

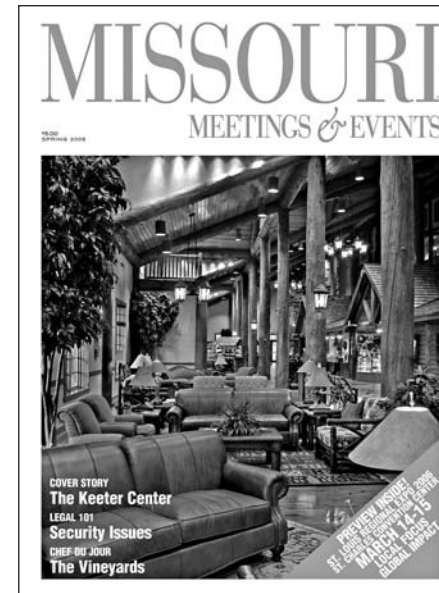
	2004	2007
Do you plan meetings/events outside of Missouri?		
Yes	N/A	46%
No	N/A	54%



	2004	2007
Do you have involvement in, plan or purchase any of the following?		
Air Charters/Ground Transportation/Travel	57%	39%
AV/Presentation Services	55%	58%
Boat Cruises and Charters	19%	14%
Casino Group Outings/Parties	15%	26%
Caterers	77%	53%
Company Picnics, Outings and Theme Parks	42%	38%
Conference & Convention Centers	31%	45%
Corp Incentives/Promotional Products/Gift Certificates	40%	29%
Corp Training/Production Shows	9%	17%
Equipment Rental - Tent, Party, Banquet, etc.	32%	29%
Golf Outings/Meeting Facilities	45%	31%
International Meeting Destinations	N/A	9%
Banquet/Meeting Facilities	55%	69%
Lighting, Video & Staging Production Services	22%	40%
Hotels/Lodges/Executive Meeting Facilities/Overnight Accommodations	60%	50%
Meeting/Event Planning	55%	63%
Musical Entertainment	35%	44%
Restaurant/Banquet/Meeting Space	62%	69%
Speakers	43%	44%
Signs, Banners, Flags & Inflatables	38%	41%
Spousal Events/Tours/Shopping	18%	17%
Theme Deco/Floral & Event Design	26%	29%
Theaters/Entertainment	15%	19%
Trade Show Displays	23%	17%
Video Conferences/Interactive Tech	11%	14%

MISSOURI

MEETINGS & EVENTS



2007

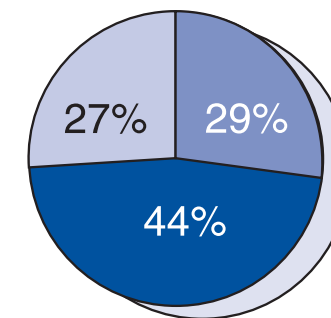
Missouri Meetings & Events Magazine

Readership Survey Results

The 2007 Missouri Meetings & Events Magazine Readership Survey was conducted to more clearly define the magazine's meeting and event planner audience. In addition, the survey reveals information about the frequency, size and type of meetings and events that our readers influence.

A random sample of our 18,596 subscribers was conducted utilizing a systematic skip selection process of every 19th subscriber producing a sample size of 976.

If you would like to reprint part or all of this readership survey, please credit Missouri Meetings & Events Readership Survey 2007. For additional copies, or for an electronic version of the survey, please contact us at (314) 781-8880. The survey is also posted on the MM&E Web site, MissouriMeetingsAndEvents.com. Contact information for the magazine is listed on the back page of this survey.



Tell us who you are. Title Categories

	2004	2007
Support Staff	26%	27%
Middle Management	34%	44%
Senior Management	40%	29%

MISSOURI
MEETINGS & EVENTS

6590 Scanlan Avenue
St. Louis, MO 63139
(314) 781-8880
www.MissouriMeetingsAndEvents.com

Missouri Meetings & Events is designed to provide corporate and independent meeting and event planners with a regional resource to help them plan more productive, interesting, and creative meetings and events in Missouri. It also keeps them up to date on regional and national industry information.

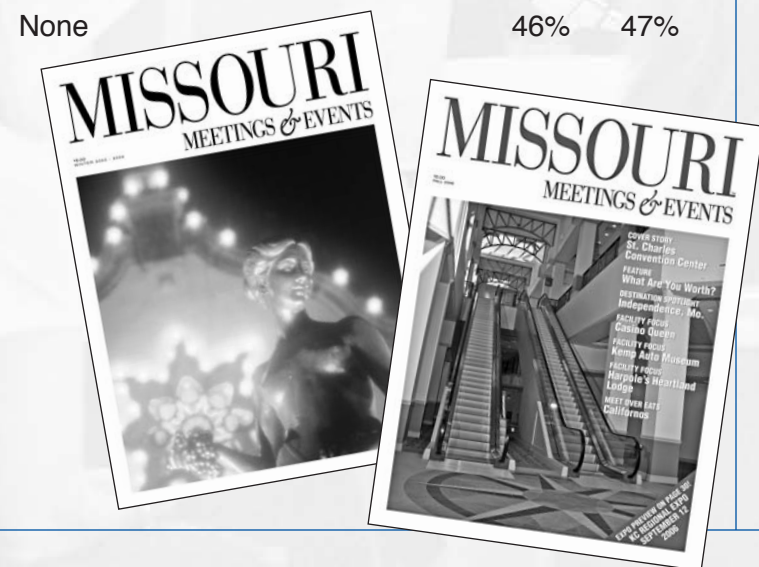
2007 Missouri Meetings & Events Magazine Readership Survey Results

