

EVENT AUDIT

EXHIBITOR2013 25TH YEAR

DATES OF EVENT:

Conference: **March 17 – 21 , 2013**
 Exhibits: **March 18 – 20, 2013**

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 16 – 20, 2014
 Exhibits: March 17 – 19, 2014
 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
2013	Las Vegas	1,330	2,112	3,442	84	29	1,825	5,380
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			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Manufacturing	1,729	50.23	52.63
Electronics/Computer/Communications	342	9.93	10.41
Industrial Equipment/Machinery	150	4.36	4.57
Instrumentation/Medical	148	4.30	4.50
Other	1,089	31.64	33.15
Non-manufacturing	1,556	45.21	47.37
Service Industry	1,352	39.28	41.16
Internet Products/Services	204	5.93	6.21
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,285	95.44	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	157	4.56	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	993	28.85	30.18
Marketing Management	503	14.61	15.29
Owner/President/Partner	708	20.57	21.52
Advertising/Promotion Management	62	1.80	1.89
General Management	238	6.91	7.23
Designer	153	4.45	4.65
Sales Management	364	10.58	11.06
Other	269	7.81	8.18
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,290	95.58	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	152	4.42	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	1,186	34.46	36.14
Specify	578	16.79	17.61
Recommend	1,060	30.80	32.30
No Role	458	13.30	13.95
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,282	95.35	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	160	4.65	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	1,163	33.79	35.43
Specify	565	16.41	17.22
Recommend	1,046	30.39	31.87
No Role	508	14.76	15.48
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,282	95.35	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	160	4.65	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	16.82	17.65
\$51,001 - \$100,000	180	5.23	5.49
\$100,001 - \$200,000	319	9.27	9.73
\$200,001 - \$500,000	329	9.56	10.03
\$500,001 - \$1,000,000	300	8.72	9.15
Over \$1,000,000	379	11.01	11.55
N/A	1,194	34.69	36.40
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,280	95.30	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	162	4.70	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	702	20.40	21.44
\$51,001 - \$100,000	228	6.62	6.96
\$100,001 - \$200,000	265	7.70	8.09
\$200,001 - \$500,000	212	6.16	6.47
\$500,001 - \$1,000,000	169	4.91	5.16
Over \$1,000,000	270	7.84	8.25
N/A	1,429	41.52	43.63
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	3,275	95.15	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	167	4.85	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	100.00	100.00

