

EVENT AUDIT

EXHIBITOR2009 21ST YEAR

DATES OF EVENT:
 Conference: March 22 - 26, 2009
 Exhibits: March 23 - 25, 2009

LOCATION: Mandalay Bay Convention Center, Las Vegas

EVENT PRODUCER/MANAGER:
 Company Name: Hall-Erickson, Inc.
 Address: 98 E. Naperville Road, Westmont IL 60559
 Website (Show): www.exhibitoronline.com
 Phone: 630-434-7779

REGISTRATION COMPANY: CompuSystems, Inc.

YEAR EVENT ESTABLISHED: 1989

FREQUENCY: Annual

DATES OF NEXT EVENT:
 Conference: March 14 - 18, 2010
 Exhibits: March 15 - 17, 2010

LOCATION: Mandalay Bay Convention Center, Las Vegas

1. STATEMENT OF MARKET SERVED

Corporate exhibit, event and trade show managers and suppliers to the exhibition industry.

Qualified attendees are corporate exhibit and event managers, sales and marketing communication managers, and others who plan and execute any part of their organization's trade show and event marketing program.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All registrants picked up their badge onsite and were verified when their badge was printed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitor Staff	Total
2009	Las Vegas	1,064	2,171	3,235	91	34	1,924	5,284
2008	Las Vegas	1,547	2,287	3,834	113	35	2,084	6,066
2007	Las Vegas	1,697	2,102	3,799	121	31	1,846	5,797
2006	Las Vegas	1,623	1,995	3,618	132	26	1,946 ^a	5,722
2005	Las Vegas	1,256	2,160	3,416	125	38	1,139 ^a	4,718

(a) Not audited.

4. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Manufacturing	1,636	50.57	53.50
Electronics/Computer/Communications	283	8.75	9.25
Industrial Equipment/Machinery	91	2.81	2.98
Instrumentation/Medical	196	6.06	6.41
Other	1,066	32.95	34.86
Non-manufacturing	1,422	43.96	46.50
Service Industry	1,281	39.60	41.89
Internet Products/Services	141	4.36	4.61
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,058	94.53	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	177	5.47	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

5. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Exhibit/Event Manager/Coordinator	810	25.04	26.35
Marketing Management	399	12.33	12.98
Owner/President/Partner	773	23.89	25.15
Advertising/Promotion Management	61	1.89	1.98
General Management	242	7.48	7.87
Designer	207	6.40	6.73
Sales Management	351	10.85	11.42
Other	231	7.14	7.52
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,074	95.02	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	161	4.98	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EXHIBITS AND RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,170	36.17	38.11
Specify	525	16.23	17.10
Recommend	964	29.80	31.40
No Role	411	12.70	13.39
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,070	94.90	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	165	5.10	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

6b. BUYING INFLUENCES FOR EVENT- RELATED PRODUCTS AND SERVICES

CLASSIFICATION OF ROLE IN PURCHASING OF EVENT-RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,121	34.65	36.54
Specify	503	15.55	16.40
Recommend	964	29.80	31.42
No Role	480	14.84	15.64
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,068	94.84	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	167	5.16	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

6c. ANNUAL TRADE SHOW BUDGET

CLASSIFICATION OF ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Up to \$50,000	550	17.00	17.95
\$50,001 - \$100,000	244	7.54	7.97
\$100,001 - \$200,000	245	7.57	8.00
\$200,001 - \$500,000	282	8.72	9.21
\$500,001 - \$1,000,000	267	8.25	8.72
Over \$1,000,000	365	11.29	11.91
N/A	1,110	34.31	36.24
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,063	94.68	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	172	5.32	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

