

DecisionMaker® Reed Exhibitions Marketplace Database

Reach over 265,000 tradeshow attendees with the *Reed Exhibitions Marketplace Database*.

- ◆ These key decision-makers and business travelers are selectable by:
 - ◆ Business Type
 - ◆ Job Function
 - ◆ Employee Size
 - ◆ Sales Volume
 - ◆ Internet Usage
 - ◆ SIC Code and More!

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised of attendees to Reed Exhibitions Trade Shows.

Size of List: 265,474

Base Price: \$110/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Fortune Coding	\$25/M
Internet Usage	\$20/M
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

- SEE ALSO:**
- Building Design & Construction**
 - Booksellers**
 - Control Engineering**
 - Design News**
 - EDN**
 - Industrial Maintenance & Plant Operation**
 - Jewelers' Circular-Keystone**
 - Material Handling Product News**
 - MSI**
 - Packaging Digest**
 - Powder/Bulk Solids**
 - Professional Builder**
 - Quality**
 - SECURITY**

State	ZIP Code	Individuals
ME	039-049	445
NH	030-038	1,444
VT	050-059	314
MA	010-027	7,204
RI	028-029	960
CT	060-069	5,009
New England		5.8% 15,376
NY	100-149	41,582
NJ	070-089	17,158
PA	150-196	10,273
Middle Atlantic		26.0% 69,013
OH	430-458	5,971
IN	460-479	7,413
IL	600-629	37,092
MI	480-499	10,372
WI	530-549	10,072
East North Central		26.7% 70,920
MN	550-567	2,500
IA	500-528	1,692
MO	630-658	2,058
ND	580-588	126
SD	570-577	163
NE	680-693	452
KS	660-679	802
West North Central		2.9% 7,793
DE	197-199	700
MD	206-219	2,358
DC	200-205	452
VA	220-246	2,353
WV	247-268	242
NC	270-289	2,145
SC	290-299	983
GA	300-319	3,434
FL	320-349	22,884
South Atlantic		13.4% 35,551
KY	400-427	1,010
TN	370-385	1,432
AL	350-369	960
MS	386-397	415
East South Central		1.4% 3,817
AR	716-729	638
LA	700-714	949
OK	730-749	718
TX	750-799	8,906
West South Central		4.2% 11,211
MT	590-599	243
ID	832-838	369
WY	820-831	121
CO	800-816	1,793
NM	870-884	652
AZ	850-865	2,959
UT	840-847	1,266
NV	889-898	3,140
Mountain		4.0% 10,543
AK	995-999	150
WA	980-994	1,797
OR	970-979	981
CA	900-961	32,514
HI	967-968	603
Pacific		13.6% 36,045
United States		98.0% 260,269
U.S. Territories		0.2% 493
Canada		1.8% 4,710
Mexico		0.0% 1
Other International		0.0% 1
APO/FPO		— —
Unknown		— —
Total		100.0% 265,474

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

DecisionMaker® Reed Exhibitions Marketplace Database

SIC Codes

15 General Building Contractors	1,763
16 Heavy Construction Except Buildings	199
17 Special Trade Contractors	4,076
20 Food & Kindred Products	3,624
22 Textile Mill Products	285
23 Apparel & Other Textile Products	350
24 Lumber & Wood Products	357
25 Furniture & Fixtures	958
26 Paper & Allied Products	1,042
27 Printing & Publishing	2,629
28 Chemicals & Allied Products	8,732
29 Petroleum & Coal Products	134
30 Rubber & Miscellaneous Plastic Products	3,994
32 Stone, Clay & Glass Products	955
33 Primary Metal Products	2,043
34 Fabricated Metal Products	6,122
35 Industrial Machinery & Equipment	14,726
36 Electronic & Other Electric Equipment	13,559
37 Transportation Equipment	4,056
38 Instruments & Related Products	8,031
39 Miscellaneous Manufacturing	2,541
41 Local & Interurban Passenger Train	353
42 Trucking & Warehousing	574
45 Transportation By Air	182
47 Transportation Services	662
48 Communications	756
49 Electric, Gas & Sanitary Services	753
50 Wholesale Trade – Durable Goods	17,120
51 Wholesale Trade – Non-Durable Goods	3,376
52 Building Materials & Garden Supplies	350
53 General Merchandise Stores	665
54 Food Stores	692
55 Auto Dealers & Service Stations	262
56 Apparel & Accessory Stores	612
57 Furniture & Home Furnishings Stores	1,446
58 Eating & Drinking Places	4,726
59 Miscellaneous Retail	25,382
60 Depository Institutions	648
61 Non-Depository Institutions	286
62 Security & Commodity Brokers	629
63 Insurance Carriers	302
65 Holding & Other Investments	3,678
67 Holding & Other Investments	465

