

EVENT AUDIT


DATES OF EVENT:

Conference: March 31 – April 2, 2009
Exhibits: April 1 – 3, 2009

LOCATION:

Sands Expo & Convention Center, Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.iscwest.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1967

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: March 23 - 25, 2010
Exhibits: March 24 - 26, 2010

LOCATION:

Sands Expo & Convention Center, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

An international security trade exposition for manufacturers, distributors, and security service companies.

Qualified attendees are industry professionals with roles in designing, installing, managing, marketing, purchasing, selling or specifying security technologies and products.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Both on-site and advance registrants' badges were printed on-site and then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the conference sessions. Downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	Las Vegas	674	13,935	14,609	235	120	8,133	23,097
2008	Las Vegas	1,047	15,227	16,274	166	32	9,890	26,362
2007	Las Vegas	1,108	15,286	16,394	73	57	10,038	26,562
2006	Las Vegas	1,189	14,095	15,284	88	49	8,958	24,379

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Systems Integrator/Dealer/Installer	5,925	40.6	42.5
Commercial Systems Integrator	2,744	18.8	19.7
Residential Systems Integrator	298	2.1	2.1
Security Dealer/Installer	2,883	19.7	20.7
End User of Security	3,817	26.1	27.4
Architect	48	0.3	0.3
Communications	198	1.4	1.4
Educational Institution	221	1.5	1.6
Energy / Utility	92	0.6	0.7
Entertainment	54	0.4	0.4
Financial Institution	157	1.1	1.1
Government Agency - Federal	378	2.6	2.7
Government Agency -State/Local	293	2.0	2.1
Healthcare	129	0.9	0.9
Hospitality/Hotel/Casino	206	1.4	1.5
Human Resources	11	0.1	0.1
Information Technology	244	1.7	1.8
Insurance Company	19	0.1	0.1
Law Enforcement	155	1.1	1.1
Manufacturing Facility	276	1.9	2.0
Military	116	0.8	0.8
Real Estate	94	0.6	0.7
Retail	531	3.6	3.8
Security Consulting Firm	487	3.3	3.5
Transportation	108	0.7	0.8
Other Security Professional	4,184	28.6	30.1
Central Station	707	4.8	5.1
Distributor	1,207	8.3	8.7
Security Equipment Manufacturer / Representative	1,348	9.2	9.7
Security Guard Service	254	1.7	1.8
Other Industry Professional	668	4.6	4.8
Total Conference and Exhibit Only Attendees Identified by Primary Business	13,926	95.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	683	4.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,609	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Electrical Contractor	67	0.4	0.5
Engineering	1,007	6.9	7.3
Facility/Loss Prevention	99	0.7	0.7
Human Resource Management	66	0.4	0.5
Information Technology	307	2.1	2.2
Law Enforcement/Public Safety	216	1.5	1.6
Operations/Building Management	290	2.0	2.1
Owner/Senior/General Management	5,989	41.0	43.2
Sales/Marketing	2,888	19.8	20.8
Security Management (VP/Director/Manager)	1,346	9.2	9.7
Technician/Installer/Integrator	1,067	7.3	7.7
Other	507	3.5	3.7
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	13,849	94.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	760	5.2	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,609	100.0	100.0

6. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
1 - 49 Employees	8,935	61.2	65.3
150 - 99 Employees	972	6.6	7.1
100 - 249 Employees	1,171	8.0	8.6
250 - 499 Employees	362	2.5	2.7
500 - 999 Employees	483	3.3	3.5
1,000 - 4,999 Employees	592	4.0	4.3
5,000 - 9,999 Employees	318	2.2	2.3
10,000 - 24,999 Employees	619	4.2	4.5
25,000 or more Employees	228	1.6	1.7
Total Conference and Exhibit Only Attendees Identified by Company Size	13,680	93.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	929	6.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,609	100.0	100.0

