

EXHIBITION ONLINE MARKETING & EVENT MANAGEMENT TRENDS

Focus *on* Digital Media Used *to* Extend
Relationships Beyond Traditional Event Hours

An exclusive industry analysis by



JULY 2007

FOREWORD

Thank you to all those who participated in this very valuable survey. This first time effort, which is focused on digital media and how the event industry is extending its relationships with exhibitors, sponsors, attendees and partners beyond the traditional event, is extremely important to the industry and its ability to utilize digital media to connect with and monetize community throughout the year.

It is interesting to note from the results of the survey that a majority of event producers are already connected to their communities via the web by links to sponsor, association, magazine and other web sites. Additionally, many event producers are providing basic event services via the web, which are being utilized by attendees, exhibitors and sponsors, such as online registration, online housing and interactive floor plans. Surprisingly, however, only about half of event producers are using their event sites to drive ancillary revenue, primarily through banner advertising and exhibitor directories.

As suspected, most event producers are not creating community environments through their web sites. It is good to hear that nearly all event producers feel it is important to extend their relationships with event attendees beyond the event itself, but most event producers do not feel they are currently handling well their extension of the relationship beyond their events.

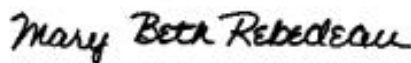
Certainly, event producers are facing a number of key challenges in regards to online management and marketing, including creating and editing content, having the right resources and staffing, and having the budgetary means. There are a number of opportunities as well, however, such as having year-round contact with communities, driving ancillary revenue through the sites, and selling registration passes and exhibition space online.

The event industry has made considerable progress in its use of digital media technology to create community and drive ancillary and show revenue, but clearly the industry still has a long way to go. We hope this first survey and report are just the start of the discussion and effort behind this key topic, and we look forward to exploring this topic (along with many others) with you at the 2007 SISO Executive Conference in New York from August 1-3.

Sincerely,



Don Pazour
Chairman, SISO
CEO, Access Intelligence



Mary Beth Rebedeau
SISO Executive Director

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I. INTRODUCTION

The Society of Independent Show Organizers (SISO), The Jordan, Edmiston Group, Inc. (JEGI) and *Tradeshow Week* have joined together to examine event management's use of the web and digital media to create and extend relationships with exhibitors, sponsors, attendees and partners.

As a key component of this innovative new project, *Tradeshow Week* Research provided a custom, confidential market research survey to nearly 800 leading event producers. This in-depth survey, which was available electronically through the web, was designed to gauge the prevalence of today's online marketing efforts and expectations for its future importance for the exhibition industry.

ABOUT THE SURVEY RESPONDENTS

More than 100 event organizers responded to the survey, including:

- Large, global exhibition companies, such as Advanstar, dmg world media, Nielsen Business Media, Prism Business Media, Questex Media, Reed Exhibitions, United Business Media, and many more
- Entrepreneurial-owned businesses
- Associations

Event producers participating in the study describe their organizations as:

- | | |
|---------------------------------|-----|
| • Show Management Company: | 35% |
| • Integrated B2B Media Company: | 31% |
| • Association: | 22% |
| • Conference Organizer: | 3% |
| • Other: | 9% |

In terms of gross sales in 2006, the event producer respondents are distributed in the following ranges:

- | | |
|-----------------------------------|-----|
| • Under \$1,000,000: | 10% |
| • \$1,000,001 to \$5,000,000: | 27% |
| • \$5,000,001 to \$10,000,000: | 18% |
| • \$10,000,001 to \$25,000,000: | 16% |
| • \$25,000,001 to \$50,000,000: | 12% |
| • \$50,000,001 to \$100,000,000: | 8% |
| • \$100,000,001 to \$250,000,000: | 3% |
| • Over \$250,000,000: | 5% |

Note: The research findings, which are presented and analyzed in the following report, may not always add up to 100% due to rounding.

ABOUT SISO

SISO (www.siso.org) is an association designed to meet the common needs of CEOs and senior management of for-profit show producers to maximize their profit and potential by providing a place where the Presidents, Owners, and CEOs of for-profit show producer companies exchange ideas, share experiences, launch industry wide projects, and learn from each other.

