

Expo! Expo!

IAEE's Annual Meeting & Exhibition 2016



EVENT AUDIT

It's all about
ACTION

**DATES OF EVENT:**

Conference: December 6 - 8, 2016
Exhibits: December 6 - 7, 2016

LOCATION:

Anaheim, CA

EVENT PRODUCER/MANAGER:

Company Name: International Association of Exhibitions and Events
Address: 12700 Park Central Drive, Suite 308
Dallas, TX 75251
Phone: (972) 458-8002
Website (Show): www.iaee.com

REGISTRATION COMPANY:

Streampoint Solutions

YEAR EVENT ESTABLISHED:

1992

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: November 28 - 30, 2017
Exhibits: November 28 - 29, 2017

LOCATION:

San Antonio, TX

1. STATEMENT OF MARKET SERVED

Independent, consumer, corporate, and association exhibition and event organizers; suppliers to the exhibition industry.
Qualified attendees are exhibition and event managers and suppliers to the exposition industry.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All advance registrants were required to pick up their badges on-site before they could enter the meeting areas. When a badge was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

| Year which Event was Held | Event Location | Conference & Exhibition Only Attendees | Media | Speakers | Sub-Total: Attendees (excluding Exhibitors) | Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff | Total |
|---------------------------|-----------------|--|-------|----------|---|--|-------|
| 2016 | Anaheim, CA | 1,196 | 20 | 68 | 1,284 | 939 | 2,223 |
| 2015 | Baltimore, MD | 1,370 | 16 | 63 | 1,449 | 933 | 2,382 |
| 2014 | Los Angeles, CA | 1,299 | 25 | 76 | 1,400 | 825 | 2,225 |
| 2013 | Houston, TX | 1,123 | 18 | 76 | 1,217 | 717 | 1,934 |
| 2012 | Orlando, FL | 1,152 | 36 | 76 | 1,264 | 733 | 1,997 |
| 2011 | Las Vegas, NV | 1,307 | 34 | 60 | 1,401 | 807 | 2,208 |

| 4. BADGE CODE | | |
|---------------------------------|-----------------|------------------|
| BADGE CODE | TOTAL ATTENDEES | PERCENT OF TOTAL |
| Association Organizer | 444 | 34.6 |
| Corporate Organizer | 160 | 12.5 |
| Exhibiting Supplier | 261 | 20.3 |
| Independent Organizer | 220 | 17.1 |
| Non-exhibiting Supplier | 66 | 5.1 |
| Public/Consumer Organizer | 27 | 2.1 |
| Press | 20 | 1.6 |
| Speaker | 68 | 5.3 |
| Student | 14 | 1.1 |
| University or College Professor | 4 | 0.3 |
| | 1,284 | 100.0 |

| 5. POSITION | | | |
|---|-----------------|------------------|--------------------------------|
| POSITION | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY POSITION |
| Owner | 67 | 5.2 | 5.8 |
| President/CEO/Executive Director | 116 | 9.0 | 10.0 |
| Senior Executive (CFO/COO/CMO/EVP) | 67 | 5.2 | 5.8 |
| Vice President | 117 | 9.1 | 10.1 |
| Director | 265 | 20.6 | 22.9 |
| Manager | 364 | 28.4 | 31.4 |
| Coordinator | 134 | 10.4 | 11.6 |
| Assistant | 19 | 1.5 | 1.6 |
| Student | 2 | 0.2 | 0.1 |
| University Faculty | 8 | 0.6 | 0.7 |
| Total Attendees (excluding Exhibitors) Identified by Position | 1,159 | 90.2 | 100.0 |
| Total Attendees (excluding Exhibitors) Not Identified by Position | 125 | 9.8 | - |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | 100.0 |

| 6. TYPES OF EVENTS | | | |
|--|-----------------|------------------|---------------------------------------|
| TYPE OF EVENT | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPES OF EVENTS |
| Business-to-business exhibition (BtoB) with conference component | 672 | 52.3 | 80.6 |
| Business-to-business exhibition (BtoB) without conference component | 187 | 14.6 | 22.4 |
| Consumer/Public Exhibition (BtoC) with conference component | 191 | 14.9 | 22.9 |
| Consumer/Public Exhibition (BtoC) without conference component | 115 | 9.0 | 13.8 |
| Proprietary/Corporate Exhibition/Event (physical only) | 76 | 5.9 | 9.1 |
| Hosted Buyer Events - Small Groups or One-on-Ones | 115 | 9.0 | 13.8 |
| BtoB Hybrid exhibition (physical and online component) | 30 | 2.3 | 3.6 |
| BtoC Hybrid exhibition (physical and online component) | 21 | 1.6 | 2.5 |
| Stand alone virtual exhibition | 20 | 1.6 | 2.4 |
| Board Meetings | 346 | 27.0 | 41.5 |
| Committee & Task Force Meetings | 257 | 20.0 | 30.8 |
| Product Launch | 77 | 6.0 | 9.2 |
| Sales or Incentive Meetings | 63 | 4.9 | 7.6 |
| Other | 53 | 4.1 | 6.4 |
| Total Attendees (excluding Exhibitors) Identified by Types of Events | 834 | 65.0 | |
| Total Attendees (excluding Exhibitors) Not Identified by Types of Events | 450 | 35.0 | |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | |

