EXHIBITOR2012

EEIAC Certified

EVENT AUDIT

EXHIBITOR2012 24TH YEAR

DATES OF EVENT:
Conference: March 4 – 8 , 2012
Exhibits: March 5 – 7, 2012

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 17 – 21, 2013
Exhibits: March 18 – 20, 2013
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
2012	Las Vegas	1,393	2,056	3,449	92	38	1,701	5,280
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	**1,781**	**51.64**	**54.27**
Electronics/Computer/Communications	378	10.96	11.52
Industrial Equipment/Machinery	159	4.61	4.84
Instrumentation/Medical	181	5.25	5.52
Other	1,063	30.82	32.39
Non-manufacturing	**1,501**	**43.52**	**45.73**
Service Industry	1,299	37.66	39.58
Internet Products/Services	202	5.86	6.15
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,282	95.16	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	167	4.84	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	990	28.71	30.01
Marketing Management	509	14.76	15.43
Owner/President/Partner	713	20.67	21.61
Advertising/Promotion Management	56	1.62	1.70
General Management	215	6.23	6.52
Designer	165	4.78	5.00
Sales Management	357	10.35	10.82
Other	294	8.53	8.91
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,299	95.65	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	150	4.35	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	1,233	35.75	37.49
Specify	567	16.44	17.24
Recommend	1,045	30.30	31.77
No Role	444	12.87	13.50
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,289	95.36	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	160	4.64	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	1,173	34.01	35.68
Specify	539	15.63	16.39
Recommend	1,035	30.01	31.48
No Role	541	15.68	16.45
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,288	95.33	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	161	4.67	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	579	16.79	17.61
$51,001 - $100,000	206	5.97	6.27
$100,001 - $200,000	299	8.67	9.09
$200,001 - $500,000	352	10.21	10.71
$500,001 - $1,000,000	296	8.58	9.00
Over $1,000,000	419	12.14	12.74
N/A	1,137	32.97	34.58
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,288	95.33	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	161	4.67	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	676	19.60	20.56
$51,001 - $100,000	229	6.64	6.96
$100,001 - $200,000	260	7.54	7.91
$200,001 - $500,000	222	6.44	6.75
$500,001 - $1,000,000	179	5.19	5.44
Over $1,000,000	302	8.75	9.19
N/A	1,420	41.17	43.19
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	3,288	95.33	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	161	4.67	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**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	381	11.05	11.60
5 to 9	324	9.39	9.86
10 to 19	400	11.60	12.18
20 to 49	458	13.28	13.94
50 to 99	265	7.68	8.07
100 to 249	320	9.28	9.74
250 to 499	250	7.25	7.61
500 to 999	185	5.36	5.63
1,000 to 4,999	312	9.05	9.50
5,000 to 9,999	117	3.39	3.56
10,000 Or More	273	7.91	8.31
Total Conference and Exhibit Only Attendees Identified by Number of Employees	3,285	95.24	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	164	4.76	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**100.00**	**100.00**

