

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

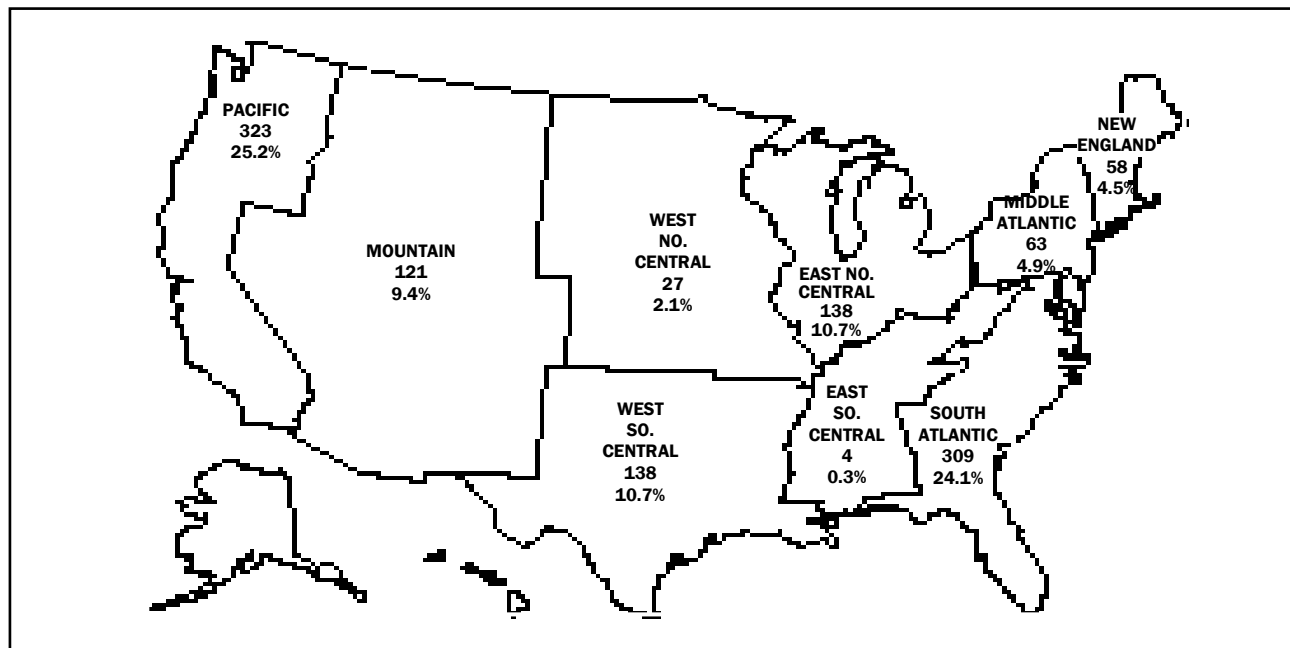
T

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

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

