

## Exhibition Attendance Certification for TS<sup>2</sup> 2003

<b>2003 Location:</b>	Washington Convention Center, Washington DC
<b>Date of Exposition:</b>	July 22-24, 2003
<b>Date of Conference:</b>	July 21-24, 2003
<b>Year Established:</b>	1973
<b>Frequency:</b>	Annual
<b>2004 Location:</b>	McCormick Place, Chicago
<b>2004 Exposition Dates:</b>	July 13-15, 2004
<b>2004 Conference Dates:</b>	July 12-15, 2004
<b>Owned and Operated by:</b>	Trade Show Exhibitors Association McCormick Place 2301 South Lake Shore Drive, Suite 1105 Chicago, IL 60616 Phone: (312) 842-TSEA Fax: (312) 842-8744 <a href="http://www.tsea.org">http://www.tsea.org</a>

**MARKETS SERVED:** Corporate exhibit, events & trade show managers and suppliers to the exhibition industry.

**ATTENDEES:** Corporate exhibit managers from Fortune 500 companies, as well as small-medium sized businesses; also sales and marketing executives and event planners

**EXHIBITORS:** Suppliers to the exhibition industry (exhibit design/production firms, modular/portable exhibits, graphic artists, live talent, etc.)



### Statement of Certification

Exhibit Surveys, Inc. has examined the complete attendee registration database provided by the Trade Show Exhibitors Association. Our examination included verification of all attendance figures and demographic reports based on the database provided. In addition, tests were conducted to verify actual attendance by members of the database to the exhibition. Based on our examination and tests, the total attendance and other data contained in this report are fairly stated in all respects.



**SIX YEAR ATTENDANCE ANALYSIS**

Year	Conference Attendance	Exhibit Only Attendees in Markets Served	Non-Exhibiting Suppliers	Speakers & Press in Markets Served	Total Conference & Exhibit Attendance	Speakers & Press Not in Markets Served**	Registered Exhibitors**	Grand Total
2003	318	1,208	517	--	2,043	45	918	3,006
2002	377	1,106	692	--	2,175	42	1,014	3,231
2001*	471	1,307	755	--	2,533	60	1,603	4,196
2000*	544	1,584	618	41	2,787	86	1,371	4,244
1999*	551	1,478	477	--	2,506	202	1,498	4,206
1998*	594	1,480	509	--	2,583	109	1,385	4,077

\* Audit conducted by Audit Bureau of Marketing Services, Inc.

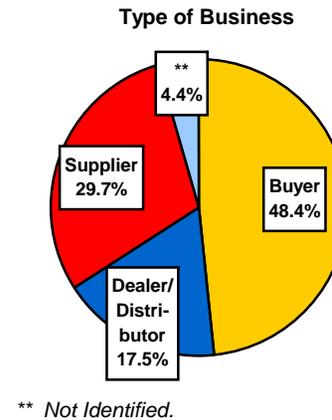
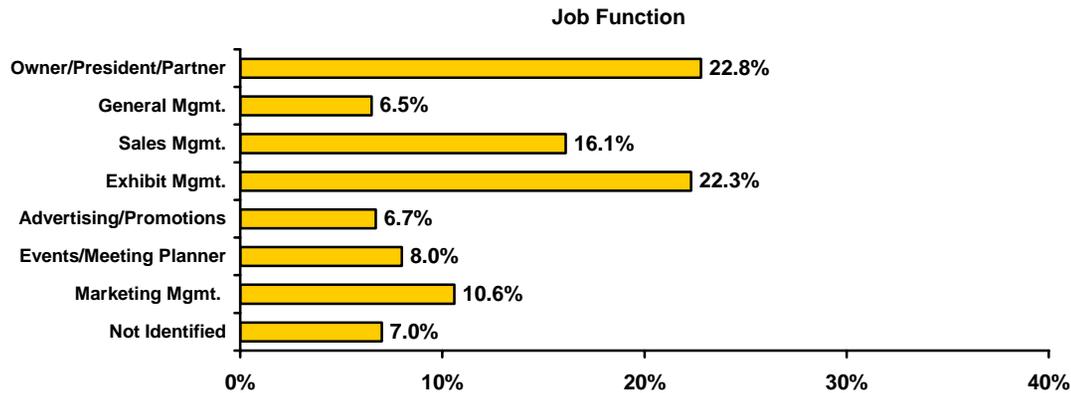
\*\* Not certified.



