

5TH ANNUAL **ceir** INDEX
 CENTER FOR EXHIBITION INDUSTRY RESEARCH INDEX – 2008 EDITION



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FOREWORD

The fifth annual *CEIR Exhibition Industry Index Report (CEIR Index)* provides exhibition industry performance from 2000 to 2007 across 11 key industry sectors. More than 300 events contributed data for this report, and the results show that the exhibition industry continues to be healthy, vibrant and growing. The *CEIR Index* is an extension of the *CEIR Exhibition Industry Census (CEIR Census)*, which was originally conducted in 2000 and repeated in 2005. The *CEIR Census* provides a wealth of information about the exhibition industry, such as the number of business-to-business and business-to-consumer exhibitions held each year, the breakdown of exhibitions by size and season, the percent of exhibitions owned by associations versus media companies and entrepreneurs and much more. The census can be purchased at www.ceir.org.

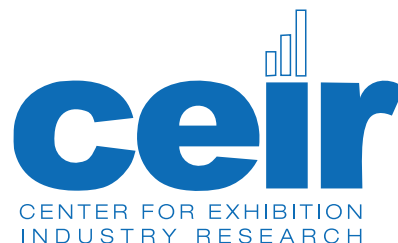
The *CEIR Census* does not provide any performance indicators or predictive values for the exhibition industry. The *CEIR Index* was launched in 2004 to fill this very wide gap. Now in its fifth iteration, the *CEIR Index* is truly the exhibition industry's tool for measuring performance. Exhibition owners can be confident in using the trend analysis provided in the report to predict industry sector performance in the years ahead.

Annual *CEIR Index* reports and periodic updates of the *CEIR Census* represent the most significant tools ever produced for the exhibition industry, and your continued support of these reports and other research projects is vital to ensuring a healthy, growing industry. And while CEIR is proud of the recognition the *CEIR Index* has received these last five years, we believe the "best is yet to come." With the additional funding from the \$1 million grant given by the World Shoe Association, along with a growing constituency of members, investigation will be undertaken to determine what additional content could be included that would increase the value of the *Index*, including quarterly reporting and alternative delivery systems.

We invite all exhibition organizers to participate in the sixth annual *CEIR Index*, which will provide analysis through 2008 and will be released in 2009. A sample Data Information Form is located on Page 64 of this report and can be retrieved online at www.ceir.org. In order to be included in the *CEIR Index*, data for an event must be submitted for the years 2006 through 2008. Additional information on participation requirements is available from Veris Consulting, which collects and sorts the data and calculates the *CEIR Index*. ***It is important to note that all data provided is held in strict confidence, and no event-identifiable information will be published.***

We would like to hear your thoughts on how the *Index* could be improved to better meet your needs. CEIR is sincerely grateful to the participants and sponsors of this report and to the readers for their continued support of CEIR and the exhibition industry.

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INTRODUCTION

The *CEIR Index* was developed to provide an objective measure of the annual performance of the exhibition industry. The *CEIR Index* measures year-over-year changes in four key metrics:

- Net Square Feet of Exhibit Space Sold
- Professional Attendees
- Exhibiting Companies
- Total Event Gross Revenue.

These metrics were developed from data provided from over 300 events. The events were placed into 11 sectors, and the data was aggregated by sector. The year-over-year changes were then translated into an “index value,” using a base value of 100 in the base year of 2000. The 2008 *CEIR Index* displays and analyzes this data from 2000 through 2007.

Veris Consulting, LLC collected all of the event data and created the *CEIR Index* from the compilation of this data. Rich Harrill, Ph.D., Director of the **Alfred P. Sloan Foundation Travel & Tourism Industry Center at the University of South Carolina**, wrote the “Economic Overview of 2007” and “2008 Outlook” for the Overall Exhibition Industry and each of the 11 sectors. **The Jordan, Edmiston Group, Inc. (JEGI)**, the leading provider of investment banking services for the media and information industries, utilized its years of experience analyzing the exhibition industry to provide year-over-year analysis of exhibition performance in each of the 11 industry sectors covered in this report. JEGI also oversaw preparation of the full report. **Trade Show Executive**, a leading magazine for show organizers, provided design services for the infographs and has been very supportive in providing design services and production since the inception of the *Index*.

ABOUT CEIR

CEIR (www.ceir.org) of Dallas, Texas, is a nonprofit organization that represents the entire exhibition industry. Founded in 1978 as the Trade Show Bureau, CEIR’s mission is to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position.

This is accomplished by:

- Ensuring broad-based and inclusive representation and participation of all industry stakeholders including organizers, owners, service providers, facilities and destinations of exhibitions and other face-to-face marketing events.
- Maintaining a robust research-based online knowledge repository of leading practices, trends and driving forces, market reports, reference guides, statistics and benchmarking metrics, facts and figures, white papers and case studies.
- Funding credible and objective industry research that creates new or updates existing information in the knowledge repository.
- Using research results to build positive awareness, visibility and education of face-to-face marketing by leveraging a variety of distribution channels including in-person educational conferences, allied associations and the industry press.

PRIMARY GOALS OF CEIR

- To advance and expand the exhibition industry
- To promote exhibitions and other face-to-face events as a primary marketing tool
- To serve a committed and involved membership
- To provide comprehensive research and information related to the exhibition industry

ABOUT VERIS CONSULTING, LLC

Veris Consulting, LLC, a leading trade show research consultancy, has been the primary research firm for such groundbreaking industry studies as the Center for Exhibition Industry Research’s *Index* and *Census*, the Convention Industry Council’s Economic Impact Study, and Destination Marketing Association International’s “ExPact” study. Veris, an EEIAC-certified trade show auditor, also conducts business surveys in order to analyze financial and operating ratios, compensation and benefits, benchmarking, needs assessments and demographics. Veris’ statistical programs track highly confidential production, sales, inventory and capacity data that is used to monitor and compare performance relative to competitors. Veris has offices in Virginia, New Jersey and Ohio. (www.verisconsulting.com)

Introduction (CONTINUED)

ABOUT ALFRED P. SLOAN TRAVEL & TOURISM INDUSTRY CENTER

The University of South Carolina's College of Hospitality, Retail and Sport Management prepares students for careers in travel and tourism, events and exhibitions, and destination marketing and management. In 2003, funding through the Alfred P. Sloan Foundation made possible an industry center focusing on travel and tourism.