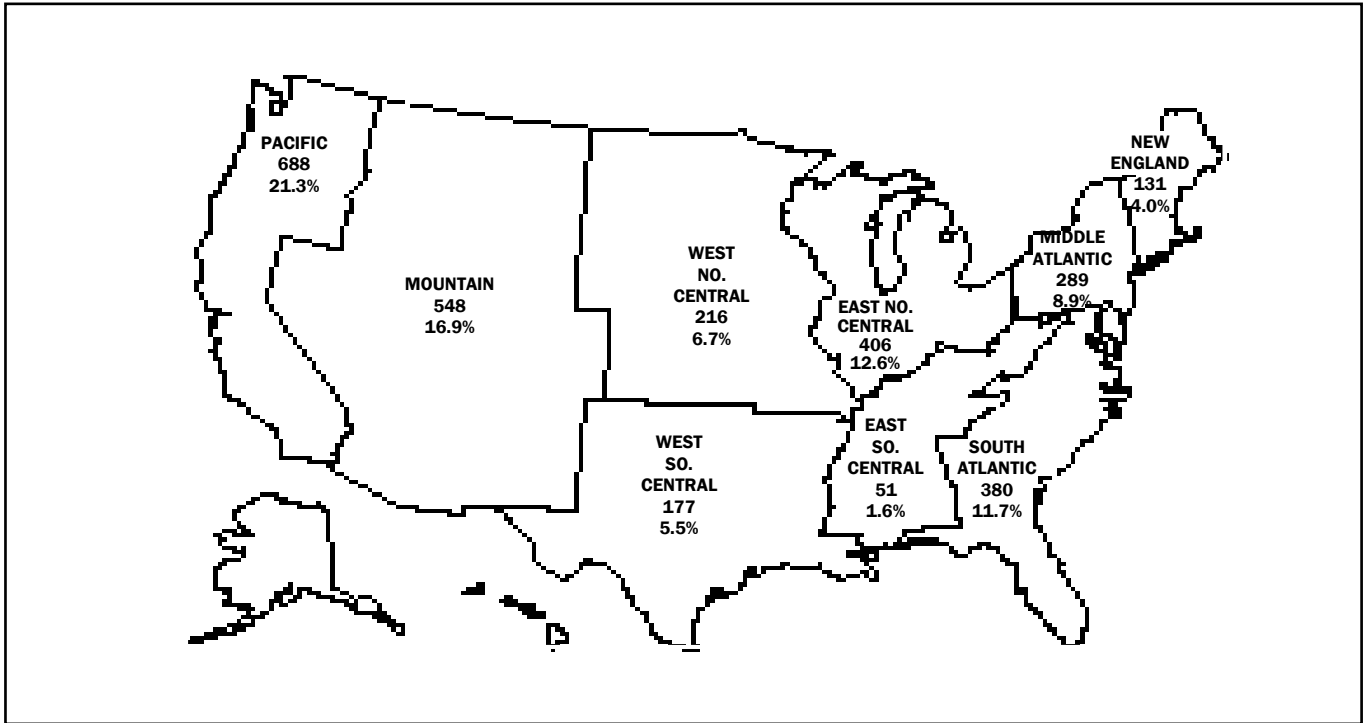
7. ENROLLED IN EXHIBITOR'S CTSM PROGRAM

CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED ENROLLED IN CTSM PROGRAM
Yes	383	11.84	12.51
No	2,629	81.27	85.86
Graduate	50	1.55	1.63
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,062	94.66	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	173	5.34	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,235	100.00	100.00

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	131	4.0
Maine	8	
New Hampshire	14	
Vermont	3	
Massachusetts	74	
Rhode Island	6	
Connecticut	26	
MIDDLE ATLANTIC	289	8.9
New York	94	
New Jersey	110	
Pennsylvania	85	
EAST NO. CENTRAL	406	12.6
Ohio	102	
Indiana	36	
Illinois	166	
Michigan	56	
Wisconsin	46	
WEST NO. CENTRAL	216	6.7
Minnesota	119	
Iowa	22	
Missouri	41	
North Dakota	1	
South Dakota	1	
Nebraska	13	
Kansas	19	
SOUTH ATLANTIC	380	11.7
Delaware	5	
Maryland	42	
Washington, DC	7	
Virginia	73	
West Virginia	3	
North Carolina	42	
South Carolina	20	
Georgia	96	
Florida	92	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	51	1.6
Kentucky	12	
Tennessee	25	
Alabama	12	
Mississippi	2	
WEST SO. CENTRAL	177	5.5
Arkansas	2	
Louisiana	15	
Oklahoma	12	
Texas	148	
MOUNTAIN	548	16.9
Montana	3	
Idaho	16	
Wyoming	2	
Colorado	62	
New Mexico	19	
Arizona	74	
Utah	51	
Nevada	321	
PACIFIC	688	21.3
Alaska	-	
Washington	45	
Oregon	35	
California	605	
Hawaii	3	
UNITED STATES	2,886	89.2
INTERNATIONAL	349	10.8
Canada	176	
Mexico	35	
Other International	138	
Not Identified	-	
Total Conference & Exhibit Attendees	3,235	100.0



EXHIBITOR2009 CONFERENCE REGISTRATION FORM

Check if form has been faxed previously

Use this form for **CONFERENCE REGISTRATION** only. If registering for **EXHIBIT HALL ONLY**, go to www.EXHIBITOR2009.com/HallOnly.asp
Registrations will be processed only if all requested information is provided and accompanied by full payment.

