

EVENT AUDIT



DATES OF EVENT:

Conference: March 26 – 28, 2008
Exhibits: March 26 – 28, 2008

LOCATION:

Philadelphia Convention Center, Philadelphia, PA

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.interphex.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1979

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 17 – 19, 2009
Exhibits: March 17 – 19, 2009
LOCATION: Jacob J. Javits Convention Center, New York, NY

1. STATEMENT OF MARKET SERVED

Process development, manufacturing and packaging in pharmaceutical/biopharmaceutical, cosmetic, and nutraceuticals industries.

Qualified attendees are buyers and specifiers from engineering, management, R&D, QA/QC, outsourcing, information technology, facilities, regulatory, validation, consulting, etc.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. When a person has a badge printed on-site, the badge automatically verifies. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	PHARMA MedDevice Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2008	Philadelphia, PA	609	7,927	734	9,270	125	107	5,870	15,372
2007	New York, NY	721	8,315	845	9,881	194	138	6,270	16,483
2006	New York, NY	656	8,559	-	9,215	193	107	5,868	15,383
2005	New York, NY	594	8,022	-	8,616	142	111	6,544	15,413

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

4a. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Biotechnology / Biopharm	2,487	26.8	33.4
Contract Manufacturing / Contract Packaging	795	8.6	10.7
Cosmetics / Toiletries	108	1.2	1.4
Ethical / Proprietary Drugs	683	7.4	9.2
Food & Beverage	193	2.1	2.6
Generic Drugs	492	5.3	6.6
Medical Devices / Diagnostics	513	5.5	6.9
Nutraceuticals	95	1.0	1.3
Research Laboratory	316	3.4	4.2
Services	669	7.2	9.0
Other	1,092	11.8	14.7
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	7,443	80.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,093	11.8	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	100.0

4b. ATTENDEE TYPE			
ATTENDEE TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ATTENDEE TYPE
End user / Customer	4,684	50.6	60.3
Non-Exhibiting Supplier	1,973	21.3	25.4
Press*	30	0.3	0.4
Student	102	1.1	1.3
Other	976	10.5	12.6
Total Conference and Exhibit Only Attendees Identified by Attendee Type	7,765	83.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Attendee Type	771	8.3	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	100.0

* These 30 people had a reg event code of EO (Exhibits Only).

5a. JOB RESPONSIBILITY			
JOB RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB RESPONSIBILITY
Corporate Management (VP level & above)	1,632	17.6	21.1
Director / Managerial	3,170	34.2	41.0
Non Managerial	2,926	31.6	37.9
Total Conference and Exhibit Only Attendees Identified by Primary Job Responsibility	7,728	83.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Responsibility	808	8.7	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	100.0

5b. JOB CATEGORY			
JOB CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB CATEGORY
Engineering (TOTAL)	2,263	24.4	30.1
Chemical	174	1.9	2.3
Civil	9	0.1	0.1
Control	108	1.2	1.4
Design	152	1.6	2.0
Electrical	65	0.7	0.9
Environmental	28	0.3	0.4
Maintenance	107	1.2	1.4
Mechanical	265	2.9	3.5
Multi-Disciplined	243	2.6	3.2
Packaging	223	2.4	3.0
Plant	41	0.4	0.5
Process	319	3.4	4.3
Project	245	2.6	3.3
Other Engineering	284	3.1	3.8
Production/Manufacturing (TOTAL)	2,947	31.8	39.3
Clinical	161	1.8	2.1
Facilities/Safety	159	1.7	2.1
Information Technology	94	1.0	1.3
Laboratory Q/A	39	0.4	0.5
Overall Operations	416	4.5	5.5
Processing	337	3.6	4.5
Packaging	235	2.5	3.1
Purchasing/Supply Chain	163	1.8	2.2
QA/QC	140	1.5	1.9
Research/Development	544	5.9	7.3
Regulatory	42	0.5	0.6
Scientist	115	1.2	1.5
Validation	198	2.1	2.6
Warehousing/Logistics	26	0.3	0.4
Other Production Manufacturing	278	3.0	3.7
Other (TOTAL)	2,294	24.8	30.6
Academic	118	1.3	1.6
Consulting	548	5.9	7.3
Sales/Marketing	1,422	15.4	18.9
Other	206	2.2	2.8
Total Conference and Exhibit Only Attendees Identified by Job Category	7,504	81.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Category	1,032	11.1	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	100.0

