

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# Trade Show Executive

Trade Show Executive  
4167 Avenida de la Plata  
Suite 114  
Oceanside, CA 92056-6029  
Tel.: (760) 630-9105  
Fax: (760) 630-9104

Official Publication of: None  
Established: 2000  
Issues Per Year: 12



**FIELD SERVED**

Trade Show Executive magazine serves for profit show owners/producers, business or trade associations/societies, corporate event management and other allied fields that organize trade or business shows.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include executive management, show management, convention management, corporate event management, exhibition staff and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	1
Advertiser and Agency _____	524
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	289
<b>TOTAL</b>	<b>814</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,020	100.0	5,019	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,020</b>	<b>100.0</b>	<b>5,019</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	91	53			5,020	April _____	115	115			5,020
February _____	88	88			5,020	May _____	87	87			5,020
March _____	2,099	2,100			5,020	June _____	88	88			5,020
						<b>TOTAL</b>	<b>2,568</b>	<b>2,531</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is equal to the average of the other 5 issues reported in Paragraph two.

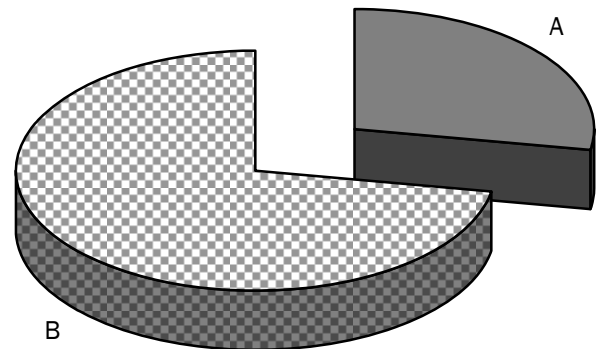
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	1,390	27.7	681	421	71	122	95
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,630	72.3	1,732	657	352	242	647
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,020</b>	<b>100.0</b>	<b>2,413</b>	<b>1,078</b>	<b>423</b>	<b>364</b>	<b>742</b>
<b>PERCENT</b>	<b>100.0</b>		<b>48.1</b>	<b>21.5</b>	<b>8.4</b>	<b>7.3</b>	<b>14.8</b>

\*Qualified subscribers include Executives responsible for The Top 100 Trade Shows.

\*\* (Sales, operations, etc.)

**3a. Breakout of Qualified Circulation of Business and Industry**

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	For-Profit Show Owners/Producers, Corporate/Event Management _____	1,390	27.7
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,630	72.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request from the recipient: _____	4,044	976	-			5,020	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,044</b>	<b>976</b>	<b>-</b>			<b>5,020</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.6</b>	<b>19.4</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			5,020	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>5,020</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	27		400-427 Kentucky _____	60	
030-038 New Hampshire _____	20		370-385 Tennessee _____	66	
050-059 Vermont _____	3		350-369 Alabama _____	54	
010-027 Massachusetts _____	115		386-397 Mississippi _____	25	
028-029 Rhode Island _____	11		<b>EAST SO. CENTRAL</b>	<b>205</b>	<b>4.1</b>
060-069 Connecticut _____	101		716-729 Arkansas _____	35	
<b>NEW ENGLAND</b>	<b>277</b>	<b>5.5</b>	700-714 Louisiana _____	37	
100-149 New York _____	275		730-749 Oklahoma _____	44	
070-089 New Jersey _____	145		750-799 Texas _____	319	
150-196 Pennsylvania _____	154		<b>WEST SO. CENTRAL</b>	<b>435</b>	<b>8.7</b>
<b>MIDDLE ATLANTIC</b>	<b>574</b>	<b>11.4</b>	590-599 Montana _____	17	
430-459 Ohio _____	148		832-838 Idaho _____	20	
460-479 Indiana _____	76		820-831 Wyoming _____	10	
600-629 Illinois _____	449		800-816 Colorado _____	116	
480-499 Michigan _____	96		870-884 New Mexico _____	15	
530-549 Wisconsin _____	101		850-865 Arizona _____	68	
<b>EAST NO. CENTRAL</b>	<b>870</b>	<b>17.3</b>	840-847 Utah _____	38	
550-567 Minnesota _____	103		889-898 Nevada _____	64	
500-528 Iowa _____	45		<b>MOUNTAIN</b>	<b>348</b>	<b>6.9</b>
630-658 Missouri _____	92		995-999 Alaska _____	1	
580-588 North Dakota _____	12		980-994 Washington _____	70	
570-577 South Dakota _____	8		970-979 Oregon _____	53	
680-693 Nebraska _____	23		900-961 California _____	465	
660-679 Kansas _____	59		967-968 Hawaii _____	3	
<b>WEST NO. CENTRAL</b>	<b>342</b>	<b>6.8</b>	<b>PACIFIC</b>	<b>592</b>	<b>11.8</b>
197-199 Delaware _____	10		<b>UNITED STATES</b>	<b>4,859</b>	<b>96.8</b>
206-219 Maryland _____	182		969 & 004-009 U.S. Territories _____	4	
200-205 Washington, DC _____	239		Canada _____	157	
220-246 Virginia _____	331		Mexico _____	-	
247-268 West Virginia _____	11		Other International _____	-	
270-289 North Carolina _____	78		APO/FPO _____	-	
290-299 South Carolina _____	24		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,020</b>	<b>100.0</b>
300-319 Georgia _____	147				
320-349 Florida _____	194				
<b>SOUTH ATLANTIC</b>	<b>1,216</b>	<b>24.2</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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	4,724	5,130	5,097	5,026	5,034	5,020
Qualified Non-Paid: _____	4,702	5,102	5,088	5,026	5,034	5,019
Qualified Paid: _____	22	28	9	-	-	1
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January - June 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. (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**

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

**PUBLISHER'S AFFIDAVIT**

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

Darlene Gudea, Publisher

(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.

Date signed	July 2, 2009
State	California
County	Carlsbad
Received by BPA Worldwide	July 2, 2009
Type	PD
ID Number	T255P0J9