

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

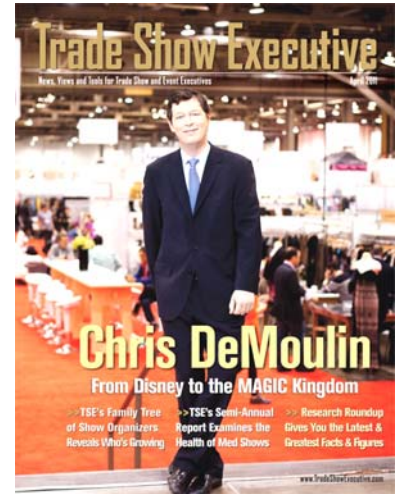
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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# Trade Show Executive

Trade Show Executive  
4167 Avenida de la Plata  
Suite 114  
Oceanside, CA 92056-6029  
Tel. No.: (760) 630-9105  
Fax No.: (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, exhibition staff and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	5
Advertiser and Agency _____	515
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	549
<b>TOTAL</b>	<b>1,069</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,000	100.0	5,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,000</b>	<b>100.0</b>	<b>5,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
*July _____	5,000
August _____	5,000
*September _____	5,000
*October _____	5,000
*November _____	5,000
December _____	5,000

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

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

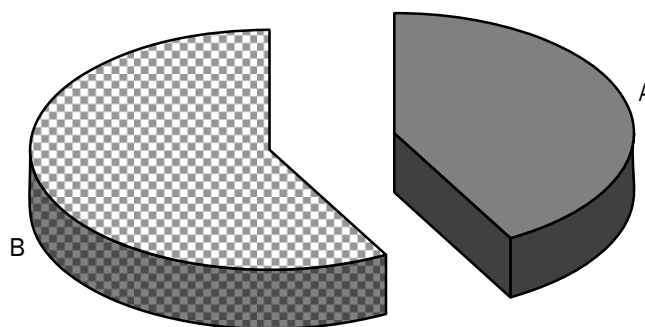
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	2,093	41.9	1,032	541	209	187	124
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,907	58.1	1,352	917	402	175	61
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,000</b>	<b>100.0</b>	<b>2,384</b>	<b>1,458</b>	<b>611</b>	<b>362</b>	<b>185</b>
<b>PERCENT</b>	<b>100.0</b>		<b>47.7</b>	<b>29.2</b>	<b>12.2</b>	<b>7.2</b>	<b>3.7</b>

\* Qualified subscribers include organizers of each of the largest 100 trade shows in the U.S. (The 100 largest shows are ranked each year in TSE's Gold 100 directory.)

\*\* 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 _____	2,093	41.9
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,907	58.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	3,393	1,317	131	4,841	96.8
II. Request from recipient's company: _____	159	-	-	159	3.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - 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>3,552</b>	<b>1,317</b>	<b>131</b>	<b>5,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.1</b>	<b>26.3</b>	<b>2.6</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	5,000	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>5,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	22		Kentucky _____	43	
New Hampshire _____	14		Tennessee _____	52	
Vermont _____	3		Alabama _____	41	
Massachusetts _____	126		Mississippi _____	21	
Rhode Island _____	10		<b>EAST SO. CENTRAL</b>	<b>157</b>	<b>3.1</b>
Connecticut _____	139		Arkansas _____	28	
<b>NEW ENGLAND</b>	<b>314</b>	<b>6.3</b>	Louisiana _____	21	
New York _____	226		Oklahoma _____	42	
New Jersey _____	148		Texas _____	290	
Pennsylvania _____	136		<b>WEST SO. CENTRAL</b>	<b>381</b>	<b>7.6</b>
<b>MIDDLE ATLANTIC</b>	<b>510</b>	<b>10.2</b>	Montana _____	10	
Ohio _____	122		Idaho _____	9	
Indiana _____	68		Wyoming _____	6	
Illinois _____	430		Colorado _____	95	
Michigan _____	77		New Mexico _____	10	
Wisconsin _____	97		Arizona _____	51	
<b>EAST NO. CENTRAL</b>	<b>794</b>	<b>15.9</b>	Utah _____	32	
Minnesota _____	92		Nevada _____	63	
Iowa _____	34		<b>MOUNTAIN</b>	<b>276</b>	<b>5.5</b>
Missouri _____	76		Alaska _____	1	
North Dakota _____	9		Washington _____	62	
South Dakota _____	6		Oregon _____	42	
Nebraska _____	20		California _____	371	
Kansas _____	56		Hawaii _____	4	
<b>WEST NO. CENTRAL</b>	<b>293</b>	<b>5.9</b>	<b>PACIFIC</b>	<b>480</b>	<b>9.6</b>
Delaware _____	12		<b>UNITED STATES</b>	<b>4,785</b>	<b>95.7</b>
Maryland _____	286		U.S. Territories _____	5	
Washington, DC _____	358		Canada _____	209	
Virginia _____	464		Mexico _____	-	
West Virginia _____	6		Other International _____	-	
North Carolina _____	66		APO/FPO _____	1	
South Carolina _____	20		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,000</b>	<b>100.0</b>
Georgia _____	178				
Florida _____	190				
<b>SOUTH ATLANTIC</b>	<b>1,580</b>	<b>31.6</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*	July-December 2011*
Total Audit Average Qualified: _____	5,020	5,020	5,000	5,000	5,000	5,000
Qualified Non-Paid: _	5,019	5,019	5,000	5,000	5,000	5,000
Qualified Paid: _____	1	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 - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**PARAGRAPH 2: LATE MAILING**

5,000 copies or 100% of the total copies mailed (both qualified and non-qualified) for the July issue were mailed between August 4th and August 11, 2011.  
 5,000 copies or 100% of the total copies mailed (qualified and non-qualified) for the September issue were mailed between October 21st and October 26th, 2011.  
 5,000 copies or 100% of the total copies mailed (both qualified and non-qualified) for the October issue were mailed between December 6th and December 9th, 2011.  
 5,000 copies or 100% of the total copies mailed (both qualified and non-qualified) for the November issue were mailed between December 27th and December 30th, 2011.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 28, 2012
Darlene Gudea, Publisher	State	California
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	San Diego
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	January 28, 2012
This unaudited circulation statement has been checked against the previous audit report.	Type	PD
It will be included in the annual audit made by BPA Worldwide.	ID Number	T255POD1