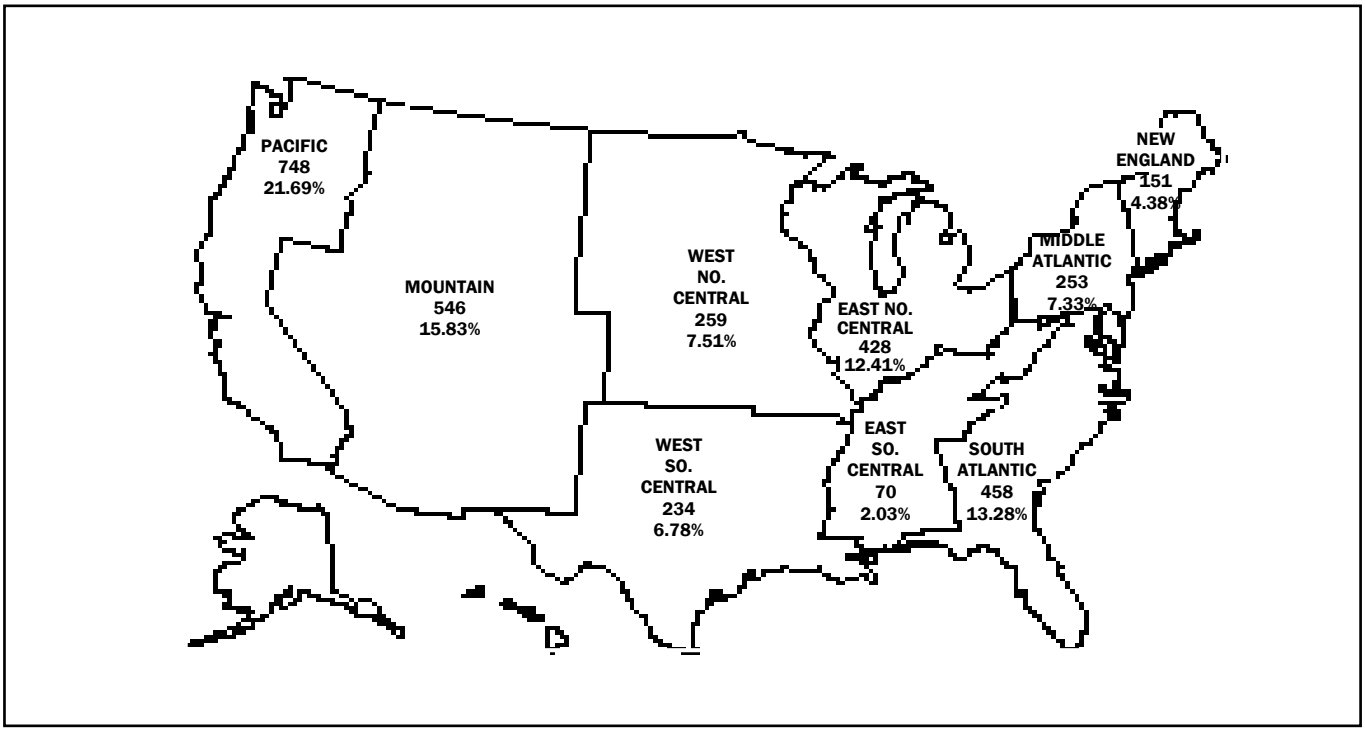
8. ENROLLED IN EXHIBITOR'S CTSM PROGRAM

CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENROLLED IN CTSM PROGRAM
Yes	443	12.84	13.47
No	2,768	80.26	84.16
Graduate	78	2.26	2.37
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,289	95.36	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	160	4.64	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**3,449**	**100.00**	**100.00**

9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	**151**	**4.38**
Maine	7	
New Hampshire	10	
Vermont	4	
Massachusetts	92	
Rhode Island	7	
Connecticut	31	
MIDDLE ATLANTIC	**253**	**7.33**
New York	91	
New Jersey	84	
Pennsylvania	78	
EAST NO. CENTRAL	**428**	**12.41**
Ohio	109	
Indiana	49	
Illinois	160	
Michigan	63	
Wisconsin	47	
WEST NO. CENTRAL	**259**	**7.51**
Minnesota	137	
Iowa	27	
Missouri	56	
North Dakota	2	
South Dakota	5	
Nebraska	8	
Kansas	24	
SOUTH ATLANTIC	**458**	**13.28**
Delaware	3	
Maryland	68	
Washington, DC	5	
Virginia	88	
West Virginia	4	
North Carolina	47	
South Carolina	24	
Georgia	132	
Florida	87	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	**70**	**2.03**
Kentucky	20	
Tennessee	35	
Alabama	12	
Mississippi	3	
WEST SO. CENTRAL	**234**	**6.78**
Arkansas	3	
Louisiana	11	
Oklahoma	12	
Texas	208	
MOUNTAIN	**546**	**15.83**
Montana	6	
Idaho	6	
Wyoming	2	
Colorado	67	
New Mexico	19	
Arizona	71	
Utah	54	
Nevada	321	
PACIFIC	**748**	**21.69**
Alaska	2	
Washington	55	
Oregon	51	
California	637	
Hawaii	3	
UNITED STATES	**3,147**	**91.24**
INTERNATIONAL	**302**	**8.76**
Canada	161	
Mexico	32	
Other International	109	
Total Conference & Exhibit Attendees	**3,449**	**100.00**



EXHIBITOR2012 LAS VEGAS

CONFERENCE REGISTRATION FORM

Use this for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2012.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.