Recognizing that exhibitions are a significant contributor to the overall meetings, incentives, conferences and events (MICE) economy, the Sloan Travel & Tourism Industry Center has a research focus in the exhibition industry. Without the economic clout of the exhibition industry, many U.S. destinations would be without one of the most consistent performers related to leisure and business travel. The center expects to conduct many more exhibition-related research projects and programs in the near future. In addition to being an industry center focusing on travel and tourism, the Sloan Industry Studies program funds 26 centers at 19 universities across the nation. The first industry center was established in 1990 at MIT. Each center consists of a multidisciplinary group of students and faculty with versatile backgrounds including economics and other business and technical disciplines, as well as students who are studying many aspects of a single industry, which is especially important as it relates to the *CEIR Index*.

The Industry Center is quickly becoming recognized as a leader in the travel and tourism industry, providing useful, practical and unbiased analyses and cross-industry linkages. The exhibition industry is important to the center's research program, and the research is a valued resource for the tourism industry and its various segments, including events and exhibitions. It is a recognized industry partner locally, regionally, nationally and throughout the world.

ABOUT JEGI

The Jordan, Edmiston Group, Inc. (JEGI), the leading provider of independent investment banking services for the media and information industries, has represented clients in the sale of nearly 1,000 events since 2000. Events comprise B2B trade shows/exhibitions, B2B conferences, consumer shows, association shows, and B2B and B2C custom events.

Since 2006, JEGI has completed more than 20 M&A transactions of B2B and consumer event companies or companies with an event component, including dmg world media's acquisition of the remaining 51% interest in George Little Management that it did not already own for \$155 million and the sale of Gartner's Vision Events to CMP (United Business Media).

JEGI also supports the exhibition industry through sponsorship of annual industry events and by providing data and analysis for annual industry reports and presentation, such as the *CEIR Index*.

For more information, visit www.jegi.com or call (212) 754-0710.

ABOUT TRADE SHOW EXECUTIVE MAGAZINE

Trade Show Executive magazine (www.tradeshowexecutive.com) of Carlsbad, Calif., is an award-winning magazine audited by BPA. Now in its eighth year, *Trade Show Executive's* mission is to provide news, views and tools to help trade show and event organizers grow, increase profits and enhance customer satisfaction. *Trade Show Executive* is a sponsor of numerous industry events and its editors have served on the Board of Directors and Foundations of the International Association of Exhibitions and Events, the Trade Show Exhibitors Association, the Center for Exhibition Industry Research and the Exhibit Designers and Producers Association. In the past three years, *Trade Show Executive* was honored with 22 editorial and design awards from the leading publishing industry associations.

FOUNDING SPONSORS OF THE CEIR INDEX

- **American Business Media (ABM)**, which was founded in 1906, is the association for business-to-business information providers, including producers of print publications, Web sites, exhibitions and other media.
- **Exhibition Industry Foundation (EIF)** was formed in 2003 from the two existing foundations of the International Association of Exhibitions and Events (IAEE) and CEIR. Through the consolidation of these two foundations, a single, stronger foundation was created to promote the exhibition industry.

Introduction (CONTINUED)

- **International Association of Exhibitions and Events™ (IAEE)** was organized in 1928 to represent the interests of trade show and exposition managers. Today, IAEE is the leading association for all individuals with business interests in the exhibition and events industries. The association is composed of approximately 1,400 members (organizations) and over 8,000 member representatives (individuals) who conduct and support exhibitions around the world.
- **Professional Convention Management Association (PCMA) Education Foundation** was established in 1985 and supports educational initiatives to advance meetings management professionals in the conference and exhibition industry. In addition to funding ongoing research to identify key industry issues, the PCMA Education Foundation provides grants for educational programs within the conference and exhibition industry.
- **The Society of Independent Show Organizers (SISO)** is an organization exclusively dedicated to meeting the needs of for-profit exhibition producers, CEOs and senior management. SISO provides the opportunity and forum for producers of exhibitions and conferences to maximize profit potential and growth through peer support, strategic positioning, networking, educational programs, research studies and communications.

Exhibitors: Number of companies and other organizations occupying exhibit space at an exhibition. This includes exhibit space traded for in-kind services and other non-cash consideration.

Net Square Feet (NSF): Exhibition space sold for revenue or in-kind services (does not include aisle space or meeting rooms).

Revenue: Gross exhibition revenue generated from all sources, including the sale of exhibit space, conference fees, advertising, sponsorships and other sources.

Total: The non-weighted average of the four *CEIR Index* component values – NSF, Exhibitors, Attendance and Revenue.

GLOSSARY OF TERMS

Attendees: Number of professionals or “buyers” attending an event. For business-to-business exhibitions, this number excludes exhibiting company personnel, friends and family and other non-business attendees.

Business-to-Business Exhibitions: Exhibitions produced for the primary purpose of displaying products and services to decision-makers. These events represent businesses and are not open to the public.

Business-to-Consumer Shows: These events are open to the public and display goods and services to the consumer market.

Exhibition: An event with 3,000 or more net square feet of exhibit space and 10 or more exhibiting companies.

