EAST SO. CENTRAL	9	0.8
Kentucky	5	
Tennessee	2	
Alabama	2	
Mississippi	--	

STATE	TOTAL	PERCENT
WEST SO. CENTRAL	220	20.1
Arkansas	--	
Louisiana	11	
Oklahoma	4	
Texas	205	
MOUNTAIN	95	8.7
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	41	
New Mexico	--	
Arizona	8	
Utah	1	
Nevada	45	
PACIFIC	100	9.1
Alaska	--	
Washington	8	
Oregon	2	
California	90	
Hawaii	--	
UNITED STATES	1,019	93.2
INTERNATIONAL	74	6.8
Canada	11	
Mexico	22	
Other International	41	
TOTAL ATTENDEES (EXCLUDING EXHIBITORS)	1,093	100.0

Brazil	2	Norway	2
China	6	Panama	1
France	1	Portugal	1
Germany	1	Singapore	2
India	4	Sweden	1
Korea	1	Taiwan	11
Netherlands	2	Thailand	2
Nigeria	1	United Kingdom (Great Britian)	3



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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 November 28-30 in San Antonio, Texas 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