

EVENT AUDIT



DATES OF EVENT:
 Conference: September 25 – 28, 2006
 Exhibits: September 25 – 28, 2006

LOCATION: San Diego, CA

EVENT PRODUCER/MANAGER:
 Shannon Burch
 Company Name: ASIS International
 Address: 1625 Prince Street
 Alexandria, VA 22314
 Phone: 703.518.1424
 Website (Show): www.asisonline.org

REGISTRATION COMPANY: EPIC
 Phone: 262.843.8286
 Website: www.epicreg.com

YEAR EVENT ESTABLISHED: 1955

FREQUENCY: Annually

DATES OF NEXT EVENT:
 Conference: September 24 - 27, 2007
 Exhibits: September 24 - 27, 2007

LOCATION: Las Vegas, NV

1. STATEMENT OF MARKET SERVED:

The primary objective of the ASIS International Annual Seminar & Exhibits is to provide an annual, comprehensive educational and networking event for security practitioners and other professionals who are involved in or responsible for security for their organizations. Attendee job titles/functions include: security/loss prevention management, executive/financial management, other management, architects/engineers, consultants, active military/government personnel, law enforcement, and others. Attendee types of business primarily include: distribution/warehousing, financial services/insurance, government/administrative agencies, industrial/manufacturing, consulting, security protective services/dealer/installer/investigations, information technology, and others.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts included in this Audit Report were verified as having actually attended the event. All attendees were required to show id before receiving credentials or badge holders. Pre-registered attendees were mailed badges with a verification stub containing a barcode. When arriving on-site, the barcode was swiped and they were verified with a date as to the day they received their badge holder. Attendees who either lost their mailed badge, were not mailed a badge due to date cut-off or who registered on-site, after showing id, were verified by either their pre-registration record or their on-site computerized record (self registration was available) and they were given a badge and a badge holder. Their records were stamped as "on-site" for database records. Conference attendees were given conference bags and handouts after having badge stubs swiped.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	San Diego, CA	4,203	8,709	12,912	-	114	9,204	22,230

* Verified and Non-Verified counts taken from the registration database provided by the registration company.

4a. PRIMARY BUSINESS/INDUSTRY			
BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUSINESS/INDUSTRY
Architectural/engineering firm	255	2.0	2.7
Communications	278	2.2	2.9
Distributor/warehousing	423	3.3	4.5
Educational institutional	215	1.7	2.3
Energy	146	1.1	1.5
Entertainment or sports facility	55	0.4	0.6
Financial services/insurance	405	3.1	4.3
Government/administrative agency	541	4.2	5.7
Healthcare	234	1.8	2.5
Hospitality/themed entertainment/casino	96	0.7	1.0
Industrial/manufacturing	837	6.5	8.8
Information technology	405	3.1	4.3
Law enforcement/corrections	188	1.5	2.0
Consulting	728	5.6	7.7
Military	168	1.3	1.8
Real estate	83	0.6	0.9
Research and development	256	2.0	2.7
Retail/food services	213	1.6	2.3
Security: Dealer/installer	1,598	12.4	16.9
Security: Investigations	159	1.2	1.7
Security: Protective services	637	4.9	6.7
Transportation	178	1.4	1.9
Utility	149	1.2	1.6
Other	1,218	9.4	12.9
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	9,465	73.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	3,447	26.7	
TOTAL ATTENDEES	12,912	100.0	

4b. TITLE/FUNCTION CLASSIFICATIONS			
TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Active military/government personnel	358	2.8	3.8
Architect/engineer	548	4.2	5.8
Executive/financial management	2,098	16.2	22.1
Consultant	1,040	8.1	11.0
Law enforcement	218	1.7	2.3
Other management	1,658	12.8	17.5
Security/loss prevention management	2,022	15.7	21.3
Other	1,554	12.0	16.4
Total Conference and Exhibit Only Attendees Identified by Title/Function Classifications	9,496	73.5	
Total Conference and Exhibit Only Attendees Not Identified by Title/Function Classifications	3,416	26.5	
TOTAL ATTENDEES	12,912	100.0	

