

## EVENT AUDIT

BEST PRACTICES IN TRADE SHOWS AND EVENTS

# EXHIBITOR

**DATES OF EVENT:**

Conference: February 28 – March 3, 2016  
 Exhibits: February 29 – March 2, 2016

**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:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1989

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: March 12 - 16, 2017  
 Exhibits: March 13 - 15, 2017  
 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
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
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

\*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>1,776</b>	<b>58.06</b>	<b>60.29</b>
Electronics/Computer/Communications	290	9.48	9.84
Industrial Equipment/Machinery	176	5.75	5.98
Healthcare	299	9.77	10.15
Other	1,011	33.06	34.32
<b>Non-Manufacturing</b>	<b>1,170</b>	<b>38.25</b>	<b>39.71</b>
Service Industry	1,002	32.76	34.01
Internet Products/Services	168	5.49	5.70
Total Conference and Exhibit Only Attendees Identified by Primary Business	2,946	96.31	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	113	3.69	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	958	31.32	32.41
Marketing Management/Sales Management	648	21.18	21.92
Executive Management	584	19.09	19.76
Advertising/Promotion Management	45	1.47	1.52
General Management	231	7.55	7.81
Designer	161	5.26	5.45
Other	329	10.76	11.13
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	2,956	96.63	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	103	3.37	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	1,084	35.43	36.68
Specify	545	17.82	18.44
Recommend	906	29.62	30.66
No Role	420	13.73	14.22
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,955	96.60	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	104	3.40	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	1,068	34.91	36.14
Specify	546	17.86	18.48
Recommend	890	29.09	30.12
No Role	451	14.74	15.26
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,955	96.60	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	104	3.40	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	358	11.70	12.12
\$51,000-\$100,000	251	8.21	8.50
\$101,000-\$200,000	243	7.94	8.23
\$201,000-\$500,000	315	10.30	10.67
\$501,000-\$1,000,000	269	8.79	9.11
Over \$1,000,000	417	13.63	14.12
Not Applicable	1,100	35.96	37.25
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	2,953	96.53	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	106	3.47	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	438	14.32	14.84
\$51,000-\$100,000	284	9.28	9.62
\$101,000-\$200,000	210	6.86	7.11
\$201,000-\$500,000	246	8.04	8.33
\$501,000-\$1,000,000	144	4.71	4.88
Over \$1,000,000	304	9.94	10.30
Not Applicable	1,326	43.35	44.92
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	2,952	96.50	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	107	3.50	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</b>

