



CRITERION EXPO

DATES OF EVENT:

Conference: January 3-6, 2006
 Exhibits: January 4-6, 2006

LOCATION:

Honolulu, HI

EVENT PRODUCER/MANAGER:

Company Name: Channel Island Communications
 Address and Website (Show): 123 Aloha Street
 Santa Barbara, CA 97013
 www.criterionexpo.com
 Phone: 567-893-0000
 Fax: 567-894-0001



REGISTRATION COMPANY:

Registration International, LLC

YEAR EVENT ESTABLISHED:

2000

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: January 5-8, 2007
 Exhibits: January 6-8, 2007

Location:

Hossegor, France

1. STATEMENT OF MARKET SERVED

Products and services geared to professionals in the creative content and media development area for the home, on-line, corporate or consumer applications. The event brings together attendees and exhibitors with like minds to do business, exchange ideas and network

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts and Speakers included in this Audit Report were verified as having actually attended the Event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering on-site, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control. A review of the entire database was performed to eliminate duplicate records and check for missing data.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2005	Honolulu, HI	5,876	10,899	16,775	135	457	2,356	19,723

* Not Audited. Verified and on-site counts taken from the registration database provided by the registration company.

4. AUDITED PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Advertising-Public Relations	1,145	6.8	8.9
Consultant-Business Services	1,478	8.8	11.6
Design-Creative Services	1,899	11.3	14.9
Education: High Ed/Corporate Training	2,012	12.0	15.7
Film-Video-TV	2,028	12.1	15.8
Software/Application Development	1,840	11.0	14.4
Web Design	2,397	14.3	18.7
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	12,799	76.3	
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	3,976	23.7	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,775	100.0	

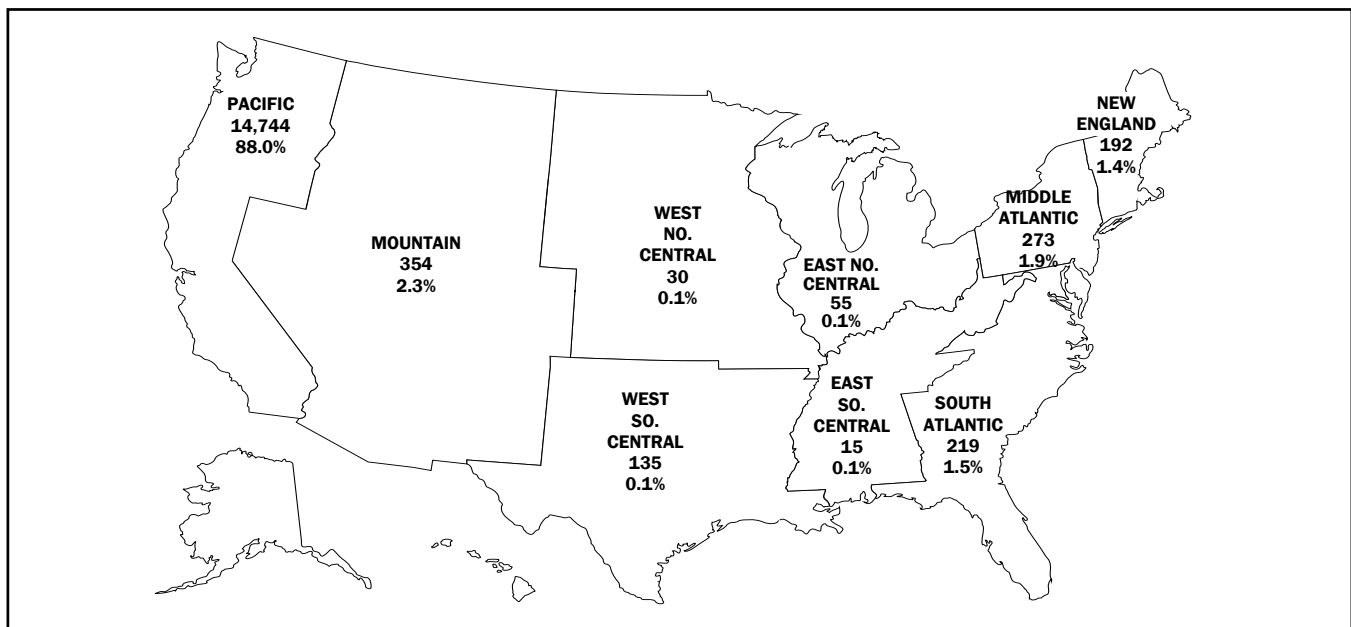
5a. AUDITED PRIMARY JOB TITLE			
PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
CEO/President	657	3.9	4.9
Vice President/Director	754	4.5	5.6
Manager	2,567	15.3	18.9
Sales/Marketing	1,976	11.8	14.6
Consultant	1,764	10.5	13.0
Associate	2,305	13.7	17.0
Other	3,507	21.0	26.0
Total Conference and Exhibit Only Attendees Identified by Primary Job Title	13,530	80.7	
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Title	3,245	19.3	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,775	100.0	