SISO members produce over 3,000 events worldwide. Trade and consumer shows, focused conferences, and other face-to-face events are represented. Members run their own shows, as well as manage shows for others. The membership is a combination of large corporations and small entrepreneurial companies.

I. INTRODUCTION continued

ABOUT JEGI

Celebrating its 20th anniversary in 2007, JEGI (www.jegi.com) is the leading investment banking firm serving the Exhibitions & Conferences sector. Since 2000, the firm has represented clients in transactions involving the sale of over 700 events, significantly more than any other firm. Events comprise B2B tradeshow/exhibitions, B2B conferences, consumer shows, association shows, and B2B and B2C custom events.

JEGI has represented major consumer and trade show owners, including dmg world media, Nielsen Business Media, Reed Exhibitions and United Business Media, as well as private equity and entrepreneurial owners.

For more information, contact Managing Director Richard Mead (richardm@jegi.com) or Vice President, Marketing Adam Gross (adamg@jegi.com) both at 212-754-0710.

ABOUT TRADESHOW WEEK

For over 35 years, *Tradeshow Week's* (www.tradeshowweek.com) mission has been to provide influential leaders and decision-makers in the global exhibition and convention center industry with timely news, analysis and research. *Tradeshow Week* seeks to engage opinion leaders and active members involved in all aspects of the exhibition industry through original stories and landmark research. Authoritative and research-driven, *Tradeshow Week's* diverse portfolio of resources — industry leading weekly newsmagazine, four annual directories, web site, events and research services — demonstrate its commitment to the exhibition industry and to the individuals actively changing the industry today.

Tradeshow Week is a member of the Variety Group, the media and entertainment division of Reed Business Information. For more information, contact Michael Hughes, Associate Publisher & Director of Research Services, at 480.483.4471 or mhughes@reedbusiness.com



II. EXECUTIVE SUMMARY

SHOW MARKETING & ONLINE COMMUNITY DEVELOPMENT

- Nearly all event producers (98%) feel it is “Extremely/Somewhat Important” to extend the relationship with their event attendees beyond the event itself.
- A little more than half of the event producers (59%) that feel it is important to extend the relationship with their event attendees beyond the event itself feel that this extended relationship is currently handled “Very/Fairly Well”.
- Most event producers (48%) believe that the responsibility to develop relationships that extend beyond the event itself are “shared with other media platforms within their organizations (magazines, web sites, etc.)”.
- Event producers indicate that they most often stay in touch with their community “365-days a year” by:

1. E-Newsletters	78%
2. Magazines	54%
3. Exhibitor/ Product Search	34%
- The most common online lead generation vehicles used by event producers to drive show attendance and to market to exhibitors and sponsors are:

1. Online Advertising (banners, etc.)	77%
2. Partnership Marketing (linking to partner sites)	75%
3. Online Subscriptions (e-newsletters, etc.)	58%
- Event producers largely site e-newsletters and e-mail marketing as the online media initiatives that have been the most successful at developing a show or industry community following their event and throughout the year.

- Almost three quarters of the event producers (71%) feel online video will be “Extremely/Somewhat Important” to them over the next two to three years.

ANCILLARY REVENUE AND WEB SITE FUNCTIONALITY

- A little more than half of event producers (54%) drive ancillary revenue through their web site.
- Event producers are most commonly driving ancillary revenue through their show web site via “Advertising Banners” (85%) and “Exhibitor Directories” (52%).
- When event producers consider the functions available on their web sites, they estimate “Online Registration” and “Online Housing” are used most often by attendees and exhibitors.
- Event producers estimate that on average 15% of their attendees use “Archived Conference Sessions with Video” and “Online Training and Education” web content.
- Event producers estimate that on average close to one-quarter (24%) of their exhibitors and sponsors use “Matchmaking” services on their web site, and one in three (36%) use “Electronic Lead Follow-Up Services”.
- Two out of three event producers (67%) provide online matchmaking or appointment setting for attendees and exhibitors.

