

Infosecurity New York 2006



EVENT AUDIT



DATES OF EVENT:

Conference: October 23 - 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.infosecurityevent.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

2000

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 10 - 12, 2007
Exhibits: September 11 - 12, 2007
LOCATION: Jacob K. Javits Center, New York, NY

1. STATEMENT OF MARKET SERVED

This event brings together professionals interested in IT security with suppliers of security products and solutions. The event aims to heighten the awareness of the importance of secure and reliable access to information.

Qualified attendees are IT and business executives, including C-level, security officers and staff; directors/managers; IS/MIS/Systems administrators; networking/LAN directors/managers; internet/intranet managers; government officials; privacy officers; analysts and press.

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	ISC East Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	New York	174	1,734	1,130	3,038	84	66	545	3,733

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

4. PRIMARY BUSINESS/INDUSTRY			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Consulting	335	11.0	18.4
Education (includes colleges, universities)	97	3.2	5.3
Financial (includes accounting firms, banking, securities, credit, insurance, real estate)	319	10.5	17.5
Government - Federal (includes Military)	31	1.0	1.7
Government - State and Local	67	2.2	3.7
Hardware/Software/OEM/VAR/Reseller	96	3.2	5.3
Internet or Web-related Services	58	1.9	3.2
IT Related Services	100	3.3	5.5
Legal/Law Enforcement	31	1.0	1.7
Manufacturing (computer related)	39	1.3	2.1
Manufacturing (non-computer related)	44	1.5	2.4
Media/Marketing/Advertising/Entertainment	74	2.4	4.1
Medical/Healthcare/Pharmaceutical	70	2.3	3.8
Non-Profit/Trade Association	23	0.8	1.3
Research & Development	28	0.9	1.5
Systems Integrator	65	2.1	3.6
Technology Service Provider (ISP/ASP/MSP/etc.)	33	1.1	1.8
Telecommunications/Communications Carrier	46	1.5	2.5
Wholesale/Retail/Trade	72	2.4	3.9
Other Business/Industries	194	6.4	10.7
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	1,822	60.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	86	2.8	-
ISC East Cross-Over Attendees	1,130	37.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,038	100.0	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
CEO/COO/President/Owner/Principal/Partner	327	10.8	17.8
CIO/CTO/CSO/CISO	119	3.9	6.5
IT Security	381	12.5	20.8
Physical Facility Security	21	0.7	1.2
Risk/Privacy/Compliance	29	0.9	1.6
Systems/Security Administrator	87	2.9	4.7
Systems/Security Analyst	85	2.8	4.6
Finance	29	0.9	1.6
Consultant	197	6.5	10.7
Lawyer/Attorney	5	0.2	0.3
Industry Analyst	20	0.6	1.1
Education/Professor/Trainer/Student	37	1.2	2.0
Press	11	0.4	0.6
Systems/Security/Engineer/Architect/Developer	155	5.1	8.4
Other	333	11.0	18.1
Total Conference and Exhibit Only Attendees Identified by Job Title	1,836	60.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	72	2.4	-
ISC East Cross-Over Attendees	1,130	37.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,038	100.0	100.0

6. LEVEL OF RESPONSIBILITY			
LEVEL OF RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY LEVEL OF RESPONSIBILITY
Corporate Management	346	11.4	18.9
EVP, SVP, VP	180	5.9	9.8
Director, Manager	523	17.2	28.5
Professional	600	19.8	32.7
Other	186	6.1	10.1
Total Conference and Exhibit Only Attendees Identified by Level of Responsibility	1,835	60.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Level of Responsibility	73	2.4	-
ISC East Cross-Over Attendees	1,130	37.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,038	100.0	100.0

