



United States Event Audit Pricing

(effective July 1, 2011)

\$5,685

The Event Audit Fee is fully inclusive of all costs of a standard event audit and report. Pricing includes: annual membership fee; phone/email testing to ensure accuracy of data; production of 100 black/white copies of a standard 4-page audit report; the presentation of four demographic questions of no greater than 20 possible single-response choices (with cross tabulations and graphs if requested). The audit fee is exclusive of all travel which includes air/rail fees and hotel and ground transportation. Travel is invoiced to the client at cost.

Fees for Additional Optional Services:

Demographic question audit (greater than 20 possible responses) \$465

If more than 4 questions or those soliciting greater than 20 responses are required, they can be added at this per-question fee.

Certification of non-verified registrants \$1,260

Non-verified records are tested to certify the registrants did attend the event. Those records that respond positively to the email are then tested to ensure their demographic information is correct. Once that portion is complete, the newly verified records are added back into the previously verified database and the breakouts of attendee categories can be completed accurately.

Audit of Exhibition Data \$1,260

Auditing exhibitor data consists of reporting; (A) Net square feet, (B) Net paid square feet, (C) Number of exhibiting companies (exhibitor personnel counts are reported with top line data in attendee breakout on first page of audit report).

Printed audit report

Each additional 2 pages (over standard 4 page report) \$185

4 color \$280

Additional 100 copies (over standard 100 copies included) \$20

All fees are U.S. dollars

*** Audits requiring additional phone/email testing after the initial testing is completed will be billed at a uniform rate of \$215 per hour.**

*** Rates are subject to change by BPA's Board of Directors. The rates in effect at the time of the audit will be charged.**



United States Event Insights Pricing

(effective July 1, 2011)

Event Audit Portion Fee

\$5,685

The Event Insights Audit Fee is fully inclusive of all costs of a standard event audit and report. Pricing includes: annual membership fee; phone/email testing to ensure accuracy of data; and production of 100, 4-color copies of a standard 8-page report (4 pages Event Audit and 4 pages Research). The Event Audit portion includes the presentation of four demographic questions of no greater than 20 possible single-response choices (with cross tabulations and graphs if requested). The research component will be priced by the research vendor based on the extent of research requested by the client. The research component of the report consists of survey data chosen by the client from a deck of questions provided by the research vendor. Inc. Any "additional page pricing" is used for a report larger than 8 pages. The EI service fee is exclusive of all travel which includes air/rail fees and hotel and ground transportation. Travel is invoiced to the client at cost.

Fees for Additional Optional Services:

Demographic question audit (greater than 20 possible responses) \$465

If more than 4 questions or those soliciting greater than 20 responses are required, they can be added at this per-question fee.

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Audit of Exhibition Data \$1,260

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Printed audit report

Each additional 2 pages (over standard 4 page report) \$185

4 color \$280

Additional 100 copies (over standard 100 copies included) \$20

All fees are U.S. dollars

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