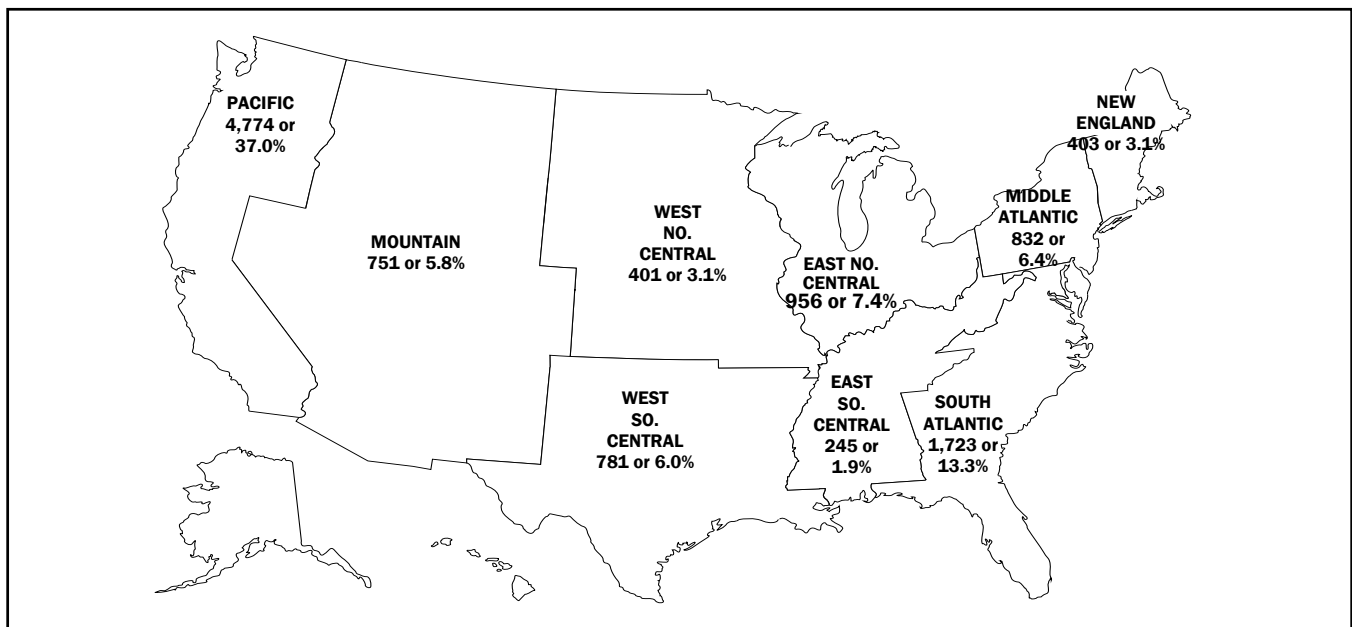
4c. REGISTRATION INFORMATION			
REASON FOR REGISTERING	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY REGISTRATION INFORMATION
Postcard	328	2.5	3.8
Invitation from exhibitor	1,860	14.4	21.4
Security Management magazine	1,140	8.8	13.1
Seminar brochure	481	3.7	5.5
Colleague	2,483	19.2	28.6
Advertising	55	0.4	0.6
Email	1,087	8.4	12.5
Web	277	2.1	3.2
Other	967	7.5	11.1
Total Conference and Exhibit Only Attendees Identified by Registration Information	8,678	67.2	
Total Conference and Exhibit Only Attendees Not Identified by Registration Information	4,234	32.8	
TOTAL ATTENDEES	12,912	100.0	

4d. EXHIBITING DATA		
EXHIBIT ANALYSIS	NO. OF EXHIBITING COMPANIES (PAID)	SQUARE FOOTAGE
Halls A & B	289	86,100
Halls C, D & E	242	81,000
Halls F, G & H	269	74,600
Sails Pavillion	142	21,900
TOTAL	942	263,600

