



Profile Certificate of Attendance

The dates of the event were 24 February 2009 to 26 February 2009

**Trade
Exhibition**

International Confex 2009

Contents

2	Analysis of Attendance
2	Transfer Attendance Breakdown
2	Event Details
2	Organiser's Association Membership
2	Organiser's Description (not verified by ABC)
3	Geographic Analysis
4	Analysis by Industry/Business/Sector
5	Analysis by Job Title/Function
6	What level of responsibility do you have in direct purchasing?
7	What type of events do you organise?
8	Where are these events held?
9	What is your total annual budget?
10	How many events do you organise per year?
11	What product areas are you interested in?

The Primary Market Sector for this event is:

Travel Industry

This certificate expires on 31 May 2010 unless ABC has issued a new certificate before that date.

Issued by

ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200700
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: A10759/16154786

Certification Statement

This certificate was issued on 26 August 2009. The data included is derived from a return of attendance prepared by the organiser: UBM International.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Organiser and ABC.

Published by

UBM Information Ltd
Ludgate House
245 Blackfriars Road
London
SE1 9UY

Tel: 0207 921 8173
Email: kate.disley@ubm.com
Web: www.international-confex.com



International Confex 2009

Certificate of Attendance for the event between 24 February 2009 and 26 February 2009

Total Attendance	14,786
Total Visitor Attendance	10,857
Free Attendance	9,465
Individual Registration	9,465
Multiple Registration	-
Auto Registration	-
Paid Attendance	-
Transfer Attendance	1,392
Other Attendance	3,929
Exhibitor Personnel	3,543
Non-Registered Attendance	386

Transfer Attendance Breakdown

Event Transferring From:	Attendees Transferring
Technology for Marketing & Advertising	1,392

Event Details

Event Dates:	Tuesday, 24 February, 2009 to Thursday, 26 February, 2009
Event Venue:	Earls Court, London
Stand Space Occupied (square metres):	6,966
Number of Stands:	417
Year Event Established:	1984
Event Frequency:	Annual
Next Event Dates:	Tuesday, 23 February, 2010 to Thursday, 25 February, 2010
Next Event Venue:	Earls Court, London

Organiser's Association Membership

ABPCO
AEO
ESSA
Eventia

Organiser's Descriptions (not verified by ABC)**Main product Groups/Services Exhibited:**

International venues, destinations and travel, UK venues and destinations, corporate events and parties, exhibiting and events live, London area.

Target Audience:

Organisers of any type of event including; conferences, parties, events, corporate hospitality, meetings, exhibitions, awards and charity events, incentive travel product launches, training, roadshows, promotional activity, team building, sales presentations, conventions and congresses.

International Confex 2009

Certificate of Attendance for the event between 24 February 2009 and 26 February 2009

Geographic Analysis

	Total	%
Total Attendance	14,786	100.00
Total United Kingdom	14,032	94.90
East Anglia	258	1.74
East Midlands	470	3.18
London	6,338	42.86
Midlands	583	3.94
Northern	125	0.85
North West	427	2.89
South East	4,468	30.22
South West	540	3.65
Yorkshire	447	3.02
Scotland	191	1.29
Wales	157	1.06
Northern Ireland	28	0.19
Total Other Countries	754	5.10
Europe (excluding the United Kingdom)	623	4.21
Asia	-	-
Australasia & The Pacific	3	0.02
Central & South America	18	0.12
Middle East & North Africa	36	0.24
North America	51	0.34
South/Central Africa	19	0.13
South East Asia	4	0.03

International Confex 2009

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Analysis by: Industry/Business/Sector

