EVENT INSIGHTS

A joint offering by BPA Worldwide & Exhibit Surveys, Inc.

EEIAC Certified

LINUXWORLD CONFERENCE & EXPO

DATES OF EVENT:
Conference: April 3-6, 2006
Exhibits: April 4-6, 2006

LOCATION: Boston, MA

EVENT PRODUCER/MANAGER:
Company Name: IDG World Expo
Address and Website (Show):   3 Speen Street
                              Suite 320
                              Framingham, MA 01701
Phone: 508-424-4853
Website (show):   www.linuxworldexpo.com

REGISTRATION COMPANY: RCS
Phone: 805-207-3022

YEAR EVENT ESTABLISHED: 1999

FREQUENCY: Semi-Annual

DATES OF NEXT EVENT:
Conference: August 14-17, 2006
Exhibits: August 15-17, 2006

LOCATION: San Francisco, CA

1. STATEMENT OF MARKET SERVED

LinuxWorld Conference Expo is the open source community event bringing together IT professionals using Linux and open source technologies.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, or swiping their badge at any conference access control. A review of the entire database to eliminate duplicate records and check for missing data was performed.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Boston, MA	643	3,138	3,781	109	135	1,484	5,509

* Verified and Non-Verified counts taken from the registration database provided by the registration company.

BPA WORLDWIDE EVENTS

EXHIBIT SURVEYS INCORPORATED

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY	CEO	President	CIO, CTO, CSO, COO	Government Agency Executive	Vice President	CFO/Finance/Attorney/VC	IT/MIS Management/Director	IT/MIS Staff	Systems Programmer/Analyst	Programmer/Developer	System Administrator	R&D - Scientific	Line of Business Management	Sales/Marketing	Consultant	Other
																			CLASSIFICATION BY JOB FUNCTION
Consultant-Business Services	417	11.0	11.9	62	49	27	-	16	2	23	12	9	28	18	1	7	14	130	19
Energy-Transportation-Utilities	26	0.7	0.7	-	2	1	1	-	2	1	5	1	3	-	7	-	-	2	1
Finance-Banking-Investment-VC	235	6.2	6.7	7	3	10	-	12	32	25	37	11	16	42	3	2	4	15	16
Government-Military-Public Administration	150	4.0	4.3	-	3	-	4	1	-	25	31	9	22	24	11	-	2	7	11
Healthcare-Medical	130	3.4	3.7	1	-	5	1	2	2	16	32	2	18	28	10	-	3	6	4
ISP-WebHost-IT Services Outsourcer	83	2.2	2.4	5	3	5	1	3	-	8	16	1	7	15	1	-	4	11	2
Legal-Insurance-Accounting	42	1.1	1.2	-	-	-	-	-	4	6	9	2	3	9	-	-	2	4	3
Manufacturing (computer related)	244	6.5	7.0	4	13	9	-	7	2	5	17	9	42	19	10	12	53	17	25
Manufacturing (non-computer related)	72	1.9	2.1	-	2	3	-	-	-	19	15	1	12	6	3	3	2	1	5
Marketing-Sales	157	4.2	4.5	8	8	4	-	12	-	4	3	2	5	2	-	9	84	7	9
Media-Publication-Broadcasting	107	2.8	3.0	4	6	8	-	2	1	10	3	1	17	10	-	2	20	4	19
Non-Profit-Trade Association-User Group	36	1.0	1.0	-	1	1	-	4	3	4	6	-	6	4	-	-	-	2	5
Research & Development-Scientific	124	3.3	3.5	2	1	3	-	-	-	14	9	1	25	10	34	4	-	10	11
Reseller-VAR-Sys Integrator	85	2.2	2.4	6	10	3	-	4	1	4	3	3	3	3	-	2	22	16	5
Retail-Wholesale-Distributor	74	2.0	2.1	2	4	2	-	1	-	14	17	3	11	7	1	2	5	1	4
Software/Application Development-ISV	633	16.7	18.0	37	15	42	-	46	4	39	16	26	189	25	19	20	80	34	41
Telecommunications-Carrier	73	1.9	2.1	2	2	4	-	-	-	8	11	1	25	2	3	-	3	6	6
Web Services/Design/Content	107	2.8	3.0	8	6	3	-	2	1	4	16	2	26	6	2	-	3	18	10
Education	407	10.8	11.6	9	5	5	-	1	2	58	81	7	33	53	10	3	2	15	123
Other	307	8.1	8.7	12	6	6	-	3	1	23	24	6	24	24	3	3	18	7	147
SUB-TOTAL GENERAL BUSINESS	**3,509**	**92.8**	**100.0**	**169**	**139**	**141**	**7**	**116**	**57**	**310**	**363**	**97**	**515**	**307**	**118**	**70**	**321**	**313**	**466**
Percent of Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	3,509	92.8	-	4.5	3.7	3.7	0.2	3.1	1.5	8.2	9.6	2.6	13.6	8.1	3.1	1.9	8.5	8.3	12.3
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	272	7.2	-																
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	**3,781**	**100.0**	**-**																

