

Shows Under 200,000 Square Feet											
Company	Show	Size (sq. ft.)	Recall (%)	Reasons for Remembering (%)							
				Product Demo	Product Interest	Literature	Color/ Design	Booth Staff	Well-known Company	Live/Theater Presentation	Give- aways
1. GE Healthcare	Society of Nuclear Medicine	6,500	52	52	66	9	18	32	61	26	15
2. Varian Medical Systems	ASTRO*	9,800	52	47	71	6	8	21	52	13	5
3. Siemens Medical Solutions	Society of Nuclear Medicine	6,600	50	60	75	11	21	41	66	12	10
4. Cisco Systems, Inc.	INTEROP	5,000	46	42	68	25	17	26	75	31	18
5. Canon USA, Inc.	Photo Plus Expo	4,800	41	43	76	27	10	10	37	22	3
6. Ethicon, Inc.	American College of Surgeons	8,400	40	55	69	8	8	21	45	19	11
7. Autodesk, Inc.	SIGGRAPH	2,400	37	64	80	19	57	24	71	42	11
8. Nikon, Inc.	Photo Plus Expo	3,500	37	44	77	26	6	14	45	15	9
9. Boston Scientific	TCT**	7,000	35	33	49	12	20	20	43	18	12
10. Philips Medical Systems	Society of Nuclear Medicine	5,000	33	67	76	12	14	35	61	12	7
10. Hill's (Science Diet)	Western Veterinary Conference	n/a	33	48	58	27	21	20	61	--	33

* ASTRO = American Society for Therapeutic Radiology & Oncology

** TCT = Transcatheter Cardiovascular Therapeutics

Note: n/a = not available

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				Product Demo	Product Interest	Literature	Color/ Design	Booth Staff	Well-known Company	Live/Theater Presentation	Give- aways
1. GE Healthcare	Radiological Society of North America	32,600	46	38	71	5	8	22	54	13	--
2. Kohler	Kitchen/Bath Industry Show	20,800	45	55	50	17	31	15	--	58	--
3. Siemens Medical Solutions	Radiological Society of North America	28,600	43	41	73	7	10	23	49	10	--
4. Kohler	NAHB International Builders Show	16,000	35	52	52	10	45	13	--	47	3
5. Philips Medical Systems.	Radiological Society of North America	31,200	35	50	75	8	14	30	51	11	--
6. Motorola	CTIA Wireless	5,600	31	46	72	9	38	17	57	17	3
7. Sony Electronics, Inc.	National Association of Broadcasters	24,000	31	75	81	17	19	22	--	36	10
8. AstraZeneca	American College of Cardiology	1,200	26	39	67	33	24	21	42	45	27
9. Merck/Schering Plough	American College of Cardiology	4,500	26	29	35	26	24	29	47	29	62
10. Apple	National Association of Broadcasters	12,500	24	86	85	25	27	35	--	60	6
11. Sony	Consumer Electronics Show	24,750	24	60	73	16	59	17	69	39	5

Note: n/a = not available