

EVENT AUDIT

EXHIBITOR MEDIA GROUP PRESENTS

EXHIBITOR2010 22ND YEAR

March 14-18, 2010 Mandalay Bay Convention Center, Las Vegas

DATES OF EVENT:

Conference: **March 14 – 18, 2010**
 Exhibits: **March 15 – 17, 2010**

LOCATION:

Mandalay Bay Convention Center, Las Vegas

EVENT PRODUCER/MANAGER:

Company Name: Hall-Erickson, Inc.

Address: 98 E. Chicago Avenue, Westmont IL 60559

Phone: 630-434-7779

Website (Show):

REGISTRATION COMPANY: CompuSystems, Inc.

YEAR EVENT ESTABLISHED: 1989

FREQUENCY: Annual

DATES OF NEXT EVENT:

Conference: March 27 – 31, 2011

Exhibits: March 28 – 30, 2011

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
2010	Las Vegas	1,239	2,050	3,289	54	29	1,547	4,919
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	5,722

4. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Manufacturing	1,609	48.92	52.51
Electronics/Computer/Communications	316	9.61	10.31
Industrial Equipment/Machinery	100	3.04	3.26
Instrumentation/Medical	181	5.50	5.91
Other	1,012	30.77	33.03
Non-manufacturing	1,455	44.24	47.49
Service Industry	1,280	38.92	41.78
Internet Products/Services	175	5.32	5.71
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,064	93.16	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	225	6.84	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	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	918	27.91	29.89
Marketing Management	460	13.98	14.98
Owner/President/Partner	697	21.19	22.70
Advertising/Promotion Management	41	1.25	1.34
General Management	188	5.72	6.12
Designer	161	4.90	5.24
Sales Management	352	10.70	11.46
Other	254	7.72	8.27
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,071	93.37	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	218	6.63	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	100.00	100.00

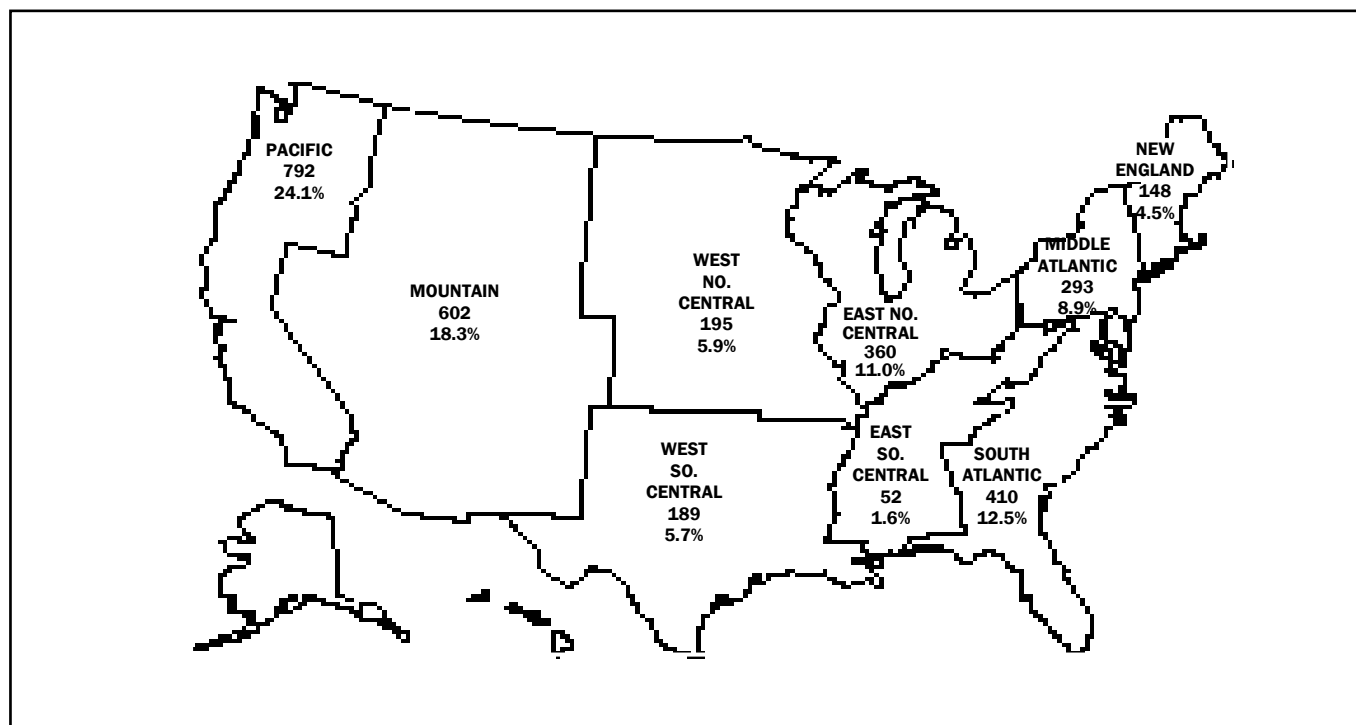
6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES			
CLASSIFICATION OF ROLE IN PURCHASING OF EXHIBITS AND RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	1,174	35.70	38.33
Specify	516	15.69	16.85
Recommend	946	28.76	30.88
No Role	427	12.98	13.94
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,063	93.13	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	226	6.87	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	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	34.08	36.59
Specify	510	15.51	16.64
Recommend	917	27.88	29.93
No Role	516	15.69	16.84
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,064	93.16	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	225	6.84	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	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	555	16.87	18.13
\$50,001 - \$100,000	249	7.57	8.13
\$100,001 - \$200,000	246	7.48	8.03
\$200,001 - \$500,000	335	10.19	10.94
\$500,001 - \$1,000,000	271	8.24	8.85
Over \$1,000,000	381	11.58	12.44
N/A	1,025	31.17	33.48
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,062	93.10	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	227	6.90	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	100.00	100.00

