

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**  
(Including Supplementary Data)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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# CORPORATE MEETINGS & INCENTIVES

A Penton Media Publication  
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**FIELD SERVED**

CORPORATE MEETINGS & INCENTIVES serves the field of manufacturing, agriculture, forestry/fisheries, mining, construction, transportation, communications, utility, wholesale trade, retail trade corporations, as well as banking/financial, insurance, real estate, and service institutions. Also served are meeting planning companies (including independent meeting planners and meeting consultants), incentive program packagers, destination management companies and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in general management/administration, sales/marketing, meeting planning/convention management, training/development, independent meeting planners, meeting consultants and other management personnel and other titled and non-titled personnel that are responsible for meeting and/or incentive travel programs.

**PURPOSE**

This circulation statement contains multiple analyses of respondents who are responsible for meetings and/or incentive travel programs, training/educational meetings, trade show exhibits, and other responsibilities. This circulation statement contains multiple analyses of respondents who indicate what types of services/facilities they use for their meetings and incentive travel programs: resorts, downtown hotels, suburban hotels, conference centers, airport hotels, all-suites, cruise ships, gaming properties/facilities, convention centers or auditoriums, convention & visitors bureaus, and other services/facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	42
Advertiser and Agency _____	1,280
Rotated or Occasional _____	1
Allocated for Trade Shows and Conventions _____	1,727
Digital _____	-
All Other _____	3,005
<b>TOTAL</b>	<b>6,055</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	33,774	100.0	33,774	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,774</b>	<b>100.0</b>	<b>33,774</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August ____	60	61	31,654	3,553			35,207	November _	17,376	13,251	25,500	5,500			31,000
September _	113	11	31,564	3,541			35,105	December _	-	-	25,500	5,500			31,000
<b>TOTAL</b>								<b>TOTAL</b>	<b>17,590</b>	<b>13,590</b>					

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2009**

This is an analysis of 31,000 or 100.0% recipients who responded to question #5. "What types of services/facilities do you use for your meetings and incentive travel programs." (See questionnaire used to elicit these data on the back of this report.) Since any one respondent may have checked more than one response, the totals for each of these service/facilities should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

BUSINESS AND INDUSTRY	Total Qualified	Percent of Total	Total Qualified Respondents	Resort	Downtown Hotel	Suburban Hotel	Conference Center	Airport Hotel	All-Suite	Cruise Ship	Gaming Property/Facility	Convention Center/Auditorium	Convention Visitor's Bureau	Other	Restaurant (Non-Hotel)
<b>MANUFACTURING</b>															
Technology Manufacturer _____	1,331	4.3	1,331	558	777	636	749	498	466	158	269	585	421	234	527
Medical/Pharmaceutical/Surgical/Medical/ Device/Biomedical Manufacturer _____	1,296	4.2	1,296	571	811	630	701	539	417	131	230	530	387	252	269
All other Manufacturing _____	9,347	30.2	9,347	2,703	4,197	3,150	3,628	2,385	2,165	656	1,278	2,582	1,775	3,715	1,463
Sub-Total Manufacturing	11,974	38.7	11,974	3,832	5,785	4,416	5,078	3,422	3,048	945	1,777	3,697	2,583	4,201	2,259
<b>NON-MANUFACTURING</b>															
Agriculture, Forestry or Fisheries, Mining, Construction _____	1,097	3.5	1,097	338	485	379	448	264	270	66	178	332	231	321	436
Transportation, Telecommunications, Utility _____	2,371	7.6	2,371	846	1,321	1,006	1,306	731	692	226	448	964	663	526	843
Wholesale or Retail Trade _____	2,300	7.4	2,300	904	1,277	998	1,111	685	655	301	469	845	584	490	780
Finance, Insurance, Banking, Real Estate _____	4,471	14.4	4,471	2,386	2,796	2,084	2,366	1,570	1,589	735	952	1,725	1,268	598	561
Professional Services (eg Business, Management, Legal, Consulting, Architectural, Engineering) _____	5,459	17.7	5,459	2,620	3,572	2,729	3,189	2,131	1,967	807	1,393	2,574	2,050	842	1,768
Medical/Healthcare _____	1,369	4.4	1,369	570	914	652	831	459	412	105	223	632	443	202	516
Incentive Travel Company _____	559	1.8	559	461	432	367	369	309	346	342	313	323	330	40	168
Third-Party Meeting Management Company or Travel Agency _____	561	1.8	561	409	463	390	423	322	300	217	272	380	346	64	319
Trade Show Management _____	191	0.6	191	89	138	93	131	70	59	29	55	127	103	13	84
Technology Service Company _____	389	1.3	389	156	243	212	223	147	115	46	89	165	113	56	198
Other Non-Manufacturing (please specify _____)	248	0.8	248	8	10	9	9	7	4	1	5	7	6	2	-
Sub-Total Non-Manufacturing	19,015	61.3	19,015	8,787	11,651	8,919	10,406	6,695	6,409	2,875	4,397	8,074	6,137	3,154	5,673
No Response _____	11	-	11	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>100.0</b>	<b>31,000</b>	<b>12,619</b>	<b>17,436</b>	<b>13,335</b>	<b>15,484</b>	<b>10,117</b>	<b>9,457</b>	<b>3,820</b>	<b>6,174</b>	<b>11,771</b>	<b>8,720</b>	<b>7,355</b>	<b>7,932</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>40.7</b>	<b>56.2</b>	<b>43.0</b>	<b>50.0</b>	<b>32.6</b>	<b>30.5</b>	<b>12.3</b>	<b>19.9</b>	<b>38.0</b>	<b>28.1</b>	<b>23.7</b>	<b>25.6</b>

