



# EXHIBITION AUDIT REPORT



General Practitioner Conference & Exhibition

Organiser: Reed Exhibitions - Australia

Date of exhibition: May 23 - 25, 2008

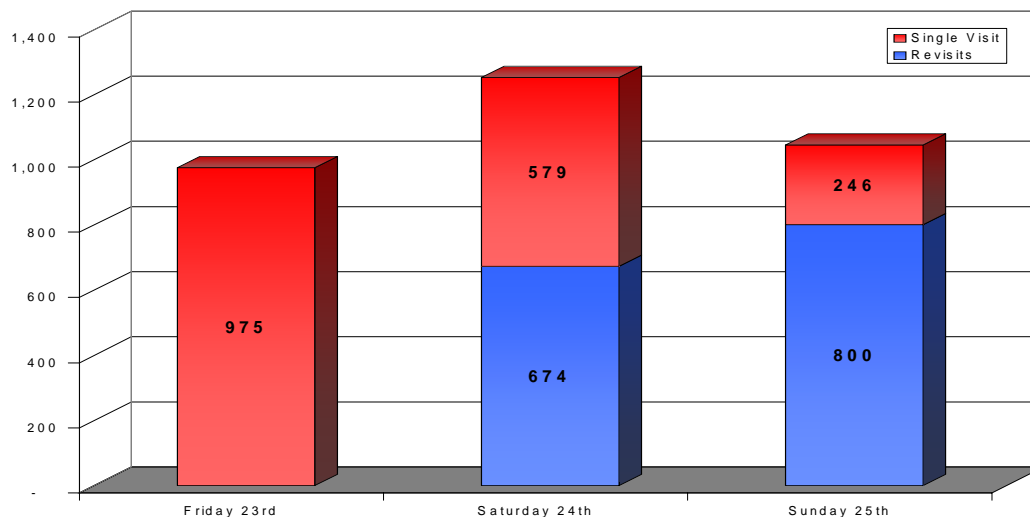
Location: Sydney Showground & Exhibition Complex,  
Homebush Bay, NSW, Australia

## Summary of Attendance\*

<b>Total Single Visits</b>	<b>1,800</b>
<b>Revisits</b>	<b>1,474</b>
<b>Total Visits</b>	<b>3,274</b>

	<u>Single Visit</u>	<u>Revisits</u>	<u>Total</u>
Friday 23rd May, 2008	975	0	975
Saturday 24th May, 2008	579	674	1,253
Sunday 25th May, 2008	246	800	1,046
<b>Totals</b>	<b>1,800</b>	<b>1,474</b>	<b>3,274</b>

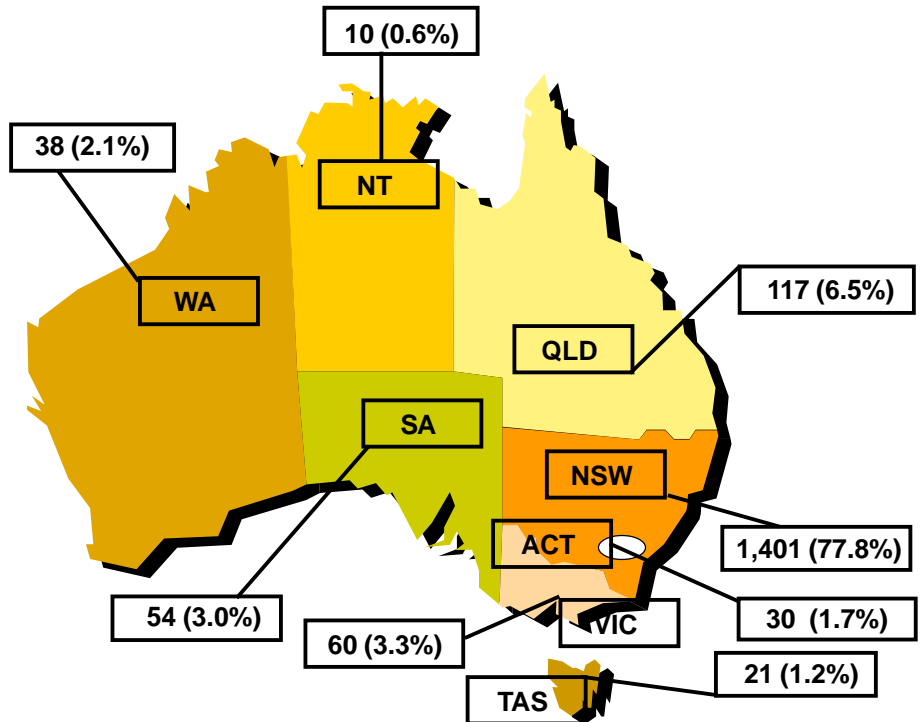
\* A summary of the number of people who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors or media.



**Breakdown of Attendance by State**

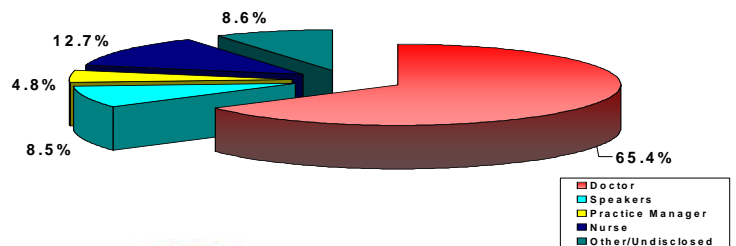
**Geographic breakdown**

State/Region	No of Attendees	% of Attendees
NSW	1,401	77.8%
VIC	60	3.3%
QLD	117	6.5%
SA	54	3.0%
WA	38	2.1%
TAS	21	1.2%
ACT	30	1.7%
NT	10	0.6%
<b>Total Australia</b>	<b>1,731</b>	<b>96.2%</b>
New Zealand	67	3.7%
Other Countries	2	0.1%
<b>Total</b>	<b>1,800</b>	<b>100%</b>



**Analysis by Title**

Title	No of Attendees	% of Attendees
Doctor	1,177	65.4%
Speakers	153	8.5%
Practice Manager	87	4.8%
Nurse	228	12.7%
Other/Undisclosed	155	8.6%
<b>Total Attendees</b>	<b>1,800</b>	<b>100%</b>



Organiser:



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Authorised for issue by the Circulations Audit Board



June 19, 2008

Date of Next Event: The General Practitioner Conference & Exhibition, 14th - 16th November 2008

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

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 June 19, 2008. 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.