The above counts and percentages are based on 1,284 attendees, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

| 7. ROLE IN PURCHASING | | | |
|---|-----------------|------------------|----------------------------|
| ROLE IN PURCHASING | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY ROLE |
| Allocate budget (deciding how much to spend on those products or services) | 115 | 9.0 | 13.9 |
| Provide information to others in the organization | 119 | 9.3 | 14.4 |
| Specify product requirements | 22 | 1.7 | 2.6 |
| Recommend solutions | 260 | 20.3 | 31.4 |
| Make the final decision | 193 | 15.0 | 23.3 |
| None I am not involved in purchasing decisions for events/meetings | 119 | 9.3 | 14.4 |
| Total Attendees (excluding Exhibitors) Identified by Role in Purchasing | 828 | 64.5 | 100.0 |
| Total Attendees (excluding Exhibitors) Not Identified by Role in Purchasing | 456 | 35.5 | -- |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | 100.0 |

| 8. TYPE(S) OF VENUES | | | |
|--|-----------------|------------------|-------------------------------------|
| TYPE OF VENUE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY TYPE OF VENUE |
| Convention Center facility | 771 | 60.1 | 92.5 |
| Hotel | 473 | 36.8 | 56.7 |
| Hotel with exhibit space | 551 | 42.9 | 66.1 |
| Airport hotel | 98 | 7.6 | 11.8 |
| Resort | 307 | 23.9 | 36.8 |
| Conference center | 310 | 24.1 | 37.2 |
| Outside facility | 136 | 10.6 | 16.3 |
| Educational Institution | 91 | 7.1 | 10.9 |
| Total Attendees (excluding Exhibitors) identified by Type of Venue | 834 | 65.0 | |
| Total Attendees (excluding Exhibitors) Not Identified by Type of Venue | 450 | 35.0 | |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | |

The above counts and percentages are based on 1,284 attendees, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

| 9. NET SQUARE FOOTAGE OF LARGEST EVENT | | | |
|---|-----------------|------------------|--|
| NET SQUARE FOOTAGE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY NET SQUARE FOOTAGE |
| Under 10,000 nsf (929 m2) | 63 | 4.9 | 7.6 |
| 10,001-30,000 nsf (929 - 2,787 m2) | 61 | 4.7 | 7.3 |
| 30,001-50,000 nsf (2,787-4,645 m2) | 47 | 3.7 | 5.7 |
| 50,001-75,000 nsf (4,645-6,968 m2) | 72 | 5.6 | 8.7 |
| 75,001-100,000 nsf (6,968-9,290 m2) | 83 | 6.5 | 10.0 |
| 100,001-199,999 nsf (9,290-18,580 m2) | 116 | 9.0 | 13.9 |
| 200,000-500,000 nsf (18,580-46,452 m2) | 171 | 13.3 | 20.6 |
| 500,001-750,000 nsf (46,452-69,677 m2) | 126 | 9.8 | 15.1 |
| Over 750,000 nsf (69,677 m2) | 92 | 7.2 | 11.1 |
| Total Attendees (excluding Exhibitors) Identified by Square Footage | 831 | 64.7 | 100.0 |
| Total Attendees (excluding Exhibitors) Not Identified by Square Footage | 453 | 35.3 | -- |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | 100.0 |

| 10. NUMBER OF HOTEL ROOMS REQUIRED ON PEAK NIGHT | | | |
|--|-----------------|------------------|---|
| NUMBER OF HOTEL ROOMS | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY NUMBER OF HOTEL ROOMS |
| Less than 200 | 97 | 7.5 | 11.6 |
| 200-500 | 91 | 7.1 | 10.9 |
| 501-1,500 | 151 | 11.8 | 18.1 |
| 1,501-3,000 | 128 | 10.0 | 15.4 |
| 3,001-5,000 | 109 | 8.5 | 13.1 |
| Over 5,000 | 258 | 20.1 | 30.9 |
| Total Attendees (excluding Exhibitors) Identified by Number of Hotel Rooms | 834 | 65.0 | 100.0 |
| Total Attendees (excluding Exhibitors) Not Identified by Number of Hotel Rooms | 450 | 35.0 | -- |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | 100.0 |

| 11. FIRST TIME/NEW MEMBER | | |
|----------------------------------|-----------------|------------------|
| FIRST TIME/NEW MEMBER | TOTAL ATTENDEES | PERCENT OF TOTAL |
| New Member (1/1/16) | 194 | 15.1 |
| First Expo! Expo! Meeting | 203 | 15.8 |