### ATTENDANCE ANALYSIS BY TYPE OF BUSINESS AND JOB FUNCTION

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/President/Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./Coordinator	Advertising & Promotions	Events/Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Buyer of Exhibit Industry Goods and Services	199	57	64	308	87	117	143	975	15	990
Dealer/Distributor of Exhibit Industry Goods and Services	105	29	99	75	18	8	21	355	3	358
Supplier of Exhibit Industry Goods and Services	163	46	166	72	32	39	52	570	36	606
Total Attendees Identified by Type of Business	467	132	329	455	137	164	216	1,900	54	1,954
Total Attendees Not Identified by Type of Business	--	--	--	--	--	--	--	--	89	89

\* Exhibit Only and Conference Attendees.

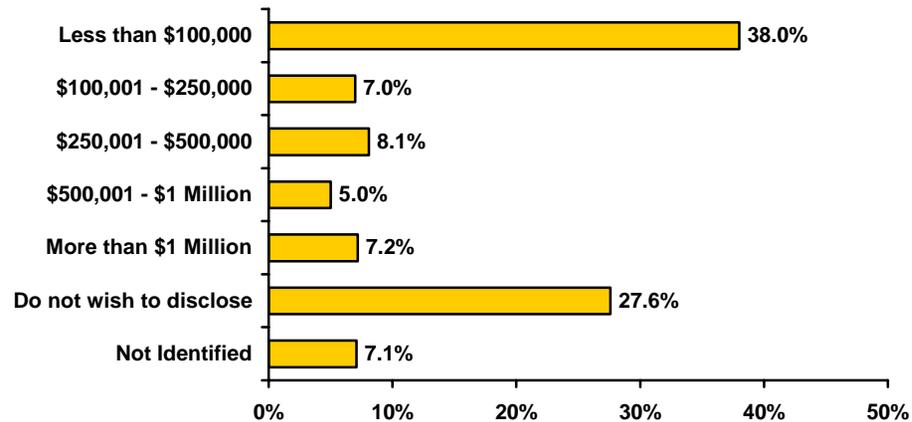




### TRADE SHOW BUDGET

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Less than \$100,000	279	60	155	106	54	54	68	776	--	776
\$100,001-\$250,000	19	13	21	40	6	13	30	142	--	142
\$250,001-\$500,000	32	10	22	56	16	8	22	166	--	166
\$500,001-\$1 Million	16	2	11	37	3	14	19	102	--	102
More than \$1 Million	26	9	11	67	5	13	17	148	--	148
Do not wish to disclose	93	38	109	149	53	62	60	564	--	564
Total Attendees Identified by Trade Show Budget	465	132	329	455	137	164	216	1,898	--	1,898
Total Attendees Not Identified by Trade Show Budget	2	--	--	--	--	--	--	2	143	145

\* Exhibit Only and Conference Attendees.

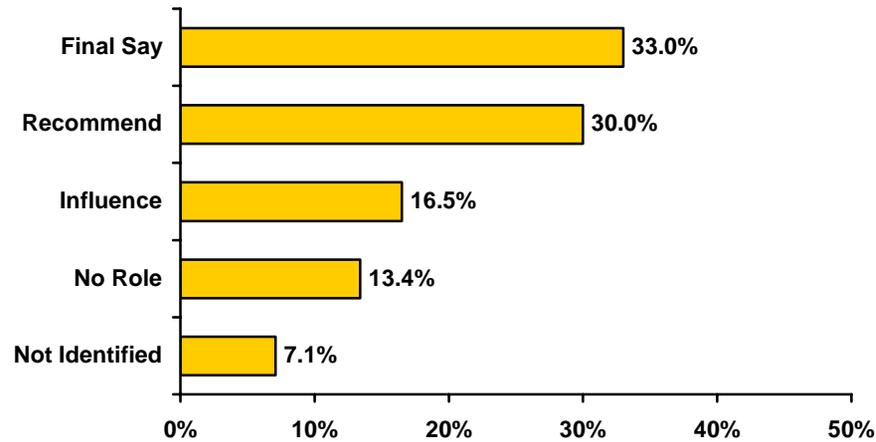




## PURCHASING ROLE

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Final Say	388	52	40	82	12	30	71	675	--	675
Recommend	34	45	121	225	53	69	66	613	--	613
Influence	29	23	89	92	37	26	40	336	--	336
No Role	14	12	79	56	35	39	39	274	--	274
Total Attendees Identified by Purchasing Role	465	132	329	455	137	164	216	1,898	--	1,898
Total Attendees Not Identified by Purchasing Role	2	--	--	--	--	--	--	2	143	145

\* Exhibit Only and Conference Attendees.

