

EVENT AUDIT

IEEE MTT 2010 International Microwave Symposium



2010

INTERNATIONAL MICROWAVE SYMPOSIUM

IEEE MTT-S • MAY 23-28, 2010 • ANAHEIM, CALIFORNIA

THE GOLDEN STATE OF MICROWAVES

DATES OF EVENT:

Conference: May 23 – 28, 2010
Exhibits: May 25 – 27, 2010

LOCATION:

Anaheim Convention Center, Anaheim, CA

EVENT PRODUCER/MANAGER:

Company Name: Institute for Electrical & Electronics Engineers – Microwave Theory and Techniques Society (IEEE MTT-S)
Address: 1721 Boxelder St. Ste. 107
Louisville, CO 80027
Phone: (303) 530-4562
Website (Show): <http://www.ims2010.org/>

REGISTRATION COMPANY:

MP Associates

YEAR EVENT ESTABLISHED:

1959

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 5 – 10, 2011
Exhibits: June 7 – 9, 2011

LOCATION:

Baltimore Convention Center, Baltimore, MD

1. STATEMENT OF MARKET SERVED

Microwave and RF Communications Engineering

Qualified attendees include senior management, engineering management, engineers, and R & D personnel employed in the private sector or by the government/military.

2. STATEMENT OF VERIFICATION METHODOLOGY

All badges were printed on site, at which point the attendee was entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

YEAR EVENT HELD	EVENT LOCATION	TOTAL CONFERENCE ATTENDEES	TOTAL EXHIBITS ONLY ATTENDEES	SUB-TOTAL CONFERENCE & EXHIBITS ONLY ATTENDEES	SPEAKERS*	MEDIA	EXHIBITORS, NON-EXHIBITING SPONSORS AND THEIR SUPPORT STAFF**	Total
2009	Boston	2,723	1,482	4,205	--	21	4,106	8,332
2010	Anaheim	2,325	2,095	4,420		24	4,143	8,587

* Included as Conference Attendees.

** Not audited. Count supplied by Show Management.

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4. PRIMARY END PRODUCT/SERVICE

PRIMARY END PRODUCT/SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING PRIMARY END PRODUCT
Communications Systems, Equipment	778	17.6	18.1
Wireless (WiFi, WiMAX, UWB)	476	10.8	11.1
Government - Military	327	7.4	7.6
Government - Other	92	2.1	2.1
Defense Electronics	604	13.7	14.1
Medical Electronics	46	1.0	1.1
Navigation/Telemetry/GPS Systems	16	.4	.4
Industrial Automation/Control Systems	16	.4	.4
Transportation (Automotive/Aviation)	17	.4	.4
Consumer Electronics	113	2.6	2.6
Computers or Peripherals	27	.6	.6
Test & Measurement	306	6.9	7.1
Components/Hardware	436	9.9	10.2
Data Transmission	28	.6	.7
Semiconductors & ICs	560	12.7	13.1
Materials	65	1.5	1.5
Services	67	1.5	1.6
Software	80	1.8	1.9
Other	234	5.3	5.5
Total Conference and Exhibit Only Attendees Providing this Information	4,289	97.0	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	131	3.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,420	100.0	100.0

5. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING PRIMARY JOB FUNCTION
Executive/Senior Management	576	13.1	13.2
Engineering Management	469	10.6	10.7
Design Engineering	941	21.7	21.7
Engineering Services	92	2.1	2.1
Manufacturing/Production Engineering	93	2.1	2.1
Application Engineer	90	2.1	2.1
Procurement/Purchasing	98	2.2	2.2
Professor/Research - Academic	383	8.8	8.8
Research & Development - Government	239	5.4	5.5
Research & Development - Industry	308	7.0	7.1
Student/Academic	393	8.9	9.0
Financial or Industry Analyst	16	.4	.4
Editor/Publisher	14	.3	.3
Marketing/Sales	432	9.6	9.8
Consultant	125	2.8	2.9
Other	95	2.2	2.2
Total Conference and Exhibit Only Attendees Providing this Information	4,364	98.7	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	56	1.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,420	100.0	100.0

