

EVENT AUDIT

EXHIBITOR2014^{26TH YEAR}

DATES OF EVENT:

Conference: March 16 – 20 , 2014

Exhibits: March 17 – 19, 2014

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 1 – 5, 2015

Exhibits: March 2 – 4, 2015

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
2014	Las Vegas	1,190	2,848	4,038	91	23	1,840	5,992
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

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Manufacturing	2,021	50.04	56.41
Electronics/Computer/Communications	311	7.70	8.68
Industrial Equipment/Machinery	171	4.23	4.77
Instrumentation/Medical	174	4.31	4.86
Other	1,365	33.80	38.10
Non-Manufacturing	1,562	38.69	43.59
Service Industry	1,381	34.20	38.54
Internet Products/Services	181	4.49	5.05
Total Conference and Exhibit Only Attendees Identified by Primary Business	3,583	88.73	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	455	11.27	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038 **	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	905	22.41	25.12
Marketing Management	549	13.60	15.24
Owner/President/Partner	734	18.18	20.37
Advertising/Promotion Management	79	1.96	2.19
General Management	261	6.46	7.24
Designer	292	7.23	8.11
Sales Management	476	11.79	13.21
Other	307	7.60	8.52
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	3,603	89.23	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	435 **	10.77	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	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	1,296	32.09	36.08
Specify	602	14.91	16.76
Recommend	1,197	29.64	33.32
No Role	497	12.31	13.84
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,592	88.95	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	446 **	11.05	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	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	1,080	26.74	34.63
Specify	547	13.55	17.54
Recommend	996	24.67	31.93
No Role	496	12.28	15.90
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	3,119	77.24	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	919 **	22.76	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	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	670	16.59	18.66
\$51,001-\$100,000	220	5.45	6.13
\$100,001-\$200,000	342	8.47	9.53
\$200,001-\$500,000	327	8.10	9.11
\$500,001-\$1,000,000	332	8.22	9.25
Over \$1,000,000	418	10.35	11.64
Not Applicable	1,281	31.72	35.68
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	3,590	88.90	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	448 **	11.10	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	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	782	19.37	21.79
\$51,001-\$100,000	230	5.69	6.41
\$100,001-\$200,000	357	8.84	9.95
\$200,001-\$500,000	193	4.78	5.38
\$500,001-\$1,000,000	215	5.32	5.99
Over \$1,000,000	314	7.78	8.74
Not Applicable	1,498	37.10	41.74
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	3,589	88.88	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	449 **	11.12	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	100.00	100.00

7. NUMBER OF EMPLOYEES			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 -4	399	9.88	11.11
5 - 9	319	7.90	8.88
10 - 19	435	10.77	12.12
20 - 49	511	12.65	14.23
50 - 99	388	9.61	10.81
100 - 249	356	8.82	9.92
250 - 499	310	7.68	8.64
500 - 999	194	4.80	5.40
1,000 - 4,999	328	8.12	9.14
5,000 - 9,999	107	2.65	2.98
10,000 or more	243	6.02	6.77
Total Conference and Exhibit Only Attendees Identified by Number of Employees	3,590	88.90	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	448 **	11.10	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	100.00	100.00