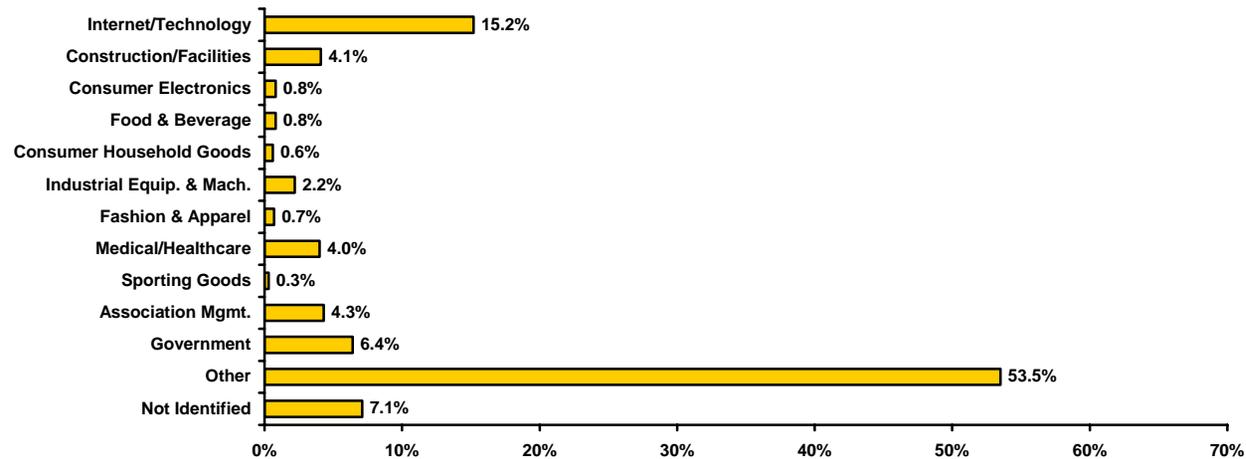




**INDUSTRY**

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Internet/Technology	126	16	26	60	22	21	40	311	--	311
Construction/Facilities	16	7	26	17	4	5	9	84	--	84
Consumer Electronics	3	3	2	5	--	2	1	16	--	16
Food & Beverage	6	--	3	5	1	--	2	17	--	17
Consumer Household Goods	3	2	2	4	1	1	--	13	--	13
Industrial Equipment & Machinery	10	2	2	12	6	4	8	44	--	44
Fashion & Apparel	8	--	2	--	2	--	2	14	--	14
Medical/Healthcare	8	3	9	34	--	17	11	82	--	82
Sporting Goods	1	--	2	1	--	--	1	5	--	5
Association Mgmt.	14	8	10	21	7	15	13	88	--	88
Government	8	17	3	54	14	20	15	131	--	131
Other	262	74	242	242	80	79	114	1,093	--	1,093
Total Attendees Identified by Industry	465	132	329	455	137	164	216	1,898	--	1,898
Total Attendees Not Identified by Industry	2	--	--	--	--	--	--	2	143	145

\* Exhibit Only and Conference Attendees.

