

## EVENT AUDIT

# EXHIBITORLIVE

**DATES OF EVENT:**

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

**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: February 25 - March 1, 2018  
Exhibits: February 26 - 28, 2018  
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
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
2010	Las Vegas	1,239	2,050	3,289	54	29	1,547	4,919

\*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>1,487</b>	<b>57.70</b>	<b>59.58</b>
Electronics/Computer/Communications	211	8.19	8.45
Industrial Equipment./Machinery	119	4.62	4.77
Healthcare	283	10.98	11.34
Other	874	33.91	35.02
<b>Non-Manufacturing</b>	<b>1,009</b>	<b>39.16</b>	<b>40.42</b>
Service Industry	839	32.56	33.61
Internet Products / Services	170	6.60	6.81
Total Conference and Exhibit Only Attendees Identified by Primary Business	2,496	96.86	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	81	3.14	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</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	845	32.79	33.77
Marketing Management/Sales Management.	511	19.83	20.43
Executive Management	492	19.09	19.66
Advertising/Promotion Management.	40	1.55	1.60
General Management.	205	7.95	8.19
Designer	146	5.67	5.84
Other	263	10.21	10.51
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	2,502	97.09	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	75	2.91	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</b>	<b>100.00</b>

<b>6a. BUYING INFLUENCES FOR EXHIBITS AND RELATED PRODUCTS AND SERVICES</b>			
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	900	34.92	36.03
Specify	484	18.78	19.38
Recommend	772	29.96	30.90
No Role	342	13.27	13.69
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,498	96.93	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	79	3.07	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</b>	<b>100.00</b>

<b>6b. BUYING INFLUENCES FOR EVENT-RELATED PRODUCTS AND SERVICES</b>			
CLASSIFICATION OF ROLE IN PURCHASING OF EVENT-RELATED PRODUCTS AND SERVICES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN PURCHASING
Final Decision	879	34.11	35.22
Specify	476	18.47	19.07
Recommend	748	29.03	29.97
No Role	393	15.25	15.74
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,496	96.86	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	81	3.14	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</b>	<b>100.00</b>

<b>6c. ANNUAL TRADE SHOW BUDGET</b>			
CLASSIFICATION OF ANNUAL TRADE SHOW BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL TRADE SHOW BUDGET
Up to \$50,000	272	10.55	10.92
\$51,000 to \$100,000	171	6.64	6.86
\$101,000 to \$200,000	191	7.41	7.66
\$201,000 to \$500,000	262	10.17	10.51
\$501,000 to \$1,000,000	244	9.47	9.79
Over \$1,000,000	359	13.93	14.41
Not Applicable	993	38.53	39.85
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	2,492	96.70	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	85	3.30	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</b>	<b>100.00</b>

<b>6d. ANNUAL CORPORATE EVENT BUDGET</b>			
CLASSIFICATION OF ANNUAL CORPORATE EVENT BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL CORP. EVENT BUDGET
Up to \$50,000	364	14.12	14.64
\$51,000-\$100,000	218	8.46	8.77
\$101,000-\$200,000	155	6.01	6.23
\$201,000-\$500,000	180	6.99	7.24
\$501,000-\$1,000,000	121	4.70	4.86
Over \$1,000,000	286	11.10	11.50
Not Applicable	1,163	45.13	46.76
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	2,487	96.51	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	90	3.49	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</b>	<b>100.00</b>