6a. PRODUCTS/DISCIPLINES FOR WHICH YOU HAVE PURCHASING, SPECIFYING, AND RECOMMENDATION RESPONSIBILITY			
PRODUCTS/DISCIPLINES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING RESPONSIBILITY
Analytical Equipment and Services	1,140	12.3	15.5
Architecture, Engineering, Construction	1,278	13.8	17.3
Assay Instruments	353	3.8	4.8
Business Services	664	7.2	9.0
Cell Culture Systems and Equipment	713	7.7	9.7
Clean Room Equipment and Supplies	1,225	13.2	16.6
Consulting Services	966	10.4	13.1
Contract Manufacturing	1,096	11.8	14.9
Contract Packaging	659	7.1	8.9
Contract Research	282	3.0	3.8
Contract Services	479	5.2	6.5
Document and Knowledge Management	465	5.0	6.3
Drug Delivery Systems	471	5.1	6.4
Environmental Controls and Equipment	770	8.3	10.4
Facility Engineering and Maintenance	1,031	11.1	14.0
Information Technology	360	3.9	4.9
Instruments and Controls	1,064	11.5	14.4
Labeling, Coding and Marking	536	5.8	7.3
Laboratory Instrumentation, Supplies	701	7.6	9.5
Manufacturing Software	507	5.5	6.9
Medical Device and Design Equipment	446	4.8	6.0
Microarray Instrumentation	76	0.8	1.0
Packaging Machinery	1,093	11.8	14.8
Packaging Materials and Components	955	10.3	13.0
Pharmaceutical Related Software	274	3.0	3.7
Plant Reliability Systems	218	2.4	3.0
Process Systems, Controls and Automation	846	9.1	11.5
Processing and Manufacturing	1,586	17.1	21.5
Processing Machinery and Equipment	1,272	13.7	17.3
Proteomics Instrumentation and Software	67	0.7	0.9
Quality Control, Quality Assurance (QC, QA)	545	5.9	7.4
RFID	575	6.2	7.8
Spectrometers	232	2.5	3.1
Validation Support	935	10.1	12.7
Warehousing, Distribution, Logistics	503	5.4	6.8
Total Conference and Exhibit Only Attendees Identified by Purchasing Responsibility	7,372	79.5	--
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Responsibility	1,164	12.6	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	--

The above counts and percentages are based on 9,270 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

6b. INFLUENCE ON BUYING DECISION			
INFLUENCE ON BUYING DECISION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INFLUENCE
Significant Influence / Final Decision Maker	3,392	36.6	43.9
Initial Recommendation	2,225	24.0	28.8
Not Applicable	2,104	22.7	27.3
Total Conference and Exhibit Only Attendees Identified by Influence	7,721	83.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Influence	815	8.8	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	100.0

6c. AREAS OF INTEREST			
AREAS OF INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AREAS OF INTEREST
Automation & Controls	3,368	36.3	44.3
Contamination Control	1,185	12.8	15.6
Packaging	3,226	34.8	42.4
RFID	1,455	15.7	19.1
Facilities	3,058	33.0	40.2
Manufacturing	5,070	54.7	66.7
Contract Manufacturing	2,469	26.6	32.5
Supply Chain Management	1,636	17.6	21.5
Total Conference and Exhibit Only Attendees Identified by Areas of Interest	7,602	82.0	--
Total Conference and Exhibit Only Attendees Not Identified by Areas of Interest	934	10.1	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	--

The above counts and percentages are based on 9,270 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