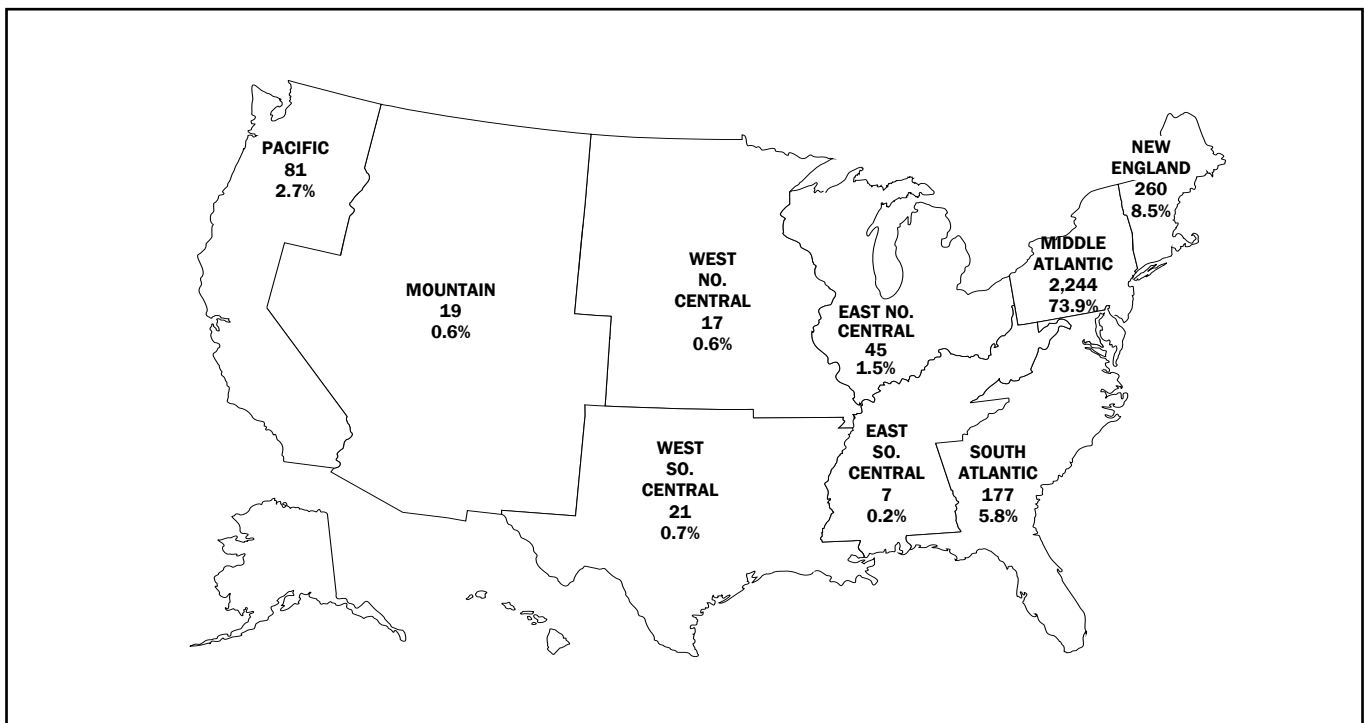
7a. NUMBER OF EMPLOYEES AT THIS LOCATION			
NUMBER OF EMPLOYEES AT LOCATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES AT LOCATION
Over 20,000	38	1.3	2.5
10,000 – 20,000	20	0.7	1.3
5,000 – 9,999	39	1.3	2.6
2,500 – 4,999	80	2.6	5.4
1,000 – 2,499	131	4.3	8.8
500 – 999	138	4.5	9.3
Under 500	258	8.5	17.3
Under 100	787	25.9	52.8
Total Conference and Exhibit Only Attendees Identified by Number of Employees at Location	1,491	49.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees at Location	417	13.7	–
ISC East Cross-Over Attendees	1,130	37.2	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,038	100.0	100.0

7b. NUMBER OF EMPLOYEES AT ENTIRE ORGANIZATION			
NUMBER OF EMPLOYEES AT ENTIRE ORGANIZATION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY NUMBER OF EMPLOYEES AT ENTIRE ORGANIZATION
Over 20,000	231	7.6	16.1
10,000 – 20,000	73	2.4	5.1
5,000 – 9,999	83	2.7	5.8
2,500 – 4,999	71	2.4	5.0
1,000 – 2,499	106	3.5	7.4
500 – 999	96	3.2	6.7
Under 500	192	6.3	13.4
Under 100	581	19.1	40.5
Total Conference and Exhibit Only Attendees Identified by Number of Employees at Entire Organization	1,433	47.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Number of Employees at Entire Organization	475	15.6	–
ISC East Cross-Over Attendees	1,130	37.2	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,038	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	260	8.5
Maine	4	
New Hampshire	7	
Vermont	2	
Massachusetts	90	
Rhode Island	6	
Connecticut	151	
MIDDLE ATLANTIC	2,244	73.9
New York	1,479	
New Jersey	640	
Pennsylvania	125	
EAST NO. CENTRAL	45	1.5
Ohio	21	
Indiana	3	
Illinois	18	
Michigan	3	
Wisconsin	-	
WEST NO. CENTRAL	17	0.6
Minnesota	12	
Iowa	1	
Missouri	2	
North Dakota	-	
South Dakota	1	
Nebraska	1	
Kansas	-	
SOUTH ATLANTIC	177	5.8
Delaware	14	
Maryland	47	
Washington, DC	18	
Virginia	37	
West Virginia	2	
North Carolina	5	
South Carolina	3	
Georgia	12	
Florida	39	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	7	0.2
Kentucky	3	
Tennessee	2	
Alabama	2	
Mississippi	-	
WEST SO. CENTRAL	21	0.7
Arkansas	-	
Louisiana	2	
Oklahoma	2	
Texas	17	
MOUNTAIN	19	0.6
Montana	-	
Idaho	1	
Wyoming	2	
Colorado	10	
New Mexico	-	
Arizona	3	
Utah	3	
Nevada	-	
PACIFIC	81	2.7
Alaska	-	
Washington	7	
Oregon	4	
California	69	
Hawaii	1	
UNITED STATES	2,871	94.5
INTERNATIONAL	167	5.5
Canada	44	
Mexico	5	
Other International	118	
Total Conference & Exhibit Attendees	3,038	100.0