5b. AUDITED PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
CEO	641	3.8	4.8
Vice President/Director	802	4.8	6.1
Management/Developer/Network Manager/Marketing Manager/Sales Manager	2,875	17.1	21.7
Sales Engineer/Marketing Engineer	1,465	8.7	11.1
Self Employed/Consulting/Analyst	1,657	9.9	12.5
Content Developer/Admin/Web Designer	3,360	20.0	25.3
Other	2,456	14.6	18.5
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	13,256	78.9	
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	3,519	21.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,775	100.0	

8. AUDITED GEOGRAPHIC BREAKDOWN OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	192	1.4
Maine	13	
New Hampshire	23	
Vermont	23	
Massachusetts	45	
Rhode Island	17	
Connecticut	71	
MIDDLE ATLANTIC	273	1.9
New York	211	
New Jersey	28	
Pennsylvania	34	
EAST NO. CENTRAL	55	0.1
Ohio	9	
Indiana	5	
Illinois	21	
Michigan	10	
Wisconsin	10	
WEST NO. CENTRAL	30	0.1
Minnesota	11	
Iowa	5	
Missouri	4	
North Dakota	-	
South Dakota	-	
Nebraska	7	
Kansas	3	
SOUTH ATLANTIC	219	1.5
Delaware	6	
Maryland	9	
Washington, DC	131	
Virginia	14	
West Virginia	-	
North Carolina	-	
South Carolina	-	
Georgia	-	
Florida	59	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	15	0.1
Kentucky	4	
Tennessee	4	
Alabama	5	
Mississippi	2	
WEST SO. CENTRAL	135	0.1
Arkansas	6	
Louisiana	12	
Oklahoma	2	
Texas	115	
MOUNTAIN	354	2.3
Montana	-	
Idaho	-	
Wyoming	-	
Colorado	67	
New Mexico	46	
Arizona	134	
Utah	6	
Nevada	101	
PACIFIC	14,744	88.0
Alaska	622	
Washington	437	
Oregon	226	
California	3,332	
Hawaii	10,228	
UNITED STATES	16,020	95.5
INTERNATIONAL	543	3.2
Canada	226	
Mexico	87	
Other International	230	
Not Identified	212	1.3
Total Conference & Exhibit Attendees	16,775	100.0



REGISTRATION FORM

STEP 1 ATTENDEE

Please Complete the Following:
(Must be completed for registration to be processed.)

1. Management Level (check ONE only)

- a. Owner, President, Corp. Officer
- b. Vice President, Senior Executive
- c. Publisher, Associate Publisher
- d. Editor
- e. Director/Manager
- f. Staff
- g. Other (please specify)

2. Principal Job Function (check ONE only)

- a. Ad Sales
- b. Art/Design
- c. Circulation
- d. Editorial
- e. Executive/General Management
- f. Finance
- g. Marketing/Promotion
- h. New Media
- i. Production/Manufacturing
- j. Publisher
- k. Research
- l. Other (please specify)

3. Years in Magazine Publishing (check ONE only)

- a. Less than 1 year
- b. 1 - 5 years
- c. 6 - 10 years
- d. More than 10 years

4. Type of publication(s) you work with (check ALL that apply)

- a. Association
- b. Business-to-Business/Trade
- c. Corporate Communications
- d. Enthusiast/Special Interest
- e. Mass Market Consumer
- f. Newsletters
- g. Online
- h. Other (please specify)