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	403	3.1
Maine	16	
New Hampshire	26	
Vermont	5	
Massachusetts	241	
Rhode Island	25	
Connecticut	90	
MIDDLE ATLANTIC	832	6.4
New York	364	
New Jersey	215	
Pennsylvania	253	
EAST NO. CENTRAL	956	7.4
Ohio	210	
Indiana	89	
Illinois	376	
Michigan	167	
Wisconsin	114	
WEST NO. CENTRAL	401	3.1
Minnesota	151	
Iowa	34	
Missouri	113	
North Dakota	4	
South Dakota	9	
Nebraska	55	
Kansas	35	
SOUTH ATLANTIC	1,723	13.3
Delaware	22	
Maryland	222	
Washington, DC	195	
Virginia	517	
West Virginia	7	
North Carolina	139	
South Carolina	64	
Georgia	218	
Florida	339	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	245	1.9
Kentucky	52	
Tennessee	106	
Alabama	73	
Mississippi	14	
WEST SO. CENTRAL	781	6.0
Arkansas	39	
Louisiana	45	
Oklahoma	42	
Texas	655	
MOUNTAIN	751	5.8
Montana	6	
Idaho	27	
Wyoming	3	
Colorado	198	
New Mexico	80	
Arizona	288	
Utah	60	
Nevada	89	
PACIFIC	4,774	37.0
Alaska	6	
Washington	213	
Oregon	83	
California	4,442	
Hawaii	30	
UNITED STATES	10,866	84.2
INTERNATIONAL	2,046	15.8
Canada	513	
Mexico	286	
Other International	1,167	
Not Identified	80	
Total Conference & Exhibit Attendees	12,912	100.0



REGISTRATION

Four Easy Ways to Register

Internet: www.asisonline.org/asis2006/registration
Phone: ASIS Member Services, 703-519-6200, 8:00 am-6:00 pm EDT
Fax: 703-518-1473
Mail: ASIS, P.O. Box 79073, Baltimore, MD 21279-0073 USA
 After 9/19/06, please register via the Internet.
 After 9/22/06, you must register onsite at the San Diego Convention Center.

COMPLETE BOTH SIDES OF THIS FORM WHEN REGISTERING.

1. PERSONAL INFORMATION

(Please peel address label from mailing panel, if available, and place below. Otherwise, type or print.)

ASIS Member Number (if applicable) _____

First Name _____ Last Name _____

Name as it should appear on badge _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Business Phone _____ Business Fax _____
(indicate country code if outside the United States/Canada)

E-mail _____

COMPLETE ONLY IF PARTICIPATING IN THE SPOUSE PROGRAM.

First Name of Spouse _____ Last Name _____

I am staying at _____ (for emergency purposes)
Hotel Name (please refer to hotel list)

FAX DISCLAIMER: In order to comply with recent Federal Communications Commission (FCC) regulations, ASIS needs your consent to send promotional communications for educational programming and other material via fax. Please check the box below if you would like to be kept informed about educational opportunities available to ASIS members.

Yes! I would like ASIS International (ASIS), the ASIS Foundation, and ASIS Chapters to send me faxes promoting educational opportunities and other material, so that I can take full advantage of the various educational programs offered by ASIS. I further agree that this consent has no expiration until otherwise notified by me.

Signature _____ Date _____

JOIN ASIS AND PAY MEMBER RATES!
 Completed membership application must be attached to receive the discount. Find the application at www.asisonline.org/application.html

\$170 (\$150 annual dues + \$20 processing fee) prior to July 1, 2006
 \$ 95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2006

Please remember to bring your confirmation to ASIS Registration at the San Diego Convention Center to expedite processing.

CANCELLATION POLICY (All cancellation requests must be in writing.) To receive a full refund, you must notify ASIS Headquarters in writing on or before August 25, 2006. Cancellations received after August 25, 2006 are subject to a \$100 cancellation fee. **No refunds are available for cancellations received on or after September 8, 2006 or for "no shows".**

NOTE: ASIS Annual Seminar & Exhibits registration fees include specified meal functions and are fully tax-deductible in conformity with the "Qualified Meeting" rule, section 142 (n)(3) of the Tax Reform Act of 1996.

