



**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.



**4a. PRIMARY BUSINESS/INDUSTRY**

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY	CLASSIFICATION BY JOB FUNCTION																
				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	
				Consultant-Business Services	417	11.0	11.9	62	49	27	-	16	2	23	12	9	28	18	1	7
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	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	
<b>SUB-TOTAL GENERAL BUSINESS</b>	<b>3,509</b>	<b>92.8</b>	<b>100.0</b>	<b>169</b>	<b>139</b>	<b>141</b>	<b>7</b>	<b>116</b>	<b>57</b>	<b>310</b>	<b>363</b>	<b>97</b>	<b>515</b>	<b>307</b>	<b>118</b>	<b>70</b>	<b>321</b>	<b>313</b>	<b>466</b>	
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	-																	
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>3,781</b>	<b>100.0</b>	<b>-</b>																	

**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	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>3,781</b>	<b>100.0</b>	<b>-</b>

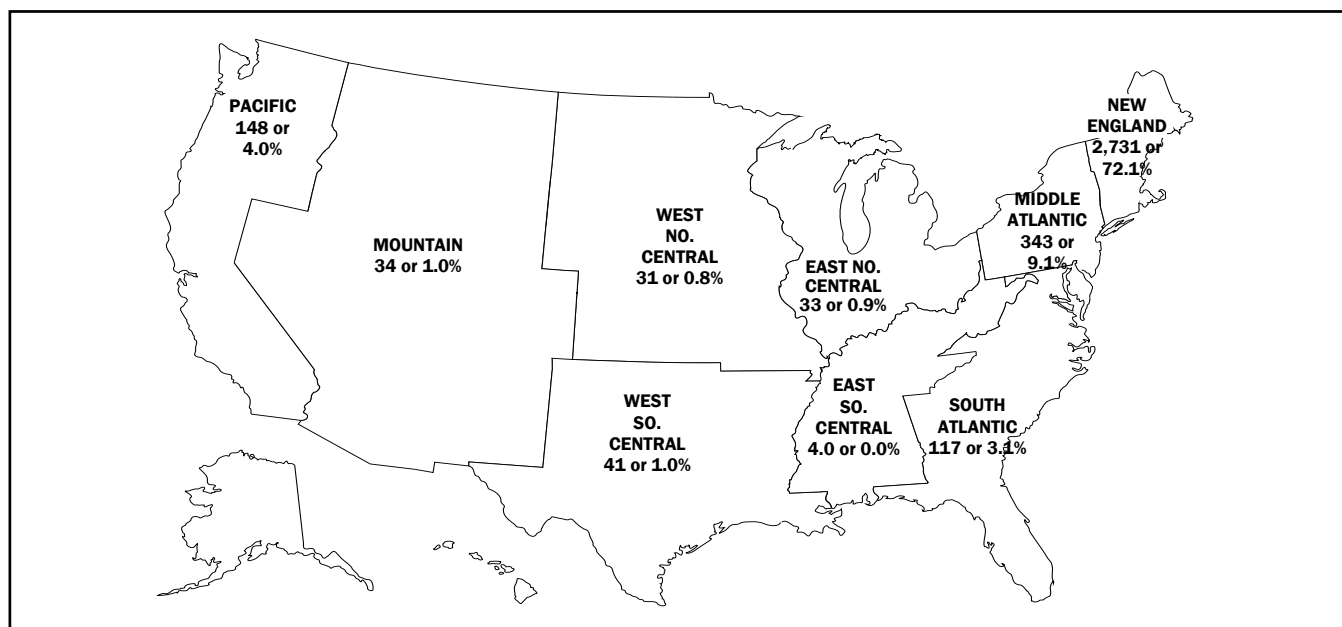
**4c. CLASSIFICATION OF ANNUAL PURCHASING BUDGET**

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 than \$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	-
<b>TOTAL CONFERENCE &amp; EXHIBIT ONLY ATTENDEES</b>	<b>3,781</b>	<b>100.0</b>	<b>-</b>