4b. CLASSIFICATION OF COMPANY SIZE

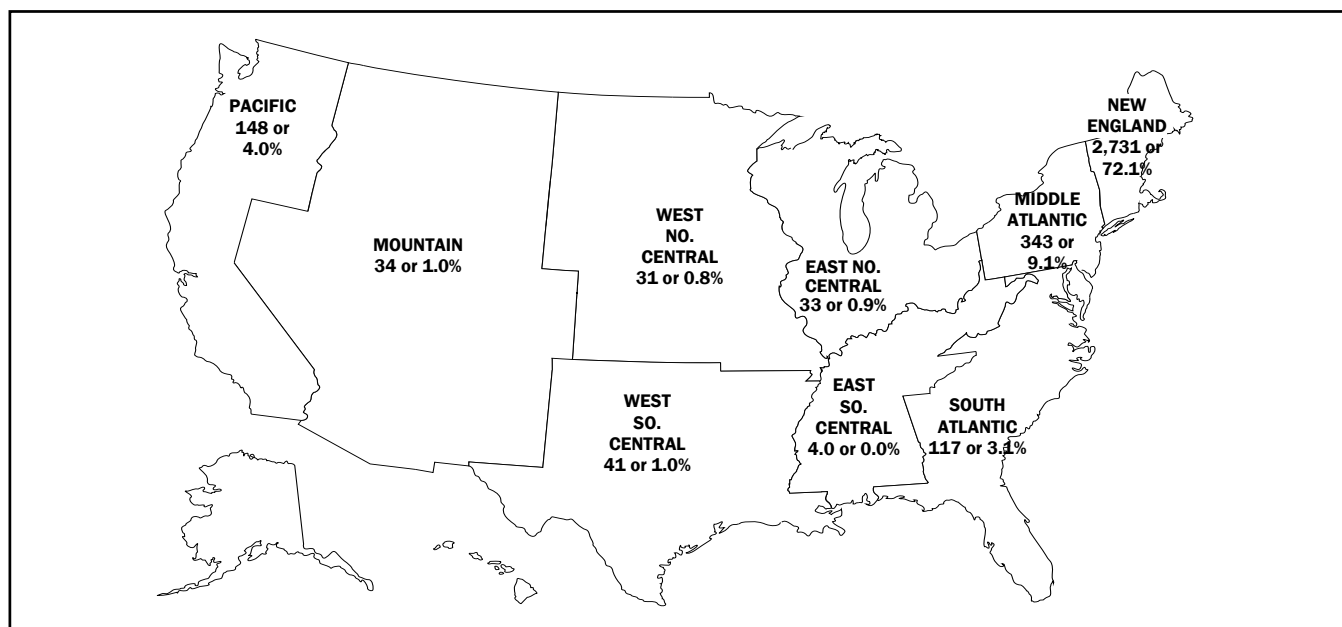| COMPANY SIZE BY NUMBER OF EMPLOYEES	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Under 50	1,242	32.8	35.4
50-99	242	6.4	6.9
100-499	409	10.8	11.7
500-999	197	5.2	5.6
1,000-4,999	332	8.8	9.5
5,000-9,999	145	3.8	4.1
10,000 or More	590	15.6	16.8
Do Not Know	349	9.2	10.0
Total Conference and Exhibit Only Attendees Identified by Company Size	3,506	92.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	275	7.3	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	**3,781**	**100.0**	**-**