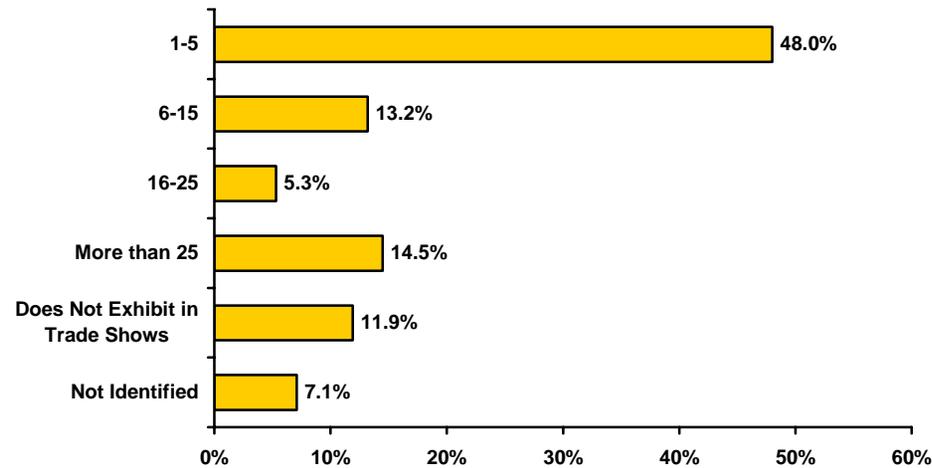




## NUMBER OF EXHIBITING SHOWS

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
1-5	303	80	202	144	74	76	102	981	--	981
6-15	52	21	34	69	18	24	51	269	--	269
16-25	13	4	10	36	7	13	25	108	--	108
More than 25	39	10	27	153	14	27	27	297	--	297
Does Not Exhibit in Trade Shows	58	17	56	53	24	24	11	243	--	243
Total Attendees Identified by Number of Exhibiting Shows	465	132	329	455	137	164	216	1,898	--	1,898
Total Attendees Not Identified by Number of Exhibiting Shows	2	--	--	--	--	--	--	2	143	145

\* Exhibit Only and Conference Attendees.

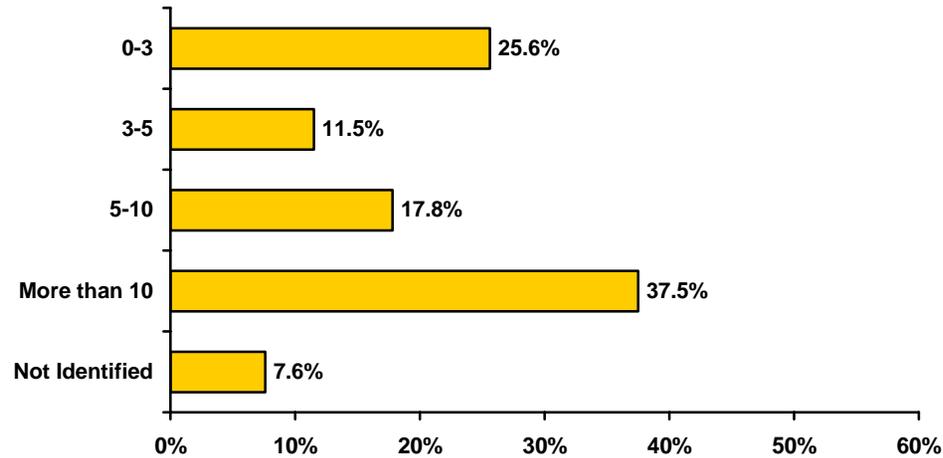




## YEARS OF INDUSTRY EXPERIENCE

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
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% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
0-3	103	22	102	126	54	60	55	522	--	522
3-5	20	19	37	81	20	25	33	235	--	235
5-10	65	28	63	101	28	34	44	363	--	363
More than 10	276	62	126	145	34	42	82	767	--	767
Total Attendees Identified by Number of Exhibiting Shows	464	131	328	453	136	161	214	1,887	--	1,887
Total Attendees Not Identified by Number of Exhibiting Shows	3	1	1	2	1	3	2	13	143	156

\* Exhibit Only and Conference Attendees.



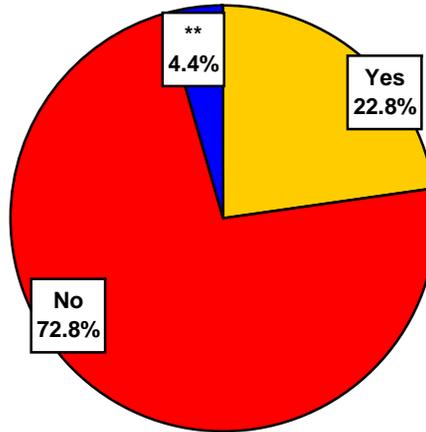


**TSEA MEMBERSHIP**

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
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% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Yes	104	32	79	162	15	24	35	451	15	466
No	363	100	250	293	122	140	181	1,449	39	1,488
Total Attendees Identified by TSEA Membership	467	132	329	455	137	164	216	1,900	54	1,954
Total Attendees Not Identified by TSEA Membership	--	--	--	--	--	--	--	--	89	89

\* Exhibit Only and Conference Attendees.

