

Infosecurity Canada 2006



EVENT AUDIT



DATES OF EVENT:

Conference: June 19 – 21, 2006
Exhibits: June 20 – 21, 2006

LOCATION:

Metro Toronto Convention Centre, Toronto, Canada

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

Showcare

YEAR EVENT ESTABLISHED:

2003

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 12 – 14, 2007
Exhibits: June 13 – 14, 2007
LOCATION: Metro Toronto Convention Centre, Toronto, Canada

1. STATEMENT OF MARKET SERVED

Information asset stakeholders, security experts and practitioners to exchange real-world concerns and solutions, and learn about new practices, policies, procedures and products.

Qualified attendees are senior level IT and business executives, including CEOs, COOs, CTOs, CSOs, information security officers and staff, IT directors/managers, IS/MIS/systems officials, privacy officers, analysts, and press.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Scanning of badges at the Microsoft pre-show tutorials, show entrance, badge holder pick-up, and at the keynote sessions.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	Toronto	235	837	1,072	55	21	527	1,675
2005	Toronto	205	902	1,107	64	18	573	1,762

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

4. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Business Processes & Planning	11	1.0	1.1
Construction/Mining/Agriculture	8	0.7	0.8
Consulting	131	12.2	12.8
Education (includes colleges, universities, other)	54	5.0	5.3
Entertainment (includes hospitality, travel, recreation)	10	0.9	1.0
Financial (includes accounting firms, banking, securities, credit, insurance & real estate)	131	12.2	12.8
Government - Federal (includes Military) (Government Employees Only)	35	3.3	3.4
Government - State & Local (Government Employees Only)	67	6.2	6.6
Hardware/Software/OEM/VAR/Reseller	53	4.9	5.2
Internet or Web-related Services	19	1.8	1.9
IT Related Services	95	8.9	9.3
Law Enforcement	10	0.9	1.0
Legal	3	0.3	0.3
Manufacturing (computer related)	34	3.2	3.3
Manufacturing (non-computer related)	23	2.1	2.3
Media/Marketing/Advertising	33	3.1	3.2
Medical/Healthcare/Pharmaceutical	24	2.2	2.3
Non-Profit/Trade Association	21	2.0	2.1
Project Management	6	0.6	0.6
Research & Development	19	1.8	1.9
Supply Chain Management	1	0.1	0.1
Systems Integrator	30	2.8	2.9
Technology Service Provider (ISP/ASP/MSP/etc.)	32	3.0	3.1
Telecommunications/Communications Carriers	70	6.5	6.9
Utilities	13	1.2	1.3
Venture Capital Firm	2	0.2	0.2
Wholesale/Retail/Trade	34	3.2	3.3
Other Business/Industry	51	4.8	5.0
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	1,020	95.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	52	4.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,072	100.0	100.0

5. PRIMARY JOB TITLE			
PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
CEO/COO/President/Owner/Principal/Partner	101	9.4	9.9
CFO/Controller/Treasurer/Analyst	6	0.6	0.6
CIO/CTO	15	1.4	1.5
CSO/CISO	18	1.7	1.8
IT Security	173	16.1	16.9
IS/IT/Networking/Communications	157	14.6	15.4
Risk/Privacy/Compliance	29	2.7	2.8
Engineer	40	3.7	3.9
Architect	36	3.4	3.5
Operations	31	2.9	3.0
Physical Facility Security	4	0.4	0.4
Finance	6	0.6	0.6
Business Development	32	3.0	3.1
Systems/Security Administrator	41	3.8	4.0
Systems/Security Analyst	46	4.3	4.5
Consultant	86	8.0	8.4
Lawyer/Attorney	1	0.1	0.1
Sales & Marketing	106	9.9	10.4
Educator/Professor/Trainer/Student	25	2.3	2.4
Other	69	6.4	6.8
Total Conference and Exhibit Only Attendees Identified by Primary Job Title	1,022	95.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Title	50	4.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,072	100.0	100.0