70 Hotels & Other Lodging Places	1,119
72 Personal Services	543
73 Business Services	9,579
75 Auto Repair, Services & Parking	344
76 Miscellaneous Repair Services	1,369
78 Motion Pictures	405
79 Amusement & Recreation Services	1,399
80 Health Services	10,708
81 Legal Services	513
82 Educational Services	4,146
83 Social Services	791
84 Museums, Botanical Gardens, Zoos	215
86 Membership Organizations	1,545
87 Engineering & Management Services	10,476
89 Other Services	351
91 Executive, Legislative & General	763
92 Justice, Public Order & Safety	492
95 Environmental Quality & Housing	316
96 Administrator of Economic Programs	290
97 National Security & International Affairs	338
99 Nonclassifiable Establishments	3,008

Job Function *

Architect/Construction	5,781
Consulting	5,704
Corporate Management	65,838
Design Engineering	26,788
Educator	2,363
Engineering	54,568
Finance	1,851
Foodservice	5,106
IS/MIS/IT	7,883
Maintenance	10,562
Manufacturing & Production	25,994
Middle Management	222,250
Operations	7,923
Owner	22,453
Physician	18,373
Plant	8,288
Purchasing	11,906
Quality, Quality Assurance, Quality Control	12,743
Research & Development, Laboratory	15,318
Sales & Marketing	42,352

Internet Usage

My Company Buys Via the Internet	72,101
My Company Sells Via the Internet	61,819
I Buy Via the Internet on Behalf of My Company	10,741

PC User/CD-ROM Access/Internet Access

PC at Home	2,121
PC at Work	8,621
CD-ROM Access	2,423
Internet Access	12,671

Employee Size

Less than 20	116,918
20-49	30,041
50-99	29,069
100-249	29,359
250-499	18,254
500-999	14,060
1,000 or More	23,430

Sales Volume

Less than \$1 Million	74,256
\$1 Million-\$9 Million	47,232
\$10 Million-\$49 Million	35,354
\$50 Million-\$249 Million	19,396
\$250 Million-\$1 Billion	7,899
More than \$1 Billion	15,793

Source: Publisher's own data

* Multiple Response

DecisionMaker® Reed Exhibitions Marketplace Database

<u>Title</u>		<u>Business Type</u>	
Account Executive	685	Communications	1,275
Administrator	474	Computer (including Manufacturing)	1,674
Agent	522	Construction	3,196
Analyst	589	Consulting	2,862
Architect	472	Distributors/Brokers	4,411
Assistant	3,787	Education	1,956
Associate	1,067	Engineering Firms	2,247
Buyer	4,417	Entertainment/Media	355
Chairman	349	Finance/Insurance/Real Estate	1,939
Chemist/Scientist	892	Financial Institution	1,190
Chief Executive	2,366	Government & Military	2,219
Consultant	1,700	Hotels/Motels/Resorts	1,457
Coordinator	683	Interior Design/Architecture	453
Designer	1,670	Legal	448
Director	7,267	Manufacturing	99,887
Draftsman	245	Medical	23,374
Editor/Writer/Librarian	661	Research & Development/Laboratories	3,576
Educators	1,405	Restaurant/Food	12,297
Engineer	22,196	Retail Trade	13,301
Foreman	294	Services	7,363
Leader	454	Transportation	1,440
Manager/Head	30,105	Utilities	957
Mechanic	326	Wholesale/Retail/Distributor	15,531
Military/Government	289		
Officer	331		
Owner	9,304		
Partner	976		
Physician/Doctor	14,788		
President	17,693		
Proprietor/Principal	764		
Representative/Sales	6,914		
Secretary/Treasurer	575		
Specialist	1,080		
Superintendent	366		
Supervisor	2,756		
Technologist/Technicians	3,235		
Vice President	9,984		