

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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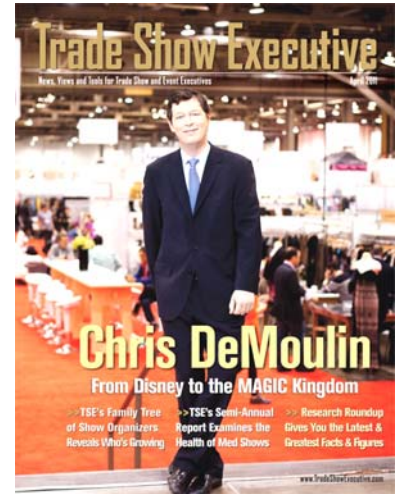
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

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 _____	513
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	293
TOTAL	810

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	
2011 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 2011

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

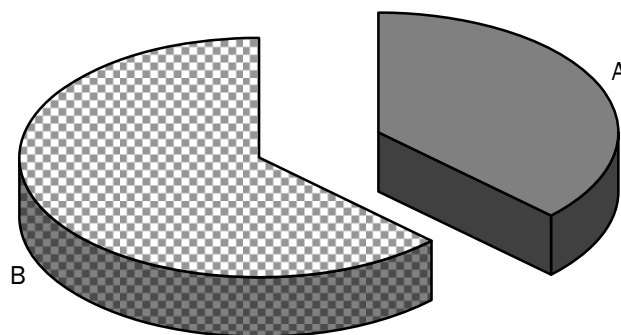
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	1,860	37.2	1,102	490	108	129	31
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,140	62.8	1,684	718	404	136	198
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,786	1,208	512	265	229
PERCENT	100.0		55.7	24.2	10.2	5.3	4.6

* 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 _____	1,860	37.2
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,140	62.8



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
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 MAY 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 _____	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	25		Kentucky _____	48	
New Hampshire _____	16		Tennessee _____	55	
Vermont _____	3		Alabama _____	51	
Massachusetts _____	127		Mississippi _____	24	
Rhode Island _____	10		EAST SO. CENTRAL	178	3.6
Connecticut _____	144		Arkansas _____	31	
NEW ENGLAND	325	6.5	Louisiana _____	30	
New York _____	249		Oklahoma _____	47	
New Jersey _____	149		Texas _____	310	
Pennsylvania _____	146		WEST SO. CENTRAL	418	8.4
MIDDLE ATLANTIC	544	10.9	Montana _____	12	
Ohio _____	138		Idaho _____	16	
Indiana _____	79		Wyoming _____	8	
Illinois _____	458		Colorado _____	106	
Michigan _____	91		New Mexico _____	12	
Wisconsin _____	105		Arizona _____	64	
EAST NO. CENTRAL	871	17.4	Utah _____	38	
Minnesota _____	99		Nevada _____	67	
Iowa _____	39		MOUNTAIN	323	6.5
Missouri _____	84		Alaska _____	-	
North Dakota _____	9		Washington _____	71	
South Dakota _____	8		Oregon _____	43	
Nebraska _____	24		California _____	422	
Kansas _____	63		Hawaii _____	4	
WEST NO. CENTRAL	326	6.5	PACIFIC	540	10.8
Delaware _____	13		UNITED STATES	4,790	95.8
Maryland _____	176		U.S. Territories _____	5	
Washington, DC _____	222		Canada _____	205	
Virginia _____	351		Mexico _____	-	
West Virginia _____	9		Other International _____	-	
North Carolina _____	77		APO/FPO _____	-	
South Carolina _____	23		TOTAL QUALIFIED CIRCULATION	5,000	100.0
Georgia _____	187				
Florida _____	207				
SOUTH ATLANTIC	1,265	25.2			

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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	5,034	5,020	5,020	5,000	5,000	5,000
Qualified Non-Paid: _	5,034	5,019	5,019	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 - June 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**PUBLISHER'S AFFIDAVIT**

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

Darlene Gudea, Publisher

Date signed

July 11, 2011

State

California

County

Carlsbad

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Received by BPA Worldwide

July 11, 2011

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.

Type

PD

ID Number

T255P0J1