6. ROLE IN BUYING			
I RECOMMEND, SPECIFY AND/OR BUY PRODUCTS OR SERVICES FOR:	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN BUYING
Security Hardware & Software (NET)	955	89.1	94.9
Access Controls	435	40.6	43.2
Anti-Spam Software	445	41.5	44.2
Anti-Virus Systems	491	45.8	48.8
Biometrics	213	19.9	21.2
Client/Server Security	385	35.9	38.3
Content Filtering Software	271	25.3	26.9
Crypto Toolkits	171	16.0	17.0
Database Security	296	27.6	29.4
Digital Certificates	240	22.4	23.9
Digital Rights Management	133	12.4	13.2
E-Mail Security	450	42.0	44.7
E-Commerce Security	241	22.5	24.0
Encryption	373	34.8	37.1
Enterprise Security Management Software	281	26.2	27.9
Firewalls	472	44.0	46.9
Identification Management	253	23.6	25.1
Intrusion Detection Systems	399	37.2	39.7
Intrusion Prevention	368	34.3	36.6
LAN/WAN Security	435	40.6	43.2
Mainframe Security	106	9.9	10.5
Magnetic Cards & Microchip Cards	93	8.7	9.2
Mobile Code Filtering Software	69	6.4	6.9
Patch Management	230	21.5	22.9
Penetration Testing Software	242	22.6	24.1
Perimeter Security	237	22.1	23.6
CPKI/Digital Certificates	200	18.7	19.9
Privacy Tools	182	17.0	18.1
Security Policy Tools	280	26.1	27.8
Single Sign-in	198	18.5	19.7
Smart Cards	172	16.0	17.1
Spam Filtering Software	269	25.1	26.7
Storage Hardware & Software Products/Solutions	202	18.8	20.1
Virtual Private Networks	315	29.4	31.3
Vulnerability Assessment Scanners	248	23.1	24.7
Web Security	337	31.4	33.5
Wireless / Mobile Security	319	29.8	31.7
Services (NET)	593	55.3	58.9
Disaster Recovery / Business Continuity	304	28.4	30.2
Digital Forensics	106	9.9	10.5
Executive Recruitment Services	57	5.3	5.7
Managed Security Services	197	18.4	19.6
Security Consulting	341	31.8	33.9
Storage Services	137	12.8	13.6
Training / Education	234	21.8	23.3
Total Conference and Exhibit Only Attendees Identified by Role in Buying	1,006*	93.8	--
Total Conference and Exhibit Only Attendees Not Identified by Role in Buying	66	6.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,072	100.0	--

* Based on 1,072 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

	TOTAL	PERCENT
CANADA	1,027	95.8
Alberta	7	
British Columbia	1	
Manitoba	3	
New Brunswick	1	
Ontario	1,000	
Quebec	15	
UNITED STATES	26	2.4
California	6	
Washington, DC	1	
Illinois	2	
Massachusetts	3	
Michigan	1	
New Hampshire	2	
New York	7	
Texas	2	
Virginia	2	
OTHER COUNTRIES	19	1.8
Total Conference & Exhibit Attendees	1,072	100.0



June 19-21, 2006
 Metro Toronto Convention Centre
 Toronto, ON Canada

Registration Form

Prefix _____ First Name _____ Last Name _____

Job Title _____

Priority Code:

Company _____

**** For industry professionals only. No one under the age of 18 will be admitted.**
Cancellation Policy: Cancellations received in writing on or before 5/19/06 will be refunded, less a \$100.00 service fee. No refunds will be made after this date or "no shows". Substitutions are allowed.

Address 1 _____

Address 2 _____

City _____ State/Prov _____ Zip/Postal Code _____

Country _____ Email _____

Business Telephone (do not include international dialing codes) _____

CISSP*/SSCP* # _____

Fax _____

We collect this data in order to provide you with information about Information Security and other organizations in your field. If you prefer not to receive further information, please see our privacy statement at www.infosecuritycanada.com or call our privacy administrator at 888-306-2344 or 203-840-5810.

1. Please indicate your level of responsibility:
(select only one)

- a. Corporate Management
- b. EVP/SVP/VP
- c. Director / Manager
- d. Professional
- e. Other (please specify)

- aj. Integrated Security Systems & Appliances
- ak. IT Audit
- am. Security Management
- an. Wireless Security
- ap. Network/Communication Security
- aq. Consulting
- ar. Other (please specify)

- bw. Other (please specify)

2. Please indicate your primary job title:
(select only one)

- f. CEO/COO/President/Owner/principal/Partner
- g. CFO/Controller/Treasurer/Analyst
- h. CIO/CTO
- j. CSO/CISO
- k. IT Security
- m. IS/IT/Networking/Communications
- n. Risk/Privacy/Compliance
- p. Engineer
- q. Architect
- r. Operations
- s. Physical Facility Security
- t. Finance
- u. Business Development
- v. Systems/Security Administrator
- w. Systems/Security Analyst
- x. Consultant
- y. Lawyer/Attorney
- z. Sales & Marketing
- aa. Education/Professor/Trainer/Student
- ab. Other (please specify)

4. Please specify your organization's primary business / industry *(select only one)*

- as. Business Processes & Planning
- at. Construction/Mining/Agriculture
- au. Consulting
- av. Education (incl. colleges, universities, other)
- aw. Entertainment (incl. hospitality, travel, recreation)
- ax. Financial (includes accounting, banking, securities, credit, insurance & real estate)
- ay. Government – Federal (incl. military)
- az. Government – State & Local
- ba. Hardware/Software/OEM/VAR/Reseller
- bb. Internet or Web Related Services
- bc. IT Related Services
- bd. Law Enforcement
- be. Legal
- bf. Manufacturing (computer related)
- bg. Manufacturing (non-computer related)
- bh. Media/Marketing/Advertising
- bj. Medical/Healthcare/Pharmaceutical
- bk. Non-profit/Trade Association
- bm. Project Management
- bn. Research & Development
- bp. Supply Chain Management
- bq. Systems Integrator
- br. Technology Service Provider (ISP/ASP/MSP, etc.)
- bs. Telecommunications/Communications Carrier
- bt. Utilities
- bu. Venture Capital Firm
- bv. Wholesale/Retail/Trade