METHODOLOGY

The *CEIR Index* is designed to be representative of the entire universe of business-to-business exhibitions. Exhibitions are defined as any event with at least 3,000 NSF of exhibit space and 10 or more exhibiting companies. The basis for this universe is the *Exhibition Industry Census*, which catalogued over 13,000 events, of which approximately 10,000 are business-to-business exhibitions, comprising (in round numbers):

- NSF – 500 million
- Attendees – 60 million
- Exhibitors – 1.5 million
- Revenue – \$11.2 billion.

The remaining 3,000+ events are business-to-consumer shows. The *CEIR Index* is designed to offer a representative sample across 11 industry sectors. The universe of 10,000 business-to-business exhibitions is broken out in the table below.

COLLECTION OF DATA

Veris Consulting collected the data with the goal of compiling results for each year an event was held between 2000 and 2007. For the majority of the events, Veris Consulting was able to collect data for all seven years. The data comprised the following six key pieces of information:

- Event Date
- Event Location (City, State)
- Total NSF of Exhibit Space
- Total Exhibiting Companies
- Total Professional Attendance
- Total Revenue.

Completed surveys were returned to Veris Consulting and each event was placed in a “sector” based on an extensive list of sub-categories that make up each

THE UNIVERSE OF BUSINESS-TO-BUSINESS EXHIBITIONS			
INDUSTRY SECTOR		UNIVERSE	
		# of Events	% of Total
BZ	Professional Business Services	1,440	14.4%
CG	Consumer Goods and Retail Trade	580	5.8%
EN	Sports, Travel, Entertainment, Art and Consumer Services	920	9.2%
FD	Food	370	3.7%
GV	Government, Public and Nonprofit Services	1,190	11.9%
HM	Building, Construction, Home & Repair	240	2.4%
ID	Industrial/Heavy Machinery and Finished Business Inputs	440	4.4%
IT	Communications and Information Technology	1,270	12.7%
MD	Medical and Health Care	2,340	23.4%
RM	Raw Materials and Science	810	8.1%
TX	Transportation	390	3.9%
TOTAL EVENTS		10,000	100.0%

Source: CEIR Exhibition Industry Census 2000

Methodology (CONTINUED)

top-level sector. The data was then entered into a database and reviewed for completeness, data quality and reasonableness. The data was also reviewed in the aggregate to ensure there was a statistically significant sample in each sector.

YEAR-OVER-YEAR PERCENT CHANGE

The building blocks for the *CEIR Index* are the percent change numbers (year-over-year) in each of the four metrics for an individual event. Therefore, only events that have data points in consecutive years can be included. More than 90 percent of the events surveyed were held on an annual basis. For events that were held biennially, Veris Consulting interpolated the data for the “in-between” year. For example, if an event reported NSF of 7,000 in 2005 and 9,000 in 2007, Veris Consulting estimated NSF of 8,000 for 2006. This enabled biennial events to be included in the *CEIR Index*. Any event held less often than biennially was not included. Next, for each “pair” of numbers (the same metric for the same event in two consecutive years), a percent change value was calculated. For example, if an event’s professional attendance went from 12,000 in 2005 to 13,200 in 2007, a percentage change of +10 percent was recorded. For revenue, the only metric measured in dollars, inflation was taken into account in the percent change calculation. The following inflation rates were used:

YEAR	INFLATION RATE
2000 to 2001	2.8%
2001 to 2002	1.6%
2002 to 2003	2.2%
2003 to 2004	2.6%
2004 to 2005	3.3%
2005 to 2006	3.1%
2006 to 2007	2.0%

Source: Oregon State University

OUTLIERS

For the *CEIR Index*, outliers are considered any year-over-year change of more than +100 percent or less than -50 percent. To prevent an outlier from significantly skewing the *CEIR Index* or a sector within the *Index*, year-over-year percent change values for any metric were capped at +100 percent or -50 percent. For example, if an event’s attendance increased by 150 percent, from 1,000 in 2006 to 2,500 in 2007, the change was capped at the maximum value of +100 percent. Less than 0.2 percent of all year-over-year percent change values fell outside this range and required adjustment.

WEIGHTS APPLIED TO OVERALL CEIR INDEX CALCULATION

As shown in an earlier table, each sector represents a percentage of the total universe of exhibitions. For example, Professional Business Services represents 14.4 percent of the total universe of exhibitions. However, if data submitted within a sector represented less than the percentage of the total universe of exhibitions, statistical weights were applied to bring the sector in line with its percentage. For example, only 17 Professional Business Services events reported NSF for 2000 and 2001, while the total number of events that reported NSF over this two-year period was 202. As a result, Professional Business Services represented only 8.4 percent of the events to report NSF during this period, far below its representation in the total universe of exhibitions. As a result, a weight of 1.73 (14.5 percent/8.4 percent) was applied to the NSF percentage change for Professional Business Services. Under-represented classifications have weights greater than 1.00, and over-represented classifications have weights under 1.00. These weights were only used in calculating the overall *CEIR Index* and were not used in the breakdown by sector.

