

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 _____	6
Advertiser and Agency _____	472
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	404
TOTAL	882

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	
2013 Issue	Total Qualified
January _____	5,000
February _____	5,000
March _____	5,000
April _____	5,000
May _____	5,000
June _____	5,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

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

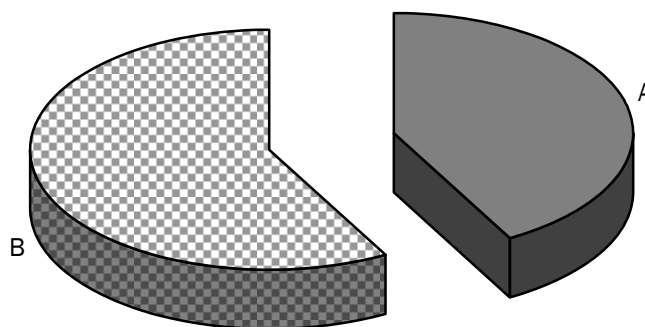
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	2,095	41.9	1,162	523	148	232	30
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,905	58.1	1,392	769	454	272	18
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,554	1,292	602	504	48
PERCENT	100.0		51.1	25.8	12.0	10.1	1.0

* 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 _____	2,095	41.9
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	2,905	58.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	3,103	975	823	4,901	98.0
II. Request from recipient's company: _____	2	31	2	35	0.7
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	64	64	1.3
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	64	64	1.3
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,105	1,006	889	5,000	100.0
PERCENT	62.1	20.1	17.8	100.0	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	22		Kentucky _____	43	
New Hampshire _____	12		Tennessee _____	52	
Vermont _____	4		Alabama _____	45	
Massachusetts _____	126		Mississippi _____	21	
Rhode Island _____	11		EAST SO. CENTRAL	161	3.2
Connecticut _____	146		Arkansas _____	29	
NEW ENGLAND	321	6.4	Louisiana _____	23	
New York _____	247		Oklahoma _____	45	
New Jersey _____	151		Texas _____	304	
Pennsylvania _____	131		WEST SO. CENTRAL	401	8.0
MIDDLE ATLANTIC	529	10.6	Montana _____	12	
Ohio _____	122		Idaho _____	8	
Indiana _____	69		Wyoming _____	6	
Illinois _____	417		Colorado _____	98	
Michigan _____	76		New Mexico _____	10	
Wisconsin _____	101		Arizona _____	51	
EAST NO. CENTRAL	785	15.7	Utah _____	31	
Minnesota _____	101		Nevada _____	65	
Iowa _____	31		MOUNTAIN	281	5.6
Missouri _____	74		Alaska _____	2	
North Dakota _____	10		Washington _____	61	
South Dakota _____	8		Oregon _____	41	
Nebraska _____	18		California _____	393	
Kansas _____	53		Hawaii _____	4	
WEST NO. CENTRAL	295	5.9	PACIFIC	501	10.0
Delaware _____	14		UNITED STATES	4,810	96.2
Maryland _____	275		U.S. Territories _____	7	
Washington, DC _____	339		Canada _____	183	
Virginia _____	446		Mexico _____	-	
West Virginia _____	6		Other International _____	-	
North Carolina _____	63		APO/FPO _____	-	
South Carolina _____	19		TOTAL QUALIFIED CIRCULATION	5,000	100.0
Georgia _____	175				
Florida _____	199				
SOUTH ATLANTIC	1,536	30.8			

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
	July - December 2010	January-June 2011	July - December 2011	January-June 2012	July - December 2012	January-June 2013*
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 –June 2013 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	July 15, 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	July 15, 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	T255P0J3