

Sponsor	Event	Dates 2008	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spns
IIR	Segmentation 2.0 Conference	Aug 18-20	Torrey Pines, CA	60	60	1	1
AMSRS	Annual National Conference	Sep 14-16	Melbourne	400	11*	21	23*
AMA	Annual MR Conference	Sep 14-17	Boston	771	23	103	15
IIR	MR for Pkg Design Conference	Sep 22-24	Chicago	122	64	4	3
ESOMAR	Annual Congress	Sep 22-25	Montreal	1,082	13	75	12
MSPA	Annual Mystery Shop Conference	Sep 24-28	Miami Beach, FL	125	2	9	9
GBG	Consumer Insights Forum	Oct 7-9	Amsterdam	150*	90	2	3
IIR	Annual MR Event Conference	Oct 13-16	Anaheim, CA	881	59	77	44
QRCA	Annual Conference	Oct 15-17	Fort Lauderdale, FL	375	20	32	17
CASRO	Annual Conference**	Oct 15-17	Palm Beach, FL	286	1	37	10
PMRG	Annual PMRG Institute	Oct 19-21	Philadelphia	327	41	No	16
SIR	Annual Insurance MR Conference	Oct 19-22	Savannah, GA	167	90	13	9
ESOMAR	Panel Research Conference	Oct 21-23	Dublin	188	14	11	2
CASRO	Annual Data Collection Conference	Nov	San Diego, CA	71	0	11	11
MRA	Fall Conference/ Research Ind Forum	Nov 3-5	Las Vegas, NV	431	14	42	70
MOA	Marketing Information Event	Nov 4-5	Rotterdam	2,500	66	50	50
Groupe Mm	SEMO (1)	Nov 5-6	Paris	4,200@	70	100	5
IIR	Research Industry Summit	Nov 6-7	Chicago	93	40	3	2
IIR	Future Trends Conference	Nov 9-12	Las Vegas, NV	236	80	3	3
WOMMA	Research Symposium	Nov 12	Las Vegas, NV	170	35	13	21
ESOMAR	Qualitative MR Conference	Nov 17-19	Istanbul	256	21	No	No
Centaur/MRS	Insight 2008 (1)	Nov 18-19	London	1,540@	83	140	4
JMRA	Annual Conference	Nov 26	Tokyo	596	33	10	27
IIR	Voice of Consumer Conference	Dec 8-10	Newport Beach, CA	114	90	NA	NA
IIR	Financial Services MR Conference	Dec 8-10	Newport Beach, CA	106	66	3	2

* 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: groupermm.com/sem0
IIR: iirusa.com

JMRA: jmra-net.or.jp
LIMRA: limra.com
MOA: moaweb.nl
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
WOMMA: womma.org

Sponsor	Event	Dates 2009	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
ESOMAR	Consumer Insight Conference	Feb	TBD	170	48	No	No
CASRO	Online Panel Conference	Feb	TBD	140	7	22	3
ESOMAR	Retail MR Conference	Mar	TBD	128	31	No	No
CMOR	Respondent Coop Workshop	Mar 2-4	Miami	97	12	0	17
PMRG	Annual National Conference	Mar 8-10	Las Vegas, NV	500	25*	75	22
IIR	Linking Customer Feedback Conference	Mar 9-11	Miami, FL	177	61	11	6
MRS	Annual Conference (Research 2009)	Mar 24-25	London	850	36	--	20
ARF	Annual Convention & Expo	Mar 30-Apr 1	New York	1,450	23	68	28
ESOMAR	Asia-Pacific Conference	Apr	TBD	240	18	18	5
CBI	Annual Pharma MR Summit	Apr 13-14	Philadelphia	90	40	3	5
SCIP	Annual Conference	Apr 22-25	Chicago	1,200	--	75	24
CASRO	Int'l Research Conference	Spring	TBD	90	0	11	3
ESOMAR	Latin American Conference	May	TBD	231	26	10	4
BVM	Annual Congress	May 7-9	Dresden, Germany	544	41	42	16
BIG	Annual B2B Conference	May 13-15	Chepstow, Wales	96	23	--	11
AAPOR	Annual Conference	May 14-17	Hollywood, FL	850	80*	21	24
PBIRG	Annual General Meeting	May 17-20	Phoenix	363	30*	81	18
MRIA	Annual Conference	May 24-26	Montrael	269	33	28	26
LIMRA	Annual Marketing & MR Conference	May 27-29	San Antonio, TX	232	82	29	2
ESOMAR	WM ³ Conference	Jun	TBD	243	47	4	3
ESOMAR	Fragrance Research Conference	Jun	TBD	142	49	0	1
CASRO	Annual Technology Conference	Jun	New York	145	2	25	5
MRA	Annual Conference	Jun 3-5	Chicago	696	13	47	72
AMA	ART Forum	Jun 14-17	Whistler, BC	188	NA	10	1
EphMRA	Annual Pharma MR Conference	Jun 14-16	Paris	425	33	58	10
TTRA	Annual Conference	Jun 21-23	Honolulu	325*	90*	12*	13*
ARF	Annual Aud Meas Conference	Jun 23-24	New York	673	60	8	10
IIR	Annual Shopper Insight Conference	Jly 14-17	Chicago	412	43	29	29

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