

EVENT AUDIT

EXHIBITOR2011

23RD YEAR

DATES OF EVENT:

Conference: March 27 – 31, 2011
Exhibits: March 28 – 30, 2011

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): <http://www.exhibitoronline.com>

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 4 – 8, 2012
Exhibits: March 5 – 7, 2012
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
2011	Las Vegas	1,281	2,145	3,426	63	37	1,685	5,211
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	1,808	52.77	55.19
Electronics/Computer/Communications	347	10.13	10.592
Industrial Equipment/Machinery	160	4.670	4.884
Instrumentation/Medical	191	5.575	5.830
Other	1,110	32.40	33.883
Non-manufacturing	1,468	42.85	44.81
Service Industry	1,302	38.00	39.74
Internet Products/Services	166	4.85	5.07
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,276	95.62	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	166	4.38	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	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	959	27.99	29.18
Marketing Management	517	15.09	15.73
Owner/President/Partner	713	20.81	21.69
Advertising/Promotion Management	70	2.04	2.13
General Management	197	5.75	5.99
Designer	188	5.49	5.72
Sales Management	335	9.78	10.19
Other	308	8.99	9.37
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,287	95.94	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	139	4.06	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	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	1,279	37.33	38.95
Specify	563	16.43	17.14
Recommend	1,015	29.63	30.91
No Role	427	12.46	13.00
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,284	95.85	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	142	4.15	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	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	1,239	36.16	37.70
Specify	567	16.55	17.25
Recommend	974	28.43	29.63
No Role	507	14.80	15.42
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,287	95.94	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	139	4.06	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	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 \$51,000	595	17.37	18.12
\$51,001 - \$100,000	179	5.22	5.45
\$100,001 - \$200,000	337	9.84	10.26
\$200,001 - \$500,000	321	9.37	9.77
\$500,001 - \$1,000,000	324	9.46	9.87
Over \$1,000,000	421	12.29	12.82
N/A	1,107	32.31	33.71
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,284	95.86	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	142	4.14	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	100.00	100.00

6d. ANNUAL CORPORATE EVENT BUDGET			
CLASSIFICATION OF ANNUAL CORPORATE EVENT BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL CORP. EVENT BUDGET
Up to \$51,000	721	21.04	22.01
\$51,001 - \$100,000	218	6.36	6.66
\$100,001 - \$200,000	254	7.42	7.76
\$200,001 - \$500,000	193	5.63	5.89
\$500,001 - \$1,000,000	197	5.75	6.02
Over \$1,000,000	319	9.31	9.74
N/A	1,373	40.08	41.92
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	3,275	95.59	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	151	4.41	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	100.00	100.00