5. What is the circulation of the largest publication in which you are involved? (check ONE only)

- a. Under 10,000
- b. 10,000 - 24,999
- c. 25,000 - 74,999
- d. 75,000 - 199,999
- e. 200,000 - 750,000
- f. 750,000 - 999,999
- g. 1 million or more

6. I am a member of (check ALL that apply).

- | | |
|---|----------------------------------|
| a. <input type="checkbox"/> ABM | n. <input type="checkbox"/> MPA |
| b. <input type="checkbox"/> ASAE | o. <input type="checkbox"/> NAPR |
| c. <input type="checkbox"/> AMA | p. <input type="checkbox"/> NEPA |
| d. <input type="checkbox"/> ASME | q. <input type="checkbox"/> NPES |
| e. <input type="checkbox"/> APPM | r. <input type="checkbox"/> OPA |
| f. <input type="checkbox"/> CRMA | s. <input type="checkbox"/> PBAA |
| g. <input type="checkbox"/> HPP | t. <input type="checkbox"/> SNAP |
| h. <input type="checkbox"/> FLMagAssoc. | u. <input type="checkbox"/> SPD |
| i. <input type="checkbox"/> FMA | v. <input type="checkbox"/> STC |
| j. <input type="checkbox"/> GAIN | w. <input type="checkbox"/> WVPP |
| k. <input type="checkbox"/> IDEAlliance | |
| l. <input type="checkbox"/> MAGS | |

7. Purchasing Authority (check ONE only)

- a. Authorize
- b. Recommend
- c. Not applicable

Online: www.folioshow.com Fax: 817-277-7616 (include credit card information) Phone: 203-854-6730 x1129
Mail: FOLIOSHOW c/o Custom Registration, Inc., 2020 E. Randol Mill Rd., Ste. 307, Arlington, TX 76011 (include check or credit card info)

STEP 2 GENERAL INFORMATION

Please print name as you would like it to appear on badge. Copy for additional registrants. No one under 18 admitted.

First Name _____ Last Name _____
 Title _____ Magazine Title _____
 Company _____
 Address _____
 City _____ State/Province _____ ZIP/Postal Code _____ Country _____
 Phone _____ Fax _____ EMail * _____

* By providing you grant Red 7 Media permission to contact you via email regarding your registration as well as to receive updates on FOLIOSHOW and/or updates and promotional material from exhibitors.

STEP 3 REGISTRATION OPTIONS

Note: Conference Program includes access to the following: Concurrent Sessions, Keynotes, Special Events, Networking Luncheons and all Exhibit Hall Functions. Celebration of Excellence Awards Gala is NOT included. You must purchase a ticket separately.

<input type="checkbox"/> FULL CONFERENCE PASS with Boot Camp Conference Program plus Boot Camps on Monday	Onsite \$1575 \$ _____
<input type="checkbox"/> FULL CONFERENCE PASS (2-days only) Conference Program Wednesday - Thursday	\$1275 \$ _____
<input type="checkbox"/> ONE-DAY CONFERENCE PASS or Boot Camp Includes lunches, concurrent sessions, keynotes and all exhibit hall functions that day.	\$ 845 \$ _____
<input type="checkbox"/> EXHIBIT HALL PASSPORT (includes food and in-hall sessions)	\$299 \$ _____
<input type="checkbox"/> EXHIBIT HALL ONLY	\$ 50 \$ _____

STEP 4 SESSION SELECTIONS

If you are attending a Boot Camp, you MUST select one below. Circle the session(s) you wish to attend below. Single Session price does not apply to Boot Camps.

Tuesday Boot Camp: 9:00 am - 4:00 pm T01 T02 T03 T04 T05 T06 T07	Thursday 8:00 am - 9:30 am WIPP Breakfast (please circle if you plan to attend) 9:45 am - 11:00 am TH01 TH05 TH09 TH13 TH17 TH21 11:00 pm - 12:15 pm TH02 TH06 TH10 TH14 TH18 TH22 1:15 am - 2:30 pm W02 W05 W08 W11 W14 W17 2:15 pm - 3:30 pm TH03 TH07 TH11 TH15 TH19 TH23 2:30 - 3:45 pm W03 W06 W09 W12 W15 W18
Critique Clinics, Wednesday 3:30 - 4:30 pm (please circle if you plan to participate) CC01 CC02 CC03 CC04 CC05	Critique Clinics, Wednesday 2:00 - 3:00 pm (please circle if you plan to participate) CC06 CC07 CC08 CC09 CC10

STEP 5 CELEBRATION OF EXCELLENCE AWARDS GALA (Presentation of the

Tuesday, November 2 Reception at 6:30 pm; Dinner at 7:00 pm. Seating is Limited.