**Member of TSEA**



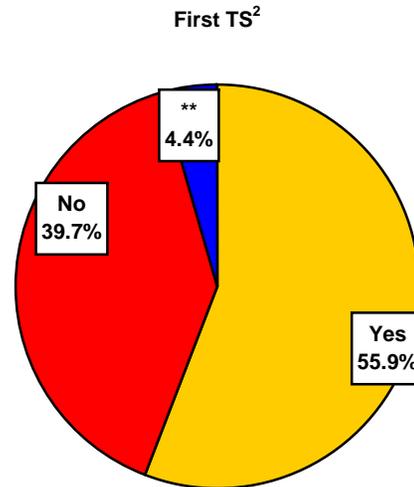
\*\* Not Identified.



## FIRST TIME AT TS<sup>2</sup>

	Classification by Job Function							Total Attendees Identified by Job Function	Total Attendees Not Identified by Job Function	Grand Total
	Owner/ President/ Partner	General Mgmt.	Sales Mgmt.	Exhibit Mgmt./ Coordinator	Advertising & Promotions	Events/ Meeting Planner	Marketing Mgmt.			
Total	467	132	329	455	137	164	216	1,900	143	2,043*
% of Total	22.8%	6.5%	16.1%	22.3%	6.7%	8.0%	10.6%	93.0%	7.0%	100.0%
% Identified by Job Function	24.6%	6.9%	17.3%	24.0%	7.2%	8.6%	11.4%	100.0%	--	--
Yes	219	72	175	280	101	123	144	1,114	28	1,142
No	248	60	154	175	36	41	72	786	26	812
Total Attendees Identified by First Time at TS <sup>2</sup>	467	132	329	455	137	164	216	1,900	54	1,954
Total Attendees Not Identified by First Time at TS <sup>2</sup>	--	--	--	--	--	--	--	--	89	89

\* Exhibit Only and Conference Attendees.



\*\* Not Identified.



