

Sponsor	Event	Dates 2010	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
AMSRS	Annual National Conference	Sep 9-10	Melbourne	586	35	10	17
ESOMAR	Annual Congress	Sep 12-15	Athens	581	21	70	6
MSPA	Annual Mystery Shop Conference	Sep 21-23	Chicago	151	0	10	7
AMA	Annual MR Conference	Sep 26-29	Atlanta	319	33	69	8
eMetrics	Marketing Optimization Summit	Oct 3-7	Washington, DC	500	80	25	25
CASRO	Annual Conference **	Oct 11-14	San Diego, CA	251	2	30	20
QRCA	Annual Conference	Oct 13-15	Philadelphia	238	0	18	14
ESOMAR	Online Research Conference	Oct 17-19	Berlin	239	12	14	2
ESOMAR	WW MultiMedia (WM ³) Conference	Oct 19-21	Berlin	150	37	1	2
PMRG	Annual PMRG Institute	Oct 24-26	Boston	269	36	No	14
Res & Results	Research & Results 2010 (1)	Oct 27-28	Munich, Germany	2,100	36	135	2
MOA	Marketing Information Event	Nov 2-3	Rotterdam	2,000@	66*	50	50*
MRA	First Outlook Conference & Expo	Nov 2-4	Orlando, FL	300	13	30	36
TARSUS France	SEMO (1)	Nov 3-4	Paris	4,483@	62*	144	15
SNCR	Annual Research Symposium	Nov 4-5	Palo Alto, CA	150	--	--	5
IIR	Annual MR Event Conference	Nov 8-10	San Diego, CA	708	53	74	44
ESOMAR	Innovate Conference	Nov 14-16	Barcelona	151	33	7	2
SIR	Annual Insurance MR Conference & Expo	Nov 14-17	Jacksonville, FL	155	65	15	11
ESOMAR	Qualitative MR Conference	Nov 16-18	Barcelona	111	25	2	1
JMRA	Annual Conference	Nov 25-26	Tokyo	600	30	15	10
MERLIEN	Mobile MR 2010 Conference	Dec 2-3	Berlin	New	--	--	--

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

AAPOR: aapor.org	CASRO: casro.org	IIR: iirusa.com	MRA: mra-net.org	PMRG: pmrg.org	SNCR: sncr.org
AMA: marketingpower.com	Centaur: insightshow.co.uk	JMRA: jmra-net.or.jp	MRIA: mria-arim.ca	QRCA: qrca.org	TARSUS France: tarsus.com/semo
AMSRS: amsrs.com.au	eMetrics: emetrics.org	LIMRA: limra.com	MRS: mrs.org.uk	Research & Results: research-results.de	TTRA: ttra.com
ARF: thearf.org	EphMRA: ephmra.org	MERLIEN: merlien.org	MSPA: mysteryshop.org	SCIP: scip.org	
BVM: bvm.org	ESOMAR: esomar.org	MOA: moaweb.nl	PBIRG: pbirg.com	SIR: sirnet.org	

***** OVER FOR FEBRUARY-JULY 2011 *****

Sponsor	Event	Dates 2011	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
ESOMAR	Consumer/Shopper Insights Conference	Feb	Brussels	200	48	8	3
CASRO	Online Research Conference	Feb	Las Vegas	172	5	10	10
MRA	CEO Summit	Feb 16-18	Phoenix, AZ	56	--	--	--
IIR	Measure Up Conference	Mar	Florida	101	72	1	1
ESOMAR	Asia-Pacific Conference	Mar	Melbourne	189	8	15	5
ARF	Annual Convention & Expo	Mar 21-23	New York	1,106	31	65	25
MRS	Research 2011: Annual Conference	Mar 22-23	London	700	26	--	9
PMRG	Annual National Conference	Mar 27-29	Phoenix, AZ	518	19	83	26
CASRO	Annual Management Conference	May	Chicago	78	3	5	4
SCIP	Annual Conference & Expo	May 9-13	Orlando, FL	599	--	43	12
AAPOR	Annual Conference	May 12-15	Phoenix, AZ	1,093	80*	27	17
PBIRG	Annual General Meeting	May 15-18	San Antonio, TX	338	40	81	21
MRIA	Annual Conference	May 29-31	Kelowna, BC	650	25	42	40
CASRO	Annual Technology Conference	Jun	New York	211	3	16	10
MRA	Annual Conference	Jun	Washington, DC	570	5	56	27
LIMRA	Annual Marketing & MR Conference	Jun 1-3	Orlando, FL	190	50	16	2
AMA	ART Forum	Jun 5-8	Desert Springs, CA	155	--	6	0
BVM	Annual Congress	Jun 8-10	Munich	470	40	21	18
ARF/ESOMAR	Audience Measurement Conference	Jun 13-14	New York	703	58	11	18
TTRA	Annual Conference	Jun 19-22	London, ON	249	84	9	13
EphMRA	Annual Pharma MR Conference	Jun 27-29	Basel, Switzerland	400	33*	55	10
Centaur/MRS	Insight Show 2011 (1)	Jun 29-30	London	5,703@	76	109	7
IIR	Annual Shopper Insight Conference	Jly 10-13	Chicago	525	65	27	35

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AAPOR: aapor.org
AMA: marketingpower.com
AMSRS: amsrs.com.au
ARF: thearf.org
BVM: bvm.org

CASRO: casro.org
Centaur: insightshow.co.uk
eMetrics: emetrics.org
EphMRA: ephmra.org
ESOMAR: esomar.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
PBIRG: pbirg.com

PMRG: pmrg.org
QRCA: qrca.org
Research & Results: research-results.de
SCIP: scip.org
SIR: sirnet.org

SNCR: sncr.org
TARSUS France: tarsus.com/semio
TTRA: ttra.com