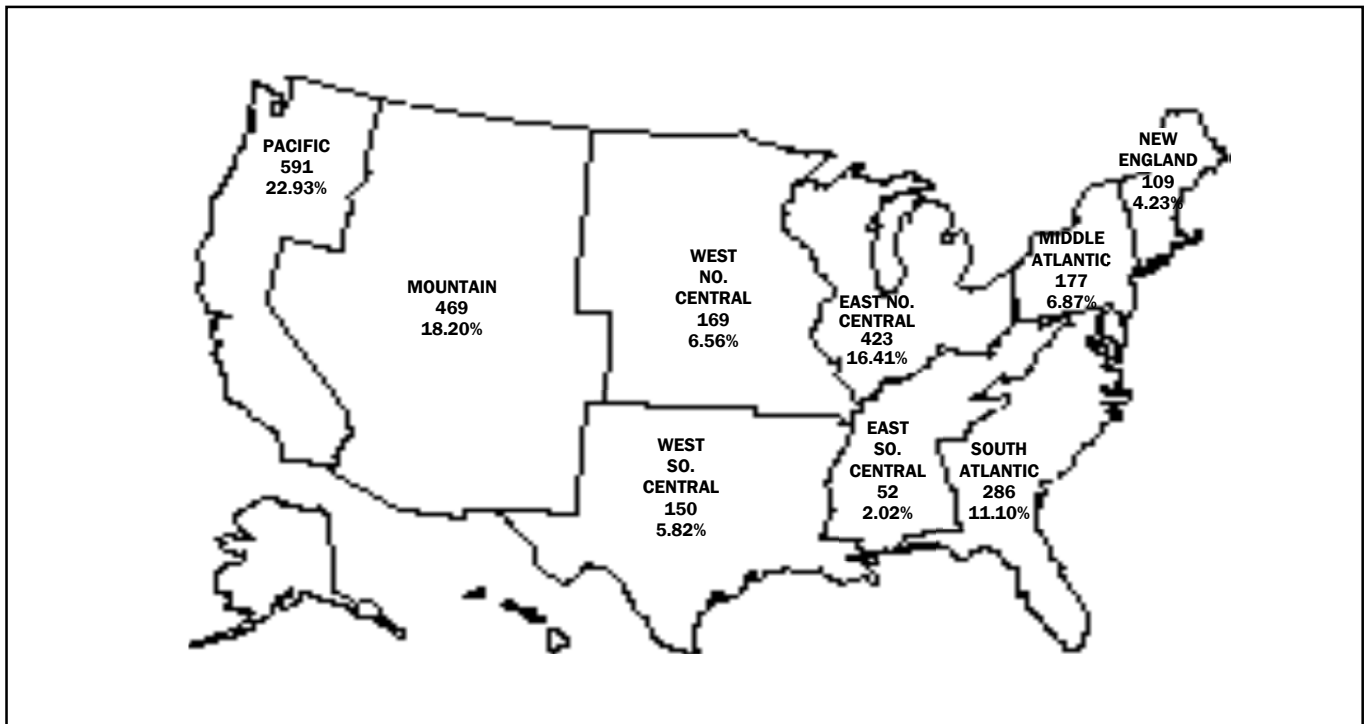
<b>7. NUMBER OF EMPLOYEES</b>			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 to 4	245	9.51	9.84
5 to 9	212	8.23	8.51
10 to 19	250	9.70	10.04
20 to 49	373	14.47	14.98
50 to 99	267	10.36	10.72
100 to 249	268	10.40	10.76
250 to 499	178	6.91	7.15
500 to 999	166	6.44	6.67
1,000 to 4,999	232	9.00	9.32
5,000 to 9,999	104	4.03	4.18
10,000 or more	195	7.57	7.83
Total Conference and Exhibit Only Attendees Identified by Number of Employees	2,490	96.62	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	87	3.38	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</b>	<b>100.00</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	361	14.01	14.51
No	2035	78.97	81.79
Graduate	92	3.57	3.70
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	2,488	96.55	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	89	3.45	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>2,577</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>109</b>	<b>4.23</b>
Maine	1	
New Hampshire	4	
Vermont	-	
Massachusetts	62	
Rhode Island	6	
Connecticut	36	
<b>MIDDLE ATLANTIC</b>	<b>177</b>	<b>6.87</b>
New York	43	
New Jersey	75	
Pennsylvania	59	
<b>EAST NO. CENTRAL</b>	<b>423</b>	<b>16.41</b>
Ohio	86	
Indiana	36	
Illinois	184	
Michigan	42	
Wisconsin	75	
<b>WEST NO. CENTRAL</b>	<b>169</b>	<b>6.56</b>
Minnesota	80	
Iowa	27	
Missouri	38	
North Dakota	-	
South Dakota	1	
Nebraska	7	
Kansas	16	
<b>SOUTH ATLANTIC</b>	<b>286</b>	<b>11.10</b>
Delaware	3	
Maryland	22	
Washington, DC	5	
Virginia	30	
West Virginia	2	
North Carolina	34	
South Carolina	16	
Georgia	82	
Florida	92	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>52</b>	<b>2.02</b>
Kentucky	15	
Tennessee	20	
Alabama	14	
Mississippi	3	
<b>WEST SO. CENTRAL</b>	<b>150</b>	<b>5.82</b>
Arkansas	1	
Louisiana	19	
Oklahoma	11	
Texas	119	
<b>MOUNTAIN</b>	<b>469</b>	<b>18.20</b>
Montana	-	
Idaho	9	
Wyoming	-	
Colorado	72	
New Mexico	9	
Arizona	49	
Utah	38	
Nevada	292	
<b>PACIFIC</b>	<b>591</b>	<b>22.93</b>
Alaska	-	
Washington	52	
Oregon	47	
California	490	
Hawaii	2	
<b>UNITED STATES</b>	<b>2,426</b>	<b>94.14</b>
<b>INTERNATIONAL</b>	<b>151</b>	<b>5.86</b>
Canada	88	
Mexico	12	
Other International	51	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>2,577</b>	<b>100.00</b>



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

We have examined the attendee records of EXHIBITORLIVE2017 held March 12 – 16 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.

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**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.