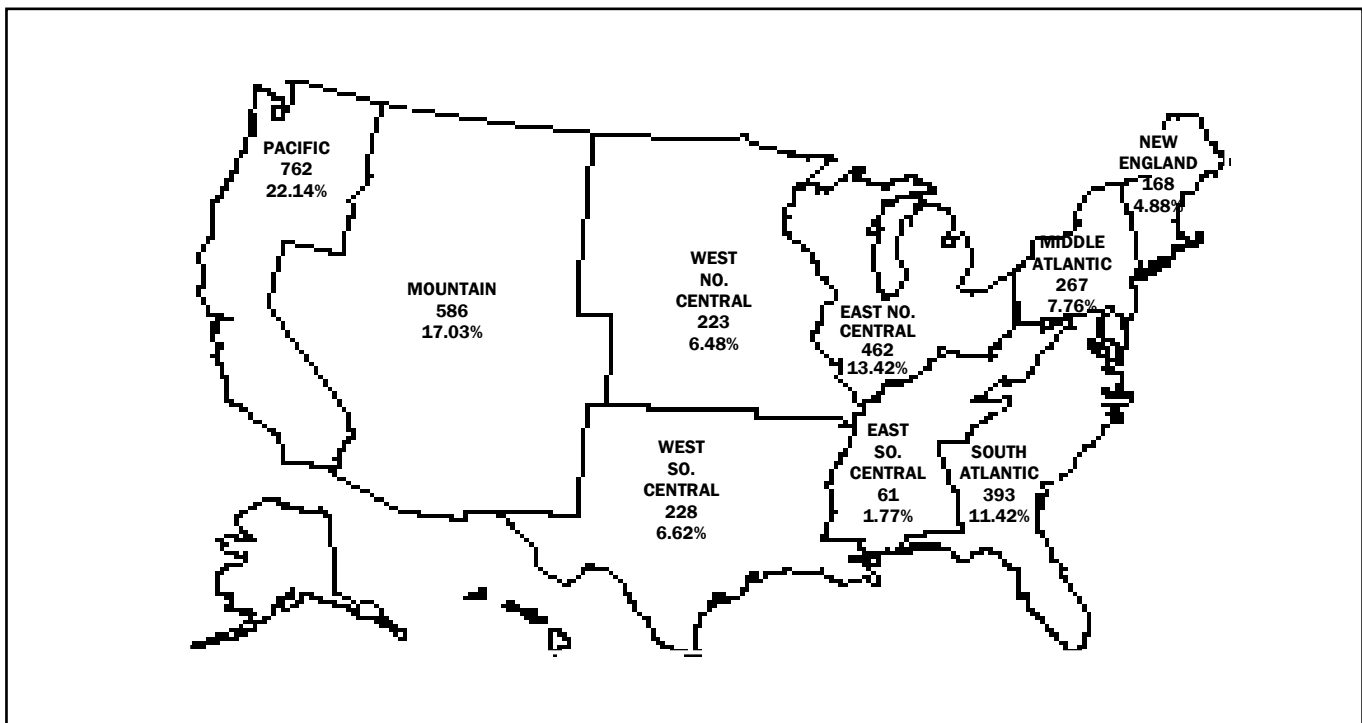
7. NUMBER OF EMPLOYEES			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 to 4	397	11.53	12.10
5 to 9	347	10.08	10.58
10 to 19	360	10.46	10.97
20 to 49	473	13.74	14.42
50 to 99	325	9.44	9.90
100 to 249	335	9.74	10.21
250 to 499	236	6.86	7.19
500 to 999	178	5.17	5.42
1,000 to 4,999	271	7.87	8.26
5,000 to 9,999	118	3.43	3.60
10,000 Or More	241	7.00	7.35
Total Conference and Exhibit Only Attendees Identified by Number of Employees	3,281	95.32	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	161	4.68	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	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	448	13.02	13.66
No	2,747	79.81	83.75
Graduate	85	2.47	2.59
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,280	95.30	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	162	4.70	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,442	100.00	100.00

9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	168	4.88
Maine	9	
New Hampshire	6	
Vermont	3	
Massachusetts	104	
Rhode Island	6	
Connecticut	40	
MIDDLE ATLANTIC	267	7.76
New York	84	
New Jersey	94	
Pennsylvania	89	
EAST NO. CENTRAL	462	13.42
Ohio	96	
Indiana	32	
Illinois	187	
Michigan	65	
Wisconsin	82	
WEST NO. CENTRAL	223	6.48
Minnesota	108	
Iowa	22	
Missouri	57	
North Dakota	1	
South Dakota	1	
Nebraska	8	
Kansas	26	
SOUTH ATLANTIC	393	11.42
Delaware	3	
Maryland	41	
Washington, DC	12	
Virginia	77	
West Virginia	-	
North Carolina	46	
South Carolina	21	
Georgia	107	
Florida	86	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	61	1.77
Kentucky	20	
Tennessee	34	
Alabama	7	
Mississippi	-	
WEST SO. CENTRAL	228	6.62
Arkansas	11	
Louisiana	13	
Oklahoma	15	
Texas	189	
MOUNTAIN	586	17.03
Montana	1	
Idaho	9	
Wyoming	2	
Colorado	81	
New Mexico	12	
Arizona	92	
Utah	53	
Nevada	336	
PACIFIC	762	22.14
Alaska	1	
Washington	60	
Oregon	32	
California	667	
Hawaii	2	
UNITED STATES	3,150	91.52
INTERNATIONAL	292	8.48
Canada	142	
Mexico	21	
Other International	129	
Total Conference & Exhibit Attendees	3,442	100.00



