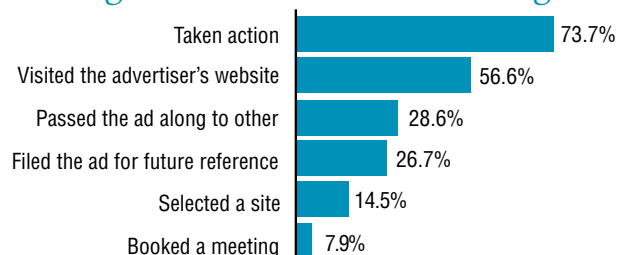


Professional Profiles & Planning Responsibilities

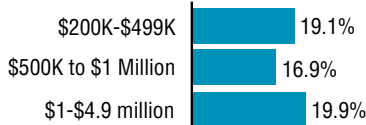
Meetings Focus East subscribers are your customers^{**}:

- > 76.9% recommend destinations;
- > 62.3% select/approve destinations;
- > 71% recommend/influence hotel/venues;
- > 66.4% select/approve hotel/venues.
- > 32.9% hold **Meeting/Convention** planner titles*, one of the highest percentages in our competitive set.

Taking action based on advertising^{}**



Meetings Budgets^{}**

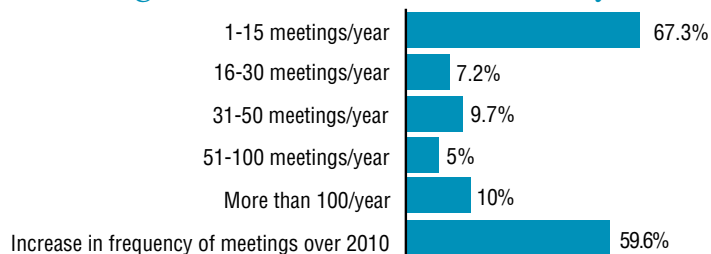


- > **Meeting length^{**}**: Typical meetings run from 1-5 days, most meetings are 2-3 days. 72.1% of respondents shortened their meeting length this year, just slightly less than 2010.

Subscribers use **Meetings Focus East**—and share it^{**}:

- > 74.4% spend from 15 minutes to an hour reading a typical issue.
 - > 41.3% pass their issue along to at least one other person;
 - > 7.5% of them pass to 3 to 4 team members.
- > 20% have been involved in the industry 7-10 years;
- > 33.4% for more than 11 years;
- > 25.3% for more than 20 years.

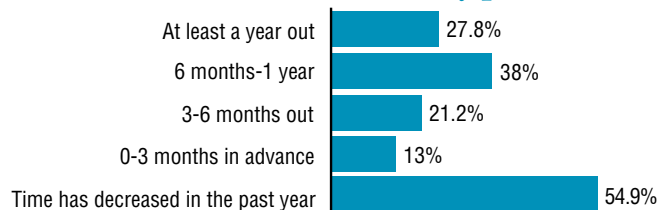
Meetings Focus East planners are busy^{**}



Types of Activities used during meetings^{}**

TYPES OF ACTIVITIES ^{**}			
Golf	59.4%	Attractions/Theme Parks	28.5%
Local Tours	57.5%	Shopping	27.7%
Team Building	56.6%	Casinos/Gambling	22.3%
Spa Activities	41.4%	Cooking Programs	18.8%
Spousal Programs	32.8%	Festivals	11.7%
Corporate Social Responsibility	31.6%	Skiing/Winter Sports	9.4%
Sporting Events	30.5%		

How far in advance they plan^{}**



* BPA Worldwide, June 2011; Total Qualified=22,533

** Publisher's Own Data, August 2011

Responses total more than 100% as respondents were allowed multiple answers