**5. AUDITED GEOGRAPHIC BREAKDOWN OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>2,731</b>	<b>72.1</b>
Maine	108	
New Hampshire	256	
Vermont	32	
Massachusetts	2,042	
Rhode Island	100	
Connecticut	193	
<b>MIDDLE ATLANTIC</b>	<b>343</b>	<b>9.1</b>
New York	218	
New Jersey	77	
Pennsylvania	48	
<b>EAST NO. CENTRAL</b>	<b>33</b>	<b>0.9</b>
Ohio	5	
Indiana	5	
Illinois	16	
Michigan	5	
Wisconsin	2	
<b>WEST NO. CENTRAL</b>	<b>31</b>	<b>0.8</b>
Minnesota	15	
Iowa	5	
Missouri	4	
North Dakota	-	
South Dakota	-	
Nebraska	5	
Kansas	2	
<b>SOUTH ATLANTIC</b>	<b>117</b>	<b>3.1</b>
Delaware	6	
Maryland	21	
Washington, DC	8	
Virginia	32	
West Virginia	-	
North Carolina	28	
South Carolina	3	
Georgia	7	
Florida	12	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>4</b>	<b>-</b>
Kentucky	2	
Tennessee	1	
Alabama	1	
Mississippi	0	
<b>WEST SO. CENTRAL</b>	<b>41</b>	<b>1.0</b>
Arkansas	-	
Louisiana	-	
Oklahoma	-	
Texas	41	
<b>MOUNTAIN</b>	<b>34</b>	<b>1.0</b>
Montana	1	
Idaho	-	
Wyoming	-	
Colorado	10	
New Mexico	3	
Arizona	2	
Utah	17	
Nevada	1	
<b>PACIFIC</b>	<b>148</b>	<b>4.0</b>
Alaska	-	
Washington	15	
Oregon	12	
California	121	
Hawaii	-	
<b>UNITED STATES</b>	<b>3,482</b>	<b>92.0</b>
<b>INTERNATIONAL</b>	<b>299</b>	<b>8.0</b>
Canada	26	
Mexico	3	
Other International	80	
<b>Not Identified</b>	<b>190</b>	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>3,781</b>	<b>100.0</b>



# 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 \_\_\_\_\_

**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

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

## 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  (L3) LinuxWorld Only 3-Day Conference  (1DL) LinuxWorld One-Day Conference Pass (Please indicate day(s))  Tues  Wed  Thur

Choose 2 Included Tutorials or Half-Day Labs leather jacket size: S M L XL  (O3) OpenSolutions World Only 3-Day Conference

(CP) Combo Pass includes both 3-Day Conferences  (1DO) OpenSolutions One-Day Conference Pass (Please indicate day(s))  Tues  Wed  Thur

Please enter Tutorial or Lab codes \_\_\_\_\_

**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  170 Finance-Banking-Investment-VC  454 \$1 million - \$5 million  216 > 10,000

105 Chief Financial Officer  172 Government-Military-Public Administration  455 \$5 million - \$10 million  217 Do not know

