

ASIS INTERNATIONAL 2007



EVENT AUDIT

DATES OF EVENT:

Conference: September 24-27, 2007
Exhibits: September 24-26, 2007

LOCATION:

Las Vegas, NV

EVENT PRODUCER/MANAGER:

Shannon Burch
Company Name: ASIS International
1625 Prince Street
Alexandria, VA 22314
Phone: 703-519-6200
Website (Show): www.asisonline.org

REGISTRATION COMPANY:

EPIC
Phone: 704-943-1003

YEAR EVENT ESTABLISHED:

1955

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 15-18, 2008
Exhibits: September 15-17, 2008

LOCATION:

Atlanta, GA



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
2007	Las Vegas, NV	4,805	9,417	14,222	-	95	9,391	23,708
2006	San Diego, CA	4,203	8,709	12,912	-	114	9,204	22,230

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/ INDUSTRY
Architectural/engineering firm	304	2.1	2.7
Communications (telephone, cable, media)	330	2.3	2.9
Distributor/warehousing	468	3.3	4.1
Educational institution (school, university, library, museum)	272	1.9	2.4
Entertainment or sports facility	123	0.9	1.1
Financial Services/insurance	482	3.4	4.2
Government/administrative agency	618	4.3	5.4
Military	196	1.4	1.7
Law enforcement/corrections	324	2.3	2.8
Healthcare	307	2.2	2.7
Hospitality/themed entertainment/casino	151	1.1	1.3
Industrial/manufacturing	960	6.8	8.4
Energy (oil, gas, mining extraction)	198	1.4	1.7
Real estate (commercial/residential)	107	0.8	0.9
Retail/food services	237	1.7	2.1
Consulting	924	6.5	8.1
Security - Protective Services	956	6.7	8.4
Security - Dealer/installer	1,893	13.3	16.5
Security - Investigations	212	1.5	1.9
Transportation (air, rail, surface)	213	1.5	1.9
Utility (gas, electric, nuclear, water)	161	1.1	1.4
Research and development	229	1.6	2.0
Information technology	495	3.5	4.3
Other	1,279	9.0	11.2
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	11,439	80.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	2,783	19.6	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,222	100.0	

4b. PRIMARY JOB TITLE

PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Architect / Engineer	581	4.1	5.1
Security/Loss Prevention Management (vice president, director, manager or supervisor of security)	2,556	18.0	22.3
Executive/Financial Mgmt (owner, partner, president, vice president, controller, or treasurer)	2,580	18.1	22.5
Other Mgmt (director, manager, or supervisor of safety/Human Resources/Plant/Facility/Operations)	1,992	14.0	17.4
Consultant	1,299	9.1	11.3
Active Military / Government Personnel	488	3.4	4.3
Law Enforcement	345	2.4	3.0
Other	1,619	11.4	14.1
Total Conference and Exhibit Only Attendees Identified by Job Title	11,460	80.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	2,762	19.4	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,222	100.0	

4c. PURCHASE ROLE MULTIPLE RESPONSE QUESTION

This is an analysis of 9,753 respondents or 68.6% who indicated in How did you hear about the show? Since a visitor may choose more than one response, the total number of responses may exceed the total number of visitors and should not be added together.	NUMBER OF VISITOR RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY PURCHASE ROLE
Influence	3,556	25.0	36.5
Recommend	4,698	33.0	48.2
Make final buying decision	2,762	19.4	28.3
Have multiple purchasing authority	2,030	14.3	20.8
TOTAL VISITOR RESPONSES	13,046		
Total Visitors Identified by Purchase Role	9,753	68.6	
Total Visitors Not Identified by Purchase Role	4,469	31.4	
TOTAL VISITORS	14,222	100.0	

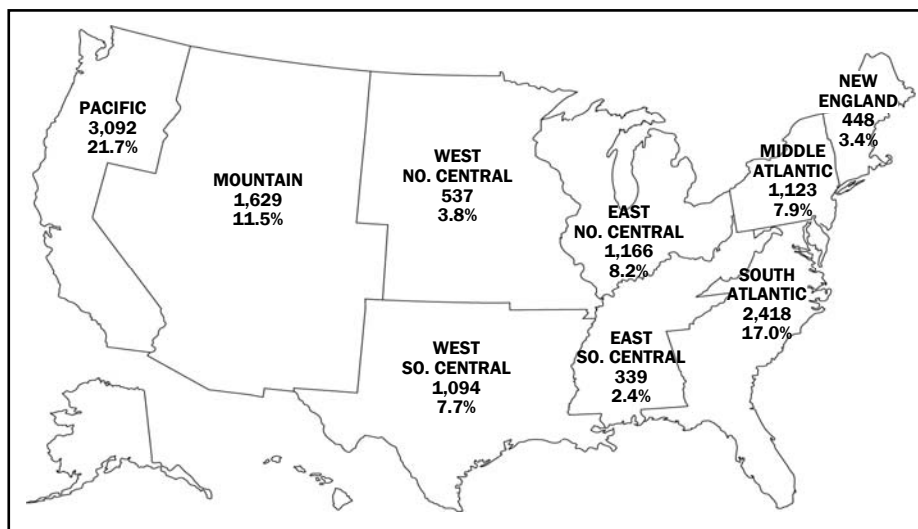
* Percent of Total based on 14,222 Visitors