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

REGISTRANT OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY JAN 26, 2012	AFTER JAN 26, 2012	ONSITE	
GOLD PASSPORT BEST VALUE – Save $2,910 Includes 13 seminars, 3 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU fees, and admission to all events.	$1,575	$1,825	$1,925	$
SILVER PASSPORT – Save $1,955 Includes 10 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU fees, and admission to all events.	$1,495	$1,745	$1,845	$
FLEX-SIX PASSPORT – Save $1,055 Includes 6 seminars, 2 Peer2Peer Roundtables, Exhibit Hall, lunch voucher, CEU fees, and admission to all events.	$1,015	$1,265	$1,365	$
FLEX-THREE PASSPORT – Save $390 Includes 3 seminars, 1 Peer2Peer Roundtable, Exhibit Hall, lunch voucher, CEU fees, and admission to all events.	$645	$895	$995	$
INDIVIDUAL SEMINARS – multiply number ____ X	$245	$310	$345	$
ALL-DAY WORKSHOP – Sunday, 8:30 AM - 4:30 PM *(includes lunch on Sunday)*	$635	$735	$835	$
HALF-DAY WORKSHOPS – Sunday and Thursday	$435	$535	$635	$
2 HALF-DAY WORKSHOPS – SAVE $197 *(includes lunch on Sunday)*	$636	$736	$836	
2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to $297 *(includes lunch on Sunday)*	$536	$636	$736	
PROCESSING FEE				$70
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
EXHIBITOR MAGAZINE SUBSCRIPTION one year subscription included in your registration. $78 value				FREE
DISCOUNTS ☐ Government ☐ 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	$

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 _____

FIELD TRIPS

Mon 8:00 AM - 11:30 AM (M406) _____
Mon 3:45 PM - 6:00 PM (M615) _____
Tues 8:30 AM - 11:30 AM (T306) _____
Tues 8:30 AM - 11:30 AM (T624) _____
Wed 8:00 AM - 11:30 AM (W406) _____
Thurs 9:00 AM - 2:00 PM (R405) _____

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		
Thurs 8:00 AM - 9:30 AM		
Thurs 10:00 AM - 11:30 AM		
Thurs 1:00 PM - 2:30 PM		
Thurs 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.EXHIBITOR2012.com**

ONLINE: www.EXHIBITOR2012.com
FAX: 630.434.1216
QUESTIONS: call 877.394.6651 or 630.434.779 (Int'l)
EMAIL: EXHIBITOR2012@heiexpo.com
MAIL: EXHIBITOR2012 Registration
Hall-Erickson Inc., 98 E. Chicago Ave., Westmont, IL 60559

PAYMENT INFORMATION (U.S. FUNDS ONLY)

☐ CHECK (please make checks payable to EXHIBITOR2012)
☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

CARDHOLDER NAME _____

CARD NUMBER _____

EXP DATE _____ CID# _____

SIGNATURE _____

REGISTRANT (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 Busines (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	Annual Corporate Event Budget
☐ a) Up to $51K	☐ a) Up to $51K
☐ b) $52K-$100K	☐ b) $52K-$100K
☐ c) $101K-$200K	☐ c) $101K-$200K
☐ d) $201K-$500K	☐ d) $201K-$500K
☐ e) $501K-$1MM	☐ e) $501K-$1MM
☐ f) Over $1MM	☐ f) Over $1MM
☐ g) N/A	☐ 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 in 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 ☐ 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) EXHIBITOR *Fast Trak*
☐ c) EXHIBITOR eTrak
☐ d) Other
☐ e) None

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

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 Feb. 16, 2012 to receive a full refund minus $50 cancellation fee. After Feb. 16, 2012, 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 5:00pm, Feb. 23, 2012. Any changes made to your schedule after 5:00pm, Feb. 23, 2012 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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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 EXHIBITOR2012 held March 4 – 8 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

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