

## EVENT AUDIT

# EXHIBITORLIVE

### DATES OF EVENT:

Conference: February 25 – March 1, 2018  
 Exhibits: February 26 – 28, 2018

### 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: February 24 – 28, 2019  
 Exhibits: February 25 – 27, 2019  
 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
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>1,591</b>	<b>52.64</b>	<b>57.62</b>
Electronics/Computer/Communications	241	7.97	8.73
Industrial Equipment./Machinery	143	4.73	5.18
Healthcare	298	9.86	10.79
Other	909	30.08	32.92
<b>Non-Manufacturing</b>	<b>1,170</b>	<b>38.72</b>	<b>42.38</b>
Service Industry	986	32.63	35.71
Internet Products / Services	184	6.09	6.67
Total Conference and Exhibit Only Attendees Identified by Primary Business	2,761	91.36	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	261	8.64	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	905	29.95	31.72
Sales/Marketing Management.	703	23.26	24.64
Executive Management	487	16.12	17.07
Advertising/Promotion Management.	39	1.29	1.37
General Management.	219	7.25	7.68
Designer	201	6.65	7.05
Other	299	9.89	10.47
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	2,853	94.41	100.00
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	169	5.59	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	933	30.87	34.25
Specify	468	15.49	17.18
Recommend	902	29.85	33.11
No Role	421	13.93	15.46
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,724	90.14	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	298	9.86	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	857	28.36	32.01
Specify	455	15.06	17.00
Recommend	850	28.13	31.75
No Role	515	17.04	19.24
Total Conference and Exhibit Only Attendees Identified by Role in Purchasing	2,677	88.59	100.00
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchasing	345	11.41	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	314	10.39	11.67
\$50,001 to \$100,000	209	6.92	7.77
\$100,001 to \$200,000	217	7.18	8.06
\$200,001 to \$500,000	311	10.29	11.56
\$500,001 to \$1,000,000	263	8.70	9.77
Over \$1,000,000	343	11.35	12.75
Not Applicable	1,034	34.22	38.42
Total Conference and Exhibit Only Attendees Identified by Annual Trade Show Budget	2,691	89.05	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Trade Show Budget	331	10.95	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	393	13.00	14.57
\$50,001 to \$100,000	284	9.40	10.53
\$100,001 to \$200,000	206	6.82	7.64
\$200,001 to \$500,000	207	6.86	7.68
\$500,001 to \$1,000,000	137	4.53	5.08
Over \$1,000,000	268	8.87	9.94
Not Applicable	1,202	39.77	44.56
Total Conference and Exhibit Only Attendees Identified by Annual Corp. Event Budget	2,697	89.25	100.00
Total Conference and Exhibit Only Attendees Not Identified by Annual Corp. Event Budget	325	10.75	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</b>	<b>100.00</b>	<b>100.00</b>