Customer Service Registration Form

Conference: October 23-25, 2006 | Exhibition: October 24-25, 2006

Jacob K. Javits Center, New York, NY

www.infosecurityevent.com

Prefix _____ First Name _____ Last Name _____

Job Title _____



Company _____

Address 1 _____

**** For industry professionals only. No one under the age of 18 will be admitted. No infants. No exceptions**

Address 2 _____

City _____ State _____ Zip/Postal Code _____

Country _____ Email _____

Business Telephone (do not include international dialing codes) _____

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.securityleadershipseries.com or call our privacy administrator at 888-306-2344 or 203-840-5810.

Fax _____

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) _____

2. Please indicate your Job Title (select only one)

- A CEO/COO/President/Owner/Principal/Partner
- B CIO/CTO/CSO/CISO
- C IT Security
- D Physical Facility Security
- E Risk/Privacy/Compliance
- F Systems/Security Administrator
- G Systems/Security Analyst
- H Finance
- J Consultant
- K Lawyer/Attorney
- M Industry Analyst
- N Education/Professor/Trainer/Student
- P Press
- Q Systems/Security/Engineer/Architect/Developer
- R Other (please specify) _____

3. Please indicate your primary Job Function: (Select only one)

- A Applications Development/Programming
- B Application Security
- C Disaster Recovery/Business Continuity
- D E-Business/E-Commerce/Internet/Intranet
- E Engineering
- F Financial
- G Integrated Security Systems and Appliances
- H IT Audit
- J Network/Communication Security
- K Security Management
- M Wireless Security
- N Other (please specify) _____

4. Please specify your organizations Primary Business/Industry (select only one)

- aa Consulting
- ab Education (includes colleges, universities)
- ac Financial (includes accounting firms, banking, securities, credit, insurance, real estate)
- ad Government - Federal (includes Military)
- ae Government - State & Local
- af Hardware/Software/OEM/VAR/Reseller
- ag Internet or Web-related Services
- ah IT Related Services
- aj Legal/Law Enforcement
- ak Manufacturing (computer related)

- am Manufacturing (non-computer related)
- an Media/Marketing/Advertising/Entertainment
- ap Medical/Healthcare/Pharmaceutical
- aq Non-Profit/Trade Association
- ar Research & Development
- as Systems Integrator
- at Technology Service Provider (ISP/ASP/MSP/etc.)
- au Telecommunications/Comm. Carrier
- av Wholesale/Retail/Trade
- aw Other Business/Industries (please specify) _____

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

- Security Hardware & Software:**
- aa Access Controls
 - ab Anti-spam Software
 - ac Anti-Virus Systems
 - ad Biometrics
 - ae Certificate Authorities/PKI
 - af Client/Server Security
 - ag Compliance/Governance Tools
 - ah Content Filtering Software
 - aj Crypto Accelerators
 - ak Crypto Toolkits
 - am Database Security
 - an Digital Certificates
 - ap Digital Rights Management
 - aq E-Mail Security
 - ar E-Commerce Security
 - as Encryption
 - at Enterprise Security Management Software
 - au Firewalls
 - av ID Management
 - aw IDS/IPS
 - ax LAN/WAN Security
 - ay Mainframe Security
 - az Network Security
 - ba Patch Management
 - bb Penetration Testing Software
 - bc Perimeter Security
 - bd Privacy Tools
 - be Security Policy Tools
 - bf Single Sign-On
 - bh Smart Cards
 - bj Storage
 - bk Virtual Private Networks
 - bm Vulnerability Assessment Scanners
 - bn Web Security
 - bp Wireless/Mobile Security

Storage Hardware & Software:

- bq Adapters/Interfaces
- br Backup Software
- bs Disk Based Backup
- bt Disk Drives
- bu NAS
- bv Optical Storage
- bw RAID
- bx SAN
- by Storage Management Software
- bz Storage servers

Services:

- ca Training/Education
- cb Security Consulting
- cd Managed Security Services
- ce Disaster Recovery/Business Continuity
- cf Digital Forensics