II. EXECUTIVE SUMMARY continued

CHALLENGES AND OPPORTUNITIES

Event producers were asked, what is the single biggest online management and marketing “challenge” and “opportunity” facing your organization? Here are some of the key themes and responses that summarize event producers’ sentiments:

CHALLENGES

- “Developing content that is compelling and drives our audience to attend our trade shows.”
- “Determining ROI – the difference between online initiatives that really add value and those that are just fluff.”
- “Getting the right staff with web skills and editorial skills.”
- “Little revenue, but HIGH cost of web support.”
- “Resources: time and people.”
- “Staying in front of the audience 365-days a year; and growing the audience.”

OPPORTUNITIES

- “365-day a year contact with our audience, and the ability to extend our brand and revenue streams.”

- “As we build web traffic, new revenue streams and partnerships will develop.”
- “Connecting with our core audience and selling this community to prospective advertisers.”
- “Expanding into alternate spaces.”
- “Video-based post-show reports to attract future exhibitors and attendees.”

ABOUT EVENT ORGANIZERS’ WEB SITE(S)

- Most event producers (82%) rely on “Internal Show Staff” to provide the content and oversee operations of their event web sites.
- Only one in ten event producers (12%) currently do any mobile marketing, such as sending messages to cell phones, iPods or PDAs.
- Event producers indicate that they most commonly link their event web sites to their “Sponsor’s” web pages (76%), “Association” sites (63%) and “Magazines” (62%).
- Two out of three event producers (67%) do not currently include user-generated content on their web sites.



III. COMPLETE SURVEY FINDINGS

The complete survey results are provided in the following pages. The exact survey questions as written in the survey questionnaire are followed by the total response ratio from all event producers.

Note: Some of the research findings may not add up to 100% due to rounding.

ABOUT YOUR ORGANIZATION

1.) Please provide the following:

Corporate Web Site: _____
 Show Web Site #1: _____
 Show Web Site #2: _____

2.) Which of the following best describes your organization?

Seventy-eight percent of the respondents are with “for-profit” organizations. Twenty-two percent are associations.

TYPE OF ORGANIZATION	% RESPONDENTS
Show Management Company	35%
Integrated B2B Media Company	31%
Association	22%
Conference Organizer	3%
Other, please specify	9%

OTHER RESPONSES
All of the Above
Education Resources for Professional Caterers
Event Lifecycle Company
Help Events Provide Better Networking
Integrated B2C Media
Producer of Consumer Shows
Publishing Company
Trade Magazine and Show Producer
Wholesaler

3.) How large is your business in terms of gross sales in 2006?

GROSS SALES	% RESPONDENTS
Under \$1,000,000	10%
\$1,000,001 to \$5,000,000	27%
\$5,000,001 to \$10,000,000	18%
\$10,000,001 to \$25,000,000	16%
\$25,000,001 to \$50,000,000	12%
\$50,000,001 to \$100,000,000	8%
\$100,000,001 to \$250,000,000	3%
Over \$250,000,001	5%

ABOUT YOUR WEB SITE(S)

4.) Is your most important event’s web site linked to any of the following supporting business media sites? (Please check all that apply.)

LINKED SITES	% RESPONDENTS
Sponsors	76%
Associations	63%
Magazines	62%
Other Web Sites	55%
E-Newsletters	43%
Show Dailies	25%
Blogs	23%
Other, please specify	6%

OTHER RESPONSES
All
BDMetrics.com
Housing Company
None
Other Group-Wide Events
Wikipedia

III. COMPLETE SURVEY FINDINGS continued ..

5. and 6.) Of the following functions that may be available on your show web site(s), what percentage of your ATTENDEES, EXHIBITORS and SPONSORS use the functionality?

Online registration, housing and accessing floor plans are the three most popular functions used by attendees and exhibitors. Interestingly, reviewing interactive floor plans has become the third most utilized web site function by attendees as they spend more time preparing for shows before the event.

Thirty-eight percent of show producers say their exhibitors use “store fronts/online booths” which are accessed by, on average, 31% of the attendee base. Electronic lead follow-up services – used by 36% of exhibitors today – are expected to become more important to the industry in the future.

Show producers estimate the following averages when considering the percentage of attendees, exhibitors and sponsors that use the functionality available on their web sites. The averages include “0.0%” in the response.