107 CIO, COO, CSO, COO  173 Healthcare-Medical  456 \$10 million - \$50 million  341 E-mail Blast

109 Consultant  177 ISP-Web Host-IT Services Outsourcer  457 > \$50 million  342 Article or mention in the Media

111 IT/MIS Management/Director  178 Legal-Insurance-Accounting  204 N/A  343 Direct Mail Piece

114 Finance/Attorney/VC  179 Manufacturing (computer related)  345 Word of Mouth - Colleague/Friend

115 Government Agency Executive  180 Manufacturing (non-computer related)  346 WWW search

118 IT/MIS Staff  181 Marketing-Sales  347 Other (Please specify)

451 Line of Business Management  182 Media-Publication-Broadcasting  348 Use my own Travel Agent

128 President  183 Non-Profit-Trade Association-User Group  349 Book accommodations myself

139 Programmer/Developer  189 Research & Development-Scientific  350 Use Event Management Housing

134 R&D-Scientific  190 Reseller-VAR-Sys Integrator  351 Live locally

452 Sales/Marketing  191 Retail-Wholesale-Distributor  352 Staying with friends/family

141 Systems Administrator  192 Software/Application Development-ISV  353 Not ready yet

143 Systems Programmer/Analyst  194 Telecommunications-Carrier  464 I have no role in the purchasing process

145 Vice President  196 Web Services/Design/Content  465 Authorize/approve of acquisitions

151 Other (Please Specify)  198 Other (Please Specify)  466 Establish business goals/direction/budgets

**What is your primary business/industry at your location? (select one)**

162 Consultant-Business Service  199 \$0 - \$25,000  467 Evaluate products/vendors/brands

453 Education  200 \$25,001 - \$100,000  468 Identify need for products

166 Energy-Transportation-Utilities  201 \$100,001 - \$500,000  469 Other purchasing role

162 Consultant-Business Service  202 \$500,001 - \$1,000,000  470 Recommend/specify products/brands

**What is your annual purchasing budget? (select one)**

199 \$0 - \$25,000  210 Under 50  464 I have no role in the purchasing process

200 \$25,001 - \$100,000  211 50 - 99  465 Authorize/approve of acquisitions

453 Education  201 \$100,001 - \$500,000  212 100 - 499  466 Establish business goals/direction/budgets

166 Energy-Transportation-Utilities  202 \$500,001 - \$1,000,000  213 500 - 999  467 Evaluate products/vendors/brands

**Number of employees in your company/organization? (select one)**

210 Under 50  468 Identify need for products

211 50 - 99  469 Other purchasing role

212 100 - 499  470 Recommend/specify products/brands

213 500 - 999  464 I have no role in the purchasing process

214 1,000 - 4,999  465 Authorize/approve of acquisitions

215 5,000 - 9,999  466 Establish business goals/direction/budgets

**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)

**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

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463 Recommend/specify products/brands

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**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

**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)

**What is your primary business/industry at your location? (select one)**

162 Consultant-Business Service

453 Education

166 Energy-Transportation-Utilities

**What is your annual purchasing budget? (select one)**

199 \$0 - \$25,000

200 \$25,001 - \$100,000

201 \$100,001 - \$500,000

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# 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
<b>Hardware</b>	<b>65</b>	<b>23</b>
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
<b>Software</b>	<b>78</b>	<b>28</b>
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
<b>Net Total</b>	<b>80</b>	<b>35</b>

- 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%).