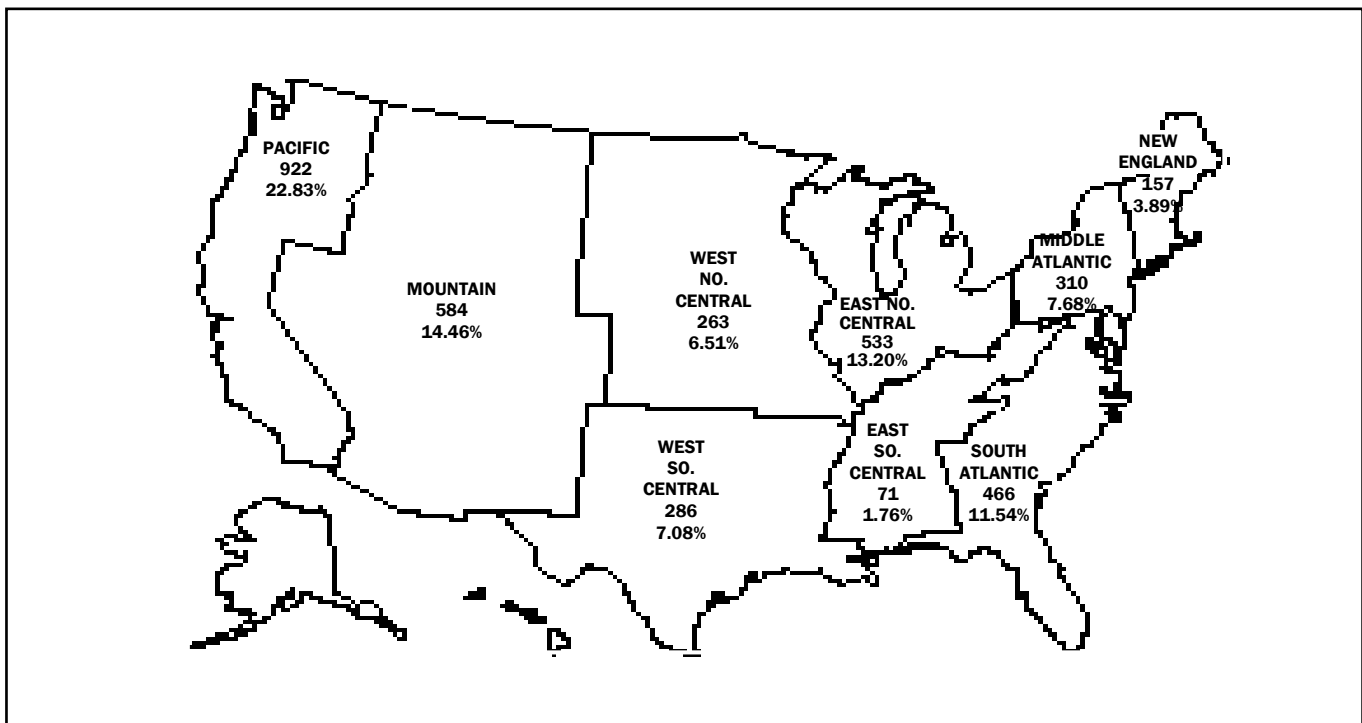
8. ENROLLED IN EXHIBITOR'S CTSM PROGRAM			
CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENROLLED IN CTSM PROGRAM
Yes	444	11.00	13.89
No	2,672	66.17	83.61
Graduate	80	1.98	2.50
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	3,196	79.15	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	842 **	20.85	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,038	100.00	100.00

** Due to a negotiated reciprocal badge access with the attendees from GlobalShop 2014 (in Mandalay Bay March 18-20) there is a higher than normal number of unidentified for the demographic questions covered by this audit statement.

9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	157	3.89
Maine	4	
New Hampshire	9	
Vermont	2	
Massachusetts	106	
Rhode Island	6	
Connecticut	30	
MIDDLE ATLANTIC	310	7.68
New York	107	
New Jersey	98	
Pennsylvania	105	
EAST NO. CENTRAL	533	13.20
Ohio	114	
Indiana	43	
Illinois	210	
Michigan	81	
Wisconsin	85	
WEST NO. CENTRAL	263	6.51
Minnesota	149	
Iowa	16	
Missouri	60	
North Dakota	2	
South Dakota	5	
Nebraska	10	
Kansas	21	
SOUTH ATLANTIC	466	11.54
Delaware	3	
Maryland	46	
Washington, DC	8	
Virginia	65	
West Virginia	5	
North Carolina	68	
South Carolina	26	
Georgia	143	
Florida	102	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	71	1.76
Kentucky	23	
Tennessee	29	
Alabama	14	
Mississippi	5	
WEST SO. CENTRAL	286	7.08
Arkansas	5	
Louisiana	15	
Oklahoma	24	
Texas	242	
MOUNTAIN	584	14.46
Montana	-	
Idaho	11	
Wyoming	2	
Colorado	85	
New Mexico	12	
Arizona	72	
Utah	54	
Nevada	348	
PACIFIC	922	22.83
Alaska	1	
Washington	85	
Oregon	59	
California	775	
Hawaii	2	
UNITED STATES	3,592	88.95
INTERNATIONAL	446	11.05
Canada	184	
Mexico	79	
Other International	183	
Total Conference & Exhibit Attendees	4,038	100.00



EXHIBITOR2014

26TH YEAR

CONFERENCE REGISTRATION FORM

Session Registrants: Fill out registration form completely. Proceed to CONFERENCE ONSITE REGISTRATION COUNTERS.
Exhibit Hall Attendees/Exhibitor Personnel: Proceed directly to EXHIBIT HALL ONSITE REGISTRATION (no need to fill out this form).