	Total	%
Total of Free and Paid Attendance	9,465	100.00
Specified	9,222	97.43
Unspecified	243	2.57
Breakdown of Responses		
Charity/Non-Profit Making	544	5.75
Government	204	2.16
Institute/Federation/Society	166	1.75
Union	30	0.32
Other Association/Body	346	3.66
Agriculture/Forestry/Animals	10	0.11
Automotive/Airline/Transport	79	0.83
Banking/Insurance/Finance/Solicitors	323	3.41
Engineering/Building/Construction	55	0.58
Food/Drink/Tobacco	121	1.28
Gas/Energy/Petroleum/Chemicals	41	0.43
Information Technology/Telecommunications	187	1.98
Pharmaceutical/Medical/Cosmetic	88	0.93
Publishing/Media	330	3.49
Retail/Wholesale/Import & Export	88	0.93
Other Corporate Organisation	664	7.02
Ad/PR/Marketing Agency	269	2.84
Business Travel Agency	114	1.20
Consultancy	173	1.83
Event Management	1,512	15.97
Exhibition Organisers	288	3.04
Incentive/Motivation House	82	0.87
Production Company	133	1.41
Professional Conference Organisers	244	2.58
Recruitment	43	0.45
Training Provider	53	0.56
Venue Finder	273	2.88
Other Agency	124	1.31
Supplier to the Events Industry	1,923	20.32
Attending University/College	715	7.55

International Confex 2009

Certificate of Attendance for the event between 24 February 2009 and 26 February 2009

Analysis by: Job Title/Function

	Total	%
Total of Free and Paid Attendance	9,465	100.00
Specified	9,322	98.49
Unspecified	143	1.51
Breakdown of Responses		
Board Director	679	7.17
Chief Executive	233	2.46
Co-ordinator	899	9.50
Consultant	488	5.16
Executive	799	8.44
Manager with Staff	1,900	20.07
Manager without Staff	1,117	11.80
Non Board Director	303	3.20
Owner/Proprietor	1,459	15.41
PA/Secretary/Administrator	378	3.99
Undergraduate/Postgraduate	695	7.34
Other	372	3.93

International Confex 2009

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Analysis by: What level of responsibility do you have in direct purchasing?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	9,017	95.27
Unspecified	448	4.73
Breakdown of Responses		
Approve	3,473	36.69
Influence/Recommend	3,066	32.39
Plan/Co-ordinate	1,186	12.53
None	1,246	13.16
Other	46	0.49

International Confex 2009

Certificate of Attendance for the event between 24 February 2009 and 26 February 2009

Analysis by: What type of events do you organise?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	8,835	93.34
Unspecified	630	6.66
Total Responses	39,785	
Breakdown of Responses		
Awards/Charities	3,181	33.61
Conferences (over 50 people)	5,440	57.47
Corporate Hospitality/Team Building	3,845	40.62
Exhibitions/Roadshows	3,816	40.32
Incentive Travel	1,795	18.96
International Convention/Congress	1,731	18.29
Live Events (Sporting/Outdoor/Musical)	2,231	23.57
Meetings (up to 50 people)	5,006	52.89
Parties	3,844	40.61
Product Launches	2,985	31.54
Sales Presentations	2,339	24.71
Training	2,888	30.51
Other	684	7.23

International Confex 2009

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Analysis by: Where are these events held?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	8,773	92.69
Unspecified	692	7.31
Total Responses	19,711	
Breakdown of Responses		
Africa/Middle East	1,525	16.11
Asia	1,316	13.90
Australasia	691	7.30
Eastern Europe	1,769	18.69
North America	1,496	15.81
South America	747	7.89
The Caribbean	640	6.76
UK	8,144	86.04
Western Europe	3,383	35.74

International Confex 2009

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Analysis by: What is your total annual budget?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	8,357	88.29
Unspecified	1,108	11.71
Breakdown of Responses		
Under £50,000	2,809	29.68
£50,001 - £100,000	1,273	13.45
£100,001 - £200,000	837	8.84
£200,001 - £500,000	1,093	11.55
£500,001 - £1 million	1,006	10.63
Over £1 million	1,339	14.15

International Confex 2009

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Analysis by: How many events do you organise per year?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	8,443	89.20
Unspecified	1,022	10.80
Breakdown of Responses		
Under 5	2,284	24.13
Between 5 & 10	1,721	18.18
Between 11 & 20	1,157	12.22
Over 20	3,281	34.66

International Confex 2009

Certificate of Attendance for the event between 24 February 2009 and 26 February 2009

Analysis by: What product areas are you interested in?