4c. CLASSIFICATION OF ANNUAL PURCHASING BUDGET

CLASSIFICATION OF ANNUAL PURCHASING BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
$0-$25,000	697	18.4	19.9
$25,000-$100,000	419	11.1	12.0
$100,000-$500,000	385	10.2	11.0
$500,001-$999,999	221	5.8	6.3
$1 Million-$4,999,999	265	7.0	7.6
$5 Million-$9,999,999	100	2.6	2.9
$10 Million-$50 Million	129	3.4	3.7
More then $50 Million	289	7.6	8.2
N/A	999	26.4	28.5
Total Conference and Exhibit Only Attendees Identified by Annual Purchasing Budget	3,504	92.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Annual Purchasing Budget	277	7.3	-
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	**3,781**	**100.0**	**-**

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	**2,731**	**72.1**	**EAST SO. CENTRAL**	**4**	**-**
Maine	108		Kentucky	2	
New Hampshire	256		Tennessee	1	
Vermont	32		Alabama	1	
Massachusetts	2,042		Mississippi	0	
Rhode Island	100		**WEST SO. CENTRAL**	**41**	**1.0**
Connecticut	193		Arkansas	-	
MIDDLE ATLANTIC	**343**	**9.1**	Louisiana	-	
New York	218		Oklahoma	-	
New Jersey	77		Texas	41	
Pennsylvania	48		**MOUNTAIN**	**34**	**1.0**
EAST NO. CENTRAL	**33**	**0.9**	Montana	1	
Ohio	5		Idaho	-	
Indiana	5		Wyoming	-	
Illinois	16		Colorado	10	
Michigan	5		New Mexico	3	
Wisconsin	2		Arizona	2	
WEST NO. CENTRAL	**31**	**0.8**	Utah	17	
Minnesota	15		Nevada	1	
Iowa	5		**PACIFIC**	**148**	**4.0**
Missouri	4		Alaska	-	
North Dakota	-		Washington	15	
South Dakota	-		Oregon	12	
Nebraska	5		California	121	
Kansas	2		Hawaii	-	
SOUTH ATLANTIC	**117**	**3.1**	**UNITED STATES**	**3,482**	**92.0**
Delaware	6		**INTERNATIONAL**	**299**	**8.0**
Maryland	21		Canada	26	
Washington, DC	8		Mexico	3	
Virginia	32		Other International	80	
West Virginia	-		Not Identified	190	
North Carolina	28		**Total Conference & Exhibit Attendees**	**3,781**	**100.0**
South Carolina	3				
Georgia	7				
Florida	12				

Registration Form

Attendee Information
(Use one registration form per person. Make photocopies to register additional colleagues.)

First Name   MI   Last Name

Title

Company

Street Address, P.O. Box, Apt. #, Mail Stop, etc.

City   State/Province

Zip/Postal Code   Country

Phone   Fax

E-mail address

□ Check here if you would like to receive info from approved industry related third parties via e-mail.   Prefer to receive □ HTML □ Text e-mails

Save up to $500 off conference prices by registering early! Early-bird registration savings are valid on or before March 3, 2006

For your convenience, on-line registration is available until April 3, 2006

Registration Package Selection

If selecting the Passport or Exhibit Hall Pass, please do not select any other package. Please select from the packages below and total the costs at the bottom. Refer to previous page for package descriptions, Half-day Tutorial codes, Half-day Hands-on Labs codes and pricing. If applicable, indicate Tutorial **AND/OR** Hands-on Lab selection(s) listed on previous page. All Packages include admission to the Exhibit Hall, Keynotes, Feature Presentation and Birds-of-a-Feather Meetings. Included in each conference package is an Exhibit Hall pass valued at $50.