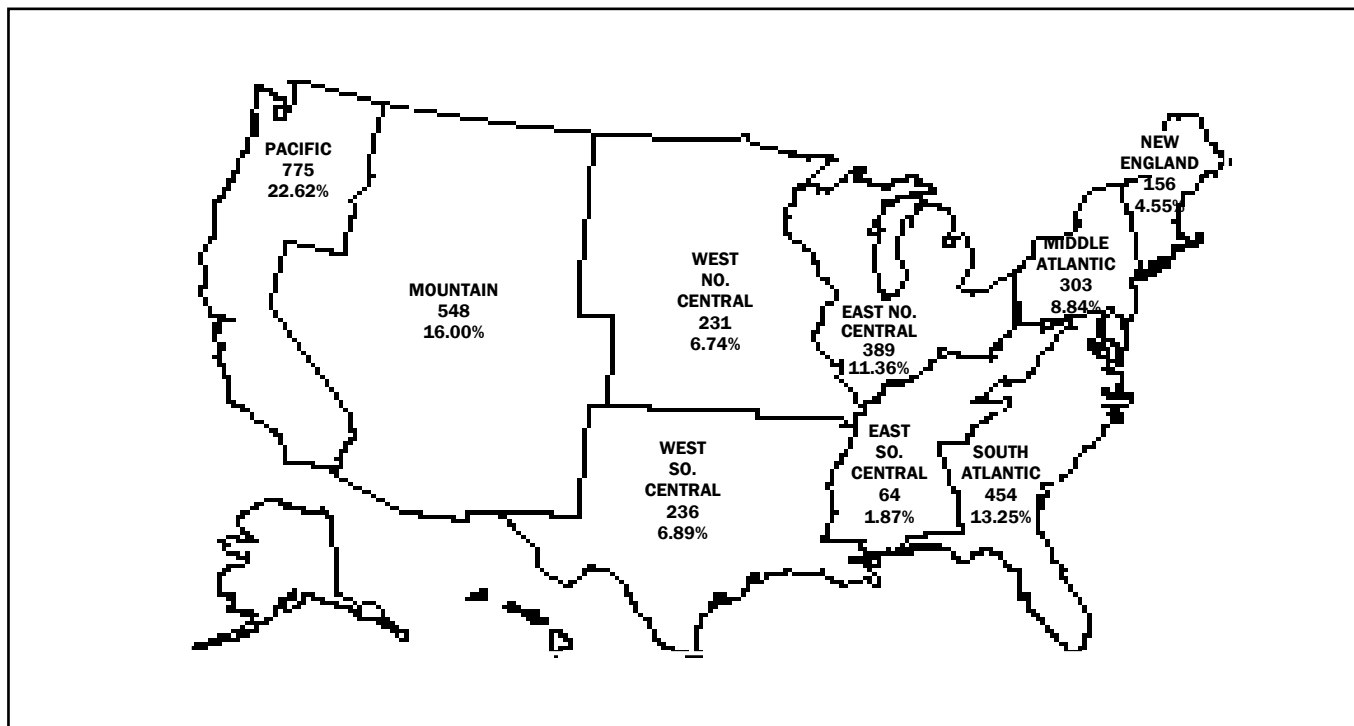
7. NUMBER OF EMPLOYEES			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 to 4	404	11.79	12.30
5 to 9	345	10.07	10.51
10 to 19	367	10.71	11.18
20 to 49	413	12.06	12.58
50 to 99	287	8.38	8.74
100 to 249	329	9.60	10.02
250 to 499	231	6.74	7.03
500 to 999	186	5.43	5.66
1,000 to 4,999	291	8.49	8.86
5,000 to 9,999	141	4.12	4.29
10,000 Or More	290	8.47	8.83
Total Conference and Exhibit Only Attendees Identified by Number of Employees	3,284	95.86	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	142	4.14	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	100.00	100.00

8. 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	432	12.61	13.16
No	2,786	81.32	84.89
Graduate	64	1.87	1.95
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,282	95.80	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	144	4.20	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,426	100.00	100.00

9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	156	4.55
Maine	9	
New Hampshire	11	
Vermont	7	
Massachusetts	82	
Rhode Island	13	
Connecticut	34	
MIDDLE ATLANTIC	303	8.84
New York	106	
New Jersey	106	
Pennsylvania	91	
EAST NO. CENTRAL	389	11.36
Ohio	100	
Indiana	24	
Illinois	142	
Michigan	67	
Wisconsin	56	
WEST NO. CENTRAL	231	6.74
Minnesota	120	
Iowa	24	
Missouri	47	
North Dakota	1	
South Dakota	2	
Nebraska	15	
Kansas	22	
SOUTH ATLANTIC	454	13.25
Delaware	5	
Maryland	49	
Washington, DC	15	
Virginia	66	
West Virginia	1	
North Carolina	56	
South Carolina	22	
Georgia	136	
Florida	104	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	64	1.87
Kentucky	12	
Tennessee	33	
Alabama	12	
Mississippi	7	
WEST SO. CENTRAL	236	6.89
Arkansas	14	
Louisiana	15	
Oklahoma	10	
Texas	197	
MOUNTAIN	548	16.00
Montana	2	
Idaho	5	
Wyoming	3	
Colorado	89	
New Mexico	14	
Arizona	78	
Utah	66	
Nevada	291	
PACIFIC	775	22.62
Alaska	-	
Washington	67	
Oregon	43	
California	661	
Hawaii	4	
UNITED STATES	3,156	92.12
INTERNATIONAL	270	7.88
Canada	149	
Mexico	21	
Other International	100	
Total Conference & Exhibit Attendees	3,426	100.0