FOUR COMPONENTS MAKE THE AVERAGE

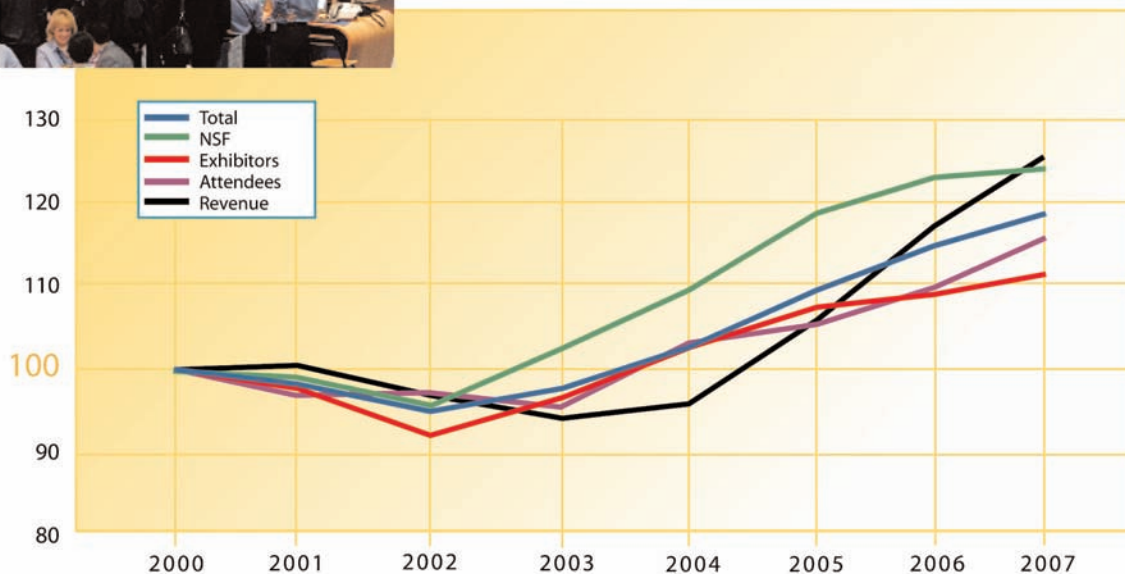
For each year, the four component *CEIR Index* values – NSF, Exhibitors, Attendance and Revenue – are calculated independently from each other. The average of these four values is used to calculate the fifth *CEIR Index* value called “total.”

OVERALL EXHIBITION INDUSTRY

The following graph shows the *CEIR Index* metrics for the overall exhibition industry from 2000 to 2007.



Exhibitions Overall



PERFORMANCE OVERVIEW

Growth in the exhibition industry continued in 2007 at a rate of 3.2% over 2006 levels according to the *CEIR Index*. This compares favorably when matched against the 2.2% growth rate for real U.S. Gross Domestic Product (GDP) year-over-year. However, the rate of growth for the exhibition industry slowed in 2007 as compared to growth rates of 5.3%, 5.8% and 4.8% in 2004, 2005 and 2006 respectively.

The first three quarters of 2007 saw positive growth for the overall exhibition industry of 3.5%, over the first three quarters of 2006. However, the exhibition industry softened a bit in the fourth quarter of 2007, declining 1.9% versus 2006 levels. Three of the four key industry metrics decreased during the period, including NSF (-3.0%), Exhibitors (-3.6%), and Revenue (-1.6%). Attendance, however, grew nearly 1% in the fourth quarter.

Of the 11 industry sectors measured by the *CEIR Index*, all except the Building and Construction sector grew in 2007. The Government sector led industry

growth with a 12.6% gain for the year. The two charts included in this chapter show a ranking of sector performance on a CAGR (compound annual growth rate) basis from 2000 to 2007 and on a year-over-year basis of 2007 versus 2006.

In 2007, four sectors reported contraction in NSF: Business Services (-6.2%); Consumer Goods (-4.0%); Food (-0.2%); and Building and Construction (-3.2%). Business Services, Consumer Goods, and Building and Construction also saw decreases in the number of exhibitors in 2007 at rates of 2.3%, 2.6% and 1.2% respectively. Attendance declined for the Industrial and Building and Construction sectors in 2007 at rates of 0.9% and 6.8% respectively. In 2007, Revenue decreased for the Medical and Food sectors at rates of 1.7% and 3.9% respectively. The Government sector saw double-digit year-over-year increases in all areas except attendees, where growth was still strong at 4.2%.

While all sectors except Building and Construction reported overall exhibition growth in 2007, the *CEIR Index* showed decreases in growth rates as compared to

Overall Exhibition Industry (CONTINUED)

2006 for NSF, Exhibitors and Revenue. Only the growth rate for Attendees improved in 2007 versus 2006. Additionally, just four sectors improved their growth rates in 2007 versus 2006: Sports; Technology; Government; and Consumer Goods. Most significantly, the growth rates for NSF declined in 2007 for all sectors except Technology.

FULL REPORTING PERIOD (2000-2007) PERFORMANCE

The overall exhibition industry grew at a 2.5% CAGR from 2000 to 2007, as all four key industry metrics rose across the period. NSF and Revenue led the way with 3.1% CAGR increases, while Attendees rose at a 2% CAGR and Exhibitors at a 1.5% CAGR from 2000 to 2007.

Across the period, growth for the overall exhibition industry was led by the Sports, Transportation, and Building and Construction sectors, which increased at respective CAGRs of 5.3%, 5%, and 4.3%.

In 2007, the overall exhibition industry grew 3.2% over 2006 levels, led by 4.9% and 6.8% gains in Attendees and Revenue. NSF and Exhibitors also gained for the year, but at more modest levels of 0.3% and 0.9%, respectively.

The industry's 2007 performance was led by strong growth in the Government, Technology, Raw Materials, and Transportation sectors, which reported respective increases of 12.6%, 6.9%, 6.6%, and 6.2%.

RANKINGS OF SECTORS

	CAGR 2000 - 2007
Overall Exhibition Industry	2.5%
EN Sports, Travel, Entertainment, Art and Consumer Services	5.3%
TX Transportation	5.0%
HM Building, Construction, Home & Repair	4.3%
MD Medical and Health Care	3.4%
BZ Professional Business Services	2.9%
RM Raw Materials and Science	2.6%
ID Industrial/Heavy Machinery and Finished Business Inputs	2.3%
GV Government, Public and Nonprofit Services	2.2%
FD Food	0.3%
CG Consumer Goods and Retail Trade	-0.4%
IT Communications and Information Technology	-1.6%

RANKINGS OF SECTORS

	2006 v. 2007
Overall Exhibition Industry	3.2%
GV Government, Public and Nonprofit Services	12.6%
IT Communications and Information Technology	6.9%
RM Raw Materials and Science	6.6%
TX Transportation	6.2%
EN Sports, Travel, Entertainment, Art and Consumer Services	5.5%
ID Industrial/Heavy Machinery and Finished Business Inputs	1.9%
CG Consumer Goods and Retail Trade	1.6%
BZ Professional Business Services	0.5%
MD Medical and Health Care	0.2%
FD Food	0.2%
HM Building, Construction, Home & Repair	-2.2%

Overall Exhibition Industry (CONTINUED)

The following table shows the *CEIR Index* metrics for the overall exhibition industry from 2000 to 2007, with year-over-year percentage change and CAGR from 2000 to 2007.