** Percent Identified by Purchase Role based on 9,753 Visitors

Note: Percentages should not be added together because of multiple responses

4d. REASON FOR REGISTERING			
REASON FOR REGISTERING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY REASON FOR REGISTERING
Postcard	300	2.1	2.9
Invitation from exhibitor	924	6.5	8.9
Security Management magazine	1,109	7.8	10.7
Seminar brochure	1,817	12.8	17.6
Colleague	3,676	25.8	35.6
Other publications (specify)	79	0.6	0.8
Email	1,044	7.3	10.1
Web	221	1.6	2.1
Other	1,164	8.2	11.3
Total Conference and Exhibit Only Attendees Identified by Reason for Registering	10,334	72.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Reason for Registering	3,888	27.3	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	14,222	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	488	3.4	EAST SO. CENTRAL	339	2.4
Maine	25		Kentucky	72	
New Hampshire	53		Tennessee	172	
Vermont	8		Alabama	69	
Massachusetts	282		Mississippi	26	
Rhode Island	18		WEST SO. CENTRAL	1,094	7.7
Connecticut	102		Arkansas	44	
MIDDLE ATLANTIC	1,123	7.9	Louisiana	67	
New York	497		Oklahoma	86	
New Jersey	304		MOUNTAIN	1,629	11.5
Pennsylvania	322		Montana	14	
EAST NO. CENTRAL	1,166	8.2	Idaho	25	
Ohio	263		Wyoming	2	
Indiana	137		Colorado	282	
Illinois	417		New Mexico	107	
Michigan	226		Arizona	370	
Wisconsin	123		Utah	109	
WEST NO. CENTRAL	537	3.8	Nevada	720	
Minnesota	192		PACIFIC	3,092	21.7
Iowa	55		Alaska	18	
Missouri	156		Washington	304	
North Dakota	5		Oregon	112	
South Dakota	7		California	2,607	
Nebraska	48		Hawaii	51	
Kansas	74		UNITED STATES	11,886	83.6
SOUTH ATLANTIC	2,418	17.0	INTERNATIONAL	2,315	16.3
Delaware	28		Canada	685	
Maryland	308		Mexico	262	
Washington, DC	270		Other International	1,368	
Virginia	664		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	14,201	
West Virginia	22		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	21	0.1
North Carolina	197		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	14,222	100.0
South Carolina	92				
Georgia	303				
Florida	534				



REGISTRATION FORM

STEP 1 ATTENDEE

Please Complete the Following: (Must be completed for registration to be processed)

- 1. Management Level** (check ONE only)
 - a. Owner, President, Corp. Officer
 - b. Vice President, Senior Executive
 - c. Publisher, Associate Publisher
 - d. Editor
 - e. Director/Manager
 - f. Staff
 - g. Other (please specify) _____
- 2. Principal Job Function** (check ONE only)
 - a. Ad Sales
 - b. Art/Design
 - c. Circulation
 - d. Editorial
 - e. Executive/General Management
 - f. Finance
 - g. Marketing/Promotion
 - h. New Media
 - i. Production/Manufacturing
 - j. Publisher
 - k. Research
 - l. Other (please specify) _____
- 3. Years in Magazine Publishing** (check ONE only)
 - a. Less than 1 year
 - b. 1 - 5 years
 - c. 6 - 10 years
 - d. More than 10 years
- 4. Type of publication(s) you work with** (check ALL that apply)
 - a. Association
 - b. Business-to-Business/Trade
 - c. Corporate Communications
 - d. Enthusiast/Special Interest
 - e. Mass Market Consumer
 - f. Newsletters
 - g. Online
 - h. Other (please specify) _____
- 5. What is the circulation of the largest publication in which you are involved?** (check ONE only)
 - a. Under 10,000
 - b. 10,000 - 24,999
 - c. 25,000 - 74,999
 - d. 75,000 - 199,999
 - e. 200,000 - 750,000
 - f. 750,000 - 999,999
 - g. 1 million or more
- 6. I am a member of** (check ALL that apply)

<input type="checkbox"/> Magazines	<input type="checkbox"/> Canada
a. <input type="checkbox"/> ABH	n. <input type="checkbox"/> MPA
b. <input type="checkbox"/> ASAE	o. <input type="checkbox"/> NAPR
c. <input type="checkbox"/> AMA	p. <input type="checkbox"/> NEPA
d. <input type="checkbox"/> ASME	q. <input type="checkbox"/> NPES
e. <input type="checkbox"/> APPI	r. <input type="checkbox"/> OPA
f. <input type="checkbox"/> CRMA	s. <input type="checkbox"/> PSA
g. <input type="checkbox"/> FPP	t. <input type="checkbox"/> PSA
h. <input type="checkbox"/> FLMagAssoc.	u. <input type="checkbox"/> SNAP
i. <input type="checkbox"/> FMA	v. <input type="checkbox"/> STC
j. <input type="checkbox"/> GAIN	w. <input type="checkbox"/> WIPP
k. <input type="checkbox"/> IDEAlliance	
l. <input type="checkbox"/> HACS	
- 7. Purchasing Authority** (check ONE only)
 - a. Authorize
 - b. Recommend
 - c. Not applicable