EXHIBITOR2011 23RD YEAR

CONFERENCE REGISTRATION FORM

Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2011.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.EXHIBITOR2011.com
 FAX: 630.434.1216
 QUESTIONS: call 877.394.6651 or 630.434.7779
 EMAIL: exhibitor2011@heexpo.com
 MAIL: EXHIBITOR2011 Registration
 Hall-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 EXHIBITOR2011)
 VISA MASTERCARD AMERICAN EXPRESS

CARDHOLDER NAME _____
 CARD NUMBER _____
 EXP DATE _____ CID# _____
 SIGNATURE _____

REGISTRANT OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY FEB 15, 2011	AFTER FEB 15, 2011	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 \$1,875 Includes 10 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events.	\$1,375	\$1,625	\$1,725	\$
<input type="checkbox"/> TWO-DAY PASSPORT – Save \$1,005 (VALID any two days Mon-Wed) Includes 6 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU Fees, and admission to all events. Seminars must be taken on two consecutive days.	\$945	\$1,195	\$1,295	\$
<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. Seminars must be taken all on one day.	\$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 on Sunday)	\$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 on Sunday)	\$598	\$698	\$798	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$298 (includes lunch on Sunday)	\$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
<input type="checkbox"/> EXHIBITOR MAGAZINE SUBSCRIPTION one year subscription included in your registration. \$78 value				FREE
<input type="checkbox"/> 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. 50 for discount information.				\$
			TOTAL	\$

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 _____	_____	_____
HALF-DAY WORKSHOPS (not included with passports)	Mon 10:00 AM - 11:30 AM _____	_____	_____
Sun 8:30 AM - 12:00 PM _____	Mon 3:45 PM - 5:15 PM _____	_____	_____
Sun 1:00 PM - 4:30 PM _____	Tues 8:00 AM - 9:30 AM _____	_____	_____
Thurs 8:00 AM - 11:30 AM _____	Tues 10:00 AM - 11:30 AM _____	_____	_____
Field Trips	Tues 3:45 PM - 5:15 PM _____	_____	_____
Mon 8:00 AM - 11:30 AM (M406) _____	Wed 8:00 AM - 9:30 AM _____	_____	_____
Mon 8:30 AM - 11:30 AM (M624) _____	Wed 10:00 AM - 11:30 AM _____	_____	_____
Tues 8:30 AM - 11:30 AM (T306) _____	Wed 3:45 PM - 5:15 PM _____	_____	_____
Tues 3:45 PM - 6:00 PM (T626) _____	Thur 8:00 AM - 9:30 AM _____	_____	_____
Wed 8:00 AM - 11:30 AM (W629) _____	Thur 10:00 AM - 11:30 AM _____	_____	_____
Wed 8:00 AM - 11:30 AM (W406) _____	Thur 1:00 PM - 2:30 PM _____	_____	_____
Thurs 9:00 AM - 2:00 PM (R405) _____	Thur 3:00 PM - 4:30 PM _____	_____	_____

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 p. 7. _____

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.EXHIBITOR2011.com.

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
 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

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 e) 51-100
 b) 5-10 f) Over 100
 c) 11-25

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 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

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) EXHIBITORFastTrak
 c) Other
 d) None

Are you currently enrolled in EXHIBITOR's CTSM Program?
 a) Yes c) Graduate
 b) No

OFFICE USE ONLY

\$ _____ REC'D _____

CK# _____

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 March 16, 2011 to receive a full refund minus \$50 cancellation fee. After March 16, 2011, 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 16, 2011. Any changes made to your schedule after 5:00pm, March 16, 2011 will not be refundable and a change fee of \$200 per seminar will be applied. This seminar fee will also apply for any changes made on-site.

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

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www.bpaww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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 EXHIBITOR2011 held March 27 – 31 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