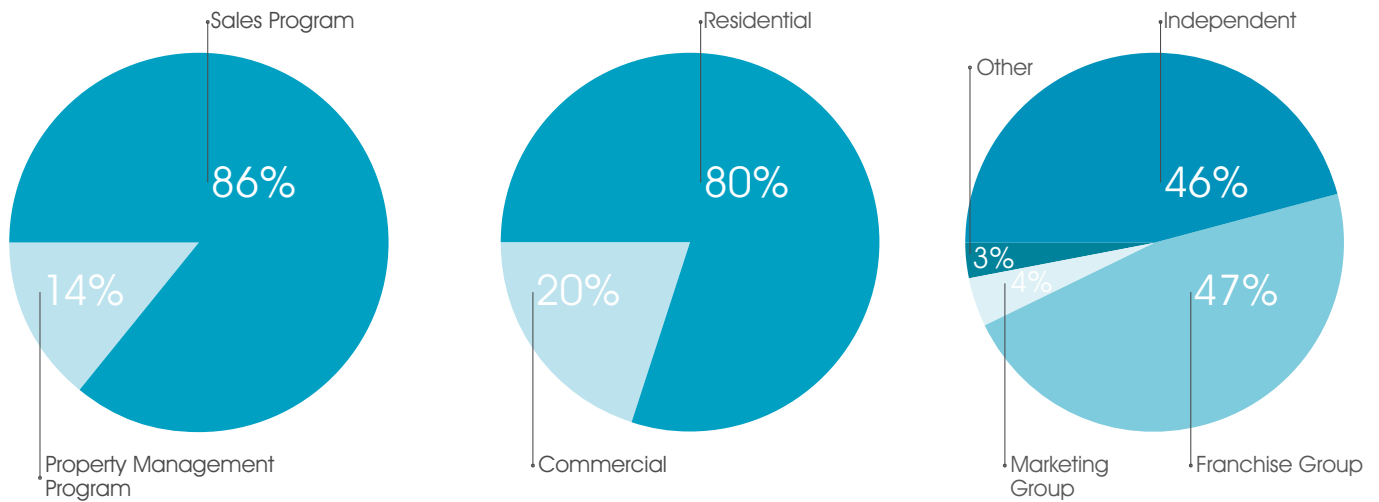


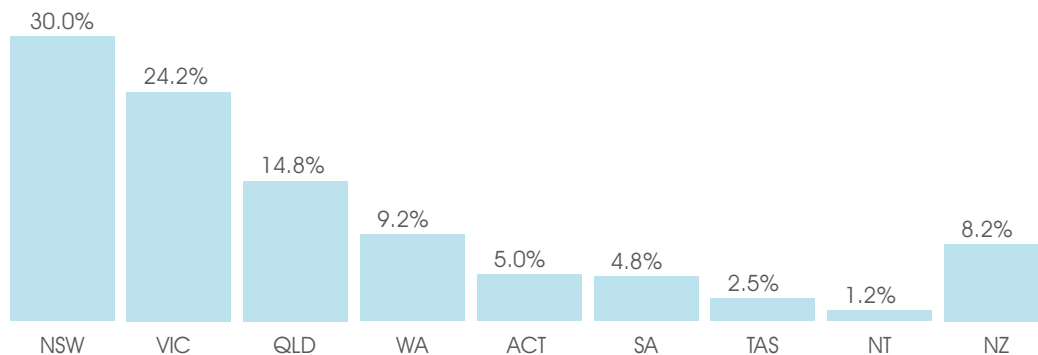
AREC DEMOGRAPHICS (FROM 2005-2009)

REGISTRATION BREAKDOWN



17% of delegates also attended the AREC Leadership Day

GEOGRAPHIC BREAKDOWN



DELEGATE FEEDBACK

General

- 95% - will or are likely to attend AREC again
- 95% - would recommend AREC to others
- 90% - attend AREC because of quality of speakers and relevance of content
- 80% - AREC achieved or exceeded their expectations
- 50% - are first time AREC attendees
- 30% - attended AREC at recommendation of a colleague

Exhibition

- 95% - actively interested in exhibition and exhibitors
- 45% - interested to learn about new trends
- 35% - visit to investigate new products
- 15% - intend to make a purchasing decision
- 15% - come to see existing suppliers

95% of delegates actively interested in exhibition and exhibitors