

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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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Trade Show Executive

Trade Show Executive
1945 Avenida del Oro
Suite 122
Oceanside, CA 92056-6029
Tel. No.: (760) 630-9105
Fax No.: (877) 483-8912

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 _____	473
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	283
Digital _____	-
All Other _____	180
TOTAL	941

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0	5,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
July _____	5,000
August _____	5,000
September _____	5,000
October _____	5,000
November _____	5,000
December _____	5,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

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

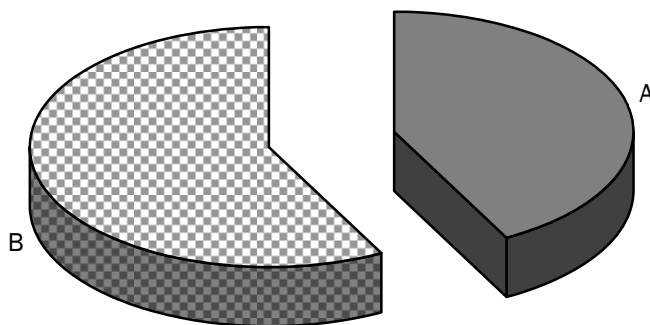
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	2,110	42.2	1,102	548	171	226	63
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,890	57.8	1,404	764	436	254	32
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,506	1,312	607	480	95
PERCENT	100.0		50.1	26.3	12.1	9.6	1.9

* 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 _____	2,110	42.2
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,890	57.8



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	2,693	1,570	550	4,813	96.2
II. Request from recipient's company: _____	1	118	-	119	2.4
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	68	-	68	1.4
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	68	-	68	1.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,694	1,756	550	5,000	100.0
PERCENT	53.9	35.1	11.0	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
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 _____	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	22		Kentucky _____	45	
New Hampshire _____	12		Tennessee _____	52	
Vermont _____	4		Alabama _____	46	
Massachusetts _____	123		Mississippi _____	22	
Rhode Island _____	10		EAST SO. CENTRAL	165	3.3
Connecticut _____	141		Arkansas _____	28	
NEW ENGLAND	312	6.2	Louisiana _____	23	
New York _____	242		Oklahoma _____	42	
New Jersey _____	154		Texas _____	298	
Pennsylvania _____	132		WEST SO. CENTRAL	391	7.8
MIDDLE ATLANTIC	528	10.6	Montana _____	11	
Ohio _____	121		Idaho _____	8	
Indiana _____	66		Wyoming _____	6	
Illinois _____	414		Colorado _____	101	
Michigan _____	74		New Mexico _____	10	
Wisconsin _____	95		Arizona _____	50	
EAST NO. CENTRAL	770	15.4	Utah _____	30	
Minnesota _____	97		Nevada _____	68	
Iowa _____	31		MOUNTAIN	284	5.7
Missouri _____	74		Alaska _____	2	
North Dakota _____	10		Washington _____	60	
South Dakota _____	9		Oregon _____	42	
Nebraska _____	20		California _____	383	
Kansas _____	57		Hawaii _____	4	
WEST NO. CENTRAL	298	6.0	PACIFIC	491	9.8
Delaware _____	14		UNITED STATES	4,795	95.9
Maryland _____	278		U.S. Territories _____	6	
Washington, DC _____	354		Canada _____	198	
Virginia _____	448		Mexico _____	-	
West Virginia _____	6		Other International _____	-	
North Carolina _____	63		APO/FPO _____	1	
South Carolina _____	20		TOTAL QUALIFIED CIRCULATION	5,000	100.0
Georgia _____	176				
Florida _____	197				
SOUTH ATLANTIC	1,556	31.1			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012*	July-December 2012*
Total Audit Average Qualified: _____	5,000	5,000	5,000	5,000	5,000	5,000
Qualified Non-Paid: _____	5,000	5,000	5,000	5,000	5,000	5,000
Qualified Paid: _____	-	-	-	-	-	-
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 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2013
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
IMPORTANT NOTE:	Received by BPA Worldwide	January 14, 2013
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	T255POD2