5. I recommend, specify and/or buy products or services in the following categories *(select all that apply)*

- Security Hardware & Software:**
- by. Access Controls
 - bz. Anti-Spam Software
 - ca. Anti-Virus Systems
 - cb. Biometrics
 - cc. Client/Server Security
 - cd. Content Filtering Software
 - ce. Crypto Toolkits
 - cf. Database Security
 - cg. Digital Certificates
 - ch. Digital Rights Management
 - cj. E-Mail Security
 - ck. E-Commerce Security
 - cm. Encryption
 - cn. Enterprise Security Management Software
 - cp. Firewalls
 - cq. Identification Management
 - cr. Intrusion Detection Systems
 - cs. Intrusion Prevention
 - ct. LAN/WAN Security
 - cu. Mainframe Security
 - cv. Magnetic Cards & Microchip Cards
 - cw. Mobile Code Filtering Software
 - cx. Patch Management
 - cy. Penetration Testing Software
 - cz. Perimeter Security
 - da. CPKI/Digital Certificates
 - db. Privacy Tools
 - dc. Security Policy Tools
 - dd. Single Sign-On
 - de. Smart Cards
 - df. Spam Filtering Software



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Registration Form

- dg. Storage Hardware & Software Products/Solutions
- dh. Virtual Private Networks
- dj. Vulnerability Assessment Scanners
- dk. Web Security
- dm. Wireless/Mobile Security

Services:

- dn. Disaster Recovery/Business Continuity
- dp. Digital Forensics
- dq. Executive Recruitment Services
- dr. Managed Security Services
- ds. Security Consulting
- dt. Storage Services
- du. Training/Education

6. Please estimate the number of employees in your company: (select only one)

- a. Over 20,000
- b. 10,000 - 20,000

- c. 5,000 – 9,999
- d. 2,500 – 4,999
- e. 1,000 – 2,499
- f. 500 - 999
- g. Under 500
- h. Under 100

7. Please estimate your company's annual security budget: (Select only one)

- j. \$500,000 - \$1 million
- k. \$50,001 - \$100,000
- m. \$100,001 - \$550,000
- n. \$10,001 - \$50,000
- p. \$1,000,001 - more
- q. \$1 - \$10,000

8. Please indicate the scope of your involvement in security-related purchasing decisions: (select all that apply)

- u. Create Security Strategy
- v. Determine Needs
- w. Evaluate Products
- x. Recommend/Specify
- y. Approve Purchase
- z. Implement Products/Services
- aa. Technical Decision Maker
- ab. Financial Decision Maker
- ac. None

Registration Options:	Before 5/1/06	After 5/1/06 and Onsite
Full Conference	\$795	\$995
One Day Conference – Tuesday	\$525	\$625
One Day Conference – Wednesday	\$525	\$625
(ISC) ² Members Full Conference	\$695	\$795
Toronto ISSA Members Full Conference	\$695	\$795
Exhibits Plus Pass	\$50	\$100
Exhibit Hall	FREE	\$50
Security Compass: Exploiting Web Applications – Monday, June 19 th	\$695	\$695
Spire Security: Security Metrics – Monday, June 19 th	\$595	\$595
CMS Consulting: Security Microsoft Infrastructure – Monday, June 19 th	\$25	\$25
Microsoft Tutorial: New Product Launch - Internet Security & Acceleration Server 2006 - Remote access and branch office deployments Monday, June 19th, 8:30 a.m. - 12:00 p.m.	FREE	FREE
Microsoft Tutorial: Helping to Protect E-mail SharePoint and Live Communications Server with Microsoft Antigen Monday, June 19th, 1:00 p.m. - 4:30 p.m.	FREE	FREE
Microsoft Tutorial: New Product Launch - Internet Security & Acceleration Server 2006 - Remote access and branch office deployments Tuesday, June 20th, 8:30 a.m. - 12:00 p.m.	FREE	FREE

METHOD OF PAYMENT	TOTAL AMOUNT DUE \$ _____
<input type="checkbox"/> Check # _____ payable to Reed Exhibitions <input type="checkbox"/> Charge my (circle one) VISA MASTERCARD AMEX	
_____ Account Number	_____ Government P.O. #
_____ - _____ Expiration Date (month/year)	_____ Name as it appears on the card (please print)
_____ Signature of Cardholder	

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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