<input type="checkbox"/> DINNER & CEREMONY (Includes Exhibit Hall Only Pass)	If Paid By 10/18 \$250 If Paid After 10/18 \$250 Onsite \$350 \$ _____
<input type="checkbox"/> EXCLUSIVE TABLES OF TEN: Bring Your Entire Team and Save! We want to purchase _____ table(s) of ten @ \$2,000 = \$ _____	

Note: A separate registration form is required for each individual at the table. Tables MUST be purchased prior to the Show date.
REQUIRED: Key contact for Table of Ten: Name: _____ Phone: _____ Signature: _____
 Email: _____ **Sub Total B \$ _____**

STEP 6 METHOD OF PAYMENT

Check or money order enclosed (payable to FOLIOSHOW in U.S. Dollars drawn on a U.S. bank) Check # _____
 Credit Card: MasterCard VISA AMEX
 Card Number: _____ Exp. Date: _____
 Card Holder Name: _____ Signature: _____

*Registrations will not be processed without full payment. Registrations with declined or invalid credit cards will not be processed.
CANCELLATION/REFUNDS: Cancellation Deadline is 10/14/05. All cancellations (including Conference Passes, Sessions, Boot Camp, Executive Summit and Awards Gala) must be received in writing by October 14, 2005 to receive a refund minus a \$75 processing fee. Refund requests received after October 14 2005 will not be refunded. All requests are processed post-show.

STATEMENT OF CERTIFICATION - AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events 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 corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, 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.

BPA Worldwide

Shelton, CT

March 31, 2006

ID Number:



SAMPLE ATTENDEE SURVEY DATA

In this section of **Event Insights**, you can incorporate results from the attendee survey. You can include the full report, the Key Findings from the Executive Summary, and/or selective graphs and tables from the Detailed Findings section of the report. You decide and control what is included from the following standard results and/or special metrics you choose to add to the survey.

Standard Survey Results

- **Audience Quality and Profile Characteristics:**
 - Product interest for major products exhibited
 - Buying plans as a result of attending (overall and/or by specific product)
 - Buying influence levels overall and/or by major product categories (final say, specify supplier, recommend, no role)
 - Dollar volume of planned expenditures for type products exhibited
 - Type business/organization
 - Job title/function/professional role
 - Size of company (number of employees)
 - Miles traveled to attend

- **Audience Activity Characteristics:**
 - History of attendance at exhibition
 - Other exhibitions attended and percentage who attend no other events
 - Number of hours and days spent viewing exhibits
 - Traffic density

- **Attendee Satisfaction:**
 - Reasons for attending
 - Overall value of exhibition based on reasons for attending