	2004	2007
Type of business/organization you represent:		
Business/Corporation	40%	36%
Consultant/Independent	5%	2%
Government	8%	12%
Hospital/Medical Institution	8%	5%
Non-Profit/Association	28%	25%
University/Education	8%	14%
Religious	N/A	6%
Other	3%	0%

	2004	2007
How long have you been involved with meeting or event planning?		
1 - 3 years	15%	20%
4 - 6 years	24%	24%
7 - 10 years	25%	17%
More than 10 years	36%	38%

	2004	2007
How much time do you usually cumulatively spend reading an issue of MM&E?		
Less than 1 hour	65%	35%
1 - 3 hours	26%	65%

	2004	2007
How many people, other than yourself, read your copy of MM&E?		
5 or more	6%	8%
3	17%	8%
2	6%	14%
1	17%	25%
None	46%	47%



	2004	2007
Do you keep back issues of the magazine for later reference?		
Yes	59%	76%
No	41%	24%

	2004	2007
During the past 12 months, did you do any of the following as a result of reading MM&E?		
Called an advertiser listed on the advertiser index	19%	18%
Cut out an ad	23%	15%
Cut out articles	34%	41%
Visited an advertiser's web-site.	43%	67%

	2004	2007
Are you a member of any of the following professional associations?		
MPI	5%	12%
SGMP	5%	6%
MSAE	5%	10%
PCMA	N/A	2%
RCMA	N/A	6%
ISES	N/A	5%
None	85%	39%
Other	N/A	9%

	2004	2007
How much of your time is spent with meeting and event planning functions?		
75% - 100%	11%	22%
50% - 74%	11%	25%
11% - 49%	34%	28%
1% - 10%	40%	25%

	2004	2007
How many off-site meetings/events are you involved in planning per year?		
None	8%	11%
1 - 2	40%	29%
3 - 5	26%	29%
6 - 10	11%	11%
11+	9%	20%

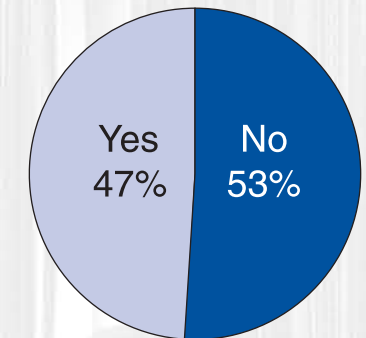
	2004	2007
Which of the following sources offers you the most information about planning a meeting in Missouri?		
Missouri Meetings & Events Magazine, Web or Expo	68%	76%
Other Trade Magazines	2%	12%
Direct Mail Solicitation	9%	10%
Other Trade Shows	3%	13%
Associations	9%	21%
Internet / Web-sites	17%	50%
Other	6%	11%

	2004	2007
How many conventions and/or trade shows are you involved in planning per year?		
None	51%	15%
1 - 2	38%	28%
3 - 5	8%	27%
6+	3%	30%

	2004	2007
Number attending meeting/event:		
None	2%	3%
1 - 10	45%	2%
11 - 25	29%	6%
26 - 50	15%	9%
51 - 100	5%	18%
101 - 250	2%	18%
251 - 500	2%	15%
501 - 1000	N/A	9%
1001 - 5000	N/A	20%

	2004	2007
Annually, on average, how many hotel rooms nights do you utilize with your off-site meeting/ events?		
None	17%	21%
1 - 10	28%	14%
11 - 20	3%	9%
21 - 50	11%	11%
51 - 100	11%	12%
101 - 500	15%	23%
500+	14%	10%

	2004	2007
Of the urban meetings/events you plan, do you most often choose a downtown or suburban setting?		
Downtown	55%	31%
Suburban	42%	20%
Resort	N/A	9%
Combo (all of the above)	N/A	40%
Do you work with or contact CVBs when planning meetings/events?		
Yes	51%	47%
No	49%	53%



	2004	2007
If you answered "yes" to the above question, select one or more of the following ways you work with the CVBs.		
RFPs	12%	28%
Destination Management	12%	13%
Coordinate site visit	22%	20%
Promotion and marketing of event	23%	16%
Assistance during the event	14%	17%

	2004	2007
How many "fam" tours do you attend each year?		
None	66%	34%
1 - 2	28%	45%
3 - 4	5%	18%
5+	N/A	3%