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6. PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE, OR INFLUENCE THE PURCHASE OF

PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE, OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT PROVIDING PURCHASE INVOLVEMENT
Active Components	2,154	49.8
Antennas	1,272	29.4
Control Components	833	19.3
Materials	1,260	29.1
Manufacturing Equipment	580	13.4
Optoelectronics & Fiber-Optics	542	12.5
Passive Components	2,196	50.7
Semiconductors/Integrated Circuits	1,814	41.9
Services	719	16.6
Signal Processing Components	719	16.6
Software & CAD	1,459	33.7
Subsystems & Systems	816	18.8
Test Equipment and Instruments	1,873	43.3
Transmission-Line Components	1,112	25.7
Total Conference and Exhibit Only Attendees Providing this Information	4,420	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	93	2.1
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,420	100.0

Multiple responses allowed, hence total number of responses exceeds the total attendance and category counts should not be added together.

7. FREQUENCY RANGE OF YOUR PRIMARY WORK

FREQUENCY RANGE OF PRIMARY WORK	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING FREQUENCY RANGE
RF	895	20.3	20.7
Microwave	615	13.9	14.2
Both	2,628	59.4	60.9
Other	180	4.3	4.2
Total Conference and Exhibit Only Attendees Providing this Information	4,318	97.7	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	102	2.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,420	100.0	100.0

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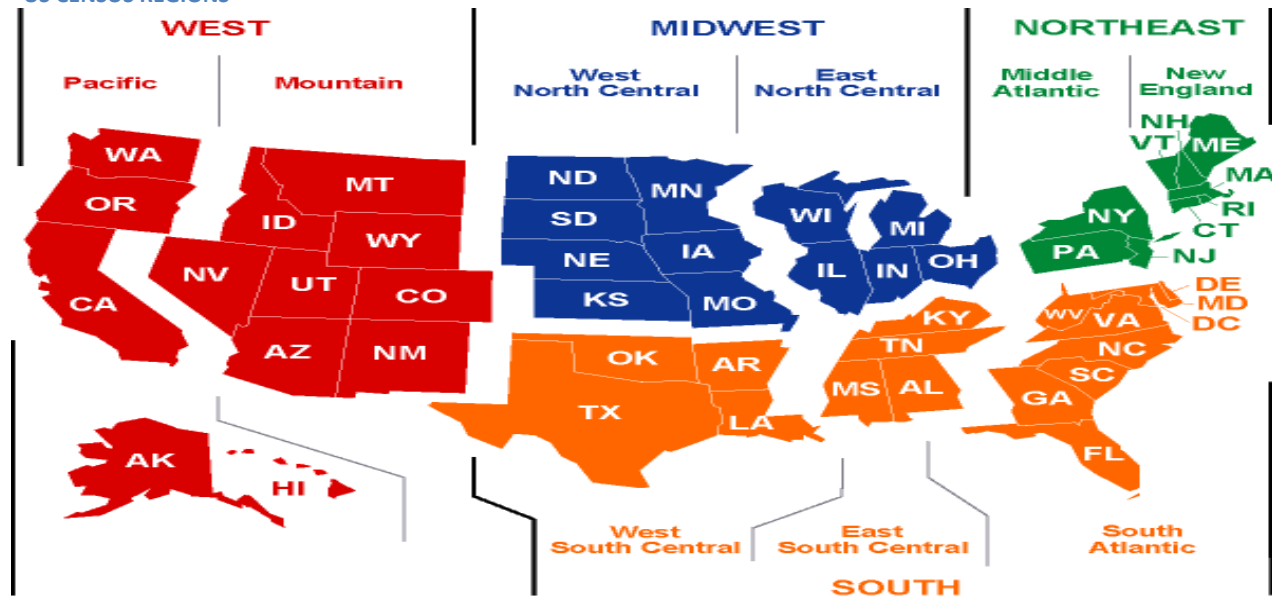