□ **Group Discounts:** Register for four conference packages and receive the fifth of equal or lesser value for FREE (all forms must be received together by mail/fax ONLY).

□ Check here for student discount eligibility. Attach a photocopy of your valid student ID.

Conference Packages

□ **(PP) Passport** ➔ if ordering by 3/3/06 pls indicate leather jacket size: S M L XL
Choose 2 included Tutorials or Half-Day Labs

□ **(CP) Combo Pass** includes both 3-Day Conferences

Please enter Tutorial or Lab codes

□ **(L3) LinuxWorld Only** 3-Day Conference
□ **(O3) OpenSolutions World Only** 3-Day Conference

□ **(1DL) LinuxWorld One-Day Conference Pass** *(Please indicate day(s))* □ Tues □ Wed □ Thur
□ **(1DO) OpenSolutions One-Day Conference Pass** *(Please indicate day(s))* □ Tues □ Wed □ Thur

Tutorials and Hands-On Labs
□ **(T1) Half-Day Tutorial AND/OR**
□ **(H1) Half-Day Hands-on Lab** *Please enter up to 2 Codes*

Workshop
□ **(SA) 3-Day System Administration Workshop**

Government Day
□ **(LG) Linux in Government Day** *Please attach your credentials with your registration form.*

Exhibits Only
□ **(EO) Exhibit Hall Pass**

If you selected a Conference Package, please answer the following: Would you like to register for the LPI Linux Certification testing FREE of charge ($100 value)? □YES or □ NO.

Attendee Profile
(Must be completed to process your registration)

What is your job function? (select one)
□ 104 CEO
□ 105 Chief Financial Officer
□ 107 CIO, CTO, CSO, COO
□ 109 Consultant
□ 111 IT/MIS Management/Director
□ 114 Finance/Attorney/VC
□ 115 Government Agency Executive
□ 118 IT/MIS Staff
□ 451 Line of Business Management
□ 128 President
□ 139 Programmer/Developer
□ 134 R&D-Scientific
□ 452 Sales/Marketing
□ 141 Systems Administrator
□ 143 Systems Programmer/Analyst
□ 145 Vice President
□ 151 Other (Please Specify)

What is your primary business/industry at your location? (select one)
□ 162 Consultant-Business Service
□ 453 Education
□ 166 Energy-Transportation-Utilities

□ 170 Finance-Banking-Investment-VC
□ 172 Government-Military-Public Administration
□ 173 Healthcare-Medical
□ 177 ISP-Web Host-IT Services Outsourcer
□ 178 Legal-Insurance-Accounting
□ 179 Manufacturing (computer related)
□ 180 Manufacturing (non-computer related)
□ 181 Marketing-Sales
□ 182 Media-Publication-Broadcasting
□ 185 Non-Profit-Trade Association-User Group
□ 189 Research & Development-Scientific
□ 190 Reseller-VAR-Sys Integrator
□ 191 Retail-Wholesale-Distributor
□ 192 Software/Application Development-ISV
□ 194 Telecommunications-Carrier
□ 196 Web Services/Design/Content
□ 198 Other (Please Specify)

What is your annual purchasing budget? (select one)
□ 199 $0 - $25,000
□ 200 $25,001 - $100,000
□ 201 $100,001 - $500,000
□ 202 $500,001 - $1,000,000

□ 454 $1 million - $5 million
□ 455 $5 million - $10 million
□ 456 $10 million - $50 million
□ 457 > $50 million
□ 204 N/A

What is your purchasing role? (Select all that apply)
□ 458 Authorize/approve of acquisitions
□ 459 Establish business goals/direction/budgets
□ 460 Evaluate products/vendors/brands
□ 461 Identify need for products
□ 462 Other purchasing role
□ 463 Recommend/specify products/brands
□ 464 I have no role in the purchasing process

Number of employees in your company/organization? (select one)
□ 210 Under 50
□ 211 50 - 99
□ 212 100 - 499
□ 213 500 - 999
□ 214 1,000 - 4,999
□ 215 5,000 - 9,999