Online: www.folioshow.com Fax: 817-277-7616 (include credit card information) Phone: 203-854-6730 x1129
 Mail: FOLIOSHOW c/o Custom Registration, Inc., 2020 E. Randol Mill Rd., Ste. 307, Arlington, TX 76011 (include check or credit card info)

STEP 2 GENERAL INFORMATION

Please print name as you would like it to appear on badge. Copy for additional registrants. No one under 18 admitted.

First Name _____ Last Name _____
 Title _____ Magazine Title _____
 Company _____
 Address _____
 City _____ State/Province _____ ZIP/Postal Code _____ Country _____
 Phone _____ Fax _____ Email * _____

* By providing you grant Red 7 Media permission to contact you via email regarding your registration as well as to receive updates on FOLIOSHOW and/or updates and promotional material from exhibitors.

STEP 3 REGISTRATION OPTIONS

Note: Conference Program includes access to the following: Concurrent Sessions, Keynotes, Special Events, Networking Luncheons and all Exhibit Hall Functions. Celebration of Excellence Awards Gala is NOT included. You must purchase a ticket separately.

FULL CONFERENCE PASS with Boot Camp Conference Program plus Boot Camps on Monday \$1575 \$ _____

FULL CONFERENCE PASS (2-days only) Conference Program Wednesday - Thursday \$1275 \$ _____

ONE-DAY CONFERENCE PASS or Boot Camp Includes lunches, concurrent sessions, keynotes and all exhibit hall functions that day.

Check One Wednesday Thursday \$ 845 \$ _____

EXHIBIT HALL PASSPORT (includes food and in-hall sessions) \$299 \$ _____

EXHIBIT HALL ONLY \$ 50 \$ _____

STEP 4 SESSION SELECTIONS

If you are attending a Boot Camp, you MUST select one below. Circle the session(s) you wish to attend below. Single Session price does not apply to Boot Camps.

Tuesday Boot Camp:	T01 T02 T03 T04 T05 T06 T07	Thursday
9:00 am - 4:00 pm		8:00 am - 9:30 am WIPP Breakfast (please circle if you plan to attend)
Wednesday	W01 W04 W07 W10 W13 W16	9:45 am - 11:00 am TH01 TH05 TH09 TH13 TH17 TH21
10:00 am - 11:15 am		11:00 pm - 12:15 pm TH02 TH06 TH10 TH14 TH18 TH22
11:15 am - 2:30 pm	W02 W05 W08 W11 W14 W17	2:15 pm - 3:30 pm TH03 TH07 TH11 TH15 TH19 TH23
2:30 - 3:45 pm	W03 W06 W09 W12 W15 W18	3:30 pm - 4:45 pm TH04 TH08 TH12 TH16 TH20 TH24

Critique Clinics, Wednesday 3:30 - 4:30 pm
 (please circle if you plan to participate)
 CC01 CC02 CC03 CC04 CC05

Critique Clinics, Wednesday 2:00 - 3:00 pm
 (please circle if you plan to participate)
 CC06 CC07 CC08 CC09 CC10

STEP 5 CELEBRATION OF EXCELLENCE AWARDS GALA (Presentation of the

Tuesday, November 2 Reception at 6:30 pm; Dinner at 7:00 pm. Seating is Limited.

DINNER & CEREMONY (Includes Exhibit Hall Only Pass) If Paid By 10/18 \$250 If Paid After 10/18 \$350 ODate \$ _____

EXCLUSIVE TABLES OF TEN: Bring Your Entire Team and Savor! We want to purchase _____ table(s) of ten @ \$2,000 = \$ _____

Name: _____ Phone: _____ **Sub Total B \$ _____**

REQUIRED: Key contact for Table of Ten: **Total A & B \$ _____**

STEP 6 METHOD OF PAYMENT

Check or money order enclosed (payable to FOLIOSHOW in U.S. Dollars drawn on a U.S. bank) Check # _____


Credit Card: MasterCard VISA AMEX

Card Number _____ Exp. Date _____
 Card Holder Name _____ Signature _____

*Registrations will not be processed without full payment. Registrations with declined or invalid credit cards will not be processed.

CANCELLATION/REFUNDS: Cancellation Deadline is 10/14/05. All cancellations (including Conference Passes, Sessions, Boot Camp, Executive Summit and Awards Gala) must be received in writing by October 14, 2005 to receive a refund minus a \$75 processing fee. Refund requests received after October 14 2005 will not be refunded. All requests are processed post-show.

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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 BPA WORLDWIDE

We have examined the attendee records of ASIS INTERNATIONAL for the date and location of the show as reported in this BPA 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 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
 Date: January 31, 2008

TYPE: EVENT AUDIT
 ID Number: E966X0S7