**GEOGRAPHICAL DISTRIBUTION**

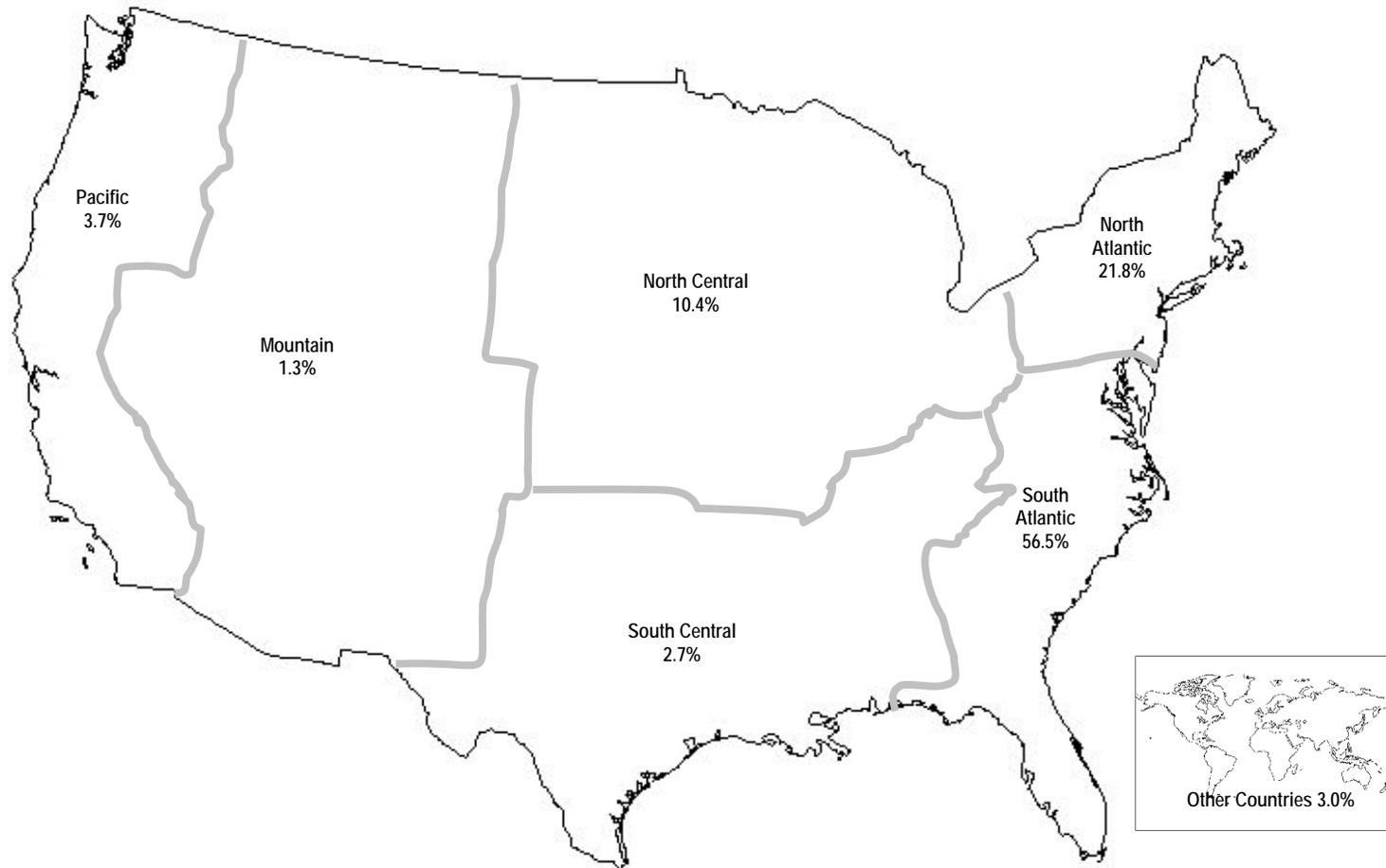
State	2003	
	#	%
<b>North Atlantic</b>	<b>445</b>	<b>21.8</b>
Maine	3	0.1
New Hampshire	5	0.2
Vermont	1	<0.1
Massachusetts	63	3.1
Connecticut	26	1.3
New York	80	3.9
New Jersey	141	6.9
Pennsylvania	124	6.1
Rhode Island	2	0.1
<b>South Atlantic</b>	<b>1,155</b>	<b>56.5</b>
Delaware	9	0.4
Maryland	345	16.9
District of Columbia	204	10.0
Virginia	464	22.7
West Virginia	2	0.1
North Carolina	28	1.4
South Carolina	7	0.3
Georgia	63	3.1
Florida	33	1.6
<b>South Central</b>	<b>56</b>	<b>2.7</b>
Kentucky	4	0.2
Tennessee	10	0.5
Alabama	1	<0.1
Mississippi	1	<0.1
Arkansas	1	<0.1
Louisiana	3	0.1
Oklahoma	4	0.2
Texas	32	1.6

	2003	
	#	%
<b>North Central</b>	<b>212</b>	<b>10.4</b>
Ohio	50	2.5
Indiana	9	0.4
Illinois	71	3.5
Michigan	22	1.1
Minnesota	25	1.2
Iowa	3	0.1
Missouri	20	1.0
North Dakota	--	--
Wisconsin	11	0.5
South Dakota	--	--
Nebraska	1	<0.1
Kansas	--	--
<b>Mountain</b>	<b>26</b>	<b>1.3</b>
Montana	--	--
Idaho	--	--
Wyoming	--	--
Colorado	8	0.4
New Mexico	1	<0.1
Arizona	3	0.1
Utah	2	0.1
Nevada	12	0.6
<b>Pacific</b>	<b>76</b>	<b>3.7</b>
Alaska	--	--
Washington	7	0.3
Oregon	2	0.1
California	67	3.3
Hawaii	--	--
<b>Guam</b>	<b>1</b>	<b>&lt;0.1</b>
<b>Puerto Rico</b>	<b>1</b>	<b>&lt;0.1</b>
<b>Canada</b>	<b>33</b>	<b>1.6</b>
<b>Other Countries</b>	<b>28</b>	<b>1.4</b>
<b>Not Identified</b>	<b>10</b>	<b>0.5</b>
<b>TOTAL</b>	<b>2,043*</b>	<b>100.0</b>

\* Exhibit Only and Conference Attendees.



