



Conference & Expo[®] Attendee Email List

Universe/Base Rate

Count: 33,311

Price: \$300/M

Source: Attendees

List Type: Email

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 Email 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 |
| 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

Email and Postal Offers \$480/M

Transmission Fees

| | |
|------|---------|
| HTML | \$115/M |
| Text | \$100/M |

Additional Charges

| | |
|------------------------------|---------|
| Click-Through Tracking | \$150/F |
| Personalization | \$100/F |
| Split (First 2 at no charge) | \$75/F |
| Suppression* | \$1/M |

(*\$175/F minimum and \$550/F maximum)

Terms and Conditions

Sample text/HTML required. Allow 3-5 working days to process order. List Rental and Compliance Agreements must be signed and returned before order is transmitted. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Payment is due 30 days from transmission date. Cancelled orders are subject to charges. All email orders will be transmitted by our service provider, Commerce Register. Reproducing or retaining footer information is 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

Postal 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 Email List

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

| Industry - \$25/M | |
|--|-------|
| Agriculture/Forestry | 166 |
| Architecture/Construction/Process Industry/Engineering | 1,458 |
| Travel/Hospitality/Recreation/Food Service | 373 |
| Art/Design/Creative Services/Photography/Digital Imaging | 5,354 |
| Arts & Entertainment/Gaming/Music | 5,227 |
| Communications/Printing/Publishing/Advertising | 3,496 |
| ISP/XSP/Web Host/IT Services Outsourcer | 379 |
| Consulting (Non-IT) | 2,920 |
| Distributor/Dealer/Retailer/Service | 1,574 |
| Government/Military/Aerospace | 1,471 |
| Health/Medical Services | 1,474 |
| Education | 5,313 |
| Manufacturer (Computer) | 1,410 |
| Manufacturer (Non-Computer) | 1,045 |
| Marketing/Sales/Pubic Relations/Media/Publication/Broadcasting | 2,922 |
| Banking/Finance/Insurance/Real Estate/Accounting/Legal | 1,681 |
| Non-Profit Organization | 562 |
| Systems Integrator/Computer Reseller/VAR/VAD/Service | 968 |
| Website Administration/Content Development | 602 |
| Biotechnology | 401 |
| Transportation/Utilities | 796 |
| Web Design | 1,291 |
| Entrepreneur - Home Business | 1,093 |
| Software Development/Application Development | 1,909 |
| Student | 2,167 |
| Other | 4,310 |

| Job Title/Function - \$25/M | |
|---|-------|
| Corporate Executive (President/VP/CFO/Owner) | 5,433 |
| Controller/Treasurer/Accountant/CFO | 447 |
| Network Management | 575 |
| Engineering/Scientist/Research & Development | 1,179 |
| Management/Department Head/Vice President | 1,458 |
| Professional | 1,132 |
| Consultant | 3,586 |
| Marketing/Sales | 1,775 |
| Educator | 3,018 |
| Artist/Art Director/Graphics | 4,868 |
| Editorial/Writing | 631 |
| Architect/Engineer | 1,329 |
| Student | 2,822 |
| Purchasing/Corporate Buyer | 350 |
| Software Developer/Programmer/Analysis | 1,669 |
| IT Executive (CIO/CTO/VP) | 907 |
| Business Development | 1,681 |
| Director/Manager | 2,209 |
| IT/IS Support | 2,173 |
| Operations | 1,329 |
| Technology | 1,483 |
| Retired | 1,350 |
| Self-Employed | 3,482 |
| Web Development, Programming and Administration | 1,114 |
| Other | 4,692 |

| Size of Organization - \$25/M | |
|-------------------------------|--------|
| Under 50 | 17,174 |
| 50 to 99 | 2,141 |
| 100 to 499 | 2,824 |
| 500 to 999 | 1,166 |
| 1,000 and over | 436 |
| 1,000 to 4,999 | 1,651 |
| 5,000 to 9,999 | 803 |
| 10,000 and over | 2,229 |

| Annual Purchasing Budget - \$25/M | |
|-----------------------------------|--------|
| \$0 to \$25,000 | 14,434 |
| \$25,000 to \$100,000 | 5,605 |
| \$100,000 to \$500,000 | 2,559 |
| \$500,000 to \$1,000,000 | 1,406 |
| Greater than \$1,000,000 | 1,571 |

