



Expo Attendee List

Universe/Base Rate **Count:** 7,259 (U.S. 6,965/Canada 72/International 222) **Price:** \$200/M

Source: Attendees

List Type: Postal

Updated: Annually

Last Update: 01/10

Minimum Order: 5,000 Names

List Profile

Entertainment for All™ Expo (E for All™ Expo) was the premiere event for video games and other electronic entertainment. E for All brought together all people who are passionate about video games and everything in electronic entertainment, including: consumers, publishers, developers, industry innovators and luminaries, retailers, distributors and media.

Launched in October 2007, E for All Expo offered a fully interactive experience where gamers "tried before they bought" the latest and hottest in video game titles, chatted with other players in the Gamer Lounge, pitted their skills against each other on game stages, and met industry luminaries. Additional event features included: World Series of Video Games tournament, Video Games Live Concert, Gamer Lounge, Into the Pixel exhibition of the art of video game and an industry-only Business Zone.

Reach a variety of gaming enthusiasts from consumers, software developers, buyers and retailers, programmers, distributors, manufacturers to resellers with this new-to-the-market postal list.

Selection Charges

Geographic	\$15/M
Home/Business Address	\$15/M
Primary Business	\$25/M
Job Function	\$25/M
Age	\$25/M
Household Yearly Income	\$25/M
Play Console Games	\$25/M
Gender	\$25/M
Hours Spent Per Week Gaming	\$25/M
Money Spent Per Month Gaming	\$25/M
Consoles Owned	\$30/M
Handheld Systems Owned	\$30/M

Formats

Key Coding	N/C
Cartridge	\$25/F
CD-ROM	\$25/F
Email	\$50/F

Terms and Conditions

Sample mail piece required. List must be sent to third-party mailhouse or service bureau. Allow 3-5 working days to process order. A List Rental Agreement must be signed and returned before order is sent. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Payment is due 30 days from mail date. Cancelled orders are subject to charges. List is rented for one-time use only; violators are subject to payment and future use penalties.

IDG World Expo respects the privacy of its attendees, and allows them options to retain their privacy. For this reason, the number of names in this database does not represent total exposition attendance numbers.

For inquiries or questions, contact Steve Tozeski.
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E For All Expo Attendee List

U.S. Selects and Counts as of 01/10

Primary Business - \$25/M	
Manufacturing	53
Architecture/Engineering/Construction	56
Arts/Fine Arts/Culture	43
Design/Creative Services	114
Education - Higher Education/Corporate Training	74
Education K-12	86
Entrepreneur	71
Healthcare/Medical/Pharmaceutical	75
Marketing/Sales	117
Legal	60
Consumer Electronics	250
Computer Hardware/Software	244
Video Store	69
Discount/Warehouse/Price Club	13
Toy/Hobby Store	41
Catalog Showroom	5
Mass Merchant	15
Department Store	35
Book Store	7
Mail Order/Catalog/Clubs	8
Super Store Chain	20
Online	122
Importer/Exporter	17
Distributor/Wholesaler	64
Developer	316
Publisher	235
Investor/Banker	49
Brokerage/Venture	12
Animation/Graphics	65
Business Services	72
Consulting	49
Education/Research	60
Movie/Film	129
News Media	33
Television	37
Advertising/Public Relations	84
Music/Audio	53
Student	1,056
Web Administration/Content Development	30
Web Design	33
Other	480

Job Title - \$25/M	
Self Employed	130
Store Manager	42
Store Planner/Designer	7
Student	1,166
Venture Capitalist	19
Vice President/Corporate Manager	74
Writer	72
Analyst	168
Artist	202
Broker	27
Buyer	124
Composer/Musician	28
Consultant/Attorney	54
Content Acquisition/Licensing	27
Corporate Manager	89
Developer	219
Distribution Manager	20
Editor	52
Educator	118
Financial Analyst	28
Graphic Designer/Artist/Art Director	141
Investment Banker	10
Investor	19
Media Advertising	56

President/CEO/Owner	145
Product Manager	90
Programmer	124
Retail Operations Manager	28
Sales/Marketing	212
Sales Person	140
Other	635

Age - \$25/M	
12 to 17	708
18 to 24	1,923
25 to 34	1,776
35 to 44	981
45 and older	485

Household Yearly Income - \$25/M	
Under \$40,000	1,850
\$40,000 to \$64,999	845
\$65,000 to \$79,999	423
\$80,000 to \$99,999	426
\$100,000 to \$149,000	559
Over \$150,000	750

Consoles Owned - \$30/M	
Nintendo Wii	2,726
Playstation 3	1,352
Xbox 3	2,365
Nintendo Gamecube	2,001
Playstation 2	2,822
Xbox	1,776

Handheld Systems Owned - \$30/M	
Nintendo DS Lite	2,129
PSP	2,192
Nokia N'Gage	131
Gizmondo	100
Nintendo DS	1,609
Game Boy (Advanced, Sp, Micro, etc.)	2,225

Play Console Games - \$25/M	
Yes	1,886
No	2,955

Hours Spent Per Week Gaming - \$25/M	
0 to 5	1,458
6 to 10	1,207
11 to 15	681
16 to 20	579
21 to 25	329
More than 25	604

Money Spent Per Week Gaming - \$25/M	
\$0 to \$50	1,773
\$51 to \$100	1,493
\$101 to \$150	585
\$151 to \$200	353
\$201 to \$250	177
\$251 to \$300	275

Merchandiser	16
Marketing/Public Relations	149
Operations Manager	61