



VERIFIED TRADE SHOW AUDIT



June 11 & 12, 2006

Metro Toronto Convention Center,
Toronto, Ontario

Attendees* (see breakdown below)	2517	NOTE:
Registered Authors	645	Numbers reflect individual visitors only, regardless of how many sessions attended.
Registered Media	263	

*Breakdown of Attendee by Category

Business Category

General & Chain Bookseller	1235
Specialty Bookseller	90
Children's Bookseller	61
Mass/General/Discount Retailer	23
Education/Professional/Institution	187
Librarian	131
University/College Bookstore	85
Wholesaler/Distributor	84
Advertising/Sales/PR/Consultant	49
Editor	48
Production	65
Literary & Rights Agent/Scout	41
Developer/Producer	33
Independent Publisher's Representative	26
Mail Order/Catalogue Book Club	8
Publisher	170
Published Author	85
Critic/Reviewer	16
Others/Not Coded	80
TOTAL	2517

Geography

Ontario	2,188
Western Canada	136
Quebec	44
U.S.A	50
Eastern Canada	26
International/Not Coded	73

TOTAL 2517

Source: Independent audit conducted by
Microspec Registration Services.

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