



## Conference & Expo<sup>®</sup> Attendee List

Universe/Base Rate

Count: 170,034

Price: \$200/M

(U.S. 160,949 / Canada 2,165 / International 6,920)

Source: Attendees

List Type: Postal

Updated: Annually

Last Update: 03/13/09

Minimum Order: 4,000 Names

### List Profile

Macworld Conference & Expo is the #1 event for the Mac community.

Macworld Conference & Expo Attendee List gives you access to Macintosh users, creative professionals and enthusiasts. These names are available as an unduplicated database of attendees to past and current Macworld Conference & Expos. All attendees continue to be available on an individual show basis.

Macworld Conference & Expo attendees are a diverse group of hardware, software and Macintosh-related product buyers.

The top 3 reasons attendees flock to Macworld Conference & Expo are to see new products, learn about new technologies and keep up-to-date with industry trends.

If you're looking for Mac enthusiasts, at their home or office address, this is one of the best lists on the market.

Total attendees to Macworld Conference & Expo 2005-2009 are on one unduplicated database.

### Selection Charges

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Function	\$25/M
Size of Organization	\$25/M
Annual Purchasing Budget	\$25/M
Purchasing Role	\$25/M
Purpose of Attendance	\$25/M
Product Categories of Interest in Purchasing	\$40/M

### Multi-Channel Price

Postal and Email Offers \$480/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. Orders of 50,000 or more, 85% net name arrangement applies with \$10/M run charges. 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.  
Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Email names are available for the Macworld Conference & Expo Attendee List for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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**Macworld Conference & Expo Attendee List**

**U.S. Selects and Counts as of 03/13/09**

**Industry - \$25/M**

Agriculture/Forestry	720
Architecture/Construction/Process Industry/Engineering	5,740
Travel/Hospitality/Recreation/Food Service	1,298
Art/Design/Creative Services/Photography/Digital Imaging	20,975
Arts & Entertainment/Gaming/Music	22,163
Communications/Printing/Publishing/Advertising	14,130
ISP/XSP/Web Host/IT Services Outsourcer	1,851
Consulting (Non-IT)	10,943
Distributor/Dealer/Retailer/Service	6,110
Government/Military/Aerospace	5,268
Health/Medical Services	5,478
Education	20,757
Manufacturer (Computer)	5,931
Manufacturer (Non-Computer)	3,645
Marketing/Sales/Pubic Relations/Media/Publication/Broadcasting	11,067
Banking/Finance/Insurance/Real Estate/Accounting/Legal	6,492
Non-Profit Organization	2,058
Systems Integrator/Computer Reseller/VAR/VAD/Service	3,576
Website Administration/Content Development	2,758
Biotechnology	1,768
Transportation/Utilities	3,197
Web Design	6,221
Entrepreneur - Home Business	3,836
Software Development/Application Development	10,177
Student	10,929
Other	16,976

**Job Title/Function - \$25/M**

Corporate Executive (President/VP/CFO/Owner)	24,510
Controller/Treasurer/Accountant/CFO	2,317
Network Management	3,044
Engineering/Scientist/Research & Development	7,446
Management/Department Head/Vice President	7,201
Professional	4,710
Consultant	18,388
Marketing/Sales	9,138
Educator	14,226
Artist/Art Director/Graphics	33,085
Editorial/Writing	3,196
Architect/Engineer	4,843
Student	15,707
Purchasing/Corporate Buyer	1,480
Software Developer/Programmer/Analysis	9,163
IT Executive (CIO/CTO/VP)	4,682
Business Development	6,384
Director/Manager	11,313
IT/IS Support	11,289
Operations	5,064
Technology	6,068
Retired	4,178
Self-Employed	12,930
Web Development, Programming and Administration	313
Other	

**Size of Organization - \$25/M**

Under 50	70,745
50 to 99	8,802
100 to 499	11,882
500 to 999	4,712
1,000 and over	2,433
1,000 to 4,999	6,726
5,000 to 9,999	3,433
10,000 and over	9,794

