

Sponsor	Event	Dates 2009	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
ESOMAR	Annual Congress	Sep 15-18	Montreux, Switzerland	872	14	107	9
SIR	Annual Insurance MR Conference	Sep 20-23	Orlando, FL	164	--	16	9
AMSRS	Annual National Conference	Sep 30-Oct 2	Sydney	434	38	18	25
AMA	Annual MR Conference	Oct 4-7	Palm Springs, CA	532	26	98	23
GBG	Consumer MR & Insights Forum	Oct 7-8	Amsterdam	125	90	2	3
MSPA	Annual Mystery Shop Conference	Oct 7-9	Las Vegas, NV	150	0	8	6
QRCA	Annual Conference	Oct 7-9	Indian Wells, CA	287	20*	43	15
Ipsos/KMR	WW Readership Res Symposium	Oct 11-14	Valencia, Spain	232	47	No	3
CASRO	Annual Conference **	Oct 14-16	Colorado Springs, CO	255	1	33	23
IIR	Annual MR Event Conference	Oct 18-21	Las Vegas, NV	784	56	77	50
eMetrics	Mktg Optimization Summit	Oct 19-23	Washington, DC	New	--	--	--
PMRG	Annual PMRG Institute	Oct 26-27	Philadelphia	282	34	No	19
ESOMAR	Online Research Conference	Oct 26-28	Chicago	198	13	11	2
IIR	Future Trends Conference	Nov 2-4	Miami	160	83	3	3
MOA	Marketing Information Event	Nov 3-4	Rotterdam	2,350@	66*	50	50*
Groupe Mm	SEMO (1)	Nov 4-5	Paris	5,000@	62	130	10
MRA	First Outlook Conference & Expo	Nov 4-6	San Diego, CA	378	14	42	50
ESOMAR	Qualitative MR Conference	Nov 15-17	Marrakech, Morocco	164	23	1	No
WOMMA	WOM Research Symposium	Nov 18	Las Vegas, NV	300	69	10	15
CASRO	Annual Data Collection Conference	Nov 18-19	Las Vegas, NV	63	2	10	7
JMRA	Annual Conference	Nov 24	Tokyo	590	30	20	10

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

AAPOR: aapor.org  
AMA: marketingpower.com  
AMSRS: amsrs.com.au  
ARF: thearf.org  
BIG: bigconference.org

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

ESOMAR: esomar.org  
GBG: gbgeurope.com  
Group Mm: groupemm.com/sem0  
IIR: iirusa.com  
Ipsos/KMR: readershipsymposium.org

JMRA: jmra-net.or.jp  
LIMRA: limra.com  
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

SCIP: scip.org  
SIR: sirnet.org  
TTRA: ttra.com  
WOMMA: womma.org

Sponsor	Event	Dates 2010	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
ESOMAR	Global Healthcare MR Conference	Feb	New York	103	19	--	1
IIR	Marketing Accountability Conference	Mar	Chicago	108	66	5	2
SCIP	Annual Conference	Mar 10-13	Washington, DC	200	--	42	--
PMRG	Annual National Conference	Mar 21-23	Orlando, FL	527	19	77	22
ARF	Annual Convention & Expo	Mar 22-24	New York	946	28	56	28
MRS	Research 2010 Annual Conference	Mar 23-24	London	740	30	--	12
ESOMAR	Asia-Pacific Conference	Apr	TBD	187	13	29	3
ESOMAR	Latin American Conference	May	Cartagena, Columbia	231	26	10	4
IIR	Voice of Consumer Conference	May 3-5	Boston	76	83	4	3
AAPOR	Annual Conference	May 13-16	Chicago	758	80*	25	17
PBIRG	Annual General Meeting	May 16-19	Naples, FL	301	35	80	18
BIG	Annual B2B Conference	May 19-21	Wales, U.K.	93	15	--	14
MRIA	Annual Conference	May 30-June 2	Toronto	350	25	27	28
ARF	Audience Measurement Conference	Jun	New York	625	63	11	13
LIMRA	Annual Marketing & MR Conference	Jun 2-4	Orlando, FL	175	82	20	2
CASRO	Annual Technology Conference	Jun 3-4	New York	172	2	20	2
MRA	Annual Conference	Jun 9-11	Boston	560	1	55	15
BVM	Annual Congress	Jun 17-18	Bonn, Germany	350	32	38	15
TTRA	Annual Conference	Jun 20-23	San Antonio, TX	230	86	7	12
EphMRA	Annual Pharma MR Conference	Jun 22-24	Berlin	370	33*	56	8
Centaur/MRS	Insight Show 2010 (1)	Jun 29-30	London	1,851@	76	105	4
IIR	Annual Shopper Insight Conference	July	Chicago	410	34	27	29

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AAPOR: aapor.org  
AMA: marketingpower.com  
AMSRs: amsr.com.au  
ARF: thearf.org  
BIG: bigconference.org

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

ESOMAR: esomar.org  
GBG: gbgeurope.com  
Group Mm: groupemm.com/semo  
IIR: iirusa.com  
Ipsos/KMR: readershipsymposium.org

JMRA: jmra-net.or.jp  
LIMRA: limra.com  
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

SCIP: scip.org  
SIR: sirnet.org  
TTRA: ttra.com  
WOMMA: womma.org