

## EVENT AUDIT

# EXHIBITORLIVE

**DATES OF EVENT:**

Conference: February 24 – 28, 2019  
Exhibits: February 25 – 27, 2019

**LOCATION:**

Mandalay Bay Convention Center, Las Vegas

**EVENT PRODUCER/MANAGER:**

Company Name: Hall-Erickson, Inc.  
Address: 98 E. Chicago Avenue, Suite 201  
Westmont IL 60559  
Phone: 630-434-7779  
Website (Show): <http://www.exhibitoronline.com>

**REGISTRATION COMPANY:**

ITN International

**YEAR EVENT ESTABLISHED:**

1989

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: March 29 – April 2, 2020  
Exhibits: March 20 – April 1, 2020  
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
2019	Las Vegas	1,003	1,974	2,977	58	19	1,413	4,467
2018	Las Vegas	1,044	1,978	3,022	65	15	1,433	4,535
2017	Las Vegas	964	1,613	2,577	133	31	1,575	4,316
2016	Las Vegas	1,100	1,959	3,059	125	36	1,839	5,059
2015	Las Vegas	1,096	1,894	2,990	100	14	1,879	4,983
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

\*In 2014 there was a negotiated reciprocal badge access with the attendees from GlobalShop.

<b>4. PRIMARY BUSINESS</b>			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
<b>Manufacturing</b>	<b>1,617</b>	<b>54.3</b>	<b>60.0</b>
Electronics/Computer/Communications	233	7.8	8.6
Industrial Equipment/Machinery	129	4.3	4.8
Healthcare	336	11.3	12.5
Other	919	30.9	34.1
<b>Non-Manufacturing</b>	<b>1,079</b>	<b>36.3</b>	<b>40.0</b>
Service Industry	881	29.6	32.7
Internet Products/Services	198	6.7	7.3
Total Conference and Exhibit Only Attendees Identified by Primary Business	2,696	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	281	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

<b>5. PRIMARY JOB FUNCTION</b>			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Exhibit/Event Manager/Coordinator	861	28.9	31.9
Sales/Marketing Management	715	24.0	26.5
Executive Management	547	18.4	20.3
Advertising/Promotion Management	42	1.4	1.5
General Management	197	6.7	7.3
Designer	170	5.7	6.3
Other	167	5.6	6.2
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	2,699	90.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	278	9.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

**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	979	32.9	36.3
Specify	482	16.2	17.9
Recommend	854	28.7	31.6
No Role	383	12.8	14.2
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,698	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	279	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

**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	928	31.2	34.4
Specify	465	15.6	17.2
Recommend	840	28.2	31.2
No Role	464	15.6	17.2
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,697	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	280	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

**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 \$50,000	350	11.8	13.0
\$50,001 to \$100,000	217	7.3	8.0
\$100,001 to \$200,000	170	5.7	6.3
\$200,001 to \$500,000	285	9.6	10.6
\$500,001 to \$1,000,000	253	8.5	9.4
Over \$1,000,000	424	14.2	15.7
Not Applicable	999	33.5	37.0
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	2,698	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	279	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

**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 \$50,000	463	15.6	17.2
\$50,001 to \$100,000	235	7.9	8.7
\$100,001 to \$200,000	170	5.7	6.3
\$200,001 to \$500,000	191	6.4	7.1
\$500,001 to \$1,000,000	161	5.4	6.0
Over \$1,000,000	302	10.2	11.2
Not Applicable	1,174	39.4	43.5
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	2,696	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	281	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