WEB SITE FUNCTION	AVERAGE PERCENTAGE OF ATTENDEES ESTIMATED TO USE WEB SITE FUNCTION	AVERAGE PERCENTAGE OF EXHIBITORS AND SPONSORS ESTIMATED TO USE WEB SITE FUNCTION
Online Registration	75%	73%
Online Housing	53%	58%
Interactive Floor Plans	41%	56%
E-mail Marketing	38%	30%
Exhibitor and Sponsor Store Fronts/Online Booths	31%	38%
Online Surveys	30%	25%
PowerPoint Presentations	26%	15%
Electronic Lead Follow-Up Services	22%	36%
Matchmaking	21%	24%
Posted Research Reports	18%	14%
Archived Conference Sessions with Audio Only	16%	8%
Archived Conference Sessions with Video	15%	9%
Online Training and Education	15%	14%
Archived Web Casts	13%	9%
RSS	12%	2%
Streaming Video	10%	12%
Live Web Casts	9%	3%
Virtual Tradeshows	6%	15%

7.) Do you currently include any user-generated content on your web site(s)?

USER GENERATED CONTENT	% RESPONDENTS
Yes	33%
No	67%

III. COMPLETE SURVEY FINDINGS *continued*

8.) Are you able to drive ancillary revenue through your web site?

More recently, show producers are very interested in driving ancillary revenue through their web sites. However, only a little more than half of show producers currently drive ancillary revenue through their web sites.

DRIVE ANCILLARY REVENUE	% RESPONDENTS
Yes	54%
No	46%

9.) Which of the following do you employ to drive ancillary revenue on your show web site(s)? (Please check all that apply.)

The table below ranks the most common online revenue streams that show producers utilize to drive revenue through their web sites. Similar to their publishing partners, the bulk of show producers' online revenue comes from banner advertisements.

ONLINE REVENUE STREAMS	% RESPONDENTS
Advertising Banners, etc.	85%
Exhibitor Directory	52%
Exhibitor/Product Search	36%
Product Display Advertising	24%
Show Webinars	18%
Conference Papers	12%
Conference Videos	9%
White Papers	6%
Other Webinars	3%
Other, please specify	15%

OTHER RESPONSES
Conference Proceedings
E-mail Blast Sponsorships
In the Process of Establishing the Above Items
Keyword Advertising and E-mail Marketing
Web Links

10.) Who provides the content and oversees the operation of your event sites? (Please check all that apply.)

OVERSEES EVENT OPERATIONS	% RESPONDENTS
Internal Show Staff	82%
Internal Web/Editorial Staff	49%
Staff at Affiliated, Internal Magazines, Web Sites, etc.	15%
Outside Industry Experts (e.g., bloggers, etc.)	10%
Other, please specify	9%

OTHER RESPONSES
Exhibitors and Speakers are able to Upload Content
Exhibitors and Speakers
Show Organizers and Us
Some Content from Association and Trade Publishers
Client's Program Committee

11.) Is your web master a: _____

ABOUT WEB MASTER	% RESPONDENTS
Corporate Employee	61%
Freelancer	17%
Show Group Employee	14%
Magazine Employee	3%
Other, please specify	6%

OTHER RESPONSES
All of the Above, varies by group
Specialized Company
Vendor

12.) Do you currently do any mobile marketing, such as sending messages to cell phones, iPods or PDAs?

MOBILE MARKETING	% RESPONDENTS
Yes	12%
No	88%

III. COMPLETE SURVEY FINDINGS continued

13.) Do you provide online matchmaking or appointment setting for attendees and exhibitors?

MATCHMAKING	% RESPONDENTS
Yes	33%
No	67%

14.) How important do you feel online video will be to exhibition producers over the next two to three years?

IMPORTANCE OF ONLINE VIDEO	% RESPONDENTS
Extremely Important	32%
Somewhat Important	39%
Not Very Important	26%
Not At All Important	3%

SHOW MARKETING & ONLINE COMMUNITY DEVELOPMENT

15.) Which of the following online lead generation vehicles do you use to drive show attendance and to market to exhibitors and sponsors? (Please check all that apply.)