CONFERENCE REGISTRATION FORM

Use this for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to www.EXHIBITOR2013.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 FEB 7, 2013	AFTER FEB 7, 2013	ONSITE	
GOLD PASSPORT BEST VALUE – Save \$3,280 Includes 13 sessions, 3 Peer2Peer Roundtables, Exhibit Hall, one lunch voucher, CEU fees, and admission to all events.	\$1,595	\$1,895	\$1,995	\$
SILVER PASSPORT – Save \$2,255 Includes 10 sessions, 2 Peer2Peer Roundtables, Exhibit Hall, one lunch voucher, CEU fees, and admission to all events.	\$1,495	\$1,795	\$1,895	\$
FLEX-SIX PASSPORT – Save \$1,055 Includes 6 sessions, 2 Peer2Peer Roundtables, Exhibit Hall, one lunch voucher, CEU fees, and admission to all events.	\$1,195	\$1,395	\$1,495	\$
FLEX-THREE PASSPORT – Save \$330 Includes 3 sessions, 1 Peer2Peer Roundtable, Exhibit Hall, one lunch voucher, CEU fees, and admission to all events.	\$795	\$895	\$995	\$
INDIVIDUAL Sessions – multiply number _____ X	\$275	\$325	\$375	\$
ALL-DAY WORKSHOP – Sunday, 8:30 AM - 4:30 PM (includes lunch on Sunday)	\$650	\$750	\$850	\$
HALF-DAY WORKSHOPS – Sunday, Monday, Tuesday, Wednesday & Thursday	\$450	\$550	\$650	\$
2 HALF-DAY WORKSHOPS – save up to \$650 (includes lunch on Sunday)	\$650	\$750	\$850	\$
2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$750 (includes lunch)	\$550	\$650	\$750	\$
PROCESSING FEE				\$70
CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades)	\$90	\$90	\$90	\$

WELCOME RECEPTION free to conference registrants

ORIENTATION SESSION free to conference registrants

EXHIBIT HALL ADMISSION free to conference registrants

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

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)	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 _____	_____	_____	
HALF-DAY WORKSHOPS (not included with passports)	Mon 3:45 PM - 5:15 PM _____	_____	_____	
Sun 8:30 AM - 12:00 PM _____	Tues 8:00 AM - 9:30 AM _____	_____	_____	
Sun 9:00 AM - 2:00 PM _____	Tues 10:00 AM - 11:30 AM _____	_____	_____	
Sun 1:00 PM - 4:30 PM _____	Tues 3:45 PM - 5:15 PM _____	_____	_____	
Mon 8:30 AM - 11:30 AM _____	Wed 8:00 AM - 9:30 AM _____	_____	_____	
Tues 8:00 AM - 11:30 AM _____	Wed 10:00 AM - 11:30 AM _____	_____	_____	
Wed 8:00 AM - 11:30 AM _____	Wed 3:45 PM - 5:15 PM _____	_____	_____	
Thurs 8:00 AM - 11:30 AM _____	Thurs 8:00 AM - 9:30 AM _____	_____	_____	
Thurs 9:00 AM - 2:00 PM _____	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.EXHIBITOR2013.com

ONLINE: www.EXHIBITOR2013.com
 FAX: 630.434.1216
 QUESTIONS: call 877.394.6651 or 630.434.7779 (Int'l)
 EMAIL: EXHIBITOR2013@heexpo.com
 MAIL: EXHIBITOR2013 Registration
 Hall-Erickson Inc., 98 E. Chicago Ave., Westmont, IL 60559

PAYMENT INFORMATION (U.S. FUNDS ONLY)

CHECK (please make checks payable to EXHIBITOR2013)
 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 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

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 \$51K
 b) \$52K-\$100K
 c) \$101K-\$200K
 d) \$201K-\$500K
 e) \$501K-\$1MM
 f) Over \$1MM
 g) N/A

Annual Corporate Event Budget

a) Up to \$51K
 b) \$52K-\$100K
 c) \$101K-\$200K
 d) \$201K-\$500K
 e) \$501K-\$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 q) 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) EXHIBITORFastTrack
 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. 28, 2013 to receive a full refund minus \$50 cancellation fee. After Feb. 28, 2013, 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, March 7, 2013. Any changes made to your schedule after 5:00pm, March 7, 2013 will not be refundable and a change fee of \$200 per session will be applied. This session 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.

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 Fax: +1 203.447.2900
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.

7 Hendrickson Avenue
 Red Bank, NJ 07701
 Phone: +1 800.224.3170
 Fax: +1 732.741.5704
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 EXHIBITOR2013 held March 17 – 21 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