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2009**

This is an analysis of 31,000 or 100% recipients who responded to question #6 "Check all functions for which you have responsibility in your company". Since any one respondent may have checked more than one response, the totals for responsibility should not be added together as they may exceed the total circulation. These data are presented for statistical and marketing purposes.

BUSINESS AND INDUSTRY	Total Qualified Recipients	Total Qualified Respondents	Meetings	Management	Sales & Marketing	Training & Development	Trade Show	Customer Meetings	Corporate Events	Virtual Meetings	Incentive Travel Programs	Others related to the field	No Response
<b>MANUFACTURING</b>													
Technology Manufacturer _____	1,331	1,331	1,240	709	703	388	762	638	551	442	592	60	-
Medical/Pharmaceutical/Surgical/Medical/ Device/Biomedical Manufacturer _____	1,296	1,296	1,182	342	347	623	693	285	279	193	580	54	-
All other Manufacturing _____	9,347	9,347	8,591	2,124	2,154	5,014	5,311	1,855	1,676	1,106	4,274	261	-
Sub-Total Manufacturing	11,974	11,974	11,013	3,175	3,204	6,025	6,766	2,778	2,506	1,741	5,446	375	-
Agriculture, Forestry or Fisheries, Mining, Construction _____	1,097	1,097	1,029	706	576	280	529	579	522	352	432	57	-
Transportation, Telecommunications, Utility _____	2,371	2,371	2,181	1,312	885	572	1,067	1,022	926	691	984	120	-
Wholesale or Retail Trade _____	2,300	2,300	2,063	1,067	1,145	733	1,308	844	862	499	1,156	96	-
Finance, Insurance, Banking, Real Estate _____	4,471	4,471	3,815	764	686	2,294	1,825	559	626	362	2,114	125	-
Professional Services (eg Business, Management, Legal, Consulting, Architectural, Engineering) _____	5,459	5,459	5,002	2,449	2,080	1,992	2,978	1,989	2,041	1,275	2,403	274	-
Medical/Healthcare _____	1,369	1,369	1,249	716	399	394	534	415	517	319	417	88	-
Incentive Travel Company _____	559	559	485	176	200	231	314	171	195	94	456	15	-
Third-Party Meeting Management Company or Travel Agency _____	561	561	537	443	449	114	361	416	453	223	313	34	-
Trade Show Management _____	191	191	180	135	114	22	157	97	114	62	72	6	-
Technology Service Company _____	389	389	370	280	269	56	222	259	244	189	149	18	-
Other Non-Manufacturing (please specify _____)	248	248	14	1	2	9	6	2	2	1	6	6	-
Sub-Total Non Manufacturing	19,015	19,015	16,925	8,049	6,805	6,697	9,301	6,353	6,502	4,067	8,502	839	-
No Response _____	11	11	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>31,000</b>	<b>27,938</b>	<b>11,224</b>	<b>10,009</b>	<b>12,722</b>	<b>16,067</b>	<b>9,131</b>	<b>9,008</b>	<b>5,808</b>	<b>13,948</b>	<b>1,214</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>	<b>100.0</b>	<b>90.1</b>	<b>36.2</b>	<b>32.3</b>	<b>41.0</b>	<b>51.8</b>	<b>29.5</b>	<b>29.1</b>	<b>18.7</b>	<b>45.0</b>	<b>3.9</b>	<b>-</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	26,031	4,616	15	25,162	5,500			30,662	98.9
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	338	-	-	338	-			338	1.1
Association rosters and directories _____	338	-	-	338	-			338	1.1