Interestingly, only 37% of respondents say they use paid search efforts through major search engines, such as Google and Yahoo, as lead generation vehicles. Even fewer (26%) use paid search via vertical, industry-specific search engines to generate leads.

LEAD GENERATION VEHICLES	% RESPONDENTS
Online Advertising (banners, etc.)	77%
Partnership Marketing (linking to partner sites)	75%
Online Subscriptions (e-newsletters, etc.)	58%
Paid Search – Major Search Engines (Google, Yahoo, MSN, etc.)	37%
Paid Search – Vertical Search Engines (industry specific)	26%
Registration Path Marketing (white papers, online contests, surveys, etc.)	26%
Other, please specify	12%

OTHER RESPONSES

E-mail Services Unique to Our Industry
None
Online Schedule Builder and Pass Picker
Search Engine Optimization (SEO)
Some of the Above are Just Being Established
Sponsor Third-Party E-Newsletters

16.) To what extent do you feel it is the responsibility of the event producers within your organization to develop relationships that extend beyond the event itself?

RESPONSIBILITY TO DEVELOP RELATIONSHIPS BEYOND EVENT	% RESPONDENTS
This is 100% Their Responsibility	42%
This is a Responsibility Shared with Other Media Platforms	48%
This is Handled by Others in Our Organization	3%
This is Handled by Our Outside Partners, Associations or Media Sponsors	5%
Other, please specify	2%

OTHER RESPONSES

This is Handled by Our Clients Who Own the Events

17.) How important do you feel it is to extend the relationship with your event attendees beyond the event itself?

IMPORTANCE OF EXTENDING RELATIONSHIP	% RESPONDENTS
Extremely important	88%
Somewhat Important	10%
Not Very Important	0%
Not At All Important	1%

III. COMPLETE SURVEY FINDINGS *continued* ..

18.) If you feel it is important to extend the relationship with your event attendees beyond the event itself, how well do you think this is handled now?

While nearly all event producers feel it is important to extend their relationships with attendees following events, most survey respondents do not feel they are currently handling extending these relationships very well.

DRIVE ANCILLARY REVENUE	% RESPONDENTS
Very well	11%
Fairly well	48%
Not well	39%
Not handled at all - Not Applicable	2%

19.) How are you connecting with your industry or core audience to bridge the gap between event schedules – i.e., to stay in touch with your community “365-days a year”? (Please check all that apply.)

VEHICLES TO CONNECT WITH COMMUNITY	% RESPONDENTS
E-Newsletter	78%
Magazines	54%
Exhibitor/Product Search	34%
Online Social Media Network/Community	29%
Blogs	24%
RSS Feeds	12%
Not Connecting	8%
Other, please specify	20%

OTHER RESPONSES
Audio Sessions
Dedicated Audience “Relationship Team”
Direct Mail
E-mail Discussion Board
Mailed Newsletter
Media Relations
Meetings at Other Industry Events
Other Industry Events
Participate in Association/Industry Events.
Public Relations
This is Handled by Our Clients
Web Casts



III. COMPLETE SURVEY FINDINGS continued ..

20.) What online media initiative or initiatives have been the most successful at developing a show or industry community following your event(s) and throughout the year?

Event producers largely cite e-newsletters and e-mail marketing as the online media initiatives that have been the most successful at developing a show or industry community following their event and throughout the year.

RESPONSES
Ads and Ticket Giveaways
Archived Transcripts; Video of Keynote Speakers and Key Sessions; Posted Speakers Proceedings
Blogs
Blogs and Viral Media Outlets
Community has not done well; most efforts provide more frequent contact points over the year
Corporate Web Site and BAOLink
E-mail Campaigns
E-mail Invitation
E-mail Marketing
E-newsletters (7)
E-newsletters – Interviews with Press/Press Outreach and PR Announcements
E-newsletters and Magazines
E-newsletters and online papers, research
E-newsletters have Information about Exhibitors and Show Year Round – very successful
E-newsletters, Interviews with Press/Press Outreach and PR Announcements
Integration of Our Web Site into the Entire Portfolio of Products
Interactive Show Planners
Matchmaking, Hosting, Online Chat Rooms, Newsletters and White Papers
Market Specific Web Sites (i.e., online magazines); Online Interactive Directory
Newsletters (2)
None Yet
Online Product Search Tool
Press Releases and E-mail Notices
www.afmfilms.org– a site with 3,500+ pages containing most exhibitor product
Tying in Publications, Media and E-media to Our Event for Shared Community
Video on Site
Web Casts

III. COMPLETE SURVEY FINDINGS continued ..

CHALLENGES AND OPPORTUNITIES

21.) What is the single biggest online management and marketing challenge facing your organization?

