

Sponsor	Event	Dates 2007	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
ARF	Annual Aud Meas Conference	Jun 24-25	New York	533	55	6	9
EphMRA	Annual Pharma MR Conference	Jun 25-27	Barcelona	395	45	60	12
CASRO	Annual Technology Conference	Jun 26-27	New York	193	15	25	25
IIR	Annual Shopper Insight Conference	Jly 13-16	Chicago	364	38	16	20
AMSRS	Annual National Conference	Sep 14-16	Melbourne	400	11*	21	23*
AMA	Annual MR Conference	Sep 14-17	Boston	771	23	103	15
ESOMAR	Annual Congress	Sep 22-25	Montreal	1,082	13	75	12
IIR	MR for Pkg Design Conference	Sep 22-24	Chicago	136	64	--	6
MSPA	Annual Mystery Shop Conference	Sep 24-28	Miami Beach, FL	125	2	9	9
IIR	Annual MR Event Conference	Oct 13-16	Anaheim, CA	881	59	33	44
QRCA	Annual Conference	Oct 14-17	Fort Lauderdale, FL	375	20	32	17
GBG	Int'l MR & Cons Insights Conference	Oct 15-16	Amsterdam	300*	80	0	3
CASRO	Annual Conference**	Oct 15-17	Palm Beach, FL	286	1	37	10
SIR	Annual Insurance MR Conference	Oct 19-22	Savannah, GA	167	90	13	9
PMRG	Annual PMRG Institute	Oct 25-27	Philadelphia	327	41	No	16
MRS	Fall Conference/Research Ind Forum	Nov 3-5	Las Vegas, NV	431	14	42	70
CASRO	Annual Data Collection Conference	Nov	San Diego, CA	71	0	11	11
Groupe Mm	SEMO (1)	Nov 5-6	Paris	4,200@	70	100	5
IIR	Research Industry Summit	Nov 6-7	Chicago	100	30	4	2
Centaur/MRS	Insight 2008 (1)	Nov 18-19	London	1,540@	83	140	4
JMRA	Annual Conference	Fall	Tokyo	596	33	10	27
IIR	Voice of Consumer Conference	Dec	TBD	244	30	1	5
IIR	Financial Services MR Conference	Dec	TBD	110	30	5	2

Note: ESOMAR's Panel and Qualitative MR Conferences for Fall 2008 and Fragrance MR for 2009 to be scheduled.

\* Estimated; \*\* For member/prospective firms only; @ Visits; -- No data; (1) MR Exhibitions

AAPOR: aapor.org  
AMA: marketingpower.com  
AMSRS: amsrs.com.au  
ARF: thearf.org  
BIG: bigconference.org

BVM: bvm.org  
CASRO: casro.org  
CBI: cbinet.com  
Centaur: insightshow.co.uk  
CMOR: cmor.org

EphMRA: ephmra.org  
ESOMAR: esomar.org  
GBG: gbgeurope.com  
Group Mm: groupemm.com/semo  
IIR: iirusa.com

Ipsos/KMR: readershipymposium.com  
LIMRA: limra.com  
MRA: mra-net.org  
MRIA: mria-arim.ca  
MRS: mrs.org.uk

MSPA: mysteryshop.org  
PBIRG: pbirg.com  
PMRG: pmrg.org  
QRCA: qrca.org  
SCIP: scip.org

SIR: sirnet.org  
TTRA: ttra.com

Sponsor	Event	Dates 2007	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
AMA	Exec Insights MR Conference	Jan 27-30	San Diego, CA	184	33	13	8
ESOMAR	Healthcare MR Conference	Feb 4-6	Roma	90	25	7	0
CASRO	Panel Conference	Feb 5-6	Miami	New	--	--	--
IIR	Linking Customer Feedback Conference	Feb 25-27	Miami	212	70	7	5
CMOR	Respondent Coop Workshop	Mar 3-5	Las Vegas, NV	115	10	0	17
ESOMAR	Automotive MR Conference	Mar 3-5	Lausanne, Switzerland	136	27	4	1
PMRG	Annual National Conference	Mar 9-11	Phoenix, AZ	501	25	69	23
MRS	Annual Conference	Mar 18-19	London	900	23	29	23
ARF	Annual Convention & Expo	Mar 31-Apr 2	New York	1,350	24	77	29
ESOMAR	Asia-Pacific Conference	Apr 7-9	Singapore	180	16	20	4
SCIP	Annual Conference & Expo	Apr 14-17	San Diego, CA	1,200	--	70	20
CBI	Annual Pharma MR Summit	Apr 28-29	Philadelphia	83	39	4	6
CASRO	Int'l Research Conference: Global	May 5-6	New York	49	0	7	1
ESOMAR	Latin American Conference	May 11-14	Mexico City	157	26	6	0
AAPOR	Annual Conference	May 15-18	New Orleans, LA	800	80	27	21
PBIRG	Annual General Meeting	May 18-21	Washington, DC	390	30	87	11
BIG	Annual Bus Intell Group Conference	May 21-23	Chepstow, Wales	117	26	--	17
MRIA	Annual Conference	May 25-27	Winnipeg, Manitoba	375	18	32	36
LIMRA	Annual Marketing & MR Conference	May 28-30	Baltimore, MD	267	82	14	1
AMA	ART Forum	Jun 15-18	Ashville, NC	234	--	6	--
ESOMAR	WM <sup>3</sup>	Jun 1-4	Budapest	308	46	6	1
BVM	Annual Congress	Jun 4-5	Hamburg	427	24	41	14
MRA	Annual Conference	Jun 4-6	New York	956	15	77	115
IIR	Return on Mktg Invest Conference	Jun 8-10	Miami	105	59	1	2
TTRA	Annual Conference	Jun 15-17	Philadelphia	325	90	12	13
AMA	ART Forum	Jun 15-18	Ashville, NC	234	NA	6	--
ESOMAR	Innovate Conference	Jun 16-18	Scandivavia	65	38	6	0

\* Estimated; \*\* For member/prospective firms only; @ Visits; -- No data; (1) MR Exhibitions

\*\*\*\*\* OVER FOR JUNE - DECEMBER 2008 AND WWW ADDRESSES \*\*\*\*\*