

**TOP 10 GROUP EVENTS – NOVEMBER 2006**  
**Total, Financial Groups, Medical-Pharmaceutical Events**

**Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees**

Data derived from reader board reports covering 844 hotels in 55 metropolitan areas across 39 states and provinces\*

Total number of events surveyed for time period: 29,676

**Square Footage Meeting Space Occupied – North America**

	<b>Event</b>	<b>Market</b>	<b>Sq Ft - Meeting Space Occupied</b>
1.	AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES	Nashville	330,964
2.	Original Sewing and Quilt Expo 2006	Kansas City	265,953
3.	IT SMT	Chicago	242,632
4.	27 th Annual VA EMS Symposium	Norfolk	203,535
5.	SOCIETY FOR INTERNATIONAL AFFAIRS	Washington	190,116
6.	2006 BURGER KING OPERATIONS EXCELLENCE	Chicago	185,854
7.	NATIONAL HONOR SOCIETY	Orlando	163,034
8.	HOOSIER EDUCATION COMPUTER CONFERENCE	Indianapolis	152,775
9.	PRIM&R 2006	Washington	146,283
10.	A WOMAN'S JOURNEY	Baltimore	146,051

**Square Footage Catered – North America**

	<b>Event</b>	<b>Market</b>	<b>Sq Ft – Meeting Space Catered Events</b>
1.	IT SMT	Chicago	219,504
2.	BUSINESS RULES FORUM	Washington	112,545
3.	2006 BURGER KING OPERATIONS EXCELLENCE	Chicago	91,762
4.	TPSA SUMMIT: ALIGNING PROFESSIONAL SERVICES	Washington	87,216
5.	SportsNite / Jewish Community Center of Greater KC	Kansas City	86,548
6.	FORT LEE MARINE CORPS BALL	Richmond	72,126
7.	PCP NETWORK MEETING	Chicago	60,852
8.	Morrison, Brown, Argiz & Farra Co.	Miami	55,440
9.	AMERICANS ARAB CHAMBER OF COMMERCE	Detroit	55,346
10.	MS ANNUAL CONVENTION	Minneapolis	54,954

**Estimated Number of Attendees – North America**

	<b>Event</b>	<b>Market</b>	<b>Est Num of Attendees</b>
1.	BUSINESS RULES FORUM	Washington	4,905
2.	Original Sewing and Quit Expo 2006	Kansas City	3,830
3.	IT SMT	Chicago	3,291
4.	IBM Corporation	San Francisco	2,953
5.	NATIONAL PRESERVATION CONFERENCE	Pittsburgh	2,829
6.	FORT LEE MARINE CORPS BALL	Richmond	2,716
7.	NATIONAL ASSOCIATION OF NEONATAL NURSES	Nashville	2,397
8.	HOOSIER EDUCATION COMPUTER CONFERENCE	Indianapolis	2,154
9.	THE AUXILIARY OF THE BOYS & GIRLS CLUBS OF SCOTTISDALE	Phoenix	2,088
10.	BARCLAYS CAPITAL	Orlando	1,882

**SELECTED MARKET SEGMENTS: FINANCIAL-ACCOUNTING GROUPS****Square Footage Meeting Space Occupied: Financial-Accounting**

	<b>Event</b>	<b>City</b>	<b>Sq Ft - Meeting Space Occupied</b>
1.	DELOITTE 2006 ENERGY AND RESOURCES FALL SEMINAR	Rosemont, IL	79,905
2.	State Farm Mutual AutomobiliC Insurance C	Tulsa, OK	57,600
3.	WELLS FARGO BANK - GREAT LAKES MANAGERS CONFERENCE	Bloomington, MN	41,375
4.	WORLD BANK	Baltimore, MD	37,451
5.	BARCLAYS CAPITAL	Orlando, FL	33,328
6.	FIDELITY INVESTMENTS EMT PROGRAM	Providence, RI	30,248
7.	WELLS FARGO BANK SERVICE MANAGERS MEETING	Seattle, WA	29,330
8.	NORTHWESTERN MUTUAL FORUM	Scottsdale, AZ	21,151
9.	CBA 2006 Student Lending Conference	Arlington, VA	20,320
10.	UBS	Dearborn, MI	19,200

## SELECTED MARKET SEGMENTS – FINANCIAL-ACCOUNTING GROUPS (Continued)

### Square Footage Catered: Financial-Accounting

	Event	City	Sq Ft – Meeting Space Catered Events
1.	DELOITTE 2006 ENERGY AND RESOURCES FALL SEMINAR	Rosemont, IL	45,639
2.	BARCLAYS CAPITAL	Orlando, FL	31,392
3.	OFII Twelfth Annual Dinner	Washington, DC	23,472
4.	WELLS FARGO 20 YEAR CLUB	Minneapolis, MN	14,986
5.	WORLD BANK	Baltimore, MD	13,284
6.	DELOITTE GES	Miami Beach, FL	12,800
7.	Edward Jones Mentor Training Meeting	Mesa, AZ	12,200
8.	CBA 2006 Student Lending Conference	Arlington, VA	10,160
9.	OFII Twelfth Annual Dinner	Washington, DC	23,992
10.	DFCU FINANCIAL	Dearborn, MI	9,600