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,369</b>	<b>4,616</b>	<b>15</b>	<b>25,500</b>	<b>5,500</b>			<b>31,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.1</b>	<b>14.9</b>	<b>-</b>	<b>82.3</b>	<b>17.7</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	25,500	5,500			31,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>5,500</b>			<b>31,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009													
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	116	26			142		400-427 Kentucky _____	330	69			399	
030-038 New Hampshire _	136	25			161		370-385 Tennessee _____	492	109			601	
050-059 Vermont _____	54	22			76		350-369 Alabama _____	328	58			386	
010-027 Massachusetts __	695	172			867		386-397 Mississippi _____	185	43			228	
028-029 Rhode Island _____	128	15			143		<b>EAST SO. CENTRAL</b>	<b>1,335</b>	<b>279</b>			<b>1,614</b>	<b>5.2</b>
060-069 Connecticut _____	446	76			522		716-729 Arkansas _____	204	54			258	
<b>NEW ENGLAND</b>	<b>1,575</b>	<b>336</b>			<b>1,911</b>	<b>6.2</b>	700-714 Louisiana _____	265	42			307	
100-149 New York _____	1,724	350			2,074		730-749 Oklahoma _____	263	69			332	
070-089 New Jersey _____	951	196			1,147		750-799 Texas _____	1,471	313			1,784	
150-196 Pennsylvania _____	1,364	277			1,641		<b>WEST SO. CENTRAL</b>	<b>2,203</b>	<b>478</b>			<b>2,681</b>	<b>8.6</b>
<b>MIDDLE ATLANTIC</b>	<b>4,039</b>	<b>823</b>			<b>4,862</b>	<b>15.7</b>	590-599 Montana _____	77	21			98	
430-459 Ohio _____	1,284	237			1,521		832-838 Idaho _____	108	38			146	
460-479 Indiana _____	563	111			674		820-831 Wyoming _____	33	6			39	
600-629 Illinois _____	1,831	356			2,187		800-816 Colorado _____	378	105			483	
480-499 Michigan _____	747	120			867		870-884 New Mexico _____	56	13			69	
530-549 Wisconsin _____	886	153			1,039		850-865 Arizona _____	266	79			345	
<b>EAST NO. CENTRAL</b>	<b>5,311</b>	<b>977</b>			<b>6,288</b>	<b>20.3</b>	840-847 Utah _____	222	56			278	
550-567 Minnesota _____	721	143			864		889-898 Nevada _____	127	24			151	
500-528 Iowa _____	441	91			532		<b>MOUNTAIN</b>	<b>1,267</b>	<b>342</b>			<b>1,609</b>	<b>5.2</b>
630-658 Missouri _____	655	154			809		995-999 Alaska _____	24	3			27	
580-588 North Dakota _	102	25			127		980-994 Washington _____	391	92			483	
570-577 South Dakota _	102	24			126		970-979 Oregon _____	235	60			295	
680-693 Nebraska _____	265	59			324		900-961 California _____	2,106	528			2,634	
660-679 Kansas _____	363	72			435		967-968 Hawaii _____	26	8			34	
<b>WEST NO. CENTRAL</b>	<b>2,649</b>	<b>568</b>			<b>3,217</b>	<b>10.4</b>	<b>PACIFIC</b>	<b>2,782</b>	<b>691</b>			<b>3,473</b>	<b>11.2</b>
197-199 Delaware _____	46	10			56		<b>UNITED STATES</b>	<b>25,470</b>	<b>5,496</b>			<b>30,966</b>	<b>99.9</b>
206-219 Maryland _____	404	98			502		969 & 004-009 U.S. Territories _____	1	-			1	
200-205 Washington, DC _	187	65			252		Canada _____	29	4			33	
220-246 Virginia _____	567	153			720		Mexico _____	-	-			-	
247-268 West Virginia ____	118	23			141		Other International _____	-	-			-	
270-289 North Carolina _	725	155			880		APO/FPO _____	-	-			-	
290-299 South Carolina _	282	50			332		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>5,500</b>			<b>31,000</b>	<b>100.0</b>
300-319 Georgia _____	770	167			937								
320-349 Florida _____	1,210	281			1,491								
<b>SOUTH ATLANTIC</b>	<b>4,309</b>	<b>1,002</b>			<b>5,311</b>	<b>17.1</b>							

