

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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EXPO

Red7Media
10 Norden Place
Norwalk, CT 06855
Tel.: (203) 854-6730
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www.expoweb.com

Official Publication of: None
Established: 1989
Issues Per Year: 10

FIELD SERVED

EXPO serves exposition and convention professionals in trade associations and societies, for-profit show owners, producers or management firms, corporate event management.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in executive management, show management/planning, convention management/planning and operations/business/marketing.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	16
Advertiser and Agency _____	660
Rotated or Occasional _____	2
Allocated for Trade Shows and Conventions _____	262
Digital _____	-
All Other _____	499
TOTAL	1,439

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,500	100.0	8,500	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,500	100.0	8,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	59	59			8,500	October _____	86	86			8,500
September _____	115	115			8,500	November/ December _____	181	181			8,500
						TOTAL	441	441			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009**This issue is equal to the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Job Function			
			Executive Management	Show Management/ Planning	Convention Management/ Planning	Operation/ Business/ Marketing
TRADE ASSOCIATIONS AND SOCIETIES _____	3,451	40.6	1,180	1,266	482	523
FOR-PROFIT SHOW OWNER/PRODUCER/ MANAGEMENT FIRM____	2,169	25.5	920	638	81	530
CORPORATE EVENT MANAGEMENT _____	2,771	32.6	985	891	290	605
OTHER _____	109	1.3	48	13	4	44
TOTAL QUALIFIED CIRCULATION	8,500	100.0	3,133	2,808	857	1,702
PERCENT	100.0		36.9	33.0	10.1	20.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	7,746	754	-			8,500	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	7,746	754	-			8,500	100.0
PERCENT	91.1	8.9	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			8,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			8,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	46		400-427 Kentucky _____	64	
030-038 New Hampshire _____	34		370-385 Tennessee _____	92	
050-059 Vermont _____	12		350-369 Alabama _____	58	
010-027 Massachusetts _____	292		386-397 Mississippi _____	31	
028-029 Rhode Island _____	21		EAST SO. CENTRAL	245	2.9
060-069 Connecticut _____	226		716-729 Arkansas _____	25	
NEW ENGLAND	631	7.4	700-714 Louisiana _____	45	
100-149 New York _____	608		730-749 Oklahoma _____	72	
070-089 New Jersey _____	258		750-799 Texas _____	486	
150-196 Pennsylvania _____	316		WEST SO. CENTRAL	628	7.4
MIDDLE ATLANTIC	1,182	13.9	590-599 Montana _____	8	
430-459 Ohio _____	263		832-838 Idaho _____	12	
460-479 Indiana _____	114		820-831 Wyoming _____	5	
600-629 Illinois _____	640		800-816 Colorado _____	155	
480-499 Michigan _____	210		870-884 New Mexico _____	27	
530-549 Wisconsin _____	203		850-865 Arizona _____	109	
EAST NO. CENTRAL	1,430	16.8	840-847 Utah _____	46	
550-567 Minnesota _____	172		889-898 Nevada _____	85	
500-528 Iowa _____	63		MOUNTAIN	447	5.3
630-658 Missouri _____	150		995-999 Alaska _____	6	
580-588 North Dakota _____	12		980-994 Washington _____	126	
570-577 South Dakota _____	6		970-979 Oregon _____	56	
680-693 Nebraska _____	28		900-961 California _____	786	
660-679 Kansas _____	74		967-968 Hawaii _____	19	
WEST NO. CENTRAL	505	5.9	PACIFIC	993	11.7
197-199 Delaware _____	26		UNITED STATES	8,485	99.8
206-219 Maryland _____	336		969 & 004-009 U.S. Territories _____	15	
200-205 Washington, DC _____	421		Canada _____	-	
220-246 Virginia _____	646		Mexico _____	-	
247-268 West Virginia _____	25		Other International _____	-	
270-289 North Carolina _____	144		APO/FPO _____	-	
290-299 South Carolina _____	62		TOTAL QUALIFIED CIRCULATION	8,500	100.0
300-319 Georgia _____	305				
320-349 Florida _____	459				
SOUTH ATLANTIC	2,424	28.5			

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	7,500	7,504	7,500	7,510	8,500	8,500
Qualified Non-Paid: _____	7,500	7,504	7,500	7,510	8,500	8,500
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: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Donna Sanford, Publisher

Jeff Hartford, Audience Development Director

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

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.

Date signed	January 20, 2010
State	Connecticut
County	Fairfield
Revised	January 20, 2010
Type	PJ
ID Number	E121POD9