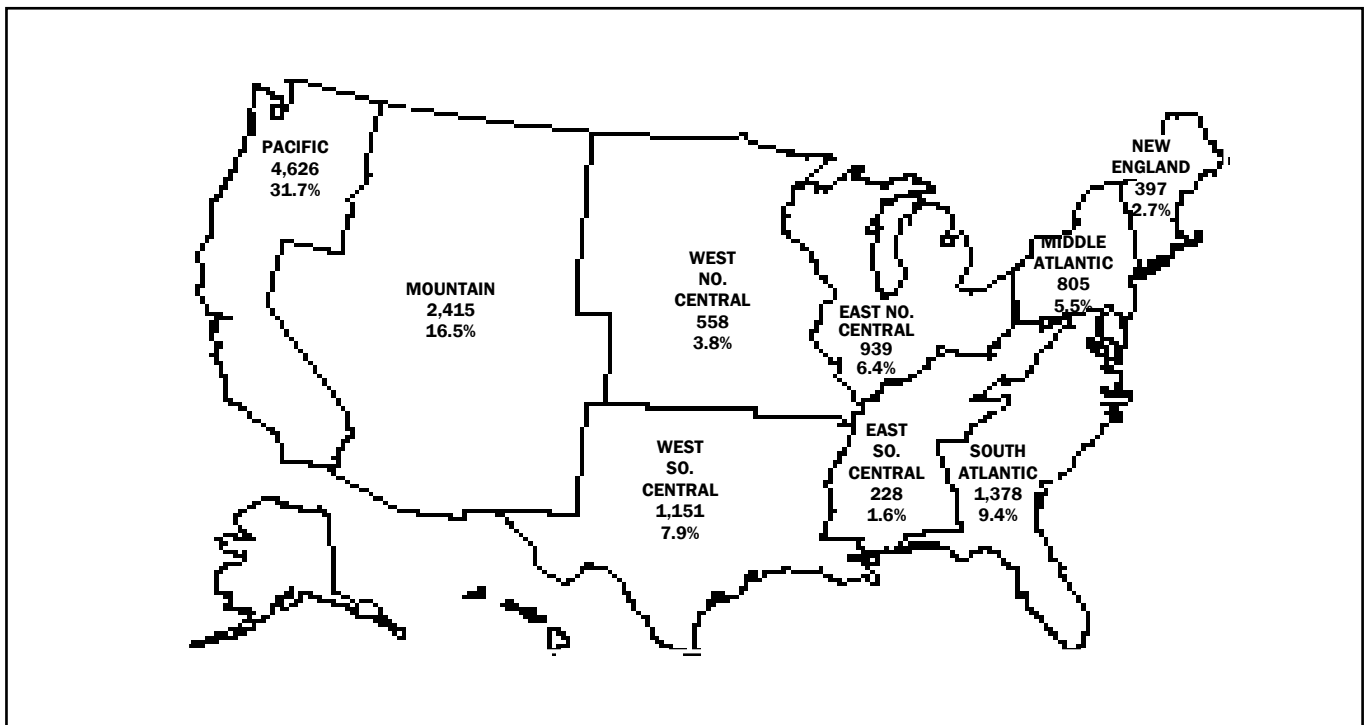
7. PRODUCTS CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security	13,345	91.3	97.7
Access Control	8,090	55.4	59.2
Alarms	5,767	39.5	42.2
Armored Car Service	288	2.0	2.1
Background Screening	896	6.1	6.6
CCTV	9,294	63.6	68.1
Communications Equipment	3,369	23.1	24.7
Content Analytics	1,115	7.6	8.2
Deterrent Equipment	1,716	11.7	12.6
Facility Loss Prevention	1,304	8.9	9.5
Financial Services	531	3.6	3.9
Fire Control	2,835	19.4	20.8
Guard Equipment/Supplies	886	6.1	6.5
HVAC	847	5.8	6.2
ID Systems	3,085	21.1	22.6
Integrated Green Technology	1,071	7.3	7.8
Inventory Control	1,135	7.8	8.3
Investigative Equipment/Services	874	6.0	6.4
Lighting -Commercial	1,105	7.6	8.1
Monitoring Services/Equipment	3,207	22.0	23.5
Personal Protection	1,218	8.3	8.9
Security Hardware	5,491	37.6	40.2
Surveillance Equipment	6,026	41.2	44.1
Systems Integration Products	4,102	28.1	30.0
Vehicle Protection Systems	1,095	7.5	8.0
Vehicles/Transportation	1,084	7.4	7.9
Video Analytics	3,505	24.0	25.7
Wire & Cable	5,380	36.8	39.4
Wireless Equipment	5,627	38.5	41.2
Public Security & Safety	4,593	31.4	33.6
Border Protection	919	6.3	6.7
Campus Security	2,097	14.4	15.4
City Emergency & Crisis Management	1,064	7.3	7.8
Detection Equipment	1,989	13.6	14.6
Outdoor Perimeter Protection	2,581	17.7	18.9
Port & Cargo	897	6.1	6.6
Transportation Security	708	4.8	5.2
Urban Services	1,305	8.9	9.6
SmartHome	3,725	25.5	27.3
Audio/Video/Home Theater	2,367	16.2	17.3
Communication Systems	2,081	14.2	15.2
Lighting - Residential	1,216	8.3	8.9
Network/Internet	2,331	16.0	17.1
Information Security	3,976	27.2	29.1
IT Access Control	2,626	18.0	19.2
Anti-Spam	726	5.0	5.3
Email Security	953	6.5	7.0
Firewalls	1,123	7.7	8.2
Intrusion Detection/Protection	1,949	13.3	14.3
Network Security	1,823	12.5	13.4
Virus Protection	889	6.1	6.5
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	13,655	93.5	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	954	6.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,609	100.0	--