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified _____	32,244	36,604	37,001	37,000	36,283	31,000
Qualified Non-Paid Total	32,244	36,604	37,001	37,000	36,283	31,000
Print Version Only ____	32,244	36,220	35,091	33,333	32,636	25,500
Digital Version Only __	-	384	1,910	3,667	3,647	5,500
Qualified Paid Total ____	-	-	-	-	-	-
Print Version Only ____	-	-	-	-	-	-
Digital Version Only __	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 9. ADDITIONAL DATA:

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,667	100.0	29,667	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,667</b>	<b>100.0</b>	<b>29,667</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,106	100.0	4,106	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,106</b>	<b>100.0</b>	<b>4,106</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA

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 D  Digital  
 P  Print

**3 Are you involved in the selection, authorization, approval, planning and/or review of corporate meetings or incentive travel programs for your company?**  
 1  Yes  
 2  No  
 If NO, please route this form to the appropriate person in your organization.

**4 What is your primary business?** (Check only ONE box)  
 31  Medical/Pharmaceutical/Surgical/Medical device/Biomedical manufacturer  
 33  All other Manufacturing  
**Non-Manufacturing**  
 34  Agriculture, Forestry or Fisheries, Mining, Construction  
 35  Transportation (excluding travel agents)  
 36  Communications (telephone, radio/TV broadcasting)  
 37  Utility  
 38  Wholesale Trade (excluding travel agents)  
 39  Retail Trade (excluding travel agents)  
 40  Banking  
 41  Financial/Investment/Security companies  
 42  Insurance companies  
 43  Real Estate companies  
**Professional Service Company/Institution-not classified elsewhere**  
 44  Legal  
 45  Medical/Healthcare  
 47  Architectural, Engineering  
 48  Consulting  
 49  Other professional service company/institution (please specify) \_\_\_\_\_  
 51  Travel Agency, Incentive House  
 55  High Tech Companies: Manufacturing/Non-Manufacturing  
 60  Other (please specify) \_\_\_\_\_

**4 What is your title classification?** (check only ONE box)  
 A  **General Mgmt./Administration:** Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Managing Director, General Manager, Director of Communications, Treasurer/Controller, Human Resource Director/Manager  
 B  **Sales/Marketing:** Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Supervisor  
 C  **Meetings Planning/Convention Mgmt.:** Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Travel Coordinator, Travel Agent  
 D  **Training & Development:** Educational/Training Director/Manager, Program Manager,  
 H  **Procurement Management:** Procurement Director/Manager/Supervisor, Purchasing Director/Manager/Supervisor  
 G  **Others Related to the Field** (please specify) \_\_\_\_\_

**5 What types of SERVICES/FACILITIES do you use for your meetings and incentive travel programs?** (check all that apply)  
 01  Resort  
 02  All-suite  
 03  Downtown Hotel  
 04  Cruise Ship  
 05  Suburban Hotel  
 06  Conference Center  
 07  Airport Hotel  
 08  Gaming Property/Facility  
 09  Convention Center or Auditorium  
 10  Convention & Visitors Bureau  
 15  Other \_\_\_\_\_

**6 Check ALL destinations inside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 51  New England (ME, NH, VT, MA, RI, CT)  
 52  Middle Atlantic (NY, NJ, PA)  
 53  South Atlantic (DE, MD, DC, VA, WV)  
 54  South East Atlantic (NC, SC, GA, FL)  
 55  East North Central (OH, IN, IL, MI, WI)  
 56  West North Central (MN, IA, MO, ND, SD, NE, KS)  
 57  East South Central (KY, TN, AL, MS)  
 58  West South Central (AR, LA, OK, TX)  
 59  Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)  
 60  Pacific (WA, OR, CA)  
 61  Alaska  
 62  Hawaii  
 70  Not applicable

**7 Do you plan meetings outside the United States? (By checking yes, you will receive Beyond Borders, the annual supplement about planning international meetings.)**  
 A  Yes  
 B  No  
**Check ALL destinations outside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 01  Caribbean  
 02  Europe  
 03  Mexico  
 04  Canada  
 05  Asia/Pacific  
 06  Bermuda  
 07  Africa/Near East  
 08  Central/South America  
 09  None outside the USA  
 15  Other \_\_\_\_\_

**8 Check ALL functions for which you have responsibility in your company:**  
 01  Meetings  
 02  Incentive Travel Programs  
 04  Training/Educational Meetings  
 05  Trade Shows/Exhibits  
 06  Other \_\_\_\_\_