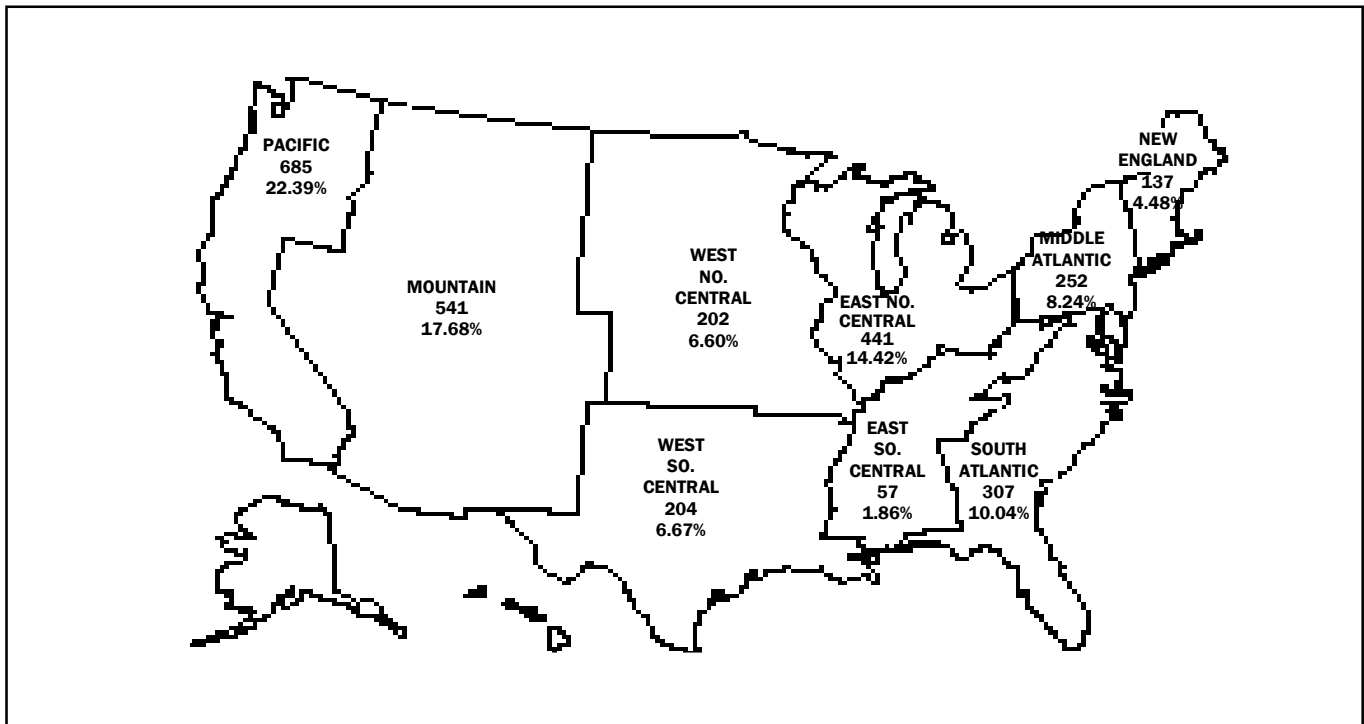
<b>7. NUMBER OF EMPLOYEES</b>			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 -4	283	9.25	9.59
5 - 9	257	8.40	8.71
10 - 19	331	10.82	11.22
20 - 49	471	15.40	15.96
50 - 99	320	10.46	10.84
100 - 249	306	10.00	10.37
250 - 499	225	7.36	7.62
500 - 999	183	5.98	6.20
1,000 - 4,999	244	7.98	8.27
5,000 - 9,999	111	3.63	3.76
10,000 or more	220	7.19	7.46
Total Conference and Exhibit Only Attendees Identified by Number of Employees	2,951	96.47	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	108	3.53	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</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	345	11.28	11.68
No	2,525	82.54	85.53
Graduate	82	2.68	2.79
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	2,952	96.50	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	107	3.50	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,059</b>	<b>100.00</b>	<b>100.00</b>

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>137</b>	<b>4.48</b>
Maine	4	
New Hampshire	12	
Vermont	6	
Massachusetts	86	
Rhode Island	2	
Connecticut	27	
<b>MIDDLE ATLANTIC</b>	<b>252</b>	<b>8.24</b>
New York	80	
New Jersey	78	
Pennsylvania	94	
<b>EAST NO. CENTRAL</b>	<b>441</b>	<b>14.42</b>
Ohio	93	
Indiana	31	
Illinois	164	
Michigan	74	
Wisconsin	79	
<b>WEST NO. CENTRAL</b>	<b>202</b>	<b>6.60</b>
Minnesota	88	
Iowa	24	
Missouri	48	
North Dakota	6	
South Dakota	3	
Nebraska	14	
Kansas	19	
<b>SOUTH ATLANTIC</b>	<b>307</b>	<b>10.04</b>
Delaware	4	
Maryland	33	
Washington, DC	4	
Virginia	43	
West Virginia	1	
North Carolina	47	
South Carolina	18	
Georgia	89	
Florida	68	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>57</b>	<b>1.86</b>
Kentucky	24	
Tennessee	17	
Alabama	9	
Mississippi	7	
<b>WEST SO. CENTRAL</b>	<b>204</b>	<b>6.67</b>
Arkansas	3	
Louisiana	15	
Oklahoma	11	
Texas	175	
<b>MOUNTAIN</b>	<b>541</b>	<b>17.68</b>
Montana	4	
Idaho	15	
Wyoming	-	
Colorado	78	
New Mexico	7	
Arizona	58	
Utah	51	
Nevada	328	
<b>PACIFIC</b>	<b>685</b>	<b>22.39</b>
Alaska	1	
Washington	56	
Oregon	41	
California	584	
Hawaii	3	
<b>UNITED STATES</b>	<b>2,826</b>	<b>92.38</b>
<b>INTERNATIONAL</b>	<b>233</b>	<b>7.62</b>
Canada	106	
Mexico	28	
Other International	99	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,059</b>	<b>100.00</b>



**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.**

We have examined the attendee records of EXHIBITORLIVE2016 held February 28 - March 3 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

7 Hendrickson Avenue  
Red Bank, NJ 07701  
Phone: +1 800.224.3170  
Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://www.exhibitsurveys.com)



**Exhibit  
Surveys**

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.