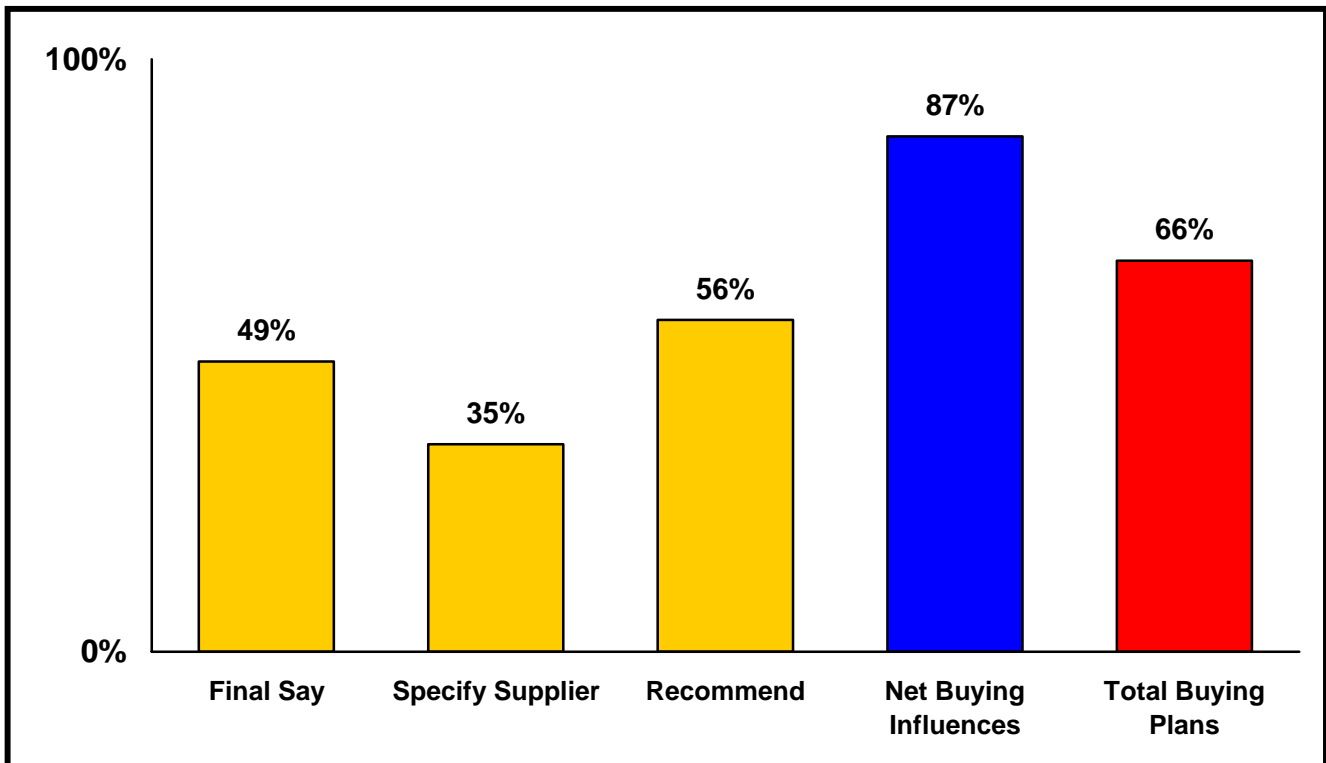
- **Attendee Promotion Evaluation:**
 - How attendees heard about the show
 - Publications read regularly

The next two pages give examples of selected Key Findings from the Executive Summary of the report. A sample of a full attendee survey report is available on request that will give you an idea of what can be incorporated in this section of **Event Insights**.