**9 How many off-site meetings (including incentive travel, training, and education) does your company or division hold each year?**  
 1  12 or more  
 2  9-11  
 3  5-8  
 4  1-4  
 5  0

**10 Approximate attendance at your meetings and/or incentive travel?** (check all that apply)  
 02  up to 49  
 03  50-99  
 04  100-199  
 05  200-499  
 06  500 or more

**11 What is your company's TOTAL annual sales volume?**  
 01  More than \$100 million  
 02  \$75,000,001 to \$100 million  
 03  \$30,000,001 to \$75 million  
 04  \$10,000,001 to \$30 million  
 05  \$2,000,001 to \$10 million  
 06  \$500,000 to \$2 million  
 07  Less than \$500,000

CS7001

Allow 4 to 6 weeks for processing. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

MASTER - rev. 9/14/07

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and testify that all data set forth in this statement are true.

Melissa Fromento, Group Publisher  
 Seth Olson, Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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 State Kansas  
 County Johnson  
 Received by BPA Worldwide February 9, 2010  
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**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
 This issue is 9.7% or 3,329 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Total Recipients Responsible for Meetings/ Incentive Programs	General Management/ Administration (A)	Sales Marketing (B)	Meeting Planning/ Convention Management (C)	Training & Development (D)	Procurement Management (E)	General Agent/Agency Manager (F)	Others related to the field (G)	No Response
<b>MANUFACTURING</b>													
Technology Manufacturer _____	1,331	4.3	1,063	268	1,331	928	202	133	25	29	13	1	-
Medical/Pharmaceutical/Surgical/Medical/Device/Biomedical Manufacturer _____	1,296	4.2	1,031	265	1,296	870	159	207	22	27	4	7	-
All other Manufacturing _____	9,347	30.2	8,155	1,192	9,347	7,363	1,265	423	76	165	17	38	-
Sub-Total Manufacturing	11,974	38.7	10,249	1,725	11,974	9,161	1,626	763	123	221	34	46	-
<b>NON-MANUFACTURING</b>													
Agriculture, Forestry or Fisheries, Mining, Construction _____	1,097	3.5	915	182	1,097	929	70	61	15	10	10	2	-
Transportation, Telecommunications, Utility _____	2,371	7.6	1,821	550	2,371	1,851	238	162	50	29	33	8	-
Wholesale or Retail Trade _____	2,300	7.4	1,900	400	2,300	1,712	352	173	20	27	10	6	-
Finance, Insurance, Banking, Real Estate _____	4,471	14.4	3,817	654	4,471	2,789	630	800	74	39	16	123	-
Professional Services (eg Business, Management, Legal, Consulting, Architectural, Engineering) _____	5,459	17.7	4,178	1,281	5,459	3,682	615	944	104	47	61	6	-
Medical/Healthcare _____	1,369	4.4	1,036	333	1,369	956	85	264	42	9	12	1	-
Incentive Travel Company _____	559	1.8	432	127	559	266	128	145	5	10	3	2	-
Third-Party Meeting Management Company or Travel Agency _____	561	1.8	446	115	561	291	86	166	2	7	9	-	-
Trade Show Management _____	191	0.6	152	39	191	112	28	43	3	4	1	-	-
Technology Service Company _____	389	1.3	302	87	389	280	61	19	14	3	11	1	-
Other Non-Manufacturing (please specify _____)	248	0.8	242	6	248	5	2	4	1	-	-	236	-
Sub-Total Non-Manufacturing	19,015	61.3	15,241	3,774	19,015	12,873	2,295	2,781	330	185	166	385	-
No Response _____	11	-	10	1	11	2	2	1	-	-	-	-	6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>100.0</b>	<b>25,500</b>	<b>5,500</b>	<b>31,000</b>	<b>22,036</b>	<b>3,923</b>	<b>3,545</b>	<b>453</b>	<b>406</b>	<b>200</b>	<b>431</b>	<b>6</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.3</b>	<b>17.7</b>	<b>100.0</b>	<b>71.1</b>	<b>12.7</b>	<b>11.4</b>	<b>1.5</b>	<b>1.3</b>	<b>0.6</b>	<b>1.4</b>	

(A) General Management/Administration: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Managing Director, General Manager, Director of Communications, Treasurer/Controller

(B) Sales/Marketing: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Supervisor

(C) Meetings Planning/Convention Management: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Travel Coordinator, Travel Agent

(D) Training & Development: Educational/Training Director/Manager, Program Manager, Human Resource Director/Manager

(G) Others Related to the Field