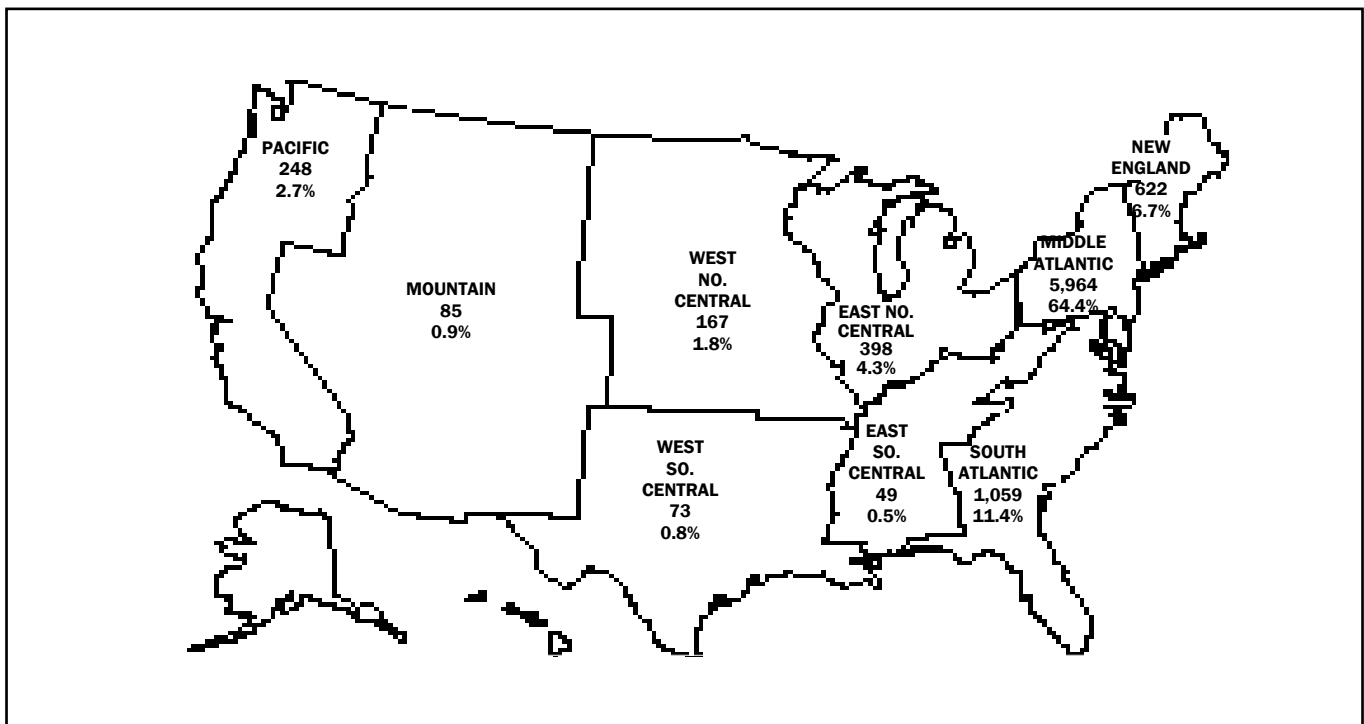
7. AREAS PLAN ON VISITING			
AREAS PLAN ON VISITING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AREAS PLAN ON VISITING
Co-Located Events			
Pharma MedDevice	3,178	34.3	61.6
Life Sciences Job Fair	1,793	19.3	34.8
Featured Pavilions			
PharmaFacilities	2,590	27.9	50.2
PharmaIT	1,148	12.4	22.3
PharmaSourcing & Services	1,978	21.3	38.3
PharmaManufacturing	3,760	40.6	72.9
BIOTECHNICA America	1,329	14.3	25.8
Total Conference and Exhibit Only Attendees Identified by Areas Plan on Visiting	5,159	55.7	--
Total Conference and Exhibit Only Attendees Not Identified by Areas Plan on Visiting	3,377	36.4	--
PHARMA MedDevice Cross-Over Attendees	734	7.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	9,270	100.0	--