8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	198	4.48%
Maine	4	
New Hampshire	17	
Vermont	8	
Massachusetts	140	
Rhode Island	7	
Connecticut	22	
MIDDLE ATLANTIC	231	5.23%
New York	86	
New Jersey	87	
Pennsylvania	58	
EAST NORTH CENTRAL	129	2.92%
Ohio	33	
Indiana	31	
Illinois	36	
Michigan	25	
Wisconsin	4	
WEST NORTH CENTRAL	52	1.18%
Minnesota	20	
Iowa	19	
Missouri	3	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	10	
SOUTH ATLANTIC	255	5.77%
Delaware	1	
Maryland	72	
District of Columbia	6	
Virginia	46	
West Virginia	--	
North Carolina	41	
South Carolina	--	
Georgia	41	
Florida	48	

STATE	TOTAL	PERCENT
EAST SOUTH CENTRAL	8	0.18%
Kentucky	1	
Tennessee	3	
Alabama	1	
Mississippi	3	
WEST SOUTH CENTRAL	135	3.05%
Arkansas	3	
Louisiana	--	
Oklahoma	3	
Texas	129	
MOUNTAIN	209	4.73%
Montana	1	
Idaho	1	
Wyoming	--	
Colorado	39	
New Mexico	19	
Arizona	128	
Utah	13	
Nevada	8	
PACIFIC	1,891	42.78%
Alaska	1	
Washington	36	
Oregon	36	
California	1,804	
Hawaii	14	
UNITED STATES	3,108	70.31%
INTERNATIONAL	1,312	29.68%
Canada	134	3.03%
Mexico	11	.25%
Outside North America	1,167	26.40%
Not Providing this Information	--	--
Total Conference & Exhibit Attendees	4,420	100.0%

US CENSUS REGIONS



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8A. AUDITED BREAKOUT OF ALL CONFERENCE AND EXHIBITS ONLY ATTENDEES OUTSIDE NORTH AMERICA

COUNTRY	TOTAL	PERCENT
AUSTRALIA	18	0.41
AUSTRIA	9	0.20
BELGIUM	20	0.45
BRAZIL	4	0.09
CHINA	47	1.06
CYPRUS	1	0.02
CZECH REPUBLIC	3	0.07
DENMARK	1	0.02
EGYPT	1	0.02
FINLAND	12	0.27
FRANCE	76	1.72
GERMANY	96	2.17
GREECE	3	0.07
HONG KONG	15	0.34
HUNGARY	1	0.02
ICELAND	1	0.02
INDIA	16	0.36
IRELAND	6	0.14
ISRAEL	70	1.58
ITALY	46	1.04
JAPAN	157	3.55
KOREA, D.P.R.O.	9	0.20
KOREA, REPUBLIC OF	153	3.46
LEBANON	1	0.02
MACAU	1	0.02
MALAYSIA	8	0.18
NETHERLANDS	36	0.81
NETHERLANDS ANTILLES	3	0.07
NEW ZEALAND	6	0.14
NORWAY	6	0.14
PHILIPPINES	5	0.11
POLAND	5	0.11
PORTUGAL	7	0.16
RUSSIAN FEDERATION	12	0.27
SINGAPORE	25	0.57
SOUTH AFRICA	5	0.11
SPAIN	48	1.09
SWEDEN	54	1.22
SWITZERLAND	8	0.18
TAIWAN, PROVINCE OF CHINA	84	1.90
THAILAND	1	0.02
TURKEY	9	0.20
U.S. MINOR ISLANDS	8	0.18
UNITED KINGDOM	70	1.58
TOTAL Conference & Exhibit Attendance Outside North America	1,167	26.40
TOTAL North America	3,253	73.60
Not Providing this Information	--	--
Total Conference & Exhibit Attendance	4,420	100.00

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REGISTRATION FORM: PAGE 1 – REGISTRANT INFORMATION AND DEMOGRAPHICS



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IMS - RFIC - ARFTG Registration Form
Anaheim Convention Center
May 23-28, 2010