	Total	%
Total Breakdown of Free and Paid Attendance	9,465	100.00
Specified	8,614	91.01
Unspecified	851	8.99
Total Responses	68,991	
Breakdown of Responses		
Audio/Visual/Lighting	2,697	28.49
Caterers	2,565	27.10
Celebrities/Entertainers	2,724	28.78
Conference/Meeting Venues under 50 people Internationally	2,276	24.05
Conference/Meeting Venues under 50 people UK	3,467	36.63
Conference/Meeting Venues over 50 people Internationally	2,617	27.65
Conference/Meeting Venues over 50 people UK	3,772	39.85
Destination Management Companies Internationally	1,757	18.56
Destination Management Companies UK	1,255	13.26
Destinations/Convention Bureaux/Tourists Internationally	1,235	13.05
Destinations/Convention Bureaux/Tourists UK	1,329	14.04
Event Management/Party Planning Companies	3,003	31.73
Exhibition Venues Internationally	1,644	17.37
Exhibition Venues UK	2,632	27.81
Finishing Touches (eg. Florists, Corporate Gifts, Fireworks, Special Effects)	2,513	26.55
Flooring/Graphics/Furniture Hire	1,447	15.29
Freight Forwarding	458	4.84
Hotels Internationally	2,677	28.28
Hotels UK	3,838	40.55
Incentive Travel Houses Internationally	920	9.72
Incentive Travel Houses UK	928	9.80
Insurance/Service Providers	548	5.79
Motivation/Team Building	1,888	19.95
Publishing	831	8.78
Recruitment	856	9.04
Restaurants,Bars & Party Venues	759	8.02
Security	1,786	18.87
Sporting Events	1,360	14.37
Stand Design & Construction	1,080	11.41
Technology Providers	2,130	22.50
Trade Associations	1,397	14.76
Theming	1,497	15.82
Travel & Transport Internationally	1,995	21.08
Travel & Transport UK	3,106	32.82
Unique/Unusual Venues Internationally	2,875	30.38
Unique/Unusual Venues UK	955	10.09
Other	174	1.84

International Confex 2009

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Glossary of Terms

Audit Status:

There are three possible stages of certification:

Organiser's Statement - Subject to Audit - The organiser has provided event data which has been prepared in accordance with ABC rules but not yet been audited by ABC.

Audit Complete - ABC have audited the Organiser's Statement and reported no changes to the data.

Audit Report - Audit Complete - this is a statement issued by ABC when problems found at audit show that there were material errors in the organiser's original return submission and subsequent certificate. A revised certificate is issued with the audit report entered on the front page of the certificate.

The audit status is shown at the top of each page of the certificate.

Total Visitor Attendance:

The Total Visitor Attendance is the number of individuals who registered for and attended the event as a visitor, or transferred from an event running concurrently at the same venue.

Other Attendance:

Other attendance is the number of individuals who attended the event but did not register as a visitor, including press, exhibitor personnel or non registered attendance.

Transfer Attendance Breakdown:

Where transfer attendance has been claimed, a list of the transfer events and the number of attendees from each are shown.

Event Details:

Details of the current and next scheduled event, including:

Year Established: The year in which the event was first held .

Event Sponsors: If claimed, a list of any sponsors will be shown .

Organiser's Association Membership: If claimed, a list of any associations to which the event is registered/affiliated.

Organiser's Descriptions:

A free text area on the certificate is available for the organiser to describe the main products & services exhibited and the target audience. Neither of the descriptions are audited by ABC.

Further Analyses:

Industry/Business/Sector, Job Title/Function and Geographic Analysis are mandatory analyses. Further analyses can appear on the certificate and share the same format as the mandatory analyses.

Total Breakdown of Free and Paid attendance: This is the total number of attendees that the subsequent breakdowns are relevant to.

Specified: The number of attendees that provided a response on the registration document.

Unspecified: The number of attendees that did not provide a response on the registration document.

Total Responses: This total is included where multiple responses are allowed for a question.