The above counts and percentages are based on 9,270 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	622	6.7
Maine	5	
New Hampshire	62	
Vermont	5	
Massachusetts	356	
Rhode Island	32	
Connecticut	162	
MIDDLE ATLANTIC	5,964	64.4
New York	515	
New Jersey	2,082	
Pennsylvania	3,367	
EAST NO. CENTRAL	398	4.3
Ohio	98	
Indiana	63	
Illinois	122	
Michigan	59	
Wisconsin	56	
WEST NO. CENTRAL	167	1.8
Minnesota	76	
Iowa	3	
Missouri	71	
North Dakota	2	
South Dakota	--	
Nebraska	6	
Kansas	9	
SOUTH ATLANTIC	1,059	11.4
Delaware	246	
Maryland	364	
Washington, DC	23	
Virginia	110	
West Virginia	3	
North Carolina	179	
South Carolina	28	
Georgia	36	
Florida	70	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	49	0.5
Kentucky	23	
Tennessee	23	
Alabama	3	
Mississippi	--	
WEST SO. CENTRAL	73	0.8
Arkansas	4	
Louisiana	5	
Oklahoma	9	
Texas	55	
MOUNTAIN	85	0.9
Montana	4	
Idaho	2	
Wyoming	--	
Colorado	29	
New Mexico	5	
Arizona	19	
Utah	25	
Nevada	1	
PACIFIC	248	2.7
Alaska	--	
Washington	23	
Oregon	9	
California	216	
Hawaii	--	
UNITED STATES	8,665	93.5
INTERNATIONAL	605	6.5
Canada	175	
Mexico	26	
Other International	404	
Total Conference & Exhibit Attendees	9,270	100.0





On-Site Registration Form

March 26-28, 2008 • Philadelphia, PA

Registration fees are non-refundable and non-transferable.

General Information:

Prefix Mr., Ms., Mrs., Dr., etc. First Name MI

Last Name

Title *(Must provide title to receive badge)*

Company

Division/PO. Box/Suite

Street Address

City

State/Prov. Zip/Postal Code

Country

Telephone *(Do not include international dialing code)* PRIORITY CODE **05**

Fax *(Do not include international dialing code)*

E-mail Address

1. Attendee Type

- a. End user/Customer b. Non-Exhibiting Supplier c. Press d. Student e. Other (Please specify)

2. Influence on Buying Decision

- a. Significant Influence/Final Decision Maker b. Initial Recommendation c. Not Applicable

3. What is Your Level of Responsibility?

- a. Corporate Management (VP level & above) b. Director/Managerial c. Non Managerial

4. While at the show, I will also visit: *(Check all that apply)*

- Co-Located Events: PharmaMedDevice Life Sciences Job Fair
 Featured Pavilion: PharmaFacilities PharmaIT PharmaSourcing & Services
 PharmaManufacturing BIOTECHNICA America

5. What are Your Areas of Interest: *(Check all that apply)*

- a. Automation & Controls b. Contamination Control c. Packaging d. RFID e. Facilities
 f. Manufacturing g. Contract Manufacturing h. Supply Chain Management

We collect this data to provide you with information about INTERPHEX and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.interphex.com or call our Privacy Administrator at 888.306.2344, or from outside the U.S. at 203.840.5810.

Team discount: Registering 3 or more people from the same company at the same time.
Discounts apply to Conference Registration only. ONLY 1 DISCOUNT ALLOWED PER REGISTRATION.
Discount can not be applied towards Exhibits Plus Pass

6. Job Category *(Check only one)*

- ENGINEERING**
 aa. Chemical
 ab. Civil
 ac. Control
 ad. Design
 ae. Electrical
 af. Environmental
 ag. Maintenance
 ah. Mechanical
 aj. Multi-Disciplined
 ak. Packaging
 al. Plant
 am. Process
 an. Project
 ap. Other Engineering (Please specify) _____
PRODUCTION/MANUFACTURING
 aq. Clinical
 ar. Facilities/Safety
 as. Information Technology
 at. Laboratory/QA
 au. Overall Operations
 av. Processing
 aw. Packaging
 ax. Purchasing/Supply Chain
 ay. QA/QC
 az. Research/Development
 ba. Regulatory
 bb. Scientist
 bc. Validation
 bd. Warehousing/Logistics
 be. Other Production/Manufacturing (Please specify) _____
OTHER
 bf. Academic
 bg. Consulting
 bh. Sales/Marketing
 bj. Other (Please specify) _____