OVERALL EXHIBITION INDUSTRY																
Metric	2000	2001	%	2002	%	2003	%	2004	%	2005	%	2006	%	2007	%	CAGR
NSF	100.0	99.7	-0.3	96.4	-3.2	102.7	6.5	109.7	6.9	119.0	8.5	123.5	3.8	123.8	0.3	3.1%
Exhibitors	100.0	98.0	-2.0	92.7	-5.5	97.9	5.7	103.5	5.7	108.3	4.6	109.6	1.3	110.7	0.9	1.5%
Attendees	100.0	97.8	-2.2	97.8	0.0	97.3	-0.5	103.9	6.7	105.0	1.1	109.8	4.6	115.2	4.9	2.0%
Revenue	100.0	100.1	0.1	97.3	-2.8	95.3	-2.0	97.2	1.9	106.1	9.2	116.3	9.7	124.2	6.8	3.1%
Total	100.0	98.9	-1.1	96.0	-2.9	98.3	2.4	103.5	5.3	109.6	5.8	114.9	4.8	118.6	3.2	2.5%

NSF

- **2000-2007:** NSF for the overall exhibition industry increased at a CAGR of 3.1% from 2000 to 2007. Following the downturn in the economy in the early 2000's, NSF increased each year since 2002, led by 4+% CAGR increases in NSF for the Government; Building and Construction; Medical; and Transportation industries.
- **2006-2007:** NSF for the overall exhibition industry remained relatively flat in 2007, as a 13.8% gain in the Government sector was offset by declines in the Business Services; Consumer Goods; Food; and Building and Construction markets.

EXHIBITORS

- **2000-2007:** The number of Exhibitors for the overall exhibition industry increased at a CAGR of 1.5% from 2000 to 2007. Growth was driven by a 3+% CAGR increases in the Building and Construction; Medical; and Transportation sectors.
- **2006-2007:** The number of Exhibitors for the overall exhibition industry increased nearly 1% in 2007 to a period-high of 110.7. With a 15% year-over-year gain, the Government market was primarily accountable for this growth.

ATTENDEES

- **2000-2007:** The number of Attendees for the overall exhibition industry increased at a CAGR of 2% from 2000 to 2007, led by the Sports and Industrial markets, which grew 7.2% and 6.2%, respectively.

- **2006-2007:** The number of Attendees for the overall exhibition industry increased another 4.9% in 2007 to a period-high of 115.2. Growth was led by strong gains in the Consumer Goods; Sports; and Technology sectors.

REVENUE

- **2000-2007:** Revenue for the overall exhibition industry grew at a CAGR of 3.1% from 2000 to 2007, led by a 9.5% CAGR gain in Sports and strong increases in the Business Services; Building and Construction; and Transportation markets.
- **2006-2007:** Revenue for the overall exhibition industry reached a new period-high of 124.2 in 2007, representing a 6.8% increase over 2006 levels. Growth was driven by double-digit percentage gains in the Government; Technology; Raw Materials; and Transportation sectors.

TOTAL

- **2000-2007:** The Total for the overall exhibition industry increased at a CAGR of 2.5% from 2000 to 2007. Every sector gained over the period, except for Consumer Goods and Food, which were basically flat, and Technology, which declined at a CAGR of 1.6%.
- **2006-2007:** Led by a 12.6% increase in the Government market, the Total for the overall exhibition industry reached a period-high of 118.6 in 2007, gaining 3.2% over 2006 levels.

Overall Exhibition Industry (CONTINUED)

LOOKING FORWARD TO 2008

After three quarters of strong growth, the metrics for the exhibition industry softened in the fourth quarter of 2007 and for the first time in several years underperformed the same quarter for the previous year. A number of building and construction exhibitions are held during the winter months of the fourth and first quarters. The construction slowdown could well impact both the fourth quarter of 2007 and the first quarter of 2008. The unprecedented steps being taken by the federal government to stimulate economic growth in 2008 are beginning to have a positive impact at the time of this writing.

Forecasters predict GDP growth of 1.8% in 2008, which would mark weaker growth than previous years, but still indicative of a growing economy overall. On top of this, most economists feel that if there is a recession, it will be short and shallow. Any economic downturn is expected to be felt primarily in the first half of the year, and most forecasters predict that the second half of 2008 will show marked economic improvement and growth.

As noted, the \$168 million Federal tax rebate and the Federal Reserve interest rate cuts are expected to push the economy forward. Other forecasted economic indicators for 2008 include the moderation of inflation, due to a slowing economy. The Consumer Price Index (CPI) is forecasted to increase 2.5%, while the jobless rate is expected to increase slightly to an average of 5.2% in 2008, from its current level of just under 5%.

2008 OUTLOOK FOR EXHIBITIONS

The long-term outlook for the exhibition industry is very promising, even though there may be some softness for the industry in the first half of 2008.

Historically, the industry has rebounded well following economic downturns. For example, in 2001, print advertising expenditures fell 22%, while exhibition spending declined only 6%. By 2004, exhibition expenditures had recovered to pre-2000 levels, while print advertising revenue had only recovered 50% of the business it had lost. By 2005, print advertising was supplanted by exhibition spending as the number one B2B marketing expenditure.

