

EVENT AUDIT


DATES OF EVENT:

Conference: October 24 – 25, 2006
 Exhibits: October 24 – 25, 2006

LOCATION:

Jacob K. Javits Center, New York, NY

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1968

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 11 – 12, 2007
 Exhibits: September 11 – 12, 2007
 LOCATION: Jacob K. Javits Center, New York, NY

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:

Advance registrants who received a badge in the mail were required to pick up their badge holder onsite. The registrant was then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered the exhibit hall and 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	InfoSecurity NY Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	New York	171	6,983	707	7,861	30	66	2,419	10,376
2005	New York	187	6,873	--	7,060	23	37	2,005	9,125

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

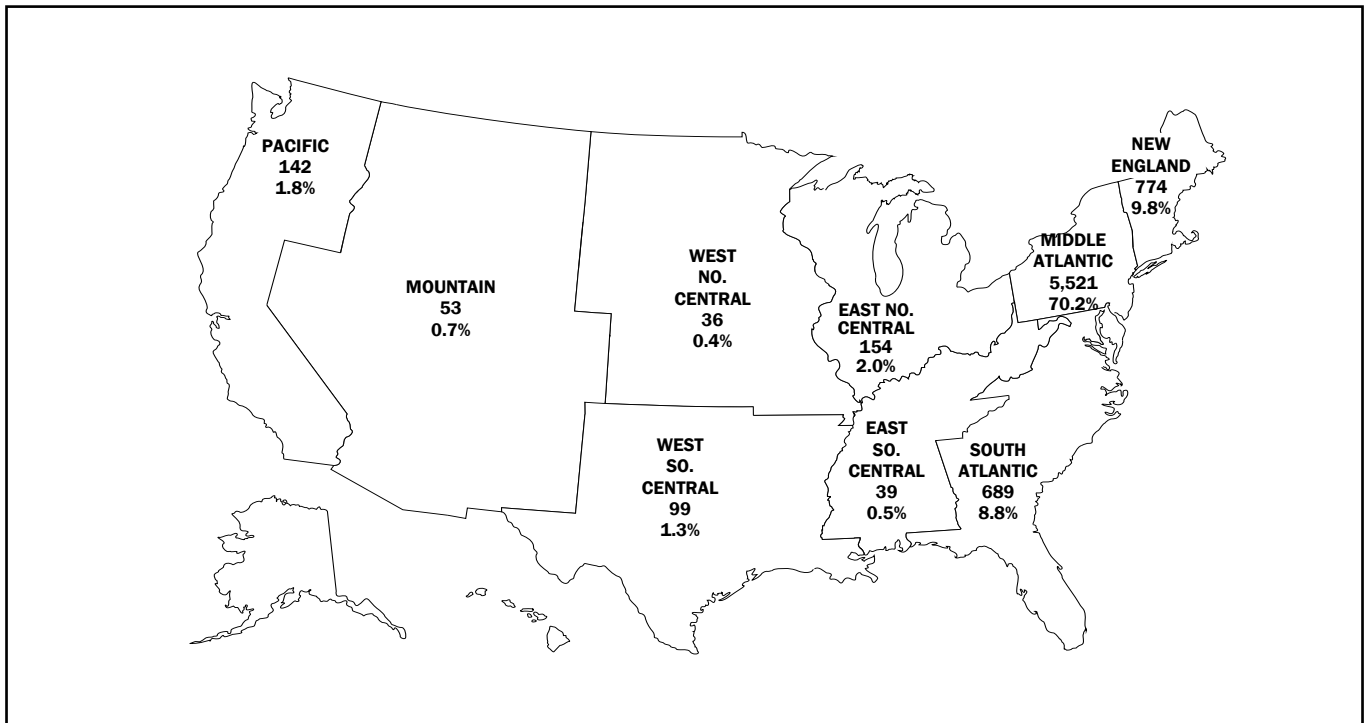
4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Security Dealer/Installer:	1,887	24.0	27.5
Independent	1,790	22.8	26.1
Affiliated	97	1.2	1.4
Buyer/End User Specifies for:	1,716	21.8	25.1
Educational Institution	157	2.0	2.3
Human Resources	16	0.2	0.2
Financial Institution	159	2.0	2.3
Healthcare	68	0.9	1.0
Hospitality/Hotel	39	0.5	0.6
Federal Government Agency	115	1.5	1.7
Local/State Government Agency	353	4.5	5.2
Corporate Security	171	2.2	2.5
Manufacturing Facility	343	4.3	5.0
Insurance Company	14	0.2	0.2
Retail	167	2.1	2.4
Transportation	75	0.9	1.1
Other	39	0.5	0.6
Home Systems Integrator	240	3.1	3.5
Commercial Systems Integrator	772	9.8	11.3
Facility Manager	94	1.2	1.4
Electrical Contractor	99	1.3	1.4
Central Station	97	1.2	1.4
Distributor	295	3.7	4.3
Security Guard Service	82	1.0	1.2
Security Consulting Firm	548	7.0	8.0
Security Equipment Manufacturer/Rep	423	5.4	6.2
Other Industry Professional	598	7.6	8.7
Total Conference and Exhibit Only Attendees Identified by Primary Business	6,851	87.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	303	3.9	-