□ 216 > 10,000
□ 217 Do not know

How did you hear about this event?
□ 341 E-mail Blast
□ 342 Article or mention in the Media
□ 343 Direct Mail Piece
□ 345 Word of Mouth - Colleague/Friend
□ 346 WWW search
□ 347 Other (Please specify)

Please indicate your housing plans? (select one)
□ 348 Use my own Travel Agent
□ 349 Book accommodations myself
□ 350 Use Event Management Housing
□ 351 Live locally
□ 352 Staying with friends/family
□ 353 Not ready yet

Payment Information
(Payment must accompany form for registration to be complete)

CONDITIONS: Registration fees are non-refundable, including all cancellations, and credentials non-transferable. Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of registration. No refunds or credits will be issued for a discount after the initial registration. No purchase orders will be accepted. A $20 fee will be charged for all returned checks. No checks will be accepted during on-site registration. No one under 18 years of age will be permitted at this event.

TOTAL Amount $_____
□ **Check Enclosed – make payable to IDG World Expo and enclose the registration form in envelope.**
□ MasterCard   □ VISA   □ American Express
Card Holder Signature _____

Account Number   Expiration Date

First Name   MI   Last Name

PRIORITY CODE

Be sure to copy your priority code here.

BPA WORLDWIDE EVENTS

EXHIBIT SURVEYS INCORPORATED

Key Findings

The following results are based on 453 respondents (25% net return) to an attendee survey conducted by Exhibit Surveys,Inc. These results are projectable to the audited net attendance of 3,781. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

Product Interest & Buying Plans

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)?

- Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.

	%	
Product/Service	**Interested**	**Plan to Buy**
Hardware	**65**	**23**
Accelerators-Cards-Memory	16	5
Computers - Desktops	33	9
Displays-Monitors-Projection	16	6
Mobile Computing	33	8
Networking & Connectivity	32	7
Servers & Server Management	40	11
Storage-Drives-Players	27	8
Other Hardware	18	6
Software	**78**	**28**
Clusters	29	4
Database	36	9
Desktop Linux	49	11
Development Tools	37	9
Mobile & Embedded	21	4
Internet & E-mail	30	6
Networking & Connectivity	31	7
Productivity & Utilities	30	8
Security	31	6
Server Software	30	8
VOIP	18	4
Web Services	25	5
Other Software	17	4
Net Total	**80**	**35**

- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the show. TBP for LinuxWorld Boston 2006 is 35%, (our all-show average is 53%).

Reasons for Attending

- These results help to determine what will motivate people to attend the show and/or visit specific exhibits and should be used in developing content and attendance promotion.

- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	87
Keep up-to-date on general industry trends/issues	77
See specific companies or products	55
Get technical data	50
Evaluate and compare products for future purchase	47
Network with colleagues and/or vendors	40
Attend the conference program	22
Make a purchase	4
Other	10

Value Received from Attending

- 59% of the attendees found the exhibition to be "excellent" or "very good". The average rating is 3.6 (our all-show average is 3.7).