6. Please estimate the number of employees at this location and your entire organization

- | At This Location: | | Entire Organization: | |
|-------------------|------------------------------------------|----------------------|------------------------------------------|
| a | <input type="checkbox"/> Over 20,000 | j | <input type="checkbox"/> Over 20,000 |
| b | <input type="checkbox"/> 10,000 - 20,000 | k | <input type="checkbox"/> 10,000 - 20,000 |
| c | <input type="checkbox"/> 5,000 - 9,999 | m | <input type="checkbox"/> 5,000 - 9,999 |
| d | <input type="checkbox"/> 2,500 - 4,999 | n | <input type="checkbox"/> 2,500 - 4,999 |
| e | <input type="checkbox"/> 1,000 - 2,499 | p | <input type="checkbox"/> 1,000 - 2,499 |
| f | <input type="checkbox"/> 500 - 999 | q | <input type="checkbox"/> 500 - 999 |
| g | <input type="checkbox"/> Under 500 | r | <input type="checkbox"/> Under 500 |
| h | <input type="checkbox"/> Under 100 | s | <input type="checkbox"/> Under 100 |

7. Please estimate the yearly security budget for your entire organization:

- a \$0
- b \$1 - \$10,000
- c \$10,001 - \$50,000
- d \$50,001 - \$100,000
- e \$100,001 - \$500,000
- f \$500,001 - \$1 million
- g \$1,000,001 - more

8. Please indicate the scope of your involvement in security-related purchasing decisions:

- | | Corporate | Dept. |
|-------------------------------|--------------------------|--------------------------|
| a Create Security Strategy | <input type="checkbox"/> | <input type="checkbox"/> |
| b Determine Needs | <input type="checkbox"/> | <input type="checkbox"/> |
| c Evaluate Products | <input type="checkbox"/> | <input type="checkbox"/> |
| d Recommend/Specify | <input type="checkbox"/> | <input type="checkbox"/> |
| e Approve Purchase | <input type="checkbox"/> | <input type="checkbox"/> |
| f Implement Products/Services | <input type="checkbox"/> | <input type="checkbox"/> |
| g Technical Decision Maker | <input type="checkbox"/> | <input type="checkbox"/> |
| h Financial Decision Maker | <input type="checkbox"/> | <input type="checkbox"/> |
| j None | <input type="checkbox"/> | <input type="checkbox"/> |



Customer Service Registration Form

Conference: October 23-25, 2006 | Exhibition: October 24-25, 2006
 Jacob K. Javits Center, New York, NY
www.infosecurityevent.com

9. Are you an NYMISSA member? (check only one)
 a Yes b No

Member ID# _____

10. Are you an (ISC)² Member? (check only one)

a Yes b No

Member ID# _____

11. Are you an IAPP Member? (check only one)

a Yes b No

Member ID# _____

12. Please enter up to 5 keywords that describe your primary interest at this event.

1. _____

2. _____

3. _____

4. _____

5. _____

13. While at Infosecurity, do you plan on visiting ISC East?

a Yes b No

14. Would you like to receive a complimentary subscription to SC Magazine? (check only one)

a Yes b No

Registration Options – October 24-25

	On or Before 8/28	Between 8/29 & 9/26	After 9/26 & Onsite
Full Conference	\$895	\$995	\$1195
One Day Conference	\$595	\$595	\$695
CISSP®/SSCP® - Full Conference	\$695	\$795	\$995
NY Metro ISSA Members – Full Conference	\$595	\$695	\$895
IAPP Members – Full Conference	\$695	\$795	\$995
Exhibits Plus	\$50	\$50	\$75
Exhibits Only	FREE	FREE	\$50 Onsite
Two for Free	FREE	FREE	FREE

Pre-conference Workshops – Monday, October 23

Security Evolutions, Inc. Workshops	\$595	\$595	\$595
Security Compass	\$695	\$695	\$695

For complete conference details visit
www.infosecurityevent.com

10. Payment Information

Total Due \$ _____

Enclosed is Check # _____ payable to Reed Exhibitions

Charge My MasterCard VISA American Express

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 Card Number

_____|_____|_____|_____|_____|_____|
 Exp. Date (Month/Yr.)

Conference Cancellation Policy: Cancellation received on or before 09/26/2006 will be refunded, less a \$100.00 service fee. No refunds will be made for cancellations received after this date of "no shows". Substitutions are allowed.

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 Fax: +1 203.447.2900
www.bpaww.com



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.

7 Hendrickson Avenue
 Red Bank, NJ 07701
 Phone: +1 800.224.3170
 Fax: +1 732.741.5704
www.exhibitsurveys.com



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