**Annual Purchasing Budget - \$25/M**

\$0 to \$25,000	62,575
\$25,000 to \$100,000	20,674
\$100,000 to \$500,000	9,486
\$500,000 to \$1,000,000	5,088
Greater than \$1,000,000	6,358

**Purchasing Role - \$25/M**

Final Decision Maker	44,421
Recommend Product or Vendor	33,493
Develop Specifications	4,713
No Role	14,389
All of the Above	11,602

**Purpose of Attendance - \$25/M**

For My Company/Organization/Department	53,462
For Myself as Consultant/Sole Proprietor	10,814
For Myself as Consumer	43,437
For Myself as Educator	3,859
Both - Professional and Personal	57,621

**Products Categories of Interest In Purchasing - \$40/M**

<b>Hardware</b>	
Audio/Music	62,446
Boards/Cards/Memory	30,208
Desktops/Operating Systems	73,371
Digital Cameras/Recorders	71,258
Display Devices/Monitors/Projection	55,664
FireWire IEEE 1394	45,861
Input Devices/Scanners	46,838
Networking/Connectivity/Communications Equipment	46,484
Optical Drivers/Players - CD/DVD	17,404
Printers/Printing Hardware	51,203
Servers & Servers Management	27,505
Storage Drives & Devices/Memory	51,515
USB	41,336
Wireless - Laptops/Handhelds/PDA's/Mobile	58,114
Accessories	1,323
Multi-Function Digital Imaging	890
Assistive Technologies	12,838
Other Hardware	17,942
<b>Software</b>	
3D/Animation	43,347
Accounting/Finance	7,115
Application Development	6,768
Content & Digital Asset Management	4,762
Audio/Music Recording/Editing	13,846
CAD/CAM	5,897
CD/DVD Authoring/Editing	17,300
Communications - Email/Messaging/FTP/Fax	11,663
Data Management/CRM	7,408
Desktop Environment/Operating Systems/Multipurpose	12,711
Desktop Publishing/Network Publishing	15,378
Digital Video Production/Editing	15,622
E-Commerce Tools	4,348
Educational - Corporate Training	6,538
Educational - K-12	30,481
Entertainment - Gaming/TV/Movies	31,072
Graphic Design	18,839
Groupware	3,294
Home - General Use and Recreation	36,660
Languages and Fonts	18,807
Multimedia Content/Creation/Clip-Art	11,622
Networking/Network Management/Systems Administration	35,111
Office Productivity/Suites/Utilities	43,834
Plug-Ins	7,741
Scientific and Engineering	27,111
Security	25,745
Server Software	21,182
Software Utilities and Sciences	8,199
Assistive Technologies	10,593
Vertical Industry Applications	18,393
Wireless/Remote Application/Mobile	40,127
Business and Enterprise	424
Color Management	782
Design and Print	47,066
Imposition and Tapping	245
Music and Audio	1,108

PDF Creation & Editing Tools	946
Personalization	384
Photo Manipulation	1,254
Preflight	422
Project Management	499
QuickTime Authoring and Development	672
Video/Photography and Multimedia	49,057
Web Publishing	34,274
Development Tools	25,356
Internet/Email	47,682
Kids	21,392
Other Software	13,228
<b>Internet/Web-Based Products</b>	
Server Software/Development Tools	8,526
Service Providers	4,793
Storage	14,517
Streaming Media/Content Delivery	5,946
Traffic Management/Monitoring	647
Web Site Development	788
Database Search Engines	3,593
HTML/SGML/XML	2,207
Other Internet/Web-Based Products	6,585
<b>Market Services</b>	
Accessories and Ergonomics	33,817
Directories/Publications/Web Sites	19,674
Staffing/Employment/Human Resources	10,106
VAR/Systems Integrator	6,960
Wholesale/Retailer	15,152
Other Services	10,417