Additionally, the exhibition industry should be helped by recent trends that have resulted in the construction of new exhibition facilities and new destinations. This should result in strong competition for exhibition business and favorable pricing for exhibition organizers, while reducing the financial risk associated with launching a new event.

Finally, even though new electronic channels allow for easy and relatively inexpensive communication between businesses and their clients, successful businesses still require a great deal of face time with clients and prospects. Exhibitions provide a very efficient means of face-to-face marketing, as one company can see a number of current clients and meet a number of prospects on a single trip and within a relatively short period of time.

Exhibitions continue to provide tremendous value, and marketers will continue to give exhibitions priority consideration in their marketing plans and budgets for exactly this reason.

Organizations that Participated in the *CEIR Index*

Access Intelligence, LLC
 Advanstar Communications Inc.
 All Baby & Child, Inc.
 Alliance for Continuing Medical Education
 America Optometric Association
 American Academy of Family Physicians
 American Academy of Orthopaedic Surgeons
 American Academy of Orthotists & Prosthetists
 American Association of Critical-Care Nurses
 American College of Surgeons
 American Concrete Institute
 American Diabetes Association
 American Society of Clinical Oncology
 American Society of Cytopathology
 American Sportfishing Association
 American Water Works Association
 ASIS International
 Associated Locksmiths of America, Inc
 Association for Applied Psychophysiology & Biofeed
 Biomedical Engineering Society
 Building Industry Association of Southern California
 Canadian Restaurant and Foodservices Association
 CMP-United Business Media
 Consumer Electronics Association
 Convention Management Group
 Cygnus Expositions
 Diversified Business Communications
 dmg world media
 Electrical Apparatus Service Association
 FEWA
 Florida Nursery Growers & Landscape Association
 Food Marketing Institute
 George Little Management, LLC
 Graphic Arts Show Company, Inc.
 Hall-Erickson, Inc.
 Hanley Wood Exhibitions
 Helen Brett Enterprises
 IDG World Expo
 Illinois Health Care Association
 Independent Insurance Agents and Brokers of South
 International Association for Exhibitions and Events
 International Association of
 Amusement Parks & Attractions
 International Exposition Co.
 International Home Furnishings Market Authority
 J Spargo & Associates, Inc
 Landscape Ontario
 MC Communications
 Medical Group Management Association
 National Association of College Stores
 National Automobile Dealers Association
 National Catholic Education Association
 National Snow Industries Association
 National Trade Productions
 New England Library Association
 New York State Association for the
 Education of Young Children
 Nielsen Business Media
 NY & PA Association of Environmental Laboratories
 Offinger Management Company
 Ohio Bureau of Workers' Compensation,
 Division of Safety & Hygiene
 Ohio Pharmacists Association
 Oracle Applications Users Group
 Population Association of America
 Prism Business Media
 Questex Media Group, Inc.
 Reed Exhibitions
 Region IV Head Start Association Inc.
 Retail Tobacco Dealers of America, Inc
 SmithBucklin Corporation
 Society of Manufacturing Engineers
 Society of Nuclear Medicine
 The A2B Network
 The ASI Show, Inc.
 Tradefair Group
 Truckload Carriers Association
 World Wide Pet Industry Association, Inc.

Exhibitions that Participated in the *CEIR Index*

AAOS Annual Meeting
 AAPB Annual Meeting
 ABC Kids Expo
 Abilities Expo/New York Metro
 ACCM
 ACI Fall Convention
 ACME Annual Meeting
 AD:TECH Chicago
 AD:TECH New York
 AD:TECH San Francisco
 AFCEA TechNet Asia-Pacific
 AFCEA/ USNI West
 AHRMM Annual Conference & Exhibition
 Alberta Farm & Ranch Show
 Alberta Gift Show (Fall)
 Alberta Gift Show (Spring)
 American Academy of Orthotists &
 Prosthetists Annual Meeting
 American Diabetes Association Annual Meeting
 American Food Fair
 American Society of Clinical Oncology Annual Meeting
 AMI Innovation Showcase
 Annual Clinical Congress
 Annual CSI Show and Convention
 AOTA Annual Conference & Expo
 ASC Annual Scientific Meeting
 ASD/AMD Las Vegas - Summer
 ASD/AMD Las Vegas - Winter
 ASHE Annual
 ASHE PDC
 ASI Show Dallas
 ASI Show Las Vegas
 ASI Show Orlando
 ASIS International Annual Seminar & Exhibits
 ASR (Action Sports Retailers) Fall
 ASR (Action Sports Retailers) Spring
 ASUG Annual Conference & Vendor Fair
 Atlantic City Variety Merchandise Show
 Big Builder
 BMES Annual Fall Meeting
 Building Industry Show
 California Gift Show (January)
 California Gift Show (July)
 CAMEX
 Canadian International Farm Equipment Show
 Car Care World Expo
 Central Veterinary Conference
 Chicago Midwest Beauty Show
 CLEAN GULF
 Club Industry East
 Club Industry National
 Coal Prep
 COE 2005 Annual PLM Conference & TechniFair
 Connection Point
 Couture Collection
 Coverings
 Dealer Expo
 Distribution Computer Expo
 Distribution System Symposium
 EASA Annual Convention & Exposition
 EASTEC
 Electric West
 Environmental Laboratory Convention & Exposition
 Expo! Expo! IAEE Annual Meeting & Exhibition
 Farm World Expo
 FEWA's Industry Showcase
 Financial Forum Toronto
 Fly Fishing Retailer World Trade
 Global Petroleum Show
 GlobalShop
 GOVSEC
 Graph Expo & Converting Expo
 Handcrafted Marketplace
 HD Boutique
 Health & Fitness Business Expo
 High Point International Home Furnishings Market
 Hospitality Design
 HostEx
 IAAPA Attractions Expo
 ICAST (Int'l Convention of Allied Sportfishing Trades)
 IDUG - North America
 IHCA Annual Convention & Trade Show
 IIABSC Annual Convention
 Imprinted Sportswear Show (Atlanta)
 Imprinted Sportswear Show (Midwest)
 Imprinted Sportswear Show (Northeast)
 Imprinted Sportswear Show (South)
 Imprinted Sportswear Show (Southeast)
 Imprinted Sportswear Show (Southwest)
 Incentive Show
 INNUA's Global Connect
 Interbike International Bicycle Expo
 International Air-Conditioning, Heating,
 Refrigerating Exposition
 International Autobody Congress & Exposition
 International Beauty Show - East
 International CES
 International Jewelry & General Merchandise Show
 International Jewelry Fair/General Merchandise Show - Fall
 International Motorcycle Show - Atlanta
 International Motorcycle Show - Bay Area
 International Motorcycle Show - Chicago
 International Motorcycle Show - Cleveland
 International Motorcycle Show - Detroit
 International Motorcycle Show - Long Beach
 International Motorcycle Show - Minneapolis
 International Motorcycle Show - New York
 International Motorcycle Show - Seattle