2006

52nd Annual Seminar and Exhibits
 SEPTEMBER 25-28, 2006 • SAN DIEGO, CA

06WF

PHOTO ID REQUIRED FOR ADMISSION ON-SITE.
 Acceptable IDs include a valid driver's license, passport, or military ID.

2. QUICK SURVEY (Please respond to all questions.)

1. What prompted you to register?

- 03 Postcard
- 04 Invitation from exhibitor
- 07 Security Management magazine
- 08 Seminar brochure
- 09 Colleague
- 10 Advertising (specify publication) _____
- 11 E-mail (specify) _____
- 12 Web (specify) _____
- 13 Other (specify) _____

2. My title is: (Which of the following best describes your position?) (select only one)

- 95 Active military/government personnel
- 89 Architect/engineer
- 94 Consultant
- 92 Executive/financial management (owner, partner, president, vice president, controller, or treasurer)
- 96 Law enforcement
- 93 Other management (director, manager, or supervisor of safety/human resources/plant/facility/operations or other management personnel)
- 91 Security/loss prevention management (vice president, director, manager, or supervisor of security)
- 99 Other (specify) _____

3. My company's primary type of business at this location is: (select only one)

- 60 Architectural/engineering firm
- 61 Communications (telephone, cable, media)
- 62 Distributor/warehousing
- 63 Educational institution (school, university, library, museum)
- 73 Energy (oil, gas, mining extraction)
- 64 Entertainment or sports facility
- 65 Financial services/insurance
- 66 Government/administrative agency
- 69 Healthcare
- 70 Hospitality/themed entertainment/casino
- 71 Industrial/manufacturing
- 85 Information technology
- 68 Law enforcement/corrections
- 76 Consulting
- 67 Military
- 74 Real estate (commercial/residential)
- 82 Research and development
- 75 Retail/food services
- 78 Security: Dealer/installer
- 79 Security: Investigations
- 77 Security: Protective services
- 80 Transportation (air, rail, surface)
- 81 Utility (gas, electric, nuclear, water)
- 83 Other (specify) _____

4. If you would like to participate in a security products/services matching program to meet with specific exhibitors, check here and visit our website at www.asisonline.org/asis2006.

September 25-28, 2006 • San Diego Convention Center • San Diego, CA • www.asisonline.org/asis2006



3. NEW MEMBER DUES TOTAL AND APPLICATION *from preceding page: application must be attached*

\$

4. SEMINAR REGISTRATION FEES

Please select one of the options below. Badges will be mailed in advance to those registered and paid by August 25, 2006.

Full Registration (4 day) September 25-28

Includes Opening Ceremony, keynotes, sessions, luncheons, President's Reception, and Exhibits

	Early Bird	After 8/22/06	
Member ^(MF)	<input type="checkbox"/> \$ 745	<input type="checkbox"/> \$ 845	\$
Nonmember ^(NF)	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$1050	\$
Government	<input type="checkbox"/> \$ 585	<input type="checkbox"/> \$ 685	\$
<i>Must be an employee of an official government agency to qualify. To qualify you must submit with your registration proof of your employment on official government letterhead. Government contractors are not eligible for this rate.</i>			
Spouse program ^(SF)	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 400	\$
Student member ^(CF) <i>(Meal functions and receptions not included with student registration)</i>	<input type="checkbox"/> \$ 115	<input type="checkbox"/> \$ 140	\$

Single Day Registration

Includes Opening Ceremony (Monday only), keynote, sessions, luncheon, President's Reception (Monday only), and Exhibits