Rating	%
5 = Excellent	20%
4 = Very Good	39%
3 = Good	26%
2 = Fair	11%
1 = Poor	4%
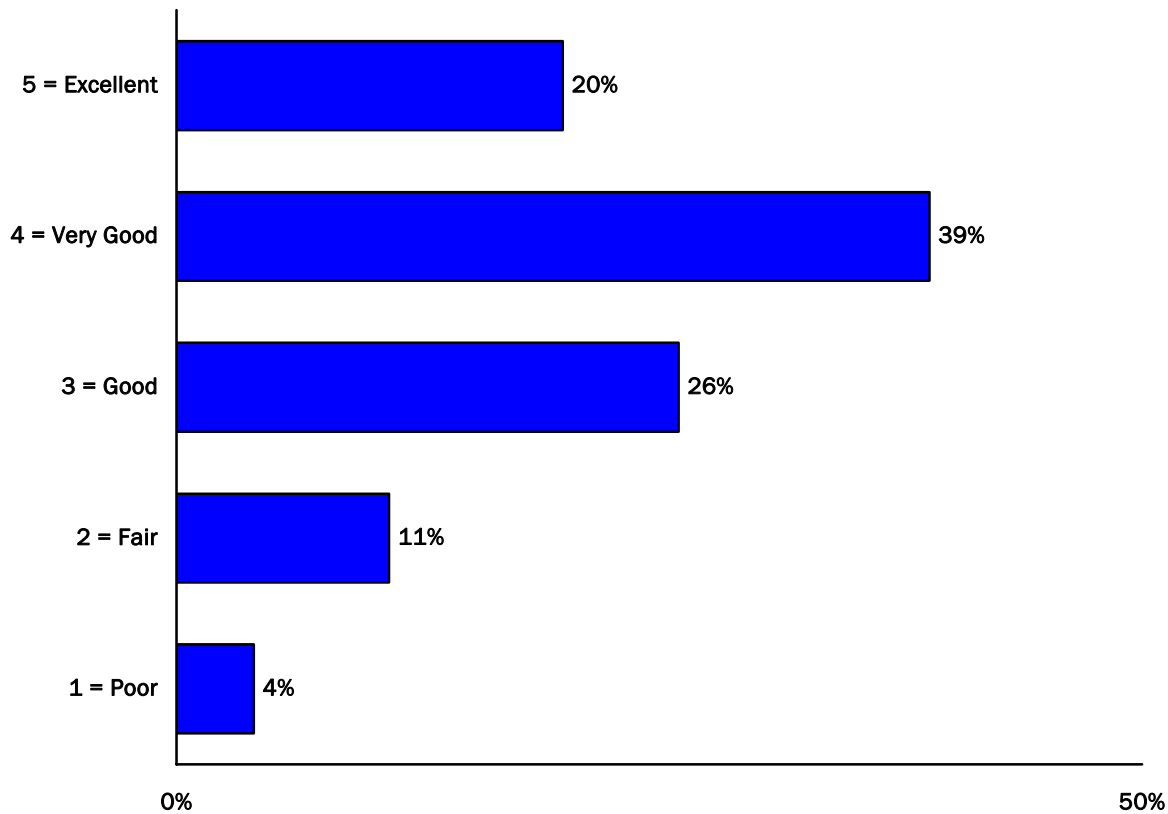
Hours & Days Spent at the Exhibits

- The attendees spent an average of 5.7 hours at the LinuxWorld Boston 2006 exhibits, spread over an average of 1.4 days. For comparison, our all-show average is 7.8 hours, spread over 2.4 days.

- Wednesday was the peak day. Exhibitors need additional booth personnel on peak traffic days in order to reach all of their potential audience.

Hours Spent	%
1 - 2	13
3 - 4	31
5 - 6	31
7 - 8	12
More than 8	13
	100
Mean	5.7
All-show Average	7.8

Days Spent	%
1	72
2	14
3	14
	100
Mean	1.4
All-show Average	2.4

Specific Days Spent	%
Tuesday	49
Wednesday	57
Thursday	36

Previous Attendance

- For any show to grow and remain vibrant, there needs to be a good mix of first timers and repeat attendees. When an exhibition has a low percentage of first-timers, it generally means more focus needs to be placed on promoting to new attendees.