REGISTRANT INFORMATION

NAME _____
 TITLE _____
 COMPANY _____
 STREET _____
 CITY _____ STATE/PROV _____ ZIP _____
 COUNTRY _____ PHONE _____ FAX _____
 E-MAIL _____

Some of our exhibitors send special show offers, private invitations and information to conferees (on a limited basis) pre- and/or post-show. We encourage you to indicate a preferred method of receiving information. E-mail will be used if no preference is selected.

Please choose all that apply: E-mail Mail I don't want any information pre- or post-show.

REGISTRATION OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY FEB 10, 2009	AFTER FEB 10, 2009	ONSITE	
<input type="checkbox"/> GOLD PASSPORT – Save \$2,780 Up to 13 seminars, 3 Peer2Peer Roundtables, exhibit hall, and admission to all events	\$1,445	\$1,695	\$1,795	\$
<input type="checkbox"/> SILVER PASSPORT – Save \$1,905 Up to 10 seminars, 2 Peer2Peer Roundtables, exhibit hall, and admission to all events	\$1,345	\$1,595	\$1,695	\$
<input type="checkbox"/> ONE-DAY PASSPORT – Save \$380 (Valid one day only Mon - Wed) 3 seminars, 1 Peer2Peer Roundtable, exhibit hall, and admission to all events	\$595	\$845	\$895	\$
<input type="checkbox"/> INDIVIDUAL SEMINARS multiply number _____ X	\$225	\$290	\$325	\$
<input type="checkbox"/> ALL-DAY WORKSHOP Sunday, 8:30 AM - 4:30 PM (includes lunch)	\$580	\$680	\$780	\$
<input type="checkbox"/> HALF-DAY WORKSHOPS Sunday and Thursday	\$360	\$460	\$560	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS – save \$122 (includes lunch)	\$598	\$698	\$798	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$222 (includes lunch)	\$498	\$598	\$698	\$

PROCESSING FEE (covers all seminar materials) \$ **70.00**

CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades. See p. 15) \$90 \$90 \$90 \$

WELCOME RECEPTION free to conference registrants **FREE**

ORIENTATION SESSION free to conference registrants **FREE**

EXHIBIT HALL ADMISSION free to conference registrants **FREE**

PLEASE CHECK WHICH MAGAZINE(S) YOU WISH TO RECEIVE.

EXHIBITOR MAGAZINE SUBSCRIPTION: one year subscription included in your registration. \$78 value **FREE**

CORPORATE EVENT MAGAZINE SUBSCRIPTION: one year subscription included in your registration. \$28 value **FREE**

DISCOUNTS Government Team (If applying for team discount, forms must be submitted together) \$ –

Applies to Gold and Silver Passports only. See p. 70 for discount information.

TOTAL \$

SESSION SELECTIONS (example: M210)

ALL-DAY WORKSHOP (not included with passports)
 Sun 8:30 AM – 4:30 PM _____

HALF-DAY WORKSHOPS (not included with passports)
 Sun 8:30 AM – 12:00 PM _____
 Sun 1:00 PM – 4:30 PM _____
 Thurs 8:00 AM – 11:30 AM _____
 Thurs 1:00 PM – 4:30 PM _____

FIELD TRIPS
 Mon 8:30 AM – 11:30 AM (M306) _____
 Tues 8:00 AM – 11:30 AM (T406) _____
 Tues 8:00 AM – 11:30 AM (T212) _____
 Wed 8:00 AM – 11:30 AM (W406) _____
 Wed 8:00 AM – 11:30 AM (W629) _____
 Thurs 9:00 AM – 2:00 PM (R405) _____

PEER2PEER ROUNDTABLES FIRST CHOICE SECOND CHOICE
 *Mon P2P 5:30 PM – 6:30 PM _____
 *Tues P2P 5:30 PM – 6:30 PM _____
 *Wed P2P 5:30 PM – 6:30 PM _____

SESSIONS FIRST CHOICE SECOND CHOICE
 Mon 8:00 AM – 9:30 AM _____
 Mon 10:00 AM – 11:30 AM _____
 Mon 3:45 PM – 5:15 PM _____
 Tues 8:00 AM – 9:30 AM _____
 Tues 10:00 AM – 11:30 AM _____
 Tues 3:45 PM – 5:15 PM _____
 Wed 8:00 AM – 9:30 AM _____
 Wed 10:00 AM – 11:30 AM _____
 Wed 3:45 PM – 5:15 PM _____
 Thur 8:00 AM – 9:30 AM _____
 Thur 10:00 AM – 11:30 AM _____
 Thur 1:00 PM – 2:30 PM _____
 Thur 3:00 PM – 4:30 PM _____

* Peer2Peer (P2P) Roundtable topics found on page 9.
 Please enter topic number. Available only to passport registrants.