7. ENROLLED IN EXHIBITOR'S CTSM PROGRAM			
CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENROLLED IN CTSM PROGRAM
Yes	410	12.47	13.40
No	2,593	78.84	84.74
Graduate	57	1.73	1.86
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,060	93.04	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	229	6.96	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,289	100.00	100.00

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	148	4.5	EAST SO. CENTRAL	52	1.6
Maine	2		Kentucky	13	
New Hampshire	11		Tennessee	22	
Vermont	5		Alabama	15	
Massachusetts	95		Mississippi	2	
Rhode Island	7		WEST SO. CENTRAL	189	5.7
Connecticut	28		Arkansas	2	
MIDDLE ATLANTIC	293	8.9	Louisiana	9	
New York	86		Oklahoma	6	
New Jersey	99		Texas	172	
Pennsylvania	108		MOUNTAIN	602	18.3
EAST NO. CENTRAL	360	11.0	Montana	3	
Ohio	79		Idaho	8	
Indiana	27		Wyoming	2	
Illinois	159		Colorado	81	
Michigan	49		New Mexico	21	
Wisconsin	46		Arizona	76	
WEST NO. CENTRAL	195	5.9	Utah	59	
Minnesota	97		Nevada	352	
Iowa	22		PACIFIC	792	24.1
Missouri	36		Alaska	1	
North Dakota	3		Washington	56	
South Dakota	3		Oregon	53	
Nebraska	11		California	680	
Kansas	23		Hawaii	2	
SOUTH ATLANTIC	410	12.5	UNITED STATES	3,041	92.5
Delaware	4		INTERNATIONAL	248	7.5
Maryland	44		Canada	134	
Washington, DC	14		Mexico	7	
Virginia	64		Other International	107	
West Virginia	3		Not Identified	-	
North Carolina	47		Total Conference & Exhibit Attendees	3,289	100.0
South Carolina	25				
Georgia	127				
Florida	82				



EXHIBITOR2010 CONFERENCE REGISTRATION FORM

Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2010.com/HallOnly.asp
 Registrations will be processed only if all requested information is provided and accompanied by full payment.

