

Sponsor	Event	Dates 2010	City	Last Attendance		Last	
				Total	% Buyer	Exhib	Spons
MRA	CEO Summit 2010	Feb 10-12	Boca Raton, FL	50	--	--	--
CASRO	Panel Conference	Feb 24-25	New Orleans	153	1	15	4
ESOMAR	Global Healthcare MR Conference	Feb 28-Mar 2	New York	103	19	--	1
SCIP	Annual Conference & Expo	Mar 9-12	Washington, DC	200	--	42	--
IIR	Measure UP Conference	Mar 10-12	Chicago	108	66	5	2
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	Londo	740	30	--	12
ESOMAR	Asia-Pacific Conference	Apr 25-27	Bangkok	187	13	29	3
IIR	Voice of Consumer Conference	May 3-5	Boston	76	83	4	3
AMA	MR Executive Forum	May 5-7	Chicago	72	50	--	--
AAPOR	Annual Conference	May 13-16	Chicago	758	80*	25	17
PBIRG	Annual General Meeting	May 16-19	Naples, FL	301	35	80	18
AQR/QRCA	WW Qualitative Research Conference	May 19-21	Prague	168	17	5	11
BIG	Annual B2B Conference	May 19-21	Chepstow, U.K.	93	15	--	14
ESOMAR	Latin American Conference	May 23-25	Cartagena, Columbia	231	26	10	4
MRIA	Annual Conference	May 30-Jun 2	Toronto	350	25	27	28
LIMRA	Annual Marketing & MR Conference	Jun 2-4	Orlando, FL	175	82	20	2
CASRO	Annual Technology Conference	Jun 3-4	New York	174	2	20	6
AMA	ART Forum	Jun 6-9	San Francisco	15	NA	8	2
MRA	Annual Conference	Jun 9-11	Boston	560	1	55	15
ARF	Audience Measurement Conference	Jun 15-16	New York	625	63	11	13
BVM	Annual Congress	Jun 16-18	Bonn, Germany	350	32	38	15

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

AAPOR: aapor.org
 ACR/QRCA: inspirationaction2010.org
 AMA: marketingpower.com
 AMSRS: amsrs.com.au
 ARF: thearf.org

BIG: bigconference.org
 BVM: bvm.org
 CASRO: casro.org
 CBI: cbinet.com
 Centaur: insightshow.co.uk

eMetrics: emetrics.org
 EphMRA: ephmra.org
 ESOMAR: esomar.org
 IIR: iirusa.com
 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
 SNCR: sncr.org
 TTRA: ttra.com

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TTRA	Annual Conference	Jun 20-22	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	Jly 11-14	Chicago	291	61	27	29
AMSRS	Annual National Conference	Sep 9-10	Melbourne	500*	NA	NA	NA
ESOMAR	Annual Congress	Sep 12-15	Athens	581	14	70	6
MSPA	Annual Mystery Shop Conference	Sep 21-23	Chicago	151	0	10	7
ESOMAR	Online Research Conference	Oct	TBD	239	12	14	2
ESOMAR	WW MultiMedia (WM ³) Conference	Oct	Europe	150	37	0	1
CASRO	Annual Conference**	Oct 11-14	San Diego, CA	251	2	30	20
QRCA	Annual Conference	Oct 13-15	Philadelphia	238	0	18	14
eMetrics	Mktg Optimization Summit	Oct 18-22	Washington, DC	500	80	25	26
PMRG	Annual PMRG Institute	Oct 24-26	Boston	269	36	No	14
MOA	Marketing Information Event	Nov 2-3	Rotterdam	2,000@	66*	50	50*
TARSUS France	SEMO (1)	Nov 3-4	Paris	4,483@	62*	144	15*
SNCR	Research Symposium & Gala	Nov 4-5	Palo Alto, GA	150	--	--	5
IIR	Annual MR Event Conference	Nov 9-10	San Diego, CA	708	53	74	44
MRA	First Outlook Conference & Expo	Nov 10-12	Orlando, FL	300	13	30	36
ESOMAR	Qualitative MR Conference	Nov 14-16	Barcelona	111	25	2	1
SIR	Annual Insurance MR Conference & Expo	Nov 14-17	Jacksonville, FL	155	65	15	11
ESOMAR	Innovate Conference	Nov 16-18	Barcelona	151	33	7	2
JMRA	Annual Conference	Nov 25-26	Tokyo	600	30	15	10

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AMA: marketingpower.com

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ARF: thearf.org

BIG: bigconference.org

BVM: bvm.org

CASRO: casro.org

CBI: cbinet.com

Centaur: insightshow.co.uk

eMetrics: emetrics.org

EphMRA: ephmra.org

ESOMAR: esomar.org

IIR: iirusa.com

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

SNCR: sncr.org

TTRA: ttra.com