Exhibitions that Participated in the *CEIR Index* (CONTINUED)

International Motorcycle Show - Washington DC	PAA Annual Meeting
International Pipeline Exposition	Palm Beach America's International Fine Art & Antique Fair
International Poll & Spa Expo	Palm Beach3 Contemporary/Photography/Art + Design
International Tandem Users Group	PASS Summit
International Wireless Communications Expo	Photo Plus Expo
IOUG LIVE!	Portland Gift & Accessories Show (January)
ITSA Annual Meeting & Exposition	Portland Gift & Accessories Show (June)
IWCE	PowerSystems World
JA International Summer Show	Pri-Med East Conference & Exposition
JA International Winter Show	Pri-Med Midwest Conference & Exposition
Kitchen & Bath Industry Show	Pri-Med South Conference & Exposition
Landscape Ontario Annual Congress	Pri-Med West Conference & Exposition
Las Vegas Antique, Jewelry & Watch Show	PROMO Live
LDI	Ready!
Licensing International	Region IV Head Start Association Conference
LinuxWorld Conference & Expo Summer	Retail Tobacco Dealers of America Annual Trade Show
LinuxWorld Conference & Expo Winter	San Francisco International Gift Fair (August)
Macworld Conference & Expo Winter	San Francisco International Gift Fair (February)
Magic International - Summer (includes Sourcing Zone)	Satellite
Magic International - Winter	Seattle Gift Show (August)
Marine South	Seattle Gift Show (January)
Marine West	SGNA 32nd Annual Course
Medtrade	SHARE Technology Exchange (Summer Show)
Medtrade Spring	SHARE Technology Exchange (Winter Show)
Memphis Gift & Jewelry Show	ShowEast
Memphis Gift & Jewelry Show/Fall	ShoWest
MGMA Annual Conference	SNM Annual Meeting
Miami Beach Antique Jewelry & Watch Show	Summer Washington Gift Show
Mid-South Jewelry & Accessories Fall Fair	SuperZoo
Mid-South Jewelry & Accessories Spring Fair	Surf Expo (January)
Modern Day Marine	Surf Expo (September)
Montreal Gift Show (Fall)	Surfaces
Montreal Gift Show (Spring)	SURTEX®
Motorcoach Expo	TCA Annual Convention
Multi-Housing World	The FMI Show
National Automobile Dealers Convention Exposition	The Motivation Show
National Conference of Family Medicine Residents and Medical Students	The Remodeling Show
National Pavement Exposition	The Special Event
National Teaching Institute & Critical Care Exposition®	Toronto International Gift Fair
NCEA Convention & Expo	Tropical Plant Industry Exhibition (TPIE)
NCOF	TS ²
NELA Annual Meeting	US Food Export Showcase
New Orleans Gift & Jewelry Show - Fall	US Law
New Orleans Gift & Jewelry Show - Spring	Vancouver Gift Show (Fall)
NSIA Snow Show	Vancouver Gift Show (Spring)
NYSAEYC Annual Conference	Variety Merchandise Show Atlanta
Offshore Newfoundland Petroleum Show	Variety Merchandise Show Winter
Ohio Safety Congress & Expo	Waste Expo
Oil Sands Trade Show & Conference	WESTEC
OPA Annual Conference	Winter Washington Gift Show
Outdoor Retailer Summer Market	Wood Technology
Outdoor Retailer Winter Market	World of Concrete USA

Data Information Form

Center For Exhibition Industry Research • Exhibition Industry Growth Index

Thank you for participating in the *CEIR Exhibition Industry Growth Index*. All information you provide will be held in strict confidence. No event-identifiable information will be published.

If you organize or manage more than one similar event per year (i.e., a spring event and an autumn event), please indicate information on the same occurrence of your event for each year listed below in order to maintain year-to-year comparability (i.e.: only the spring event).

Please edit any incorrect information and fill in all blanks, especially the 2007 event information.

Organization Name: _____
 Mailing Address: _____

 Contact Person: _____
 Daytime Phone: _____
 Email: _____
 (please print any corrections)

Event Name: _____

2008

2007

2006

Event Dates: _____

Event Location (City): _____

Total Net Exhibit Space: _____

Please list total exhibit net square feet sold for your event, including space provided for non-cash consideration (does not include aisle space or meeting rooms).

Total Exhibiting
 Companies at the Event: _____

Please list number of companies and other organizations with exhibit space at your event. Include exhibit space swapped or provided for other non-cash consideration.

Total Professional
 Attendance at the Event: _____

Please tell us the number of professionals attending your event. Exclude exhibiting company personnel, friends & family, staff, or other non-business attendees.

Total Revenue of the Event: _____

Please list the total revenue for your event from all sources: the sale of exhibit space, conference fees, advertising, sponsorships and all other revenue.