ONLINE: www.EXHIBITOR2009.com
 FAX: 630.434.1216
 QUESTIONS: 877.394.6651 or 630.434.7779
 MAIL: EXHIBITOR2009 Registration
 Hall-Erickson Inc, 98 E. Chicago Ave., Westmont, IL 60559

PAYMENT OPTIONS

U.S. funds only

CHECK (please make checks payable to EXHIBITOR2009)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER

NAME _____

CARD

NUMBER _____

EXP

DATE _____

SIGNATURE _____

REGISTRANT PROFILE (required information)

Industry Role (check one)

- a) Corporate Exhibit Mgr. (Buyer)
 b) Corporate Event Mgr. (Buyer)
 c) Both A & B
 d) Press
 e) EXHIBITOR SHOW Exhibitor
 m) Display Manufacturer/Builder
 r) Dealer/Distributor/Rep
 s) Exhibit/Event Supplier

Primary Job Function (check one)

- a) Exhibit/Event Mgr./Coordinator
 b) Marketing Mgmt.
 c) Owner/President/Partner
 d) Advertising/Promotion Mgmt.
 e) General Mgmt.
 f) Other
 g) Designer
 h) Sales Management

Primary Business (check one)

- a) Electronics/Computer/
 Communications mfr.
 b) Industrial Eqt./Machinery mfr.
 c) Instrumentation/Medical mfr.
 d) Other manufacturing
 e) Service Industry
 f) Internet Products/Services

What is your role in the purchase of EXHIBITS and related products and services? (check one)

- a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

What is your role in the purchase of EVENT-RELATED products and services? (check one)

- a) Final Decision
 b) Specify
 c) Recommend
 d) No Role

Annual Trade Show Budget

- a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

Annual Corporate Event Budget

- a) Up to \$50K
 b) \$50K-\$100K
 c) \$100K-\$200K
 d) \$200K-\$500K
 e) \$500K-\$1MM
 f) Over \$1MM
 g) N/A

How many TRADE SHOWS does your company exhibit in each year?

- a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

How many EVENTS does your company produce each year?

- a) 0-4 d) 26-50
 b) 5-10 e) 51-100
 c) 11-25 f) Over 100

Does your company exhibit in shows overseas?

- a) Yes b) No
 If not, are they considering it?
 c) Yes d) No

Number of Company Employees

- (check one)
 a) 1-4 g) 250-499
 b) 5-9 h) 500-999
 c) 10-19 i) 1,000-4,999
 d) 20-49 j) 5,000-9,999
 e) 50-99 k) 10,000 or more
 f) 100-249

Number of people who plan and execute TRADE SHOWS company-wide (check one)

- a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Number of people who plan and execute CORPORATE EVENTS company-wide

- (check one)
 a) 1 c) 6-9
 b) 2-5 d) 10 +
 e) N/A

Is this your first EXHIBITOR SHOW?

- a) Yes b) No

Which industry conferences have you attended in the past two years?

- a) EXHIBITOR SHOW
 b) EXHIBITORFASTRAK
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR'S CTSM Program?

- a) Yes b) No
 c) Graduate

PRIORITY NUMBER



Check here if you have special needs that require attention.



Check here if international visitor requesting a Letter of Invitation

CONFIRMATION/CANCELLATION REFUNDS:

All registrations received by March 12, 2009 will be confirmed by fax and/or mail. If you must cancel for any reason, notify us in writing by March 5, 2009 to receive a full refund minus \$50 cancellation fee. After March 5, 2009, an additional 10% service charge will be deducted from the total cost. Because many of the sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5:00 PM, March 12, 2009.

OFFICE USE ONLY

\$ _____ REC'D

CK# _____

REF. _____

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Red Bank, NJ 07701
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www.exhibitsurveys.com



**Exhibit
Surveys**

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 subject show/event for the date and location of the show/event 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

May 12, 2009