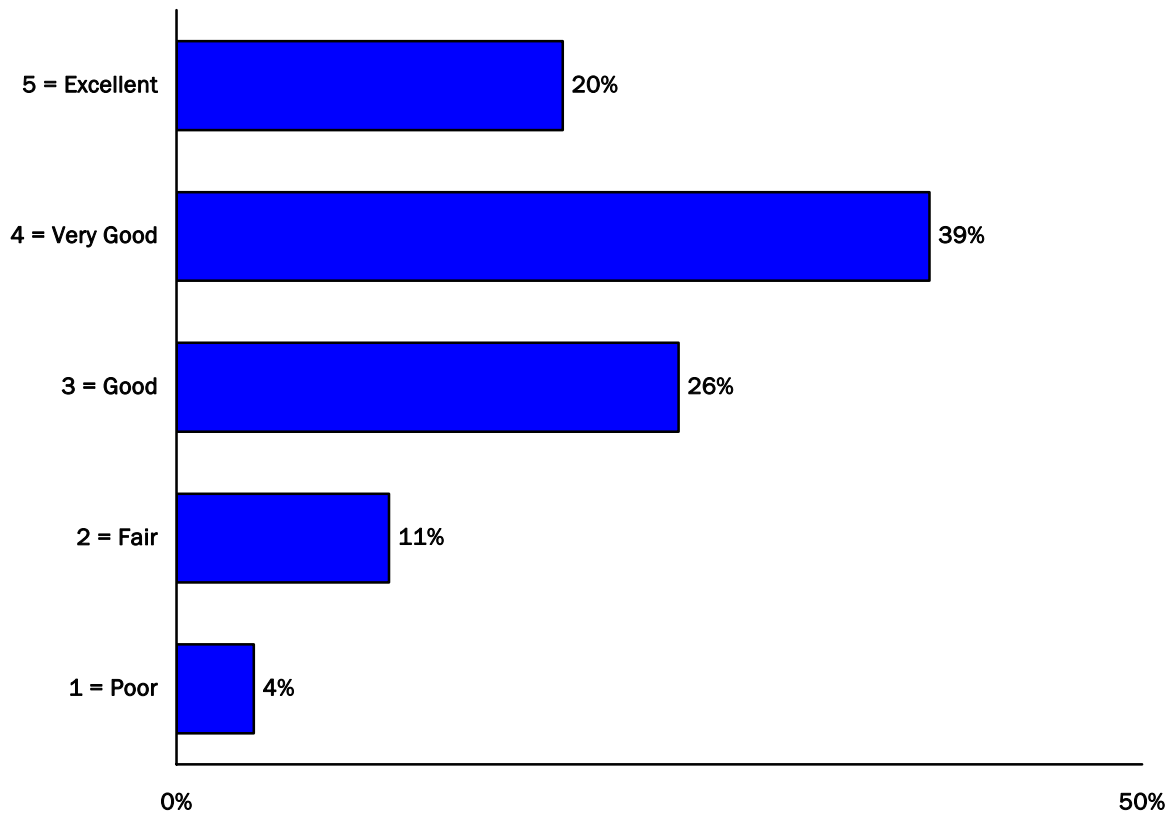
### Reasons for Attending

- 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).



## 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.

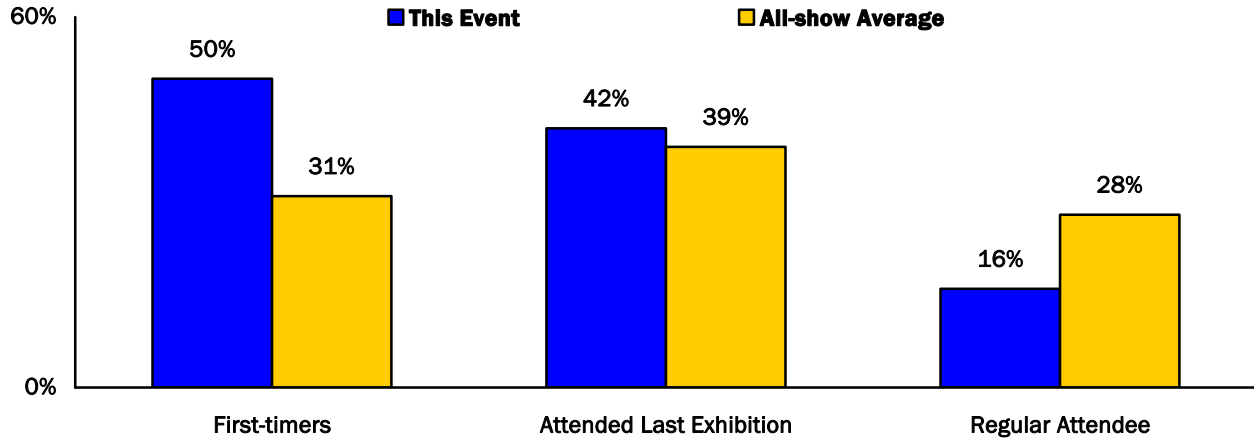
<b>Hours Spent</b>	<b>%</b>
1 - 2	13
3 - 4	31
5 - 6	31
7 - 8	12
More than 8	13
	<b>100</b>
<b>Mean</b>	<b>5.7</b>
<b>All-show Average</b>	<b>7.8</b>

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

<b>Specific Days Spent</b>	<b>%</b>
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