Signature _____

Date _____

Please fax this form to (703) 796-1331 – Attention: Toby Palmer

The Leading M&A Advisor to the Event Industry

<p>Gartner</p> <p>has sold</p> <p>Vision Events a leading provider of specialized marketing events for the IT sector</p> <p>to</p> <p>CMP United Business Media February 2008</p>	<p>ThinkService</p> <p>a membership association providing certification, training and events to IT professionals</p> <p>has been sold</p> <p>to</p> <p>CMP United Business Media January 2008</p>	<p>FierceMarkets</p> <p>a leading online B2B media company providing e-newsletters, web sites, webinars, and live events</p> <p>has been acquired by</p> <p>QUESTEX MEDIA</p> <p>January 2008</p>	<p>BECKER GROUP</p> <p>a leading provider of experiential and event marketing services</p> <p>has been sold</p> <p>to</p> <p>VIAD</p> <p>January 2008</p>	<p>dmg world media</p> <p>has acquired the remaining 51% interest in</p> <p>GLM GEORGE LITTLE MANAGEMENT</p> <p>for \$155,000,000</p> <p>October 2007</p>	<p>CMG CONVENTION MANAGEMENT GROUP, INC.</p> <p>a full service tradeshow management company</p> <p>has been sold</p> <p>to</p> <p>naylor</p> <p>January 2007</p>
<p>The Festival Network</p> <p>a global, live entertainment production and marketing company</p> <p>has acquired</p> <p>Festival Productions Inc. an internationally acclaimed producer of destination-based music festivals including the Newport Jazz Festival and 16 other branded festivals, tours and concerts</p> <p>January 2007</p>	<p>Reed Exhibitions</p> <p>has sold</p> <p>Woodworking Machinery & Supply and SIBO tradeshows</p> <p>to</p> <p>Vance</p> <p>December 2006</p>	<p>ALERT GLOBAL MEDIA</p> <p>a leading provider of anti-money laundering information, conferences and training</p> <p>has been sold</p> <p>to</p> <p>FORTENT KNOW MORE, RISK LESS a specialist in anti-money laundering and fraud detection technology</p> <p>December 2006</p>	<p>Reed Exhibitions</p> <p>has sold</p> <p>a group of seven Canadian industrial and manufacturing tradeshows</p> <p>to</p> <p>SME Society of Manufacturing Engineers</p> <p>December 2006</p>	<p>Pfingsten Publishing LLC</p> <p>a Pfingsten Partners portfolio company and a leading provider of B2B media for the financial services, art and industrial markets</p> <p>has been sold</p> <p>to</p> <p>Summit BUSINESS MEDIA</p> <p>a portfolio company of Wind Point Partners in partnership with CEO William E. Reilly</p> <p>November 2006</p>	<p>Commonwealth BUSINESS MEDIA</p> <p>the premier provider of business intelligence for the international trade and transportation industry</p> <p>has been sold</p> <p>to</p> <p>Business</p> <p>for \$152,000,000</p> <p>July 2006</p>
<p>Reed Business</p> <p>has sold its</p> <p>US based Industrial and Manufacturing events portfolio and complementary <i>Powder/Bulk Solids Magazine</i></p> <p>to</p> <p>CANON COMMUNICATIONS LLC an APPRISE MEDIA company</p> <p>June 2006</p>	<p>STRATEGIC RESEARCH INSTITUTE Providing The Knowledge And Expert Networks You Need</p> <p>a leading producer of legal, financial and marketing conferences</p> <p>has been sold</p> <p>to</p> <p>ALM Law Business</p> <p>June 2006</p>	<p>Evanta SM</p> <p>a leading producer of executive conferences for Fortune 1000 CIOs</p> <p>has been sold</p> <p>to</p> <p>dmg world media</p> <p>June 2006</p>	<p>101communications</p> <p>a leading information provider to the IT market</p> <p>has been sold</p> <p>to</p> <p>1105 MEDIA a portfolio company of Nautic Partners LLC and Alta Communications</p> <p>April 2006</p>	<p>ACTIVE INTEREST MEDIA</p> <p>a Wind Point Partners portfolio company in partnership with CEO Skip Zimbalist</p> <p>has acquired</p> <p>Yachting Promotions, Inc. a leading producer of international boat shows</p> <p>March 2006</p>	<p>Black Hat</p> <p>the premier producer of information security conferences and training</p> <p>has been sold to</p> <p>CMP United Business Media</p> <p>November 2005</p>
<p>iMEDIA COMMUNICATIONS, INC.</p> <p>a leading publisher and event producer for the interactive media and marketing industries</p> <p>has been sold</p> <p>to</p> <p>dmg world media</p> <p>producer of ad:tech</p> <p>September 2005</p>	<p>Geo. E. Fern co.</p> <p>a leading national service contractor for the event industry</p> <p>has been sold</p> <p>to</p> <p>WACHOVIA CAPITAL PARTNERS</p> <p>September 2005</p>	<p>LIGHT READING</p> <p>the ultimate source for technology and financial analysis of the communications industry</p> <p>has been sold</p> <p>to</p> <p>CMP United Business Media</p> <p>August 2005</p>	<p>paperloop</p> <p>has sold</p> <p>CMM International the premier trade show for the converting and package printing industry</p> <p>to</p> <p>PennWell</p> <p>August 2005</p>	<p>Jupitermedia</p> <p>has sold its</p> <p>Search Engine Strategies Trade Shows and the ClickZ.com Network</p> <p>to</p> <p>incisivemedia plc</p> <p>for \$43,000,000</p> <p>August 2005</p>	<p>SOCMA</p> <p>has sold</p> <p>Informex a leading trade show for the custom chemical industry</p> <p>to</p> <p>United Business Media</p> <p>August 2005</p>

JEGI's client is mentioned first in each transaction above.