

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, 6th Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
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. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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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 _____	4
Advertiser and Agency _____	518
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	458
TOTAL	980

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			
2010 Issue	Number Removed	Number Added	Total Qualified
July _____	61	61	5,000
August _____	38	38	5,000
September _____	68	68	5,000
October _____	62	62	5,000
November _____	45	45	5,000
December _____	24	24	5,000
TOTAL	298	298	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

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

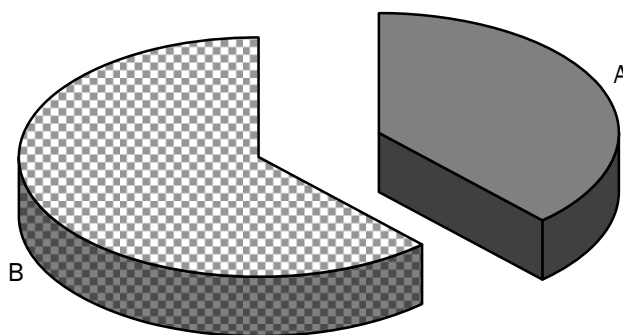
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	1,901	38.0	1,093	533	113	119	43
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,099	62.0	1,589	619	435	151	305
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,682	1,152	548	270	348
PERCENT	100.0		53.6	23.0	11.0	5.4	7.0

* 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 _____	1,901	38.0
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,099	62.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	2,947	2,053	-	5,000	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: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,947	2,053	-	5,000	100.0
PERCENT	58.9	41.1	-	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010		
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 2010							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		27		400-427 Kentucky _____		56	
030-038 New Hampshire _____		17		370-385 Tennessee _____		56	
050-059 Vermont _____		4		350-369 Alabama _____		54	
010-027 Massachusetts _____		121		386-397 Mississippi _____		26	
028-029 Rhode Island _____		10		EAST SO. CENTRAL		192	3.9
060-069 Connecticut _____		120		716-729 Arkansas _____		29	
NEW ENGLAND		299	6.0	700-714 Louisiana _____		30	
100-149 New York _____		260		730-749 Oklahoma _____		43	
070-089 New Jersey _____		144		750-799 Texas _____		307	
150-196 Pennsylvania _____		151		WEST SO. CENTRAL		409	8.2
MIDDLE ATLANTIC		555	11.1	590-599 Montana _____		12	
430-459 Ohio _____		148		832-838 Idaho _____		17	
460-479 Indiana _____		86		820-831 Wyoming _____		10	
600-629 Illinois _____		454		800-816 Colorado _____		106	
480-499 Michigan _____		87		870-884 New Mexico _____		11	
530-549 Wisconsin _____		106		850-865 Arizona _____		67	
EAST NO. CENTRAL		881	17.6	840-847 Utah _____		36	
550-567 Minnesota _____		106		889-898 Nevada _____		66	
500-528 Iowa _____		44		MOUNTAIN		325	6.5
630-658 Missouri _____		86		995-999 Alaska _____		-	
580-588 North Dakota _____		9		980-994 Washington _____		73	
570-577 South Dakota _____		8		970-979 Oregon _____		47	
680-693 Nebraska _____		22		900-961 California _____		423	
660-679 Kansas _____		60		967-968 Hawaii _____		4	
WEST NO. CENTRAL		335	6.7	PACIFIC		547	10.9
197-199 Delaware _____		13		UNITED STATES		4,768	95.4
206-219 Maryland _____		179		969 & 004-009 U.S. Territories _____		6	
200-205 Washington, DC _____		203		Canada _____		226	
220-246 Virginia _____		333		Mexico _____		-	
247-268 West Virginia _____		10		Other International _____		-	
270-289 North Carolina _____		82		AP0/FPO _____		-	
290-299 South Carolina _____		21		TOTAL QUALIFIED CIRCULATION		5,000	100.0
300-319 Georgia _____		186					
320-349 Florida _____		198					
SOUTH ATLANTIC		1,225	24.5				

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 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*	July - December 2010*
Total Audit Average Qualified: _____	5,026	5,034	5,020	5,020	5,000	5,000
Qualified Non-Paid: _	5,026	5,034	5,019	5,019	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 2010 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 11, 2011
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	Carlsbad
IMPORTANT NOTE:	Received by BPA Worldwide	January 11, 2011
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PD
	ID Number	T255P0D0