

Sponsor	Event	Dates 2012	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
MOA	Marketing Information Event	Feb 1-2	The Hague	2,300@	51	56	12
PMRC	Annual Pharma MR Conference	Feb 7-8	Parsippany, NJ	250	50	35	35
CASRO	Online Research Conference	Mar 1-2	Las Vegas	214	2	17	6
SAWTOOTH	MR Software Conference	Mar 19-23	Orlando, FL	190	15	--	--
MRS	Research 2012: Annual Conference	Mar 20-21	London	700	30	--	9
PMRG	Annual National Conference	Mar 25-27	Orlando, FL	421	25	84	39
ESOMAR	Central/Eastern Europe Conference	Mar 26-27	Krakow, Poland	New	--	--	--
ARF	Annual Convention & Expo	Mar 26-28	New York	1,391	41	49	26
MERLIEN	MR in Mobile World Conference	Apr 18-19	Amsterdam	New	--	--	--
PMRC	Annual Canadian Pharma MR Conference	Apr 23-24	Toronto	150	50	10	10
ESOMAR	Asia-Pacific Conference	Apr 15-17	Shanghai	185	13	14	5
CASRO	Global Research Conference	Apr 18-19	Miami	72	--	10	7
BIG	Annual B2B Conference	Apr 25-27	Sutton Coldfield, U.K.	100	20	0	18
AQR/QRCA	WW Qualitative Research Conference	Apr 25-27	Rome	177	10	1	11
IIR	MR Technology Event	Apr 30-May 2	Las Vegas	210	36	8	8
ESOMAR	Latin America Conference	May 13-15	Mexico City	240	33	8	7
SCIP	Annual Conference & Expo	May 14-17	Philadelphia	640	--	46	14
AAPOR	Annual Conference	May 17-20	Orlando, FL	967	80*	36	24
PBIRG	Annual General Meeting	May 20-23	Chicago	393	40*	81	23
IIR	Audience Measurement Event	May 21-23	Chicago	New	--	--	--
CASRO	Annual Technology Conference	May 30-31	New York	214	2	17	6
MRIA	Annual Conference	May 30-Jun 1	St. John's, NF	285	25	20	20
LIMRA	Annual Marketing & MR Conference	May 30-Jun 1	Las Vegas, NV	190	88	18	1
MRA	Annual Conference	Jun 4-6	San Diego, CA	530	22	51	28
ARF	Audience Measurement Symposium	Jun 11-12	New York	750	56	11	16
CASRO	Annual Management Conference	Jun 13-14	Chicago	63	5	0	2
WAPOR	Annual Conference	Jun 14-16	Hong Kong	170	--	2	6
TTRA	Annual Conference	Jun 17-19	Virginia Beach, VA	310	84	9	57
BVM	Annual Congress	Jun 21-22	Berlin	420	35	21	16

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

***** OVER FOR JUNE/JULY-DECEMBER 2012 *****

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AMA	ART Forum	Jun 24-27	Seattle, WA	122	--	8	0
Centaur	Insight Show 2012 (1)	Jun 27-28	London	7,185@	76*	120	6
MERLIEN	Mobile MR Conference	Jly 18-19	Cincinnati	175	14	4	11
IIR	Annual Shopper Insight Conference	Jly 18-20	Chicago	603	70	31	42
EphMRA	Annual Pharma MR Conference	Jly 19-21	Paris	450	33*	60	13
SAMRA	Annual Conference & AGM	Aug 15-17	South Africa	140	20	3	10
AMSRS	Annual National Conference	Sep 6-7	Melbourne	501	35	17	13
AMA	Annual MR Conference	Oct 1-3	Las Vegas, NV	369	24	50	12
ESOMAR	Annual Conference	Sep 9-12	Atlanta	939	16	71	22
MRA/Quirks/CEB	Corporate Researchers Conference	Sep 19-21	Dallas	392	46	31	15
IIR	Int'l Shopper Insights Event	Oct 12-14	Prague	New	--	--	--
QRCA	Annual Qualitative Res Conference	Apr 3-5	Montreal	276	0	38	12
PMRG	Annual PMRG Institute	Oct 14-16	Philadelphia	245	25	No	24
SIR	Annual Conference & Expo	Oct 14-17	Pittsburgh, PA	150	50	18	6
eMetrics	Mktg Optimization Summit	Oct	East Coast	750	85	60	70
I-COM	Online Media Meas Summit	Oct 14-18	Rome	223	61	4	26
MSPA	Annual Mystery Shop Conference	Oct 17-19	San Diego, CA	125	25	10	9
CASRO	Annual Conference**	Oct 8-11	Scottsdale, AZ	282	2	31	31
Res & Results	Research & Results 2012 (1)	Oct 24-25	Munich	1,803	37	147	8
ESOMAR	3D Digital Dimensions Conference	Nov	TBD	187	25	8	10
NewMR	NewMR Virtual Festival	Dec 3-7	WW (Internet)	730	--	--	15
TARSUS France	SEMO (1)	Nov 14-15	Paris	3,500@	--	53	11
SNCR	Annual Research Symposium	Nov	Bay Area, CA	100	--	--	5
IIR	Annual MR Event	Nov 12-14	Boca Raton, FL	1,106	61	105	51
ESOMAR	Qualitative MR Conference	Nov	TBD	157	24	1	7
JMRA	Annual Conference	Nov	Tokyo	470	20	15	15

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AAPOR: aapor.org
AMA: marketingpower.com
AMSRS: amrs.com.au
ARF: thearf.org
AQR: aqr.org.uk
BIG: bigconference.org

BVM: bvm.org
CASRO: casro.org
Centaur: insightshow.co.uk
eMetrics: emetrics.org
EphMRA: ephmra.org
ESOMAR: esomar.org

I-COM: i-com.org
IIR: iirusa.com
JMRA: jmra-net.or.jp
LIMRA: limra.com
MERLIEN: merlien.org
MOA: moaweb.nl

MRA: mra-net.org
MRIA: mria-arim.ca
MRS: mrs.org.uk
MSPA: mysteryshop.org
NewMR: newmr.org
PBIRG: pbirg.com

PMRC: pharamarketresearchconferenc.com
PMRG: pmrg.org
QRCA: qrca.org
Research & Results: research-results.de
SAMRA: samra.co.za
Sawtooth: sawtoothsoftware.com

SCIP: scip.org
SIR: sirnet.org
SNCR: sncr.org
TARSUS FRANCE: tarsus.com/semo
TTRA: ttra.com