Check appropriate box(es): Mon Tues Wed Thurs *(Excludes Exhibits)*

Member ^(MS)	<input type="checkbox"/> \$ 365	<input type="checkbox"/> \$ 465	\$
Nonmember ^(NS)	<input type="checkbox"/> \$ 420	<input type="checkbox"/> \$ 520	\$
Government	<input type="checkbox"/> \$ 280	<input type="checkbox"/> \$ 385	\$
<i>Must be an employee of an official government agency to qualify. To qualify you must submit with your registration proof of your employment on official government letterhead. Government contractors are not eligible for this rate.</i>			
Spouse program ^(SS)	<input type="checkbox"/> \$ 175	<input type="checkbox"/> \$ 275	\$
Student member ^(CS) <i>(Meal functions and receptions not included with student registration)</i>	<input type="checkbox"/> \$ 65	<input type="checkbox"/> \$ 90	\$

Exhibits Only Registration ^(EO) September 25-27

(Full and one-day registrations include Exhibits attendance)

FREE FREE \$ FREE

Exhibits Plus Tuesday Keynote

Member ^(MT)	<input type="checkbox"/> \$ 85	<input type="checkbox"/> \$ 95	\$
Nonmember ^(NTN)	<input type="checkbox"/> \$ 100	<input type="checkbox"/> \$ 110	\$

Exhibits Plus Wednesday Keynote

Member ^(MW)	<input type="checkbox"/> \$ 85	<input type="checkbox"/> \$ 95	\$
Nonmember ^(MWN)	<input type="checkbox"/> \$ 100	<input type="checkbox"/> \$ 110	\$

5. ASIS FOUNDATION EVENT REGISTRATION *(All are non-refundable, tax deductible donations)*

Foundation Dinner	<input type="checkbox"/> Table for 10, \$1800	<input type="checkbox"/> Individual, \$200 x _____ = \$
Foundation Golf Classic		<input type="checkbox"/> Individual, \$250 x _____ = \$
Fishing Tournament		<input type="checkbox"/> Individual, \$ 80 x _____ = \$
Foundation Donation	<input type="checkbox"/> \$50	<input type="checkbox"/> \$25 <input type="checkbox"/> \$ \$

6. CERTIFICATION REVIEW COURSES, SEPTEMBER 22-23

	Full Course	Audit only*(materials not included)	
CPP Review (meeting #806)	<input type="checkbox"/> \$695 member <input type="checkbox"/> \$895 nonmember	<input type="checkbox"/> \$250 member <input type="checkbox"/> \$400 nonmember	\$
Curso de Rapaso para el examen de certificación para Profesionales de la Protección (CPP) (meeting #829)	<input type="checkbox"/> \$695 member <input type="checkbox"/> \$895 nonmember	<input type="checkbox"/> \$250 member <input type="checkbox"/> \$400 nonmember	\$
PCI Review (meeting #807)	<input type="checkbox"/> \$695 member <input type="checkbox"/> \$895 nonmember		\$
PSP Review (meeting #805)	<input type="checkbox"/> \$695 member <input type="checkbox"/> \$895 nonmember		\$

**Only for attendees who have previously attended the CPP Review.*

7. OTHER PRE-SEMINAR PROGRAMS

	Member	Nonmember	
Program	<input type="checkbox"/> \$	<input type="checkbox"/> \$	\$
Program	<input type="checkbox"/> \$	<input type="checkbox"/> \$	\$

TOTAL AMOUNT \$

8. PAYMENT INFORMATION

Check enclosed ^(CR) # _____ Make payable to: **ASIS International**. There is a \$25.00 returned check fee.

VISA ^(V) MasterCard ^(MC) American Express ^(AM) AMOUNT TO CHARGE \$

Name on card Cardholder signature

Expiration date / Account number

If you require special services/accommodations, please indicate your needs: _____

PREPAYMENT REQUIRED IN U.S. DOLLARS/PAYABLE ON A U.S. BANK

ASIS International 2006 Only a Security Event This Dynamic Can Lead an Industry This Powerful



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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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 BPA WORLDWIDE

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events 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 corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, 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.

BPA Worldwide
Shelton, CT
January 5, 2007

ID Number: E966X0S6