### Estimated Number of Attendees: Financial-Accounting

	Event	City	Est Num of Attendees
1.	BARCLAYS CAPITAL	Orlando, FL	1,882
2.	DELOITTE 2006 ENERGY AND RESOURCES FALL SEMINAR	Rosemont, IL	912
3.	State Farm Mutual Automobile Insurance C	Tulsa, OK	718
4.	OFII Twelfth Annual Dinner	Washington, DC	634
5.	DFCU FINANCIAL	Dearborn, MI	576
6.	DELOITTE GES	Miami Beach, FL	448
7.	WAMU CAPITAL CORP	Orlando, FL	391
8.	WELLS FARGO BANK - GREAT LAKES MANAGERS CONFERENCE	Bloomington, MN	387
9.	WELLS FARGO 20 YEAR CLUB	Minneapolis, MN	373
10.	BB&T BANK - ACQUISITIONS ,DIVESTITURES AND THE EVER – CHA...	McLean, VA	283

**SELECTED MARKET SEGMENTS: MEDICAL- PHARMACEUTICAL**

**Square Footage Meeting Space Occupied: Medical-Pharmaceutical**

	<b>Event</b>	<b>City</b>	<b>Sq Ft - Meeting Space Occupied</b>
1.	27 th Annual VA EMS Symposium	Norfolk, VA	203,535
2.	BD NATIONAL SALES MEETING	Orlando, FL	111,487
3.	Neurocritical Care 2006 Synchronicity	Baltimore, MD	61,094
4.	Care Medical	Seattle, WA	50,946
5.	RNAO - Healthy Workplaces in Action 2006 Conference	Markham, ON Canada	49,266
6.	AMERICAN COLLEGE OF PHILEBOLOGY - 2006 ANNUAL CONGRESS	Ponte Vedra Beach, FL	45,787
7.	FOUNDATION SURGERY	Tulsa, OK	44,000
8.	WYETH RESEARCH PRIMMUS INVESTIGATOR'S MEETING	Washington, DC	41,256
9.	OHIO VALLEY HOSPITAL 18TH ANNUAL AUCTION ELEGANCE	Pittsburgh, PA	39,000
10.	INTERNATIONAL KIDNEY STONE SYMPOSIUM	Indianapolis, IN	34,660

**Square Footage Catered: Medical-Pharmaceutical**

	<b>Event</b>	<b>City</b>	<b>Sq Ft – Meeting Space Catered Events</b>
1.	27 th Annual VA EMS Symposium	Norfolk, VA	34,620
2.	Neurocritical Care 2006 Synchronicity	Baltimore, MD	29,942
3.	OHIO VALLEY HOSPITAL 18TH ANNUAL AUCTION ELEGANCE	Pittsburgh, PA	29,250
4.	Maryland General Hospital Annual Gala	Baltimore, MD	29,120
5.	MID-ATLANTIC PERMANENTE MEDICAL GROUP	McLean, VA	18,564
6.	Amerinet Supplier Conference 2006	St. Louis, MO	17,526
7.	HEALTHEAST FOUNDATION	St. Paul, MN	16,919
8.	Care Medical	Seattle, WA	16,268
9.	WYETH RESEARCH PRIMMUS INVESTIGATOR'S MEETING	Washington, DC	16,020
10.	BD NATIONAL SALES MEETING	Orlando, FL	14,968

## SELECTED MARKETS: MEDICAL-PHARMACEUTICAL (Continued)

### Estimated Number of Attendees: Medical-Pharmaceutical

	Event	City	Est Num of Attendees
1.	Neurocritical Care 2006 Synchronicity	Baltimore, MD	1,148
2.	Maryland General Hospital Annual Gala	Baltimore, MD	873
3.	27 th Annual VA EMS Symposium	Norfolk, VA	840
4.	Focused Health Solutions	Wheeling, IL	685
5.	FALL ONCOLOGY & ACUTE CARE MEETING	Orlando, FL	667
6.	MID-ATLANTIC PERMANENTE MEDICAL GROUP	McLean, VA	556
7.	FOUNDATION SURGERY	Tulsa, OK	548
8.	WYETH RESEARCH PRIMMUS INVESTIGATOR'S MEETING	Washington, DC	480
9.	INTERNATIONAL KIDNEY STONE SYMPOSIUM	Indianapolis, IN	424
10.	MAGEE WOMENS HOSPITAL OF UPMC SERVICE AWARDS	Pittsburgh, PA	404

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 230 hotels across the United States and Canada. Details include: meeting planner contact information, previous event and size details on all groups surveyed, detailed overview of group's experiences including any complaints or issues, actual size of event (number of room nights actualized), date of group's next event, property selection decision date(s) and/or process(s) (including RFP details if relevant), size of next event, existence of any relationships (contractual and/or personal) with incumbent and/or other hotel(s) and any additional information requested by client.

For more details on expanding your group sales revenue – contact the Knowland Group today online: [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or by phone: 202.842.9244

\*Data are derived from the Knowland Group's national reader board service. Hotels surveyed are determined by request from Knowland Group clients. Data do not represent a scientific study. Estimated number of attendees is based on size of meeting rooms occupied and, where possible to determine, configuration of rooms and does not necessarily correspond to room nights actualized. Data on catered events are determined by function descriptions. Single instance events, such as weddings, although included in client reports, or omitted here. Certain oversized properties, including conference and convention centers, although included in client reports if requested, are omitted here.