Some of the most commonly cited challenges relate to developing compelling content and revenue models, determining ROI and staffing.

RESPONSES
Adoption by the Community and Monetizing the Investment
Audience Engagement
Budget and Qualified Staff
Building a reason to attend our events, as opposed to getting all the information needed over the Internet for which we provide links
Connecting with the Audience 365-Days a Year
Content Creation and Management
Data Management
Determine ROI – the difference between online initiatives that add value and those that are fluff
Developing Content that is Compelling and Drives Our Audience to Attend Our Trade Shows
Developing Relevant Content
Directing People to the Web Site
Don't Know
Driving Traffic
Editing Content
Elevating Our Online Strategy to Incorporate Web 2.0 Initiatives – these will enable our community of attendees to support the event year round
Expanding Reach with Limited Budget
Finding a Revenue Generating Model that Works
Finding and Acquiring Qualified Attendees
Getting the Editorial Team to Understand It and to Think Out of the “Box;” along with Sufficient Funds to Support It
Getting the Right Staff with Web and Editorial Skills
Google
Having Enough Resources to Ensure Everything is Addressed
How to Continue to Extend our Market Leadership Position
Increasing E-mail Delivery Rates
Integrating with Other Products
Keeping in Touch Annually with Both Exhibitors and Attendees
Keeping the Site Cutting Edge while Simple Enough to Get the Serious Trade Effort Across
Lack of Appropriate Staffing
Lack of Personnel
Lack of Time and Low ROI
Limited Resources

III. COMPLETE SURVEY FINDINGS continued ..

Question 21 continued

Little Revenue, but High Cost of Web Support
Managing Our Site
Obtaining Targeted E-mail Lists
Ramping Up for the Tremendous Time Expenditure
Reaching New Customers, while not Alienating Long-Term Customers of Our Live Events
Resources and Knowledge
Resources: Time and People
Staff
Staying in Front of the Audience 365-Days a Year and Growing the Audience
Streaming Video and Podcasts
The transition to an online marketing campaign. E-mail can get caught in SPAM filters and electronic brochures are so new that they are not understood.
Time, Human Resources and Systems
Time and Staff Resources
Time. Lots of great ideas and some may prove to be valuable. However, focusing and time management are critical in running our business. So far, I have not found web marketing to generate significant income, but it is vital to our business whether it produces income or not.
To Develop Successful Online or Cross Media Business Models
Understaffed IT Department
Updates Consistently



III. COMPLETE SURVEY FINDINGS *continued* ..

22.) What is your single biggest online management and marketing opportunity?

Show producers indicate that they expect digital media to provide the following opportunities: foster year-round contact with attendees and exhibitors; develop new revenue streams and partnerships; encourage social networking and matchmaking; build content-based communities; web cast event activities and content; and expand into new markets.

RESPONSES
365-Day Contact with Our Audience, and the Ability to Extend Our Brand and Revenue Streams
Advertising Revenue and Opt-In Subscribers
As we build traffic, new revenue streams and partnerships will develop.
Audience Interest in Our Product
Audiocast of the Conference Sessions
Booth and Attendance Sales
Build Attendance to Our Shows
Building Community Relationships
Building Deeper 365-Day Relationships across Our Database of Customers and Prospects
Compelling E-newsletters, and we have just completed a redesign of our various sites.
Comprehensive Use of the Web, New Media and Social Networking
Connecting with Our Core Audience and Selling It to Prospective Advertisers
Content Delivery
Continuing Education
Convincing attendees that there are material differences between electronic information and “feely, touchy” information.
Creating an Information and Content Based Community Surrounding the Event
Creating Online Communities
E-community, which is something we are working on
Effective Matchmaking Using User History to Drive Matches
Exhibitor Listings - will offer more to exhibitors and attendees to make show contact easier and better informed.
Expanding into Alternate Spaces
Help minimize operating costs, revenue opportunities with banner ads and enhanced listings. Ability to leverage events well beyond the actual show cycle (year round). Providing more value to exhibitors and visitors.
Hopefully in providing more online content – that’s the direction we’re heading. Hoping that podcasting will help a lot.
Incorporating Web 2.0 initiatives which will better enable viral marketing and audience development growth.
Job Postings and Career Search
Making Money with Electronic Marketing
Matchmaking
Obtaining Attendee Registrations
Our Valuable Databases and Brands
Reinvent Company and Relationships with Customers New and Old via Online Activities throughout the Year
RSS Feeds, Blogs, Bannercasts and educasts
Sales of Advertising
Sell Event Tickets
Social Networking with Enhanced Product Showcases Using Video and Interactive Media