Key Findings

1. Quality and Buying Power of the Audience

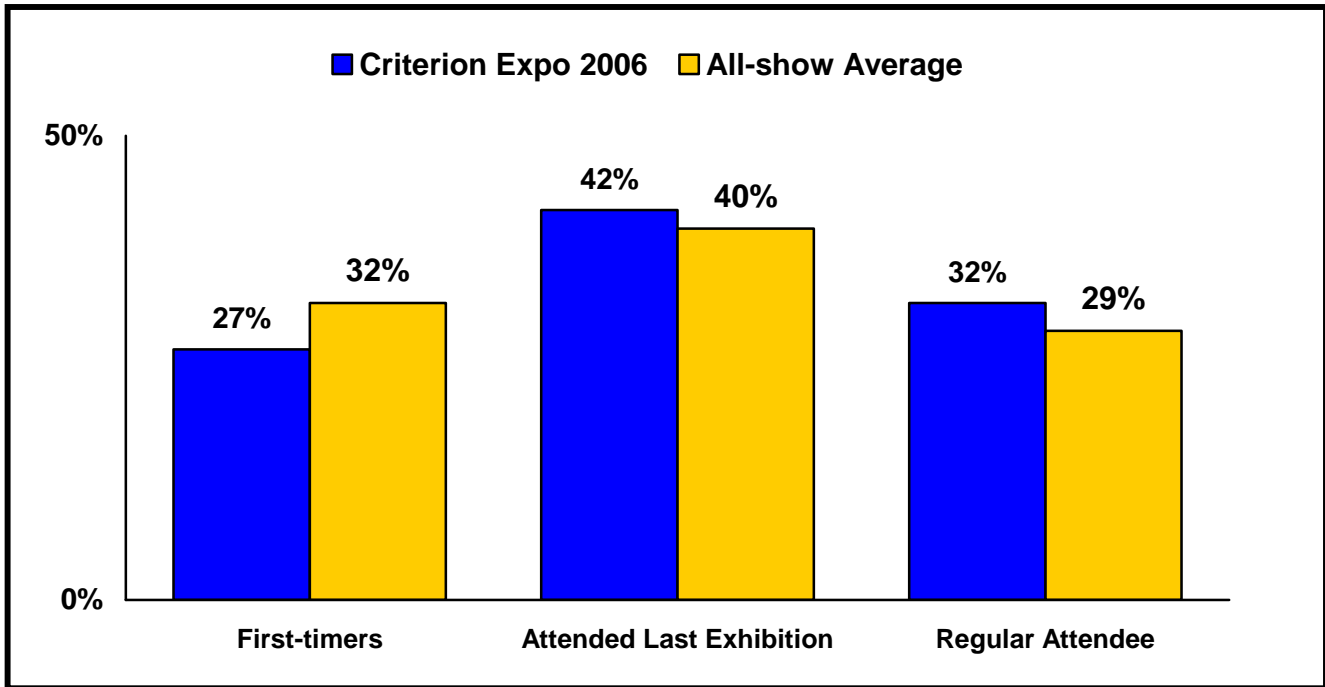
- Attendees at Criterion Expo were interested in multiple products. The areas of highest interest were Product/Service A (81%), Product/Service B (60%), and Product/Service D (28%). Product interest is the best indicator of an exhibitor's potential for success in your show.



- The average planned expenditure for the types of products and services exhibited at the exhibition is \$1,200,000 with a median of \$375,000.
- A total of 40% of the attendees represent small businesses of less than 20 employees (34% is average) and 27% are from large businesses with 500 or more employees (33% is average).
- 50% of the attendees traveled over 400 miles to attend Criterion Expo (59% is average)

2. Audience Activity Characteristics

- A total of 27% were first time attendees and 32% have been to the past three shows (regular attendees).



- The top three shows with whom Criterion Expo competes for attendees are Competitive Show A (12%), Competitive Show B (11%), and Competitive Show C (10%). 41% have not been to any other show in the past year (34% is average).
- Attendees spent an average of 7.2 hours visiting the exhibits spread over an average of 1.7 days. Our all-show averages are 8.6 hours and 2.4 days.
- The Traffic Density for Criterion Expo was 2.4. This means that an average of 2.4 attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open. For comparison, our all-show average is 2.2.

3. Attendee Satisfaction

- To see new products and developments (86%) followed by to see specific companies or products (68%) and to keep up-to-date on general industry/trends/issues (67%) were the top 3 reasons for attending Criterion Expo this year.
- 68% of the attendees found the overall value of the exhibition to be “excellent” or “very good” in meeting their reasons for attending. The mean average rating is 4.0 on a 5-point scale where 5 is “excellent” and 1 is “poor” (3.6 is average).

4. Product Interest and Buying Plans

- 87% of the Criterion Expo attendees have either the final say, specify the supplier, and/or recommend for purchase one or more of the product/service categories measured. For comparison, our all-show average is 84%. In addition, 66% plan to buy one or more of the products/services measured as a result of attending the show (55% is average).

PRODUCT	Interested, %	Plan to Buy, %
Major Product/Service A	81	56
Product 1	24	7
Product 2	23	9
Product 3	61	32
Product 4	30	15
Major Product/Service B	60	36
Product 1	48	24
Product 2	33	14
Product 3	34	15
Product 4	21	8
Major Product/Service C	35	19
Product 1	30	15
Product 2	21	8
Product 3	19	7
Major Product/Service D	49	28
Product 1	14	7
Product 2	24	15
Product 3	18	9
Total Buying Plans		66

5. Statement of Survey Methodology

- Surveys can be conducted either by e-mail or by mail and are sent to a random sample of verified attendees. On-line respondents are entered in to a drawing for \$500 and \$1.00 is included with each survey sent by regular mail. Total Audience results in all reports are projectable to the net attendance. This figure excludes exhibitor personnel, press, speakers and staff.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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.