REGISTRANT INFORMATION

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

Your contact preferences: Contact information is provided to exhibitors who choose to send promotional material to registrants. Indicate your preferred method of receiving this information. If no preference is selected, your e-mail address will be provided.

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)	ONSITE
<input type="checkbox"/> GOLD PASSPORT (GP) Up to 13 sessions, 3 Peer2Peer Roundtables, exhibit hall, one lunch voucher, CEU fees, and admission to all events	\$2,095
<input type="checkbox"/> SILVER PASSPORT (SP) Up to 10 sessions, 2 Peer2Peer Roundtables, exhibit hall, one lunch voucher, CEU fees, and admission to all events	\$1,995
<input type="checkbox"/> FLEX-SIX PASSPORT (TD) 6 sessions, 2 Peer2Peer Roundtable, exhibit hall, one lunch voucher, CEU fees, and admission to all events	\$1,595
<input type="checkbox"/> FLEX-THREE PASSPORT (OD) 3 sessions, 1 Peer2Peer Roundtable, exhibit hall, one lunch voucher, and admission to all events	\$1,195
<input type="checkbox"/> INDIVIDUAL SESSIONS (S) multiply number _____ X	\$425
<input type="checkbox"/> ALL-DAY WORKSHOP Sunday, 8:30 AM - 4:30 PM (includes lunch)	\$890
<input type="checkbox"/> HALF-DAY WORKSHOPS Sunday, Monday, Tuesday, Wednesday, and Thursday	\$890
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS (includes lunch on Sunday)	\$890
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport (includes lunch on Sunday)	\$790
PROCESSING FEE	\$75.00
<input type="checkbox"/> CTSM TRANSCRIPT MAINTENANCE FEE (certification and graduate upgrades)	\$95
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.	\$18.00
<input type="checkbox"/> EXHIBITOR MAGAZINE'S 2014 AWARD NIGHT <input type="checkbox"/> Single Ticket \$250 <input type="checkbox"/> Table of 8 \$2,000	
DISCOUNTS <input type="checkbox"/> Government <input type="checkbox"/> Team (if applying for team discount, forms must be submitted together) Discounts apply to Gold and Silver Passports only.	\$ -
TOTAL \$	

PAYMENT OPTIONS (U.S. funds only)

CASH CHECK (please make checks payable to EXHIBITOR2014)
 VISA MASTERCARD AMERICAN EXPRESS

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

SIGNATURE _____

Onsite registrations are not refundable.

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
 f) Display Manufacturer/Builder
 g) Dealer/Distributor/Rep
 h) 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 \$50K e) \$200K-\$500K
 b) \$50K-\$100K f) Over \$1MM
 c) \$100K-\$200K g) N/A
 d) \$200K-\$500K

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

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) 25-50
 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) 1-5 d) 10 +
 b) 2-5 e) N/A

Number of people who plan and execute CORPORATE EVENTS company-wide (check one)
 a) 1 d) 6-9
 b) 2-5 e) 10 +
 c) 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) EXHIBITORFastTrack
 c) Other
 d) None

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

SESSION SELECTIONS (example: M113)

CHECK THE PROGRAM BOARD FOR SESSION AVAILABILITY BEFORE FILLING OUT THIS SECTION. DO NOT SELECT SOLD OUT SESSIONS.

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 for each day are listed on the Program Board in the Registration area. Please enter topic number. Available only to passport registrants.

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 9:00 AM - 3:00 PM _____
 Sun 1:00 PM - 4:30 PM _____
 Mon 8:00 AM - 11:30 AM _____
 Mon 8:30 AM - 11:30 AM _____
 Tue 8:00 AM - 11:30 AM _____
 Wed 8:00 AM - 11:30 AM _____
 Thurs 8:00 AM - 11:30 AM _____
 Thurs 9:00 AM - 3:00 PM _____

SESSIONS

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 _____

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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 EXHIBITOR2014 held March 16 – 20 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