III. COMPLETE SURVEY FINDINGS continued

Question 22 continued

Sponsors on the Web Page Banners
Targeting New Participants
Video
Video-Based Post-Show Reports to Attract Future Exhibitors and Attendees
We are Acting on Them
Web 2.0 Initiatives Related to Events
Web Advertising

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TECHNOLOGY INSIGHT

From Broadcasting to Broader-casting™, the NAB Show has evolved over the last eight decades to continually lead this ever-changing industry. And while the solutions at your fingertips have changed to keep pace with consumer lifestyles, habits and technologies, your aspirations to produce and deliver memorable content have remained consistent. From conception through distribution, the NAB Show has proudly served as the incubator for excellence – helping to breathe life into content everywhere.

From Hollywood to Bollywood, from New York to New Zealand, from Chicago to China, from Boston to Brazil, from Dallas to Denmark, the entire world of audio and video content converges at the NAB Show. Uniting the creative process with the converging technologies that are delivering electronic media's future, NO OTHER SHOW even comes close to this one-of-a-kind global event!

As consumers rev up to receive video content via their mobile devices, new delivery platforms like IPTV explode on the scene, and high-def becomes the standard, the NAB Show remains the world's resource for high-level insight, training, education and state-of-the-art technology powering the future of content creation, management and delivery.

SHOW FAST FACTS
108,232 in attendance at NAB2007
 Over **25,000** international attendees representing **162** countries
1,600+ exhibitors generating an estimated **\$50 Billion** in commerce

In the spirit of evolution, we are pleased to unveil our new identity and tagline, further demonstrating our steadfast commitment to you and the entire content community.

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Where Content Comes to Life™

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IV. PARTICIPATING COMPANIES

1105 Media	Kallman & Associates
ABC Show	MatchEvents
Access Intelligence	MDNA
Advanstar	Meetings Canada
Advertising Research Foundation	Mesago
Allured	Messe Frankfurt
AMI	MFV Expositions
AMT	MP Associates
AORN	NAB
ASAE	NACS
ASIA Show	NAHB
Athletic Business	National Lawn and Garden Show
Aviation Week	Nielsen Exhibitions
Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)	NRF
Bobit Business Media	NSC
Canon Communications	Oxford Publishing, Inc.
catersource	Paragon Expo
Convexx	Penton
Denver Mart	Pizza Expo
Diversified Business Communications	PMA
dmg world media	PPM Media
EH Publishing	PWN Exhibicon
Expo Nation	Questex
Family Events Inc.	Radius Events
Flagg Management	The Rebedeau Group
Golf Course Superintendents Association of America (GCSAA)	River City Group
George Little Management	SAWLEX
Global Executive	SB Media. LLC
Group C Communications	Shomex
Grupo Ecorex	SME
Hanley Wood	Southern Shows
Hall-Erickson, Inc.	Sports Expos
HD EXPO	The Tiny Kitchen
Hot Rod Show	TMC
IAEE	Trade Fair Group
IDG	Training Systems
Independent Film & Television Alliance	United Business Media
Infocomm	Western Exhibitors, Inc.
IQPC	Wilshire Conferences
ISSA	World Market Center Las Vegas
JD Events	World Tea Expo
Jewelers International Showcase, Inc.	WSA Show
	WWPIA