Based on 1,284 Attendees excluding exhibitors

| 12. NORTH AMERICA REGIONS HOLD OR PLAN TO HOLD EVENTS | | | |
|---|-----------------|------------------|---|
| NORTH AMERICAN GEOGRAPHIC REGIONS | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY GEOGRAPHIC REGION |
| Canada | 143 | 11.1 | 17.2 |
| Mexico/Central America | 113 | 8.8 | 13.6 |
| Puerto Rico/Caribbean Islands | 48 | 3.7 | 5.8 |
| US Northeast | 582 | 45.3 | 69.8 |
| US Northwest | 467 | 36.4 | 56.0 |
| US Southeast | 558 | 43.5 | 66.9 |
| US Southwest | 622 | 48.4 | 74.6 |
| Total Attendees (excluding Exhibitors) Identified by North America Region | 834 | 65.0 | |
| Total Attendees (excluding Exhibitors) Not Identified by North America Region | 450 | 35.0 | |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | |

The above counts and percentages are based on 1,284 attendees, excluding exhibitors. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

| 13. INTERNATIONAL COUNTRIES HOLD OR PLAN TO HOLD EVENTS | | | |
|---|-----------------|------------------|---|
| INTERNATIONAL COUNTRIES | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY GEOGRAPHIC REGION |
| American Samoa | 3 | 0.2 | 0.4 |
| Argentina | 1 | 0.1 | 0.1 |
| Australia | 3 | 0.2 | 0.4 |
| Austria | 1 | 0.1 | 0.1 |
| Belgium | 2 | 0.2 | 0.2 |
| Brazil | 4 | 0.3 | 0.5 |
| Chile | 4 | 0.3 | 0.5 |
| China | 29 | 2.2 | 3.4 |
| Denmark | 2 | 0.2 | 0.2 |
| France | 5 | 0.4 | 0.6 |
| Germany | 19 | 1.4 | 2.3 |
| India | 11 | 0.8 | 1.3 |
| Ireland | 1 | 0.1 | 0.1 |
| Japan | 7 | 0.5 | 0.8 |
| Malaysia | 2 | 0.2 | 0.2 |
| Netherlands | 5 | 0.4 | 0.6 |
| Panama | 2 | 0.2 | 0.2 |
| Peru | 1 | 0.1 | 0.1 |
| Portugal | 2 | 0.2 | 0.2 |
| Russia | 6 | 0.4 | 0.7 |
| Russian Federation | 1 | 0.1 | 0.1 |
| Singapore | 6 | 0.5 | 0.7 |
| South Africa | 2 | 0.2 | 0.2 |
| Spain | 6 | 0.5 | 0.7 |
| Switzerland | 2 | 0.2 | 0.2 |
| Taiwan | 12 | 0.9 | 1.4 |
| Turkey | 1 | 0.1 | 0.1 |
| United Arab Emirates | 4 | 0.3 | 0.5 |
| United Kingdom | 20 | 1.5 | 2.5 |
| Other | 16 | 1.2 | 1.9 |
| I do not plan international meetings | 668 | 52.0 | 78.8 |
| Total Attendees (excluding Exhibitors) Identified by International Region | 848 | 66.0 | 100.0 |
| Total Attendees (excluding Exhibitors) Not Identified by International Region | 436 | 34.0 | -- |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 | 100.0 |