- 1** All Early Bird and Advance registration must be received by **online:** www.mpassociates.com/IMS2010/IMS_registration.html **by mail:** IMS 2010 Registration, MP Associates, Inc. 1721 Bowelder St. Suite 107 Louisville, CO 80027 USA
May 7 and May 21, respectively, for appropriate costs to apply. **by fax:** +1 (303) 530-4334

2 Attendee Information

First Name _____ Last Name _____
Company _____ Mail Stop _____
Address:
Street _____ City _____
State _____ Postal Code _____ Country _____ Email _____
Telephone _____ IEEE Membership # _____ Member of: MTT-S ARFTG
Guest Information:
First Name _____ Last Name _____
Email _____ I would like to receive emails from: IEEE and MTT-S Industry

3 Attendee Survey

1) What is your principal job function?

- 101 Executive/Senior Management
- 102 Engineering Management
- 103 Design Engineering
- 104 Engineering Services
- 105 Manufacturing/Production Engineering
- 106 Application Engineer
- 107 Procurement/Purchasing
- 108 Professor/Research - Academic
- 109 Research & Development - Government
- 110 Research & Development - Industry
- 111 Student
- 112 Financial or Industry Analyst
- 113 Editor/Publisher
- 114 Marketing/Sales
- 115 Consultant
- 116 Other _____

2) What primary end product or service do you work on?

- 201 Communication systems, equipment
- 202 Wireless (WiFi, WiMAX, UWB)
- 203 Government - Military
- 204 Government - Other
- 205 Defense Electronics
- 206 Medical Electronics
- 207 Navigation/telemetry/GPS systems
- 208 Industrial automation/control systems
- 209 Transportation (Automotive/Aviation)
- 210 Consumer Electronics
- 211 Computers or peripherals
- 212 Test & Measurement

- 213 Components/Hardware
- 214 Data Transmission
- 215 Semiconductors & Ics
- 216 Materials
- 217 Services
- 218 Software
- 219 Other _____

3) Which products and/or services in the following areas do you recommend, purchase or influence the purchase of? (Answer all that apply)

- 301 Active Components
- 302 Antennas
- 303 Control Components
- 304 Materials
- 305 Manufacturing Equipment
- 306 Optoelectronics & Fiber-Optics
- 307 Passive Components
- 308 Semiconductors/Integrated Circuits
- 309 Services
- 310 Signal Processing Components
- 311 Software & CAD
- 312 Subsystems & Systems
- 313 Test Equipment and Instruments
- 314 Transmission-Line Components

4) At what frequency is your primary work?

- 401 RF
- 402 Microwave
- 403 Both
- 404 Other _____

5) Number of engineers in your organization

- 501 10 or fewer
- 502 11 to 40
- 503 41 to 100
- 504 More than 100

6) Which hotel will you be using while in Anaheim?

- 601 Hilton Anaheim Headquarter Hotel
- 602 Anabella Hotel
- 603 Best Western Stovall's Inn
- 604 Clarion Hotel Anaheim Resort
- 605 Crowne Plaza
- 606 Hyatt Regency Orange County
- 607 Portofino Inn & Suites
- 608 Red Lion Anaheim Maingate Hotel
- 609 Sheraton Park Hotel at the Anaheim Resort
- 610 Desert Palms Hotel & Suites
- 611 Other Hotel
- 612 Other Accomodations
- 613 Local - no accomodations

7) Is this the first time you have attended International Microwave Week?

- 701 Yes
- 702 No

8) Are you an MTT member?

- 801 Yes
- 802 No

IMS provides an email list of attendees to exhibitors. If you do NOT want to receive this correspondence, check here:

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY AUDIENCE INSIGHTS

We have carefully examined the attendee records of the IEEE MTT 2010 International Microwave Symposium held in Anaheim, CA. The audit process includes pre-event review of the registration and event access process, post event confirmations of attendance and attendee demographics, examination of accounting records, and any other auditing procedures considered appropriate or necessary. This audit complies with the standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process.

Based on our review and analysis, the statements set forth in this report fairly and accurately present the total attendance of this event in conformance with generally accepted event measurement practices.

Audience Insights
Framingham, MA