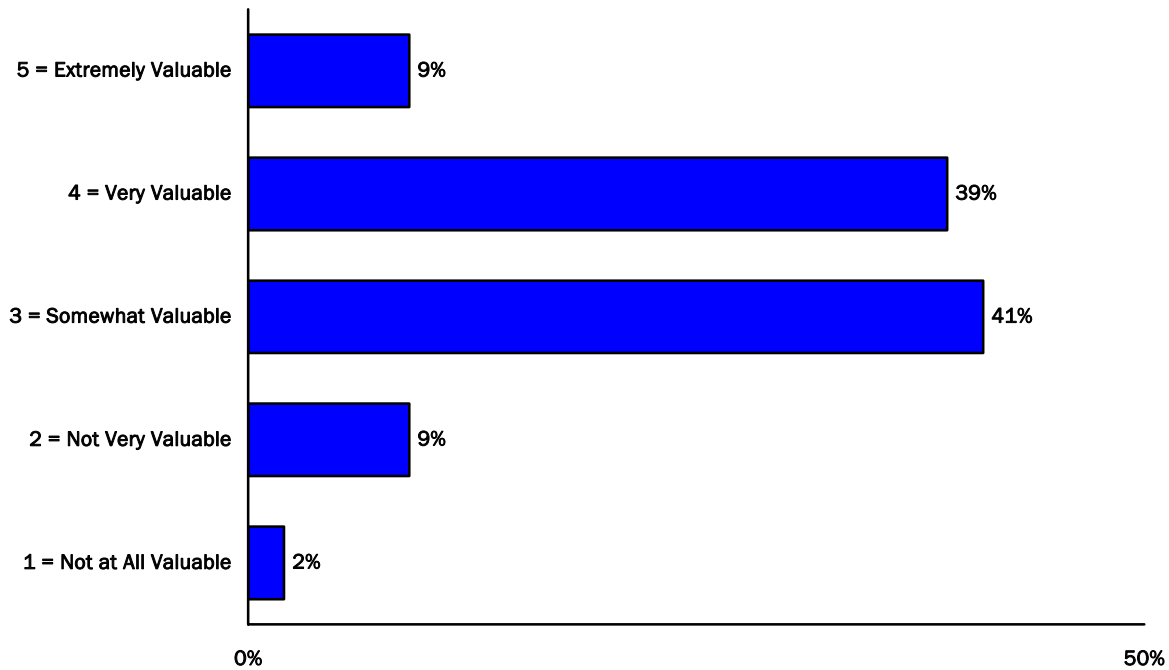
- A total of 56% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 33%.

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
<b>No Other Event Attended In Past Year</b>	<b>56</b>
<b>No Answer</b>	<b>8</b>



## 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.



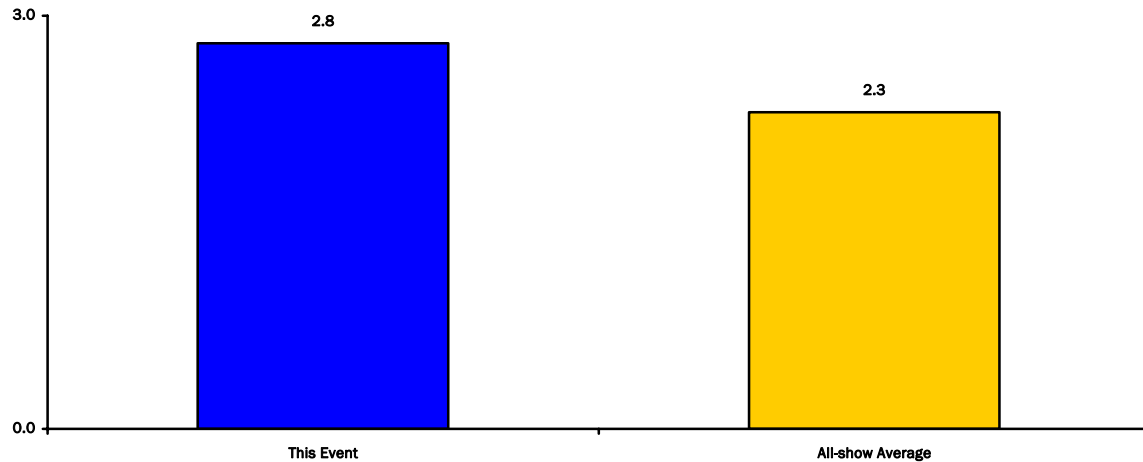
## Use of Linux or Open Source Technology

- 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.



$$\text{Traffic Density (TD)} = \frac{N \times tv \times 100}{A \times ts}$$

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.

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

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