| Purchasing Role - \$25/M | |
|-----------------------------|--------|
| Final Decision Maker | 11,836 |
| Recommend Product or Vendor | 7,714 |
| Develop Specifications | 1,132 |
| No Role | 7,698 |
| All of the Above | 3,668 |

| Purpose of Attendance - \$25/M | |
|--|--------|
| For My Company/Organization/Department | 13,008 |
| For Myself as Consultant/Sole Proprietor | 2,837 |
| For Myself as Consumer | 9,498 |
| For Myself as Educator | 1,017 |
| Both - Professional and Personal | 14,233 |

| Products Categories of Interest In Purchasing - \$40/M | |
|--|--------|
| Hardware | |
| Audio/Music | 16,044 |
| Boards/Cards/Memory | 8,551 |
| Desktops/Operating Systems | 18,911 |
| Digital Cameras/Recorders | 19,042 |
| Display Devices/Monitors/Projection | 14,777 |
| FireWire IEEE 1394 | 12,699 |
| Input Devices/Scanners | 12,978 |
| Networking/Connectivity/Communications Equipment | 12,747 |
| Optical Drivers/Players - CD/DVD | 4,910 |
| Printers/Printing Hardware | 14,552 |
| Servers & Servers Management | 7,371 |
| Storage Drives & Devices/Memory | 14,287 |
| USB | 12,045 |
| Wireless - Laptops/Handhelds/PDA's/Mobile | 15,260 |
| Accessories | 405 |
| Multi-Function Digital Imaging | 274 |
| Assistive Technologies | 4,019 |
| Other Hardware | 4,700 |
| Software | |
| 3D/Animation | 11,290 |
| Accounting/Finance | 2,132 |
| Application Development | 1,711 |
| Content & Digital Asset Management | 1,381 |
| Audio/Music Recording/Editing | 3,640 |
| CAD/CAM | 1,681 |
| CD/DVD Authoring/Editing | 4,786 |
| Communications - Email/Messaging/FTP/Fax | 3,260 |
| Data Management/CRM | 2,134 |
| Desktop Environment/Operating Systems/Multipurpose | 3,474 |
| Desktop Publishing/Network Publishing | 4,287 |
| Digital Video Production/Editing | 4,216 |
| E-Commerce Tools | 1,224 |
| Educational - Corporate Training | 1,954 |
| Educational - K-12 | 8,738 |
| Entertainment - Gaming/TV/Movies | 7,903 |
| Graphic Design | 4,993 |
| Groupware | 878 |
| Home - General Use and Recreation | 10,192 |
| Languages and Fonts | 5,488 |
| Multimedia Content/Creation/Clip-Art | 3,150 |
| Networking/Network Management/Systems Administration | 9,807 |
| Office Productivity/Suites/Utilities | 12,223 |
| Plug-Ins | 2,385 |
| Scientific and Engineering | 7,709 |
| Security | 7,351 |
| Server Software | 5,658 |
| Software Utilities and Sciences | 2,465 |
| Assistive Technologies | 3,351 |
| Vertical Industry Applications | 5,521 |
| Wireless/Remote Application/Mobile | 11,088 |
| Business and Enterprise | 134 |
| Color Management | 256 |
| Design and Print | 13,017 |
| Imposition and Tapping | 78 |
| Music and Audio | 323 |

| | |
|-------------------------------------|--------|
| PDF Creation & Editing Tools | 299 |
| Personalization | 128 |
| Photo Manipulation | 382 |
| Preflight | 136 |
| Project Management | 160 |
| QuickTime Authoring and Development | 188 |
| Video/Photography and Multimedia | 13,598 |
| Web Publishing | 9,656 |
| Development Tools | 6,638 |
| Internet/Email | 13,057 |
| Kids | 6,059 |
| Other Software | 3,583 |
| Internet/Web-Based Products | |
| Server Software/Development Tools | 2,232 |
| Service Providers | 1,217 |
| Storage | 3,705 |
| Streaming Media/Content Delivery | 1,566 |
| Traffic Management/Monitoring | 201 |
| Web Site Development | 220 |
| Database Search Engines | 1,045 |
| HTML/SGML/XML | 631 |
| Other Internet/Web-Based Products | 1,883 |
| Market Services | |
| Accessories and Ergonomics | 9,428 |
| Directories/Publications/Web Sites | 6,164 |
| Staffing/Employment/Human Resources | 2,918 |
| VAR/Systems Integrator | 2,131 |
| Wholesale/Retailer | 4,705 |
| Other Services | 2,955 |