



EXHIBITION AUDIT REPORT



SYDNEY
GPCE
Primary Care

General Practitioner Conference & Exhibition

Organiser: Reed Exhibitions - Australia

Date of exhibition: May 18 - 20, 2007

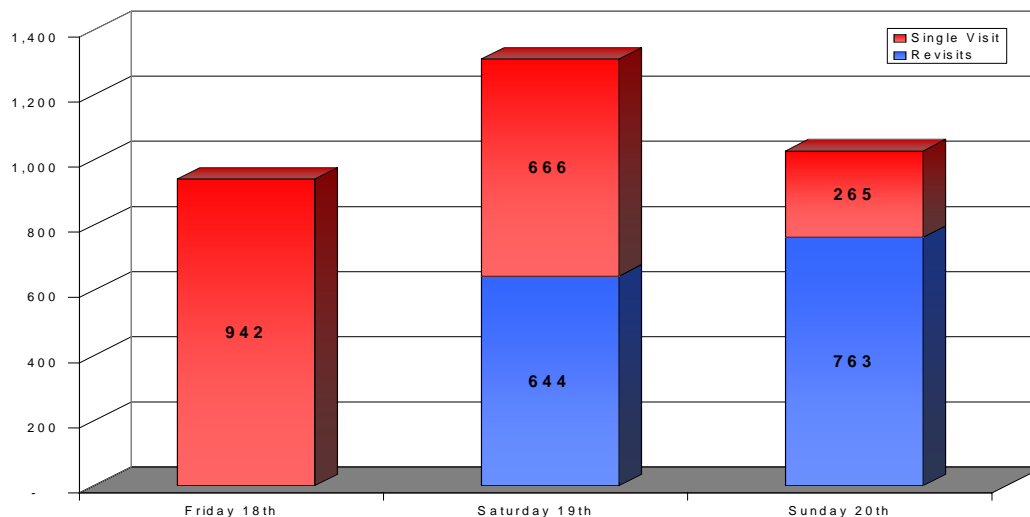
Location: Sydney Showground & Exhibition Complex,
Homebush Bay, NSW, Australia

Summary of Attendance*

Total Single Visits	1,873
Revisits	1,407
Total Visits	3,280

	<u>Single Visit</u>	<u>Revisits</u>	<u>Total</u>
Friday 18th May, 2007	942	0	942
Saturday 19th May, 2007	666	644	1,310
Sunday 20th May, 2007	265	763	1,028
Totals	1,873	1,407	3,280

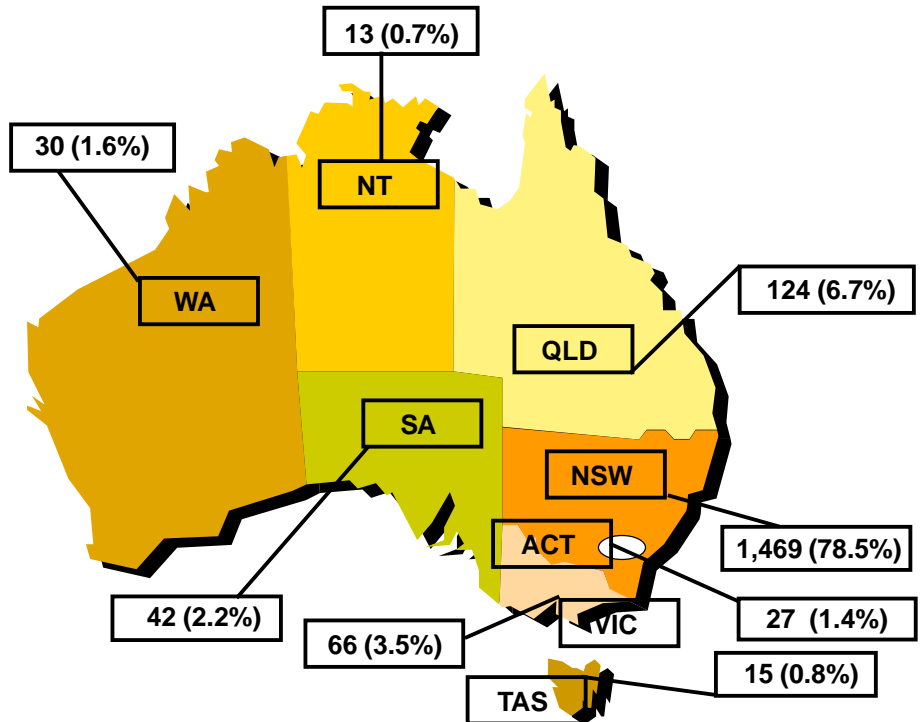
* A summary of the number of people who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors or media.



Breakdown of Attendance by State

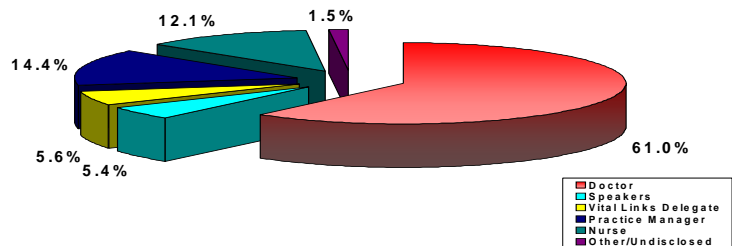
Geographic breakdown

State/Region	No of Attendees	% of Attendees
NSW	1,469	78.5%
VIC	66	3.5%
QLD	124	6.7%
SA	42	2.2%
WA	30	1.6%
TAS	15	0.8%
ACT	27	1.4%
NT	13	0.7%
Total Australia	1,786	95.4%
New Zealand	81	4.3%
Other Countries	6	0.3%
Total	1,873	100%



Analysis by Title

Title	No of Attendees	% of Attendees
Doctor	1,143	61.0%
Speakers	102	5.4%
Vital Links Delegate	104	5.6%
Practice Manager	270	14.4%
Nurse	226	12.1%
Other/Undisclosed	28	1.5%
Total Attendees	1,873	100%



Organiser:



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Date of Next Event: The General Practitioner Conference & Exhibition, 16th - 18th November 2007

Next Venue: Melbourne Exhibition and Convention Centre, Southbank, Victoria, Australia

Authorised for issue by the Circulations Audit Board

July 5, 2007

All data published in this Certificate of Attendance has been audited by the CAB Auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at July 5, 2007. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance of this exhibition.

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Circulations Audit Board

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No attempt has been made to rank the information contained in this report in order of importance as the CAB believes this is a judgment to be made by the user.