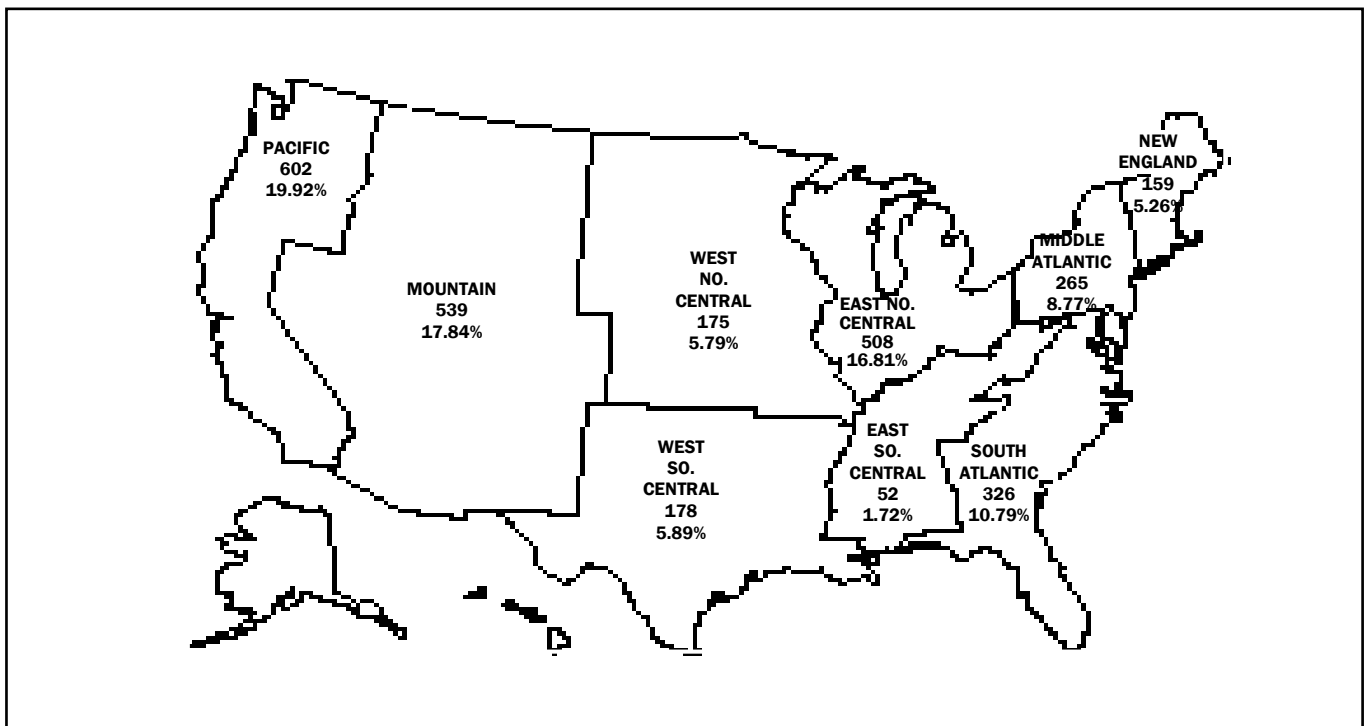
<b>7. NUMBER OF EMPLOYEES</b>			
NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES
1 to 4	305	10.09	11.30
5 to 9	247	8.17	9.15
10 to 19	244	8.07	9.04
20 to 49	372	12.31	13.78
50 to 99	266	8.80	9.86
100 to 249	332	10.99	12.30
250 to 499	212	7.02	7.85
500 to 999	168	5.56	6.22
1,000 to 4,999	224	7.41	8.30
5,000 to 9,999	114	3.77	4.22
10,000 or more	215	7.12	7.98
Total Conference and Exhibit Only Attendees Identified by Number of Employees	2,699	89.31	100.00
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees	323	10.69	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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	396	13.10	13.95
No	2,331	77.13	82.10
Graduate	112	3.71	3.95
Total Conference and Exhibit Only Attendees Identified by Enrolled in CTSM Program	2,839	93.94	100.00
Total Conference and Exhibit Only Attendees Not Identified by Enrolled in CTSM Program	183	6.06	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>3,022</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>159</b>	<b>5.26</b>
Maine	3	
New Hampshire	10	
Vermont	1	
Massachusetts	112	
Rhode Island	4	
Connecticut	29	
<b>MIDDLE ATLANTIC</b>	<b>265</b>	<b>8.77</b>
New York	88	
New Jersey	101	
Pennsylvania	76	
<b>EAST NO. CENTRAL</b>	<b>508</b>	<b>16.81</b>
Ohio	109	
Indiana	28	
Illinois	224	
Michigan	56	
Wisconsin	91	
<b>WEST NO. CENTRAL</b>	<b>175</b>	<b>5.79</b>
Minnesota	84	
Iowa	22	
Missouri	41	
North Dakota	3	
South Dakota	-	
Nebraska	9	
Kansas	16	
<b>SOUTH ATLANTIC</b>	<b>326</b>	<b>10.79</b>
Delaware	8	
Maryland	33	
Washington, DC	7	
Virginia	41	
West Virginia	-	
North Carolina	45	
South Carolina	17	
Georgia	114	
Florida	61	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>52</b>	<b>1.72</b>
Kentucky	14	
Tennessee	21	
Alabama	14	
Mississippi	3	
<b>WEST SO. CENTRAL</b>	<b>178</b>	<b>5.89</b>
Arkansas	3	
Louisiana	16	
Oklahoma	10	
Texas	149	
<b>MOUNTAIN</b>	<b>539</b>	<b>17.84</b>
Montana	1	
Idaho	19	
Wyoming	-	
Colorado	59	
New Mexico	6	
Arizona	74	
Utah	39	
Nevada	341	
<b>PACIFIC</b>	<b>602</b>	<b>19.92</b>
Alaska	-	
Washington	58	
Oregon	33	
California	509	
Hawaii	2	
<b>UNITED STATES</b>	<b>2,804</b>	<b>92.79</b>
<b>INTERNATIONAL</b>	<b>218</b>	<b>7.21</b>
Canada	115	
Mexico	35	
Other International	68	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,022</b>	<b>100.00</b>



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

We have examined the attendee records of EXHIBITORLIVE2018 held February 25-March 1, 2018 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.

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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.