

2011 DEMOGRAPHICS

Attendance Statistics

15,037 - Total Attendance

54% - Presidents, Owners, CEOs

29% - Senior Level Management

65% - \$500,000 - 10M Gross Annual Revenue

82% - 1-50 Employees

80% - Use some type of Social Media



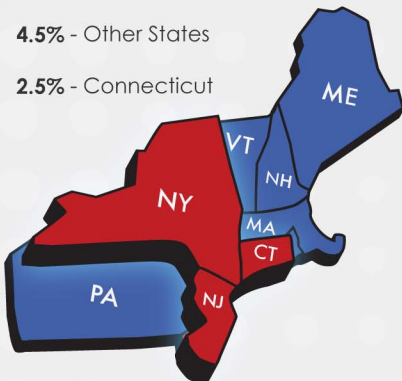
Geographic Reach

80% - New York

13% - New Jersey

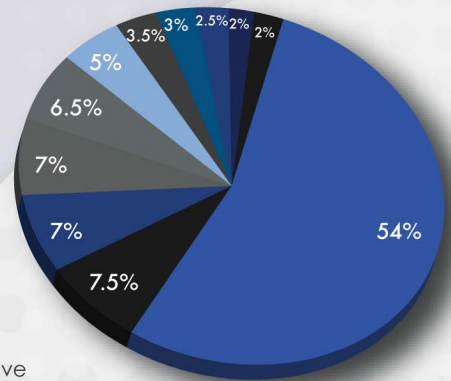
4.5% - Other States

2.5% - Connecticut



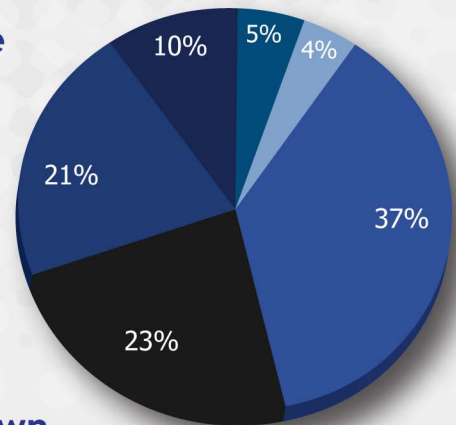
Breakdown by Title

- 54%** President, Owner, CEO
- 7.5%** Director
- 7%** Vice President
- 7%** Sales Executive
- 6.5%** Management
- 5%** Business Development
- 3.5%** CFO, CMO, COO
- 3%** Consultant
- 2.5%** Financial Services Representative
- 2%** Marketing Professional
- 2%** Miscellaneous



Gross Annual Revenue

- 37%** 500,000 - 1 Million
- 23%** 1-5 Million
- 21%** Under 500,000
- 10%** Over 25 Million
- 5%** 5-10 Million
- 4%** 10-25 Million



Industry Type Breakdown

- 12%** Marketing & Advertising
- 11%** Technology
- 10%** Professional Services
- 9%** Consulting
- 8%** Financial & Banking
- 5%** Retail
- 4.5%** Real Estate
- 4%** Hospitality & Entertainment
- 4%** Manufacturing & Distribution
- 4%** Media
- 3.5%** Telecommunications
- 3.5%** Non-Profit
- 3%** Education
- 3%** Energy
- 3%** Healthcare
- 2.5%** Construction & Contracting
- 2.5%** Insurance
- 2%** Other
- 2%** Legal
- 2%** Publishing & Printing
- 1.5%** Transportation