## GEOGRAPHICAL DISTRIBUTION (Cont'd)





**Total Number of Exhibiting Companies: 197\***

**Total Net Square Feet: 38,400\***

**EXHIBITOR PRODUCT CATEGORIES\*\***

<b>Category</b>	<b># of Exhibitors</b>	<b>Category</b>	<b># of Exhibitors</b>
Advertising Premiums/Specialties	17	Exhibit Construction - Tabletop	13
Association/Service Organizations	6	Exhibit Construction - Truss Frames	8
Audience Survey/ Research Evaluations	5	Exhibit Design	33
Audio-Visual Equipment	7	Exhibit Personnel - Demonstrators	3
Audio-Visual Products & Services	6	Exhibit Personnel - Entertainment	3
Bags	10	Exhibit Personnel - Hosts/Hostesses	2
Carpet/Floor Coverings Sales & Rentals	8	Exhibit Personnel/Live Presentations	3
Communications Equipment	2	Exhibit Rental	19
Computer Rentals	6	Exhibit Rental - Custom	16
Computer Software Programs	8	Exhibit Rental - Modular	12
Decorator/Service Contractors	6	Exhibit Rental - Portable	14
Display Supplies - Adhesive/Cements	1	Exhibit Rental - Systems	5
Display Supplies - Fabrics	8	Exhibit Rental - Tabletop	5
Display Supplies - Foam Board	2	Exhibit Rental - Truss Frames	4
Display Supplies – Glass/Acrylic Block	1	Exhibit Staff Training	3
Display Supplies - Laminates/Paints	4	Exhibit – Appointed Contractors	8
Display Supplies - Literature Displays	11	Exposition Mgmt. Firms	2
Display Supplies - Paper Products	1	Graphic Design/Supplies	22
Display Supplies - Plastics	4	Holography	1
Display Supplies - Slat Wall	3	Hospitality/Travel Industry - Caterer	1
Display Supplies/Materials	8	Hospitality/Travel Industry - Destination Companies	2
Electrical/Plumbing Contractors	1	Hospitality/Travel Industry - Entertainment Agency	1
Exhibit Construction	20	Hospitality/Travel Industry - Meeting/Conferences	2
Exhibit Construction - Custom	29	Hospitality/Travel Industry - Special Events	7
Exhibit Construction - Mobile	9	Inflatables	1
Exhibit Construction - Modular	26	Installation & Dismantling Services	17
Exhibit Construction - Permanent	11	Lead Generation/Retrieval	9
Exhibit Construction - Portable	31	Light Boxes	9
Exhibit Construction - Systems	16	Lighting Systems	5

\* As reported by show management.

\*\* The number of exhibitors listed in the TS<sup>2</sup> 2003 Official Conference & Exhibits Program in each product/service category. Since exhibitors have products/services that fall into multiple categories, the sum of the number of exhibitors by individual product/service category exceeds the total number of exhibiting companies.

Continued. . . .



**EXHIBITOR PRODUCT CATEGORIES\*\* (Cont'd)**

<b>Category</b>	<b># of Exhibitors</b>	<b>Category</b>	<b># of Exhibitors</b>
Mannequins/Robots/Puppets	3	Signage - Banners	16
Marketing/Promotion - Advertising Agencies	4	Signage - Custom Graphics	22
Marketing/Promotion - Consultants	5	Signage - Electronic	2
Marketing/Promotion - Marketing Communications	10	Signage - Neon	1
Marketing/Promotion Services	16	Signage - Programmable	1
Online Services	12	Signage - Screen Printing	8
Online Services - Internet	5	Tent Structures	3
Online Services - World Wide Web	3	Traffic Builders	17
Photo Lab Services and Supplies	8	Transportation - Air Freight	18
Photographers	6	Transportation - Common Carrier	11
Print Production	7	Transportation - International Shipments	17
Publications	9	Transportation - Van Lines	10
Registration Supplies and Systems	7	Transportation Services	20
Scale Models/Prototypes	2	Video Walls	6
Shipping Containers	6	Virtual Reality	1
Signage	14	Visual Devices	7
		Visual Devices - Animation	5

\*\* The number of exhibitors listed in the TS<sup>2</sup> 2003 Official Conference & Exhibits Program in each product/service category. Since exhibitors have products/services that fall into multiple categories, the sum of the number of exhibitors by individual product/service category exceeds the total number of exhibiting companies.