The above counts and percentages are based on 14,609 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	397	2.7
Maine	10	
New Hampshire	47	
Vermont	7	
Massachusetts	218	
Rhode Island	19	
Connecticut	96	
MIDDLE ATLANTIC	805	5.5
New York	397	
New Jersey	199	
Pennsylvania	209	
EAST NO. CENTRAL	939	6.4
Ohio	253	
Indiana	111	
Illinois	315	
Michigan	158	
Wisconsin	102	
WEST NO. CENTRAL	558	3.8
Minnesota	188	
Iowa	36	
Missouri	156	
North Dakota	13	
South Dakota	30	
Nebraska	43	
Kansas	92	
SOUTH ATLANTIC	1,378	9.4
Delaware	10	
Maryland	157	
Washington, DC	60	
Virginia	271	
West Virginia	22	
North Carolina	139	
South Carolina	65	
Georgia	174	
Florida	480	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	228	1.6
Kentucky	57	
Tennessee	77	
Alabama	72	
Mississippi	22	
WEST SO. CENTRAL	1,151	7.9
Arkansas	46	
Louisiana	73	
Oklahoma	117	
Texas	915	
MOUNTAIN	2,415	16.5
Montana	33	
Idaho	73	
Wyoming	23	
Colorado	290	
New Mexico	139	
Arizona	540	
Utah	363	
Nevada	954	
PACIFIC	4,626	31.7
Alaska	17	
Washington	291	
Oregon	133	
California	4,087	
Hawaii	98	
UNITED STATES	12,497	85.5
INTERNATIONAL	2,112	14.5
Canada	731	
Mexico	286	
Other International	1,095	
Total Conference & Exhibit Attendees	14,609	100.0



OFFICIAL ISC WEST 2009 REGISTRATION FORM

Conference: March 31- April 2, 2009 | Exhibits: April 1-3, 2009 | Sands Expo and Convention Center | Las Vegas, NV | www.iscwest.com

General Information

Primary Registrant/First Name _____ MI _____ Last Name _____ Priority Code _____

Company Name _____

Mailing Address _____

City _____

State _____ Zip Code _____ Country _____

Business Phone (Do not include International Dialing Code) _____ Business Fax _____

E-mail (to receive confirmation) _____

We collect this data in order to provide you with information about ISC West and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at <http://www.iscwest.com> or call our Privacy Administrator at 888-306-2344, or from outside the US call 203-840-5810.

For the trade only. No one under 18 admitted - NO EXCEPTIONS. No photography will be permitted in the exhibit hall.

1. Primary Business (please check only one)

- BA Commercial Systems Integrator
- AZ Residential Systems Integrator
- AA Security Dealer/Installer
- End user of Security:**
- AB Architect
- AC Communications
- AD Educational Institution
- AE Energy/Utility
- AF Entertainment
- AG Financial Institution
- AH Government Agency-Federal
- AJ Government Agency-State/Local
- AK Healthcare
- AM Hospitality/Hotel/Casino
- AN Human Resources
- AP Information Technology
- AQ Insurance Company
- AR Law Enforcement
- AS Manufacturing Facility
- AT Military
- AV Real Estate
- AW Retail
- AU Security Consulting Firm
- AX Transportation

Other Security Professional:

- BB Central Station
- BC Distributor
- BE Security Equipmt / Manufacturer/Rep
- BD Security Guard Service
- BF Other (specify) _____

2. Primary Job Function (please check only one)

- F Electrical Contractor
- E Engineering
- H Facility/Loss Prevention
- M Human Resource Management
- K Information Technology
- J Law Enforcement/Public Safety
- G Operations/Building Mgmt.
- A Owner/Senior/General Mgmt.
- C Sales/Marketing
- B Security Management (VP/Dir/Mgr)
- D Technician/Installer/Integrator
- N Other (specify) _____

3. Please check all of the following you currently purchase:

Conventional Security

- AA Access Control
- AB Alarms
- AC Armored Car Service
- AD Background Screening
- AE CCTV
- AF Communications Equipment
- AG Content Analytics
- AH Deterrent Equipment
- AJ Facility Loss Prevention
- AK Financial Services
- AM Fire Control
- AN Guard Equipment/Supplies
- AP HVAC
- AQ ID Systems
- AR Integrated Green Technology
- AS Inventory Control
- AT Investigative Equipment/Services
- AU Lighting -Commercial
- AV Monitoring Services/Equipment
- AX Personal Protection
- AY Security Hardware
- AZ Surveillance Equipment
- BA Systems Integration Products
- BB Vehicle Protection Systems
- BC Vehicles/Transportation
- BD Video Analytics
- BE Wire & Cable
- BF Wireless Equipment

Public Security & Safety

- CA Border Protection
- CB Campus Security
- BG City Emergency & Crisis Management
- BH Detection Equipment
- BJ Outdoor Perimeter Protection
- BK Port & Cargo
- BM Transportation Security
- BN Urban Services

SmartHome

- BP Audio/Video/Home Theater
- BQ Communication Systems
- BR Lighting - Residential
- BS Network/Internet

Information Security

- BT IT Access Control
- BU Anti-Spam
- BV Email Security
- BW Firewalls
- BX Intrusion Detection/Protection
- BY Network Security
- BZ Virus Protection

4. Please send me membership information on:

- A SIA
- B I do not wish to receive information

5. Please indicate how you prefer to be contacted by ISC West:

- A Direct mail
- C Email
- B Fax

6. Please send ISC Education conference program details:

- A Yes
- B No

7. What is your company size?

- A 1 - 49 Employees
- B 50 - 99 Employees
- C 100 -249 Employees
- D 250 - 499 Employees
- E 500 - 999 Employees
- F 1,000 - 4,999 Employees
- G 5,000 - 9,999 Employees
- H 10,000 - 24,999 Employees

8. Are you an ASIS member?

- A Yes
- B No

9. In addition to your registration for ISC West 2009, would you like to register for the next three ISC events?

- A Yes
- B No

Expo hall only registration

Early Bird (Before 3/6/09)	Regular rate (Post 3/6/09 & on-site)
<input type="checkbox"/> \$50	<input type="checkbox"/> \$75

ISC Education registration

	Early Bird (Before 3/6)	Regular rate (Post 3/6)
<input type="checkbox"/> All Access Pass	\$999	\$1099
<input type="checkbox"/> Full 3-day Package	\$769	\$819
<input type="checkbox"/> Two-day Package	\$599	\$649
<input type="checkbox"/> One-day Package	\$399	\$429
(3-day, 2-day & 1-day Packages do not include IP Institute)		
<input type="checkbox"/> IP Institute - Level I	\$699	\$799
<input type="checkbox"/> Security Tours	\$25	\$35

Method of Payment: (no purchase orders)

- Check or money order # payable to Reed Exhibition Companies
- Charge to my credit card: Amex Mastercard Visa

Account # _____

Expiration Date - Month/Year _____

Cardholder's name (please print) _____

Cardholder's name (signature) _____

Substitution & Cancellation Policy

- Your registration may be transferred
- Alternatively, your registration can be applied to the 2010 ISC West Conference if this request is made in writing before March 6th.
- No credits can be applied for cancellations received after this date or "no shows".