7. Primary Business/Industry

- a. Biotechnology/Biopharm
 b. Contract Manufacturing/Contract Packaging
 c. Cosmetics/Tolerances
 d. Ethical/Proprietary Drugs
 e. Food & Beverage
 f. Generic Drugs
 g. Medical Devices/Diagnostics
 h. Pharmaceuticals
 j. Research Laboratory
 k. Services
 m. Other: _____
8. Products/Disciplines for which you have purchasing, specifying and recommendation responsibility:
(Check All that Apply)
 aa. Analytical Equipment and Services
 ab. Architecture/Engineering/Construction
 ac. Assay Instruments
 ad. Business Services
 ae. Cell Culture Systems and Equipment
 af. Clean Room Equipment and Supplies
 ag. Consulting Services
 ah. Contract Manufacturing
 aj. Contract Packaging
 ak. Contract Research
 am. Contract Services
 an. Document and Knowledge Management
 ap. Drug Delivery Systems
 aq. Environmental Controls and Equipment
 ar. Facility Engineering and Maintenance
 as. Information Technology
 at. Instruments and Controls
 au. Labeling, Coding and Marking
 av. Laboratory Instrumentation, Supplies
 aw. Manufacturing Software
 ax. Medical Device and Design Equipment
 ay. Microarray Instrumentation

- ac. Packaging Machinery
 ba. Packaging Materials and Components
 bb. Pharmaceutical Related Software
 bc. Plant Reliability Systems
 bd. Process Systems, Controls and Automation
 be. Processing and Manufacturing
 bf. Processing Machinery and Equipment
 bg. Processomics Instrumentation and Software
 bi. Quality Control, Quality Assurance (QA, QC)
 bj. RFID
 bic. Spectrometers
 bn. Validation Support
 bo. Warehousing, Distribution, Logistics
9. Please enter up to five keywords that describe your primary interests at the event.
 Keyword 1 _____
 Keyword 2 _____
 Keyword 3 _____
 Keyword 4 _____
 Keyword 5 _____
10. Are you an ISPE Member?
 a. Yes b. No
 Member ID# _____
11. Please send information about:
 a. INTERPHEX China
 b. INTERPHEX India
 c. INTERPHEX Japan
 d. INTERPHEX Mexico
 e. INTERPHEX Puerto Rico
 f. INTERPHEX Singapore
 g. MEDICAL DEVICE Puerto Rico
 h. Supply Chain Puerto Rico
12. What is your preferred method of communication?
 a. Email
 b. Direct Mail
 c. Telephone
 d. No Preference

13. Exhibits and Conference Fees

	Orbit	
a. <input type="checkbox"/> Exhibits Only	\$75	\$ _____
b. <input type="checkbox"/> Exhibits Plus Pass <i>(Any one Conference session)</i>	\$150	\$ _____
c. <input type="checkbox"/> Full Conference <i>(includes lunch)</i>	\$1,095	\$ _____
d. <input type="checkbox"/> Super Pass	\$1,494	\$ _____
<i>(includes all sessions of the co-located PharmaMedDevice Conference)</i>		
e. <input type="checkbox"/> One-Day Conference Pass <i>(includes lunch)</i>	\$595	\$ _____

14. Method of Payment

- Cash Check/money order for \$ _____ payable to Feed Exhibitions
 Charge to my credit card: American Express Visa MasterCard \$ _____

SUBTOTAL: \$ _____
 Less 20% Team Discount *(if applicable)*
 OR Less 20% ISPE Member Discount
TOTAL: \$ _____

Account Number Expiration Date

Signature *(I agree to pay the above total amount according to my card issuer agreement)* _____ Cardholder Name *(Please print.)* _____

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
 Red Bank, NJ