

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Trade Show Executive

Trade Show Executive
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Suite 114
Oceanside, CA 92056-6029
Tel. No.: (760) 630-9105
FAX No.: (760) 630-9104

Official Publication of: None
Established: 2000
Issues Per Year: 12



FIELD SERVED

Trade Show Executive magazine serves for profit show owners/producers, business or trade associations/societies, corporate event management and other allied fields that organize trade or business shows.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include executive management, show management, convention management, corporate event management, exhibition staff and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	3
Advertiser and Agency _____	510
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	291
TOTAL	804

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,000	100.0	5,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0	5,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	20	-	5,000
February _____	97	97	5,000
March _____	27	27	5,000
April _____	36	36	5,000
May _____	72	72	5,000
June _____	105	105	5,000
TOTAL	357	337	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

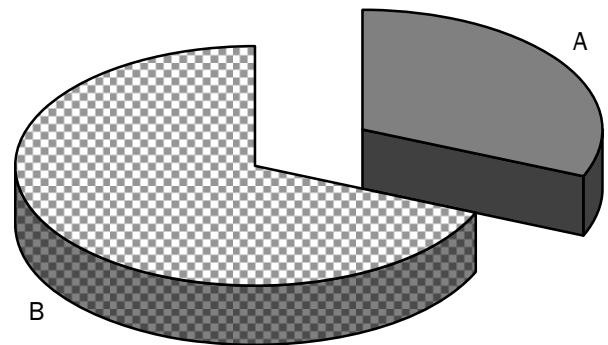
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	1,564	31.3	854	407	67	146	90
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,436	68.7	1,711	570	339	232	584
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,565	977	406	378	674
PERCENT	100.0		51.3	19.5	8.1	7.6	13.5

*Qualified subscribers include Executives responsible for The Top 100 Trade Shows.

** (Sales, operations, etc.)

3a. Breakout of Qualified Circulation of Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	For-Profit Show Owners/Producers, Corporate/Event Management _____	1,564	31.3
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,436	68.7



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	5,000	-	-	5,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,000	-	-	5,000	100.0
PERCENT	100.0	-	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	5,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	5,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	26		400-427 Kentucky _____	60	
030-038 New Hampshire _____	18		370-385 Tennessee _____	59	
050-059 Vermont _____	4		350-369 Alabama _____	55	
010-027 Massachusetts _____	115		386-397 Mississippi _____	27	
028-029 Rhode Island _____	8		EAST SO. CENTRAL	201	4.0
060-069 Connecticut _____	116		716-729 Arkansas _____	32	
NEW ENGLAND	287	5.7	700-714 Louisiana _____	33	
100-149 New York _____	254		730-749 Oklahoma _____	44	
070-089 New Jersey _____	137		750-799 Texas _____	305	
150-196 Pennsylvania _____	151		WEST SO. CENTRAL	414	8.3
MIDDLE ATLANTIC	542	10.8	590-599 Montana _____	12	
430-459 Ohio _____	154		832-838 Idaho _____	18	
460-479 Indiana _____	83		820-831 Wyoming _____	10	
600-629 Illinois _____	449		800-816 Colorado _____	110	
480-499 Michigan _____	90		870-884 New Mexico _____	11	
530-549 Wisconsin _____	102		850-865 Arizona _____	70	
EAST NO. CENTRAL	878	17.6	840-847 Utah _____	36	
550-567 Minnesota _____	105		889-898 Nevada _____	67	
500-528 Iowa _____	46		MOUNTAIN	334	6.7
630-658 Missouri _____	87		995-999 Alaska _____	-	
580-588 North Dakota _____	10		980-994 Washington _____	72	
570-577 South Dakota _____	7		970-979 Oregon _____	47	
680-693 Nebraska _____	24		900-961 California _____	425	
660-679 Kansas _____	59		967-968 Hawaii _____	4	
WEST NO. CENTRAL	338	6.8	PACIFIC	548	11.0
197-199 Delaware _____	13		UNITED STATES	4,770	95.4
206-219 Maryland _____	177		969 & 004-009 U.S. Territories _____	6	
200-205 Washington, DC _____	205		Canada _____	224	
220-246 Virginia _____	325		Mexico _____	-	
247-268 West Virginia _____	11		Other International _____	-	
270-289 North Carolina _____	84		APO/FPO _____	-	
290-299 South Carolina _____	23		TOTAL QUALIFIED CIRCULATION	5,000	100.0
300-319 Georgia _____	187				
320-349 Florida _____	203				
SOUTH ATLANTIC	1,228	24.5			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	5,097	5,026	5,034	5,020	5,020	5,000
Qualified Non-Paid: _	5,088	5,026	5,034	5,019	5,019	5,000
Qualified Paid: _____	9	-	-	1	1	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA**QUALIFIED CIRCULATION:**

Qualified subscribers include Executives responsible for The Top 100 Trade Shows

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Darlene Gudea, Publisher

Date signed

July 8, 2010

State

California

County

Carlsbad

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Received by BPA Worldwide

July 8, 2010

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Type

PD

ID Number

T255POJO