InfoSecurity NY Cross-Over Attendees	707	9.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,861	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Owner/Senior/General Management	2,740	34.9	40.6
Sales/Marketing	1,258	16.0	18.7
Technician/Installer/Integrator	805	10.2	11.9
Human Resource Management	36	0.5	0.5
Security Management (VP/Director/Manager)	483	6.1	7.2
Engineering	412	5.2	6.1
Operations/Building Management	182	2.3	2.7
Facility/Loss Prevention	81	1.0	1.2
Law Enforcement/Public Safety	296	3.8	4.4
Information Technology	169	2.2	2.5
Other	283	3.6	4.2
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	6,745	85.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	409	5.2	-
InfoSecurity NY Cross-Over Attendees	707	9.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	7,861	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	774	9.8
Maine	9	
New Hampshire	26	
Vermont	6	
Massachusetts	267	
Rhode Island	19	
Connecticut	447	
MIDDLE ATLANTIC	5,521	70.2
New York	3,432	
New Jersey	1,555	
Pennsylvania	534	
EAST NO. CENTRAL	154	2.0
Ohio	56	
Indiana	12	
Illinois	66	
Michigan	14	
Wisconsin	6	
WEST NO. CENTRAL	36	0.4
Minnesota	13	
Iowa	1	
Missouri	14	
North Dakota	-	
South Dakota	1	
Nebraska	3	
Kansas	4	
SOUTH ATLANTIC	689	8.8
Delaware	61	
Maryland	186	
Washington, DC	32	
Virginia	133	
West Virginia	11	
North Carolina	38	
South Carolina	21	
Georgia	53	
Florida	154	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	39	0.5
Kentucky	13	
Tennessee	13	
Alabama	10	
Mississippi	3	
WEST SO. CENTRAL	99	1.3
Arkansas	3	
Louisiana	13	
Oklahoma	4	
Texas	79	
MOUNTAIN	53	0.7
Montana	-	
Idaho	7	
Wyoming	2	
Colorado	20	
New Mexico	3	
Arizona	6	
Utah	8	
Nevada	7	
PACIFIC	142	1.8
Alaska	-	
Washington	14	
Oregon	7	
California	120	
Hawaii	1	
UNITED STATES	7,507	95.5
INTERNATIONAL	354	4.5
Canada	103	
Mexico	10	
Other International	241	
Total Conference & Exhibit Attendees	7,861	100.0