- These results indicate that 50% of the attendees are first time visitors. For comparison, our average for all shows is 31%. 42% also attended the last show (39% is average). 16% can be considered regular attendees in that they have attended for the past three years. Our all-show average is 28%.
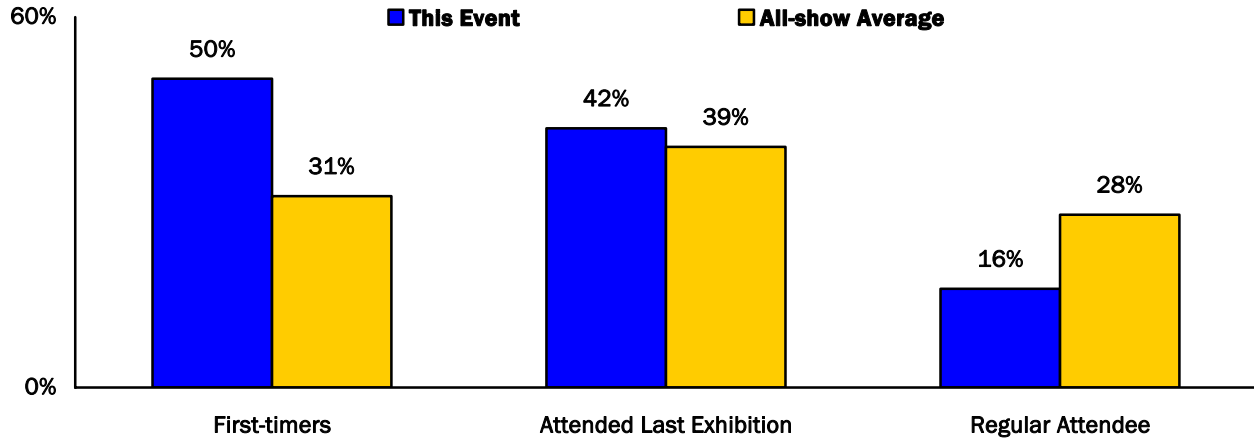
- Exhibitors should look at the overlap in attendance results from the standpoint of exhibit properties/ graphics/promotions/attention-getting techniques re-use. The lower the overlap, the more exhibit properties/graphics/etc. can be re-used without overexposure to the same audience. The higher the overlap in attendance from year to year, the more regularly exhibitors need to provide a fresh approach to attendees in terms of exhibit design, graphics, etc.

Other Shows Attended

- A total of 56% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 33%.
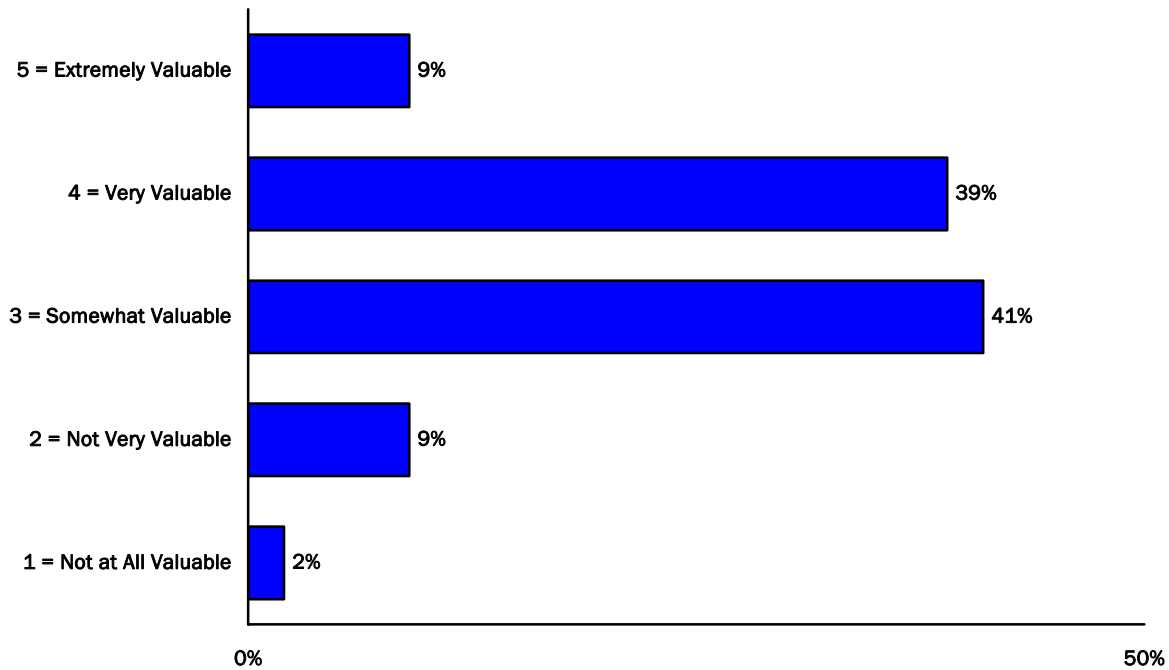
Show	%
Vendor-sponsored events like JavaOne, EclipseWorld, Red Hat Summit, Oracle OpenWorld, etc.	13
Interop	4
Linux on Wall Street	3
Gartner Open Source Summit	2
USENIX LISA	2
Desktop Linux Summit	2
OS Con (O'Reilly)	1
GridWorld	1
C3Expo	1
Ottawa Linux Symposium	1
Other	22
No Other Event Attended In Past Year	56
No Answer	8