Check if form has been faxed previously

ONLINE: www.EXHIBITOR2010.com

FAX: 630.434.1216

QUESTIONS: call 877.394.6651 or 630.434.7779

EMAIL: exhibitor2010@helexpo.com

MAIL: EXHIBITOR2010 Registration

1-All-Erickson Inc, 98 E. Chicago Ave., Westmont, IL 60559

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

PAYMENT INFORMATION (U.S. funds only)

CHECK (please make checks payable to EXHIBITOR2010)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER

NAME _____

CARD NUMBER _____

EXP DATE _____ CID# _____

SIGNATURE _____

REGISTRANT OPTIONS

	EARLY BIRD DISCOUNT BY FEB 3, 2010	AFTER FEB 3, 2010	ONSITE
<input type="checkbox"/> GOLD PASSPORT BEST VALUE! - Save \$2,780 Includes 13 seminars, 3 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$1,445	\$1,695	\$1,795
<input type="checkbox"/> SILVER PASSPORT - Save \$1,905 Includes 10 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$1,345	\$1,595	\$1,695
<input type="checkbox"/> TWO-DAY PASSPORT - Save \$1,055 (VALID any two days Mon-Wed) Includes 8 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$895	\$1,145	\$1,195
<input type="checkbox"/> ONE-DAY PASSPORT - Save \$380 (VALID any one day Mon-Wed) Includes 3 seminars, 1 Peer2Peer Roundtable, Exhibit Hall, lunch voucher, CEU Fees, 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	\$398	\$498	\$598
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS - SAVE \$198 (includes lunch)	\$598	\$698	\$798
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport - save up to \$298 (includes lunch)	\$498	\$598	\$698
PROCESSING FEE			\$70
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades)	\$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			
<input type="checkbox"/> EXHIBITOR MAGAZINE SUBSCRIPTION: one year subscription included in your registration. \$78 value			FREE
<input type="checkbox"/> CORPORATE EVENT MAGAZINE SUBSCRIPTION: one year subscription included in your registration. \$28 value			FREE
DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (if applying for team discount, forms must be submitted together) Applies to Gold and Silver Passports only. See p. 66 for discount information.			\$
TOTAL			\$

REGISTRANT INFORMATION (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
 f) Display Manufacturer/Builder
 g) Dealer/Distributor/Rep
 h) Exhibit Event Supplier
 i) 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
 i) Primary Business (check one)
 a) Electronics/Computer/Communications mfr.
 b) Industrial Eq./Machinery mfr.
 c) Instrumentation/Medical mfr.
 d) Other manufacturing
 e) Service Industry
 f) Internet Products/Services

How many TRADE SHOWS does your company exhibit in each year?
 a) 0-4 d) 25-50
 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?
 a) Yes b) No

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

Number of people who plan and execute TRADE SHOWS company-wide (check one)
 a) 1 d) 10+
 b) 2-5 e) N/A
 c) 6-9

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 d) 10+
 b) 2-5 e) N/A
 c) 6-9

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

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

Annual Trade Show Budget
 a) Up to \$50K e) \$101K-\$200K
 b) \$51K-\$100K f) \$201K-\$500K
 c) \$101K-\$200K g) \$501K-\$1MM
 d) \$201K-\$500K h) Over \$1MM
 e) Over \$1MM f) Over \$1MM
 g) N/A h) N/A

REGISTRANT OPTIONS

ALL-DAY WORKSHOP (not included with passports)	SESSIONS	FIRST CHOICE	SECOND CHOICE
Sun 8:30 AM - 4:30 PM	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		
HALF-DAY WORKSHOP (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)			
Wed 8:00 AM - 11:30 AM (W629)			
Thurs 8:00 AM - 11:30 AM (R406)			
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			
*Peer2Peer (P2P) Roundtable topics found on page 24. Please enter topic number. Available only to passport registrants.			

Register online for a chance to win a \$300 Amazon Gift Certificate. When registering online make sure to enter your Priority Code number. The Priority Code number is found on the back of this Conference Brochure. Register today at www.EXHIBITOR2010.com.

OFFICE USE ONLY
 \$ _____ REC'D _____
 cx# _____
 REF. _____

Check here if you have special needs that require attention.
 Check here if international visitor requesting a Letter of Invitation.

CANCELLATION POLICY:
 If you must cancel for any reason, notify us in writing by Feb. 25, 2010 to receive a full refund minus \$50 cancellation fee. After Feb. 25, 2010, 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 4, 2010.

NOTE:
 Children 17 and under are not admitted to the Exhibit Hall or Networking Events.

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 Fax: +1 203.447.2900
www.bpaww.com



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www.exhibitsurveys.com



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 EXHIBITOR2010 held March 14-18 in Las Vegas 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