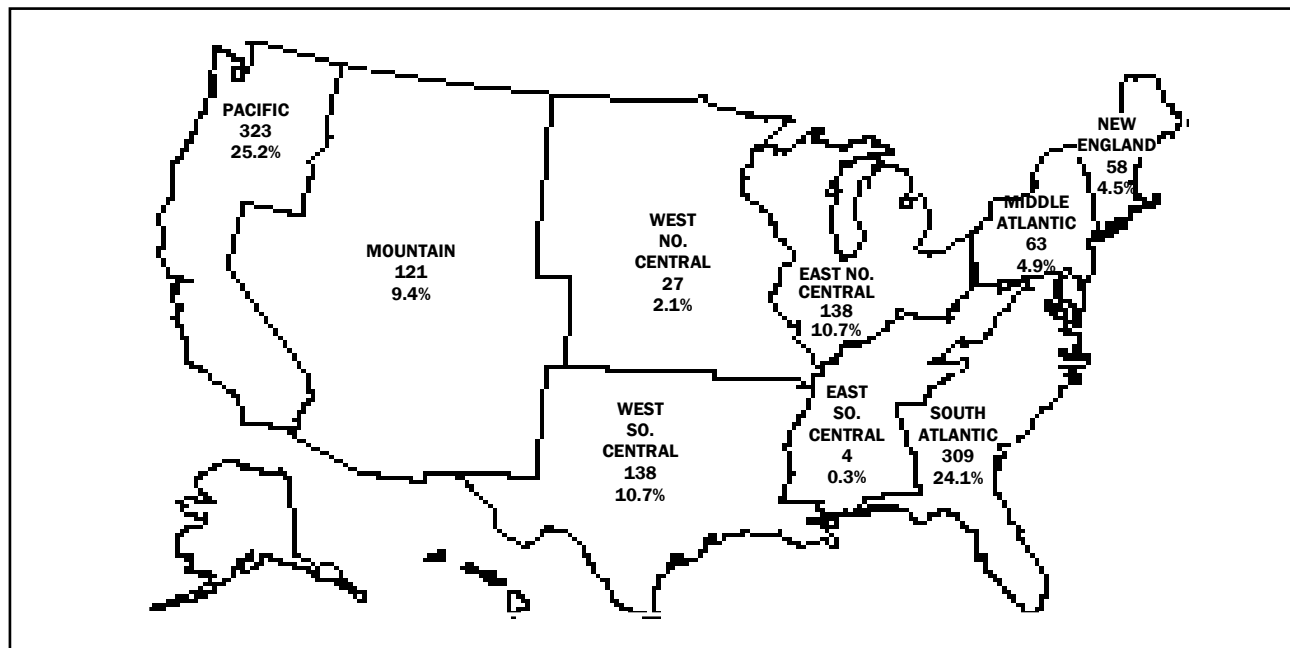
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14. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES (EXCLUDING EXHIBITORS)

| STATE | TOTAL | PERCENT |
|-------------------------|------------|-------------|
| NEW ENGLAND | 58 | 4.5 |
| Maine | 3 | |
| New Hampshire | 2 | |
| Vermont | - | |
| Massachusetts | 18 | |
| Rhode Island | 3 | |
| Connecticut | 32 | |
| MIDDLE ATLANTIC | 63 | 4.9 |
| New York | 30 | |
| New Jersey | 21 | |
| Pennsylvania | 12 | |
| EAST NO. CENTRAL | 138 | 10.7 |
| Ohio | 13 | |
| Indiana | 9 | |
| Illinois | 87 | |
| Michigan | 13 | |
| Wisconsin | 16 | |
| WEST NO. CENTRAL | 27 | 2.1 |
| Minnesota | 12 | |
| Iowa | 1 | |
| Missouri | 7 | |
| North Dakota | - | |
| South Dakota | - | |
| Nebraska | - | |
| Kansas | 7 | |
| SOUTH ATLANTIC | 309 | 24.1 |
| Delaware | 2 | |
| Maryland | 43 | |
| Washington, DC | 49 | |
| Virginia | 124 | |
| West Virginia | 2 | |
| North Carolina | 8 | |
| South Carolina | - | |
| Georgia | 49 | |
| Florida | 32 | |
| EAST SO. CENTRAL | 4 | 0.3 |
| Kentucky | - | |
| Tennessee | 2 | |
| Alabama | 2 | |
| Mississippi | - | |

| STATE | TOTAL | PERCENT |
|---|--------------|--------------|
| WEST SO. CENTRAL | 138 | 10.7 |
| Arkansas | - | |
| Louisiana | 7 | |
| Oklahoma | 3 | |
| Texas | 128 | |
| MOUNTAIN | 121 | 9.4 |
| Montana | 1 | |
| Idaho | - | |
| Wyoming | - | |
| Colorado | 37 | |
| New Mexico | 2 | |
| Arizona | 16 | |
| Utah | 5 | |
| Nevada | 60 | |
| PACIFIC | 323 | 25.2 |
| Alaska | - | |
| Washington | 13 | |
| Oregon | 3 | |
| California | 307 | |
| Hawaii | - | |
| UNITED STATES | 1,181 | 92.0 |
| INTERNATIONAL | 103 | 8.0 |
| Canada | 22 | |
| Mexico | 18 | |
| Other International | 63 | |
| TOTAL ATTENDEES (EXCLUDING EXHIBITORS) | 1,284 | 100.0 |

| COUNTRY COUNTS OF 63 INTERNATIONAL VISITORS | | | |
|---|---|--------------------|----|
| Australia | 8 | Portugal | 1 |
| China | 8 | Russian Federation | 1 |
| France | 1 | Singapore | 2 |
| Germany | 1 | Sweden | 2 |
| India | 5 | Switzerland | 2 |
| Myanmar | 2 | Taiwan | 18 |
| Netherlands | 1 | Thailand | 3 |
| Panama | 1 | United Kingdom | 7 |



7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
www.exhibitsurveys.com



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.

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

We have examined the attendee records of IAEE's Expo! Expo! held December 6–8, in Anaheim, California 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