LinuxWorld as Primary Source

- Almost half (48%) of the attendees found the exhibition to be "extremely" or "very valuable" as their primary source for evaluating and comparing products. The average rating is 3.4.

Rating	%
5 = Extremely Valuable	9%
4 = Very Valuable	39%
3 = Somewhat Valuable	41%
2 = Not Very Valuable	9%
1 = Not at All Valuable	2%

0%   50%

Use of Linux or Open Source Technology

- The following table presents the attendees' use or planned use of Linux or open source technology. 70% currently use or plan to use web/intranet technology and 57% currently use or plan to use network management/monitoring technology.

	%		
	Currently Use	Plan to Use	Net Use
Web/Intranet	59	19	70
Network Management/Monitoring	41	22	57
File Serving	43	17	56
Print Serving	29	11	38
Document Management	23	15	35
Business Intelligence/Reporting	18	11	27
Desktop Publishing	15	10	24
Multimedia Production/Design	14	9	22
CRM	13	10	21
ERP	7	5	11

Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.

- The Traffic Density for LinuxWorld Boston 2006 was 2.8 (2.3 is average). This means that on average approximately three attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.

Bar chart: This Event = 2.8, All-show Average = 2.3
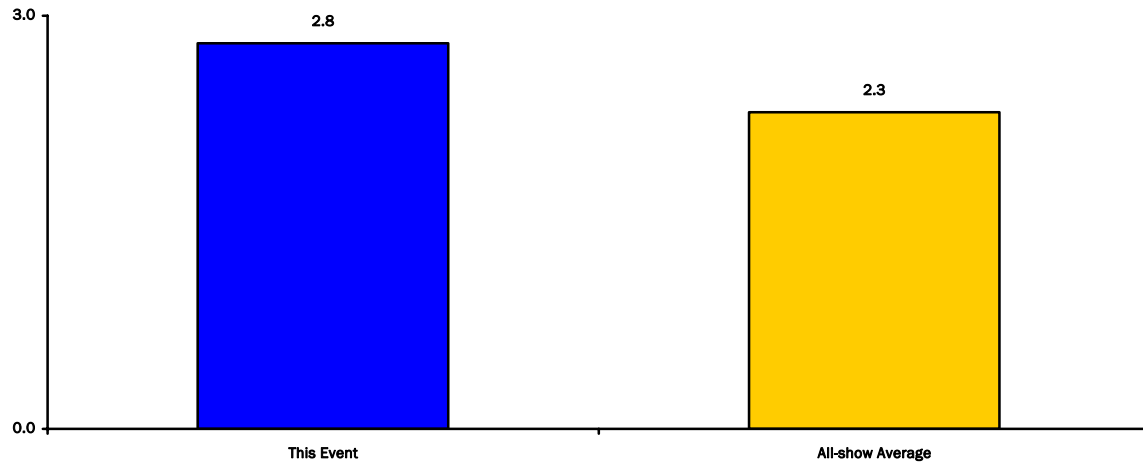
$$\text{Traffic Density (TD)} = \frac{N \times tv \times 100}{A \times ts}$$

Where:
- N = Net Attendance = 3,781 (excludes exhibitors, press, speakers, and staff)
- A = Total exhibit space = 38,000 sq. ft.
- tv = Average time attendees spent at the exhibits = 5.7 hours
- ts = Total hours the exhibits were open = 20 hours

- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.

Recycled Paper