OFFICIAL ISC EAST 2006 REGISTRATION FORM

October 24-25, 2006 | Jacob Javits Convention Center | New York, NY | www.isceast.com

General Information

Primary Registrant/First Name MI Last Name

Priority Code: **OS**

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 East and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at <http://isc.reedexpo.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.

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)

<input type="checkbox"/> Expo Hall Only - \$50 <input type="checkbox"/> IP Institute - \$695 <ul style="list-style-type: none"> <input type="radio"/> Monday, October 23 <input type="radio"/> Tuesday, October 24 <input type="checkbox"/> Full Conference Package - \$300 <input type="checkbox"/> One Day Package - \$250 <ul style="list-style-type: none"> <input type="radio"/> Tuesday, October 24 <input type="radio"/> Wednesday, October 25 	IP Institute <ul style="list-style-type: none"> ▪ 300+ page manual ▪ PSNA Certificate of Completion ▪ Continental Breakfast and Lunch Full Conference Package <i>(Does not include IP Institute)</i> <ul style="list-style-type: none"> ▪ Unlimited combination of sessions ▪ Full copy of proceedings & access to ISC Education Online web content for 1 year. One Day Package <i>(Does not include IP Institute)</i> <ul style="list-style-type: none"> ▪ Unlimited combination of sessions on one day. ▪ All handouts from that day post show.
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Primary Business

(please check only one)

Security Dealer/Installer:

- aa. Independent
- ab. Affiliated

Buyer/end user specifies for:

- ac. Educational Institution
- ad. Human Resources
- ae. Financial Institution
- af. Healthcare
- ag. Hospitality/hotel
- ah. Federal Government Agency
- aj. Local/State Government Agency
- bb. Corporate Security
- ak. Manufacturing Facility
- al. Insurance Company
- an. Retail
- ao. Transportation
- aq. Other (specify)

- ar. Home Systems Integrator
- as. Commercial Systems Integrator
- at. Facility Manager
- au. Electrical Contractor
- av. Central Station
- aw. Distributor
- ax. Security Guard Service
- ay. Security Consulting Firm
- az. Security Equipment Manufacturer/Rep
- ba. Other Industry Professional (specify)

Primary Job Function

(please check only one)

- a. Owner/Senior/General Mgmt.
- b. Sales/Marketing
- c. Technician/Installer/Integrator

- d. Human Resource Management
- e. Security Management (VP/Dir/Mgr)
- f. Engineering
- g. Operations/Building Mgmt.
- h. Facility/Loss Prevention
- j. Law Enforcement/Public Safety
- k. Information Technology
- m. Other (specify)

Please send me membership information on:

- a. Security Industry Association
- b. NBFAA

Please check all of the following you currently purchase:

- aa. Access Control
- ab. Alarms
- ac. CCTV
- ad. Security Hardware
- ae. Monitoring Services/Equipment
- af. Personal Protection
- ag. Systems Integration Products
- ah. Detection Equipment
- aj. Information/Data Security
- ak. Background Screening
- am. ID Systems
- an. Vehicle Protection Systems
- ap. Wireless Equipment
- aq. Lighting, Commercial
- ar. Outdoor Perimeter Protection
- as. Communications Equipment
- at. Vehicles/Transportation
- au. Deterrent Equipment
- av. Guard Equipment/Supplies
- aw. Surveillance Equipment
- ax. Fire Control

- ay. Inventory Control
- az. Armored Car Service
- ba. Financial Services
- bb. Investigative Equipment/Services
- bc. Wire & Cable
- bd. Lighting, Residential
- be. HVAC
- bf. Urban Services
- bg. City Emergency & Crisis Mgmt.
- bh. Port & Cargo
- bj. Home Automation Technology

Please indicate how you prefer to be contacted by ISC East:

- a. direct mail
- b. fax
- c. email

Education Program Selection			
October 24:		October 25:	
<input type="checkbox"/> 1T01	<input type="checkbox"/> 3T03	<input type="checkbox"/> 1W05	<input type="checkbox"/> 3W06
<input type="checkbox"/> 1T03	<input type="checkbox"/> 3T04	<input type="checkbox"/> 1W06	<input type="checkbox"/> 3W07
<input type="checkbox"/> 1T04	<input type="checkbox"/> 3T05	<input type="checkbox"/> 1W07	<input type="checkbox"/> 3W08
<input type="checkbox"/> 2T01	<input type="checkbox"/> 4T01	<input type="checkbox"/> 1W08	<input type="checkbox"/> 4W05
<input type="checkbox"/> 2T02	<input type="checkbox"/> 4T02	<input type="checkbox"/> 2W04	<input type="checkbox"/> 4W06
<input type="checkbox"/> 2T03	<input type="checkbox"/> 4T03	<input type="checkbox"/> 2W05	<input type="checkbox"/> 4W07
<input type="checkbox"/> 3T01	<input type="checkbox"/> 4T04	<input type="checkbox"/> 2W06	<input type="checkbox"/> 4W08
<input type="checkbox"/> 3T02			

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www.bpaww.com



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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