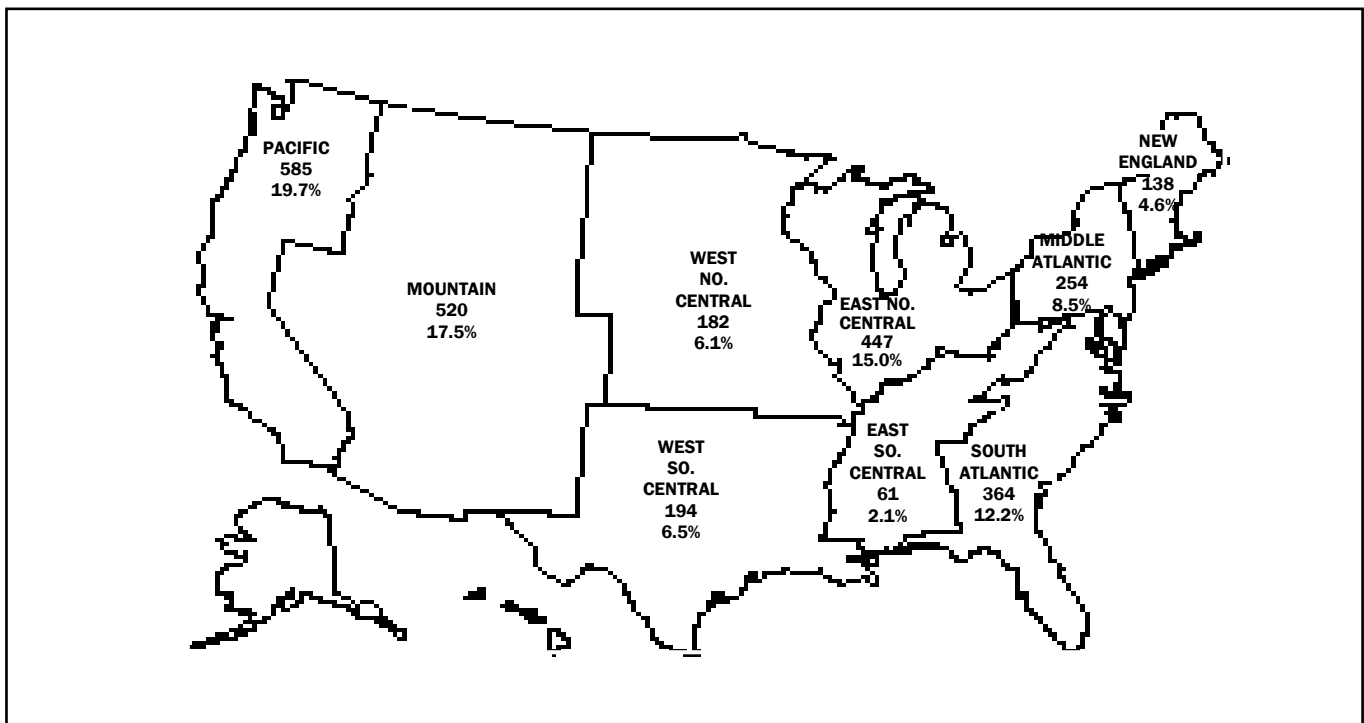
<b>7. NUMBER OF EMPLOYEES</b>			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 to 4	285	9.6	10.6
5 to 9	229	7.7	8.5
10 to 19	264	8.9	9.8
20 to 49	361	12.1	13.4
50 to 99	277	9.3	10.3
100 to 249	321	10.8	11.9
250 to 499	194	6.5	7.2
500 to 999	160	5.4	5.9
1,000 to 4,999	247	8.3	9.1
5,000 to 9,999	116	3.9	4.3
10,000 or more	243	8.1	9.0
Total Conference and Exhibit Only Attendees Identified by Number of Employees	2,697	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	280	9.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

<b>8. ENROLLED IN EXHIBITOR'S CTSM PROGRAM</b>			
CLASSIFICATION OF ENROLLED IN CTSM PROGRAM	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENROLLED IN CTSM PROGRAM
Yes	340	11.4	12.6
No	2,261	76.0	83.8
Graduate	98	3.3	3.6
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	2,699	90.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	278	9.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,977</b>	<b>100.0</b>	<b>100.0</b>

**9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>138</b>	<b>4.6</b>
Maine	2	
New Hampshire	11	
Vermont	2	
Massachusetts	84	
Rhode Island	4	
Connecticut	35	
<b>MIDDLE ATLANTIC</b>	<b>254</b>	<b>8.5</b>
New York	76	
New Jersey	101	
Pennsylvania	77	
<b>EAST NO. CENTRAL</b>	<b>447</b>	<b>15.0</b>
Ohio	99	
Indiana	35	
Illinois	172	
Michigan	70	
Wisconsin	71	
<b>WEST NO. CENTRAL</b>	<b>182</b>	<b>6.1</b>
Minnesota	106	
Iowa	17	
Missouri	28	
North Dakota	1	
South Dakota	--	
Nebraska	10	
Kansas	20	
<b>SOUTH ATLANTIC</b>	<b>364</b>	<b>12.2</b>
Delaware	2	
Maryland	32	
Washington, DC	15	
Virginia	46	
West Virginia	--	
North Carolina	58	
South Carolina	15	
Georgia	103	
Florida	93	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>61</b>	<b>2.1</b>
Kentucky	16	
Tennessee	25	
Alabama	16	
Mississippi	4	
<b>WEST SO. CENTRAL</b>	<b>194</b>	<b>6.5</b>
Arkansas	4	
Louisiana	14	
Oklahoma	4	
Texas	172	
<b>MOUNTAIN</b>	<b>520</b>	<b>17.5</b>
Montana	5	
Idaho	12	
Wyoming	1	
Colorado	61	
New Mexico	7	
Arizona	52	
Utah	47	
Nevada	335	
<b>PACIFIC</b>	<b>585</b>	<b>19.7</b>
Alaska	3	
Washington	49	
Oregon	39	
California	484	
Hawaii	10	
<b>UNITED STATES</b>	<b>2,745</b>	<b>92.2</b>
<b>INTERNATIONAL</b>	<b>232</b>	<b>7.8</b>
Canada	95	
Mexico	27	
Other International	110	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>2,977</b>	<b>100.0</b>



**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS**

We have examined the attendee records of EXHIBITORLIVE2019 held February 24-28, 2019 in Las Vegas as reported in this Exhibit Surveys 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

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**Exhibit  
Surveys**

Founded in 1963, Exhibit Surveys 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 has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.