I wish to attend the following ISC Education classes:

March 31		April 1		April 2	
<input type="checkbox"/> AD01	<input type="checkbox"/> IP14	<input type="checkbox"/> EU01	<input type="checkbox"/> EU17	<input type="checkbox"/> IP01	<input type="checkbox"/> IP20
<input type="checkbox"/> EU02	<input type="checkbox"/> EU18	<input type="checkbox"/> IP02	<input type="checkbox"/> EU19	<input type="checkbox"/> EU03	<input type="checkbox"/> EU24
<input type="checkbox"/> DI01	<input type="checkbox"/> DI19	<input type="checkbox"/> AD03	<input type="checkbox"/> DI16	<input type="checkbox"/> IP06	<input type="checkbox"/> AD15
<input type="checkbox"/> EU04	<input type="checkbox"/> SM07	<input type="checkbox"/> IP04	<input type="checkbox"/> SM08	<input type="checkbox"/> EU05	<input type="checkbox"/> DI29
<input type="checkbox"/> IP07	<input type="checkbox"/> DI20	<input type="checkbox"/> IP05	<input type="checkbox"/> DI23	<input type="checkbox"/> CS03	<input type="checkbox"/> SM14
<input type="checkbox"/> CS04	<input type="checkbox"/> EU16	<input type="checkbox"/> CS01	<input type="checkbox"/> IP23	<input type="checkbox"/> DI02	<input type="checkbox"/> DI25
<input type="checkbox"/> SM01	<input type="checkbox"/> DI22	<input type="checkbox"/> EU06	<input type="checkbox"/> DI24	<input type="checkbox"/> SM02	<input type="checkbox"/> DI26
<input type="checkbox"/> BU04	<input type="checkbox"/> SM13	<input type="checkbox"/> SM04	<input type="checkbox"/> EU26	<input type="checkbox"/> IP10	<input type="checkbox"/> EU28
<input type="checkbox"/> IP08	<input type="checkbox"/> EU25	<input type="checkbox"/> SM05	<input type="checkbox"/> DI30	<input type="checkbox"/> EU08	<input type="checkbox"/> DI31
<input type="checkbox"/> CS05	<input type="checkbox"/> EU27	<input type="checkbox"/> IP09	<input type="checkbox"/> EU29	<input type="checkbox"/> BU08	<input type="checkbox"/> DI32
<input type="checkbox"/> BU07	<input type="checkbox"/> EU23	<input type="checkbox"/> AD04	<input type="checkbox"/> EU33	<input type="checkbox"/> SM06	<input type="checkbox"/> AD16
<input type="checkbox"/> EU07	<input type="checkbox"/> EU31	<input type="checkbox"/> DI04	<input type="checkbox"/> EU34	<input type="checkbox"/> DI09	<input type="checkbox"/> BU10
<input type="checkbox"/> CS06	<input type="checkbox"/> DI34	<input type="checkbox"/> BU05	<input type="checkbox"/> DI21	<input type="checkbox"/> EU11	<input type="checkbox"/> IP22
<input type="checkbox"/> SM10	<input type="checkbox"/> DI37	<input type="checkbox"/> AD06	<input type="checkbox"/> DI35	<input type="checkbox"/> EU12	<input type="checkbox"/> EU30
<input type="checkbox"/> DI12	<input type="checkbox"/> EU41	<input type="checkbox"/> DI06	<input type="checkbox"/> DI33	<input type="checkbox"/> EU13	<input type="checkbox"/> CS08
<input type="checkbox"/> AD07	<input type="checkbox"/> IP24	<input type="checkbox"/> DI05	<input type="checkbox"/> DI27	<input type="checkbox"/> IP11	<input type="checkbox"/> BU06
<input type="checkbox"/> EU14	<input type="checkbox"/> DI43	<input type="checkbox"/> DI08	<input type="checkbox"/> DI28	<input type="checkbox"/> DI13	<input type="checkbox"/> DI39
		<input type="checkbox"/> BU03	<input type="checkbox"/> DI36	<input type="checkbox"/> DI14	<input type="checkbox"/> EU35
		<input type="checkbox"/> DI11	<input type="checkbox"/> EU22	<input type="checkbox"/> DI17	<input type="checkbox"/> DI40
		<input type="checkbox"/> DI15	<input type="checkbox"/> EU36	<input type="checkbox"/> DI18	
		<input type="checkbox"/> EU15	<input type="checkbox"/> DI41		

TO REGISTER:

Fax this form to (203) 840-9533 or mail to: ISC West, Attn: Diana Press, 383 Main Ave., Norwalk, CT 06851
 Questions? Call Diana Press at (800) 363-3631

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.

Red Bank, NJ