

## EVENT AUDIT

**DATES OF EVENT:**

Conference: June 12 – 14, 2007  
Exhibits: June 13 – 14, 2007

**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](http://www.infosecuritycanada.com)

**REGISTRATION COMPANY:**

Showcare

**YEAR EVENT ESTABLISHED:**

2003

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: June 10 – 12, 2008  
Exhibits: June 10 – 12, 2008  
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:

All badges were printed on-site and entered into the system as verified.

### 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
2007	Toronto	234	1,083	1,317	50	12	641	2,020
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.

<b>4. PRIMARY BUSINESS/INDUSTRY</b>			
PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Construction/Mining/Agriculture/Utilities	48	3.6	3.9
Communications: Telecom, Broadband, Web	118	9.0	9.6
Computer Security	133	10.1	10.8
Computer Software Development & Manufacturing	89	6.8	7.2
Education/Research & Development	63	4.8	5.1
Entertainment/Travel/Recreation/Hotel	18	1.4	1.5
Financial/Banking/Securities/Credit Union/Real Estate	197	14.9	16.0
Government/Law Enforcement/Legal/Military	128	9.7	10.4
Healthcare/Medical/Pharmaceutical	52	3.9	4.2
Hardware/Software Reseller	31	2.3	2.5
Internet Service Provider	14	1.1	1.1
Media/Marketing/Advertising/PR	40	3.0	3.2
Non-Profit/Trade Association/Professional Accreditation	30	2.3	2.4
Security/Certification	29	2.2	2.3
Software/ASP	30	2.3	2.4
System Integrator/VAR/Consultant	122	9.3	9.9
Transportation	13	1.0	1.1
Wholesale/Retail/Trade	79	6.0	6.4
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	1,234	93.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	83	6.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,317</b>	<b>100.0</b>	<b>100.0</b>

<b>5. SIZE OF COMPANY</b>			
SIZE OF COMPANY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SIZE OF COMPANY
1 - 99	555	42.1	45.0
100 - 249	99	7.5	8.0
250 - 499	61	4.6	4.9
500 - 999	74	5.6	6.0
1,000 - 4,999	143	10.9	11.6
5,000 - 9,999	76	5.8	6.2
10,000 - 24,999	43	3.3	3.5
25,000 - 49,999	74	5.6	6.0
50,000 +	108	8.2	8.8
Total Conference and Exhibit Only Attendees Identified by Size of Company	1,233	93.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Size of Company	84	6.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,317</b>	<b>100.0</b>	<b>100.0</b>

<b>6. PRIMARY JOB TITLE</b>			
PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Executive (CEO, CFO, COO, President, Owner, Partner)	188	14.3	14.9
Technology Executive (CIO, CTO, CSO, CISO)	38	2.9	3.0
Vice President/Director	76	5.8	6.0
IT Security/Risk/Privacy/Compliance	280	21.3	22.2
Project Manager/Team Leader	92	7.0	7.3
Security Administrator, Operations, Front-line Employee	153	11.6	12.2
Consultant	175	13.3	13.9
Market/Systems/Industry Analyst	42	3.2	3.3
Finance	19	1.4	1.5
Education/Trainer/Student	27	2.0	2.2
Press/Media	7	0.5	0.6
Other	162	12.3	12.9
Total Conference and Exhibit Only Attendees Identified by Primary Job Title	1,259	95.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Title	58	4.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,317</b>	<b>100.0</b>	<b>100.0</b>

<b>7. ROLE IN SECURITY PURCHASE DECISIONS</b>			
ROLE IN SECURITY PURCHASE DECISIONS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ROLE IN SECURITY PURCHASE DECISIONS
<b>Total with Purchasing Role</b>	<b>913</b>	<b>69.4</b>	<b>86.7</b>
Determine Need	138	10.5	13.1
Purchase	126	9.6	12.0
Recommend/Select Products	358	27.2	34.0
Technical Decision Maker	136	10.3	12.9
Approve Purchase	155	11.8	14.7
No Role	140	10.6	13.3
Total Conference and Exhibit Only Attendees Identified by Role in Purchase Decisions	1,053	80.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Role in Purchase Decisions	264	20.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,317</b>	<b>100.0</b>	<b>100.0</b>

<b>8. SEGMENTS OF INDUSTRY MOST LIKELY TO EXPLORE AT INFOSECURITY CANADA</b>			
SEGMENTS OF INDUSTRY MOST LIKELY TO EXPLORE AT INFOSECURITY CANADA	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY SEGMENTS
Access Controls	604	45.9	48.4
Algorithms	154	11.7	12.3
Anti-virus/Anti-spam/Anti-phishing or pharming	657	49.9	52.6
Biometrics	382	29.0	30.6
Consumer Protection	287	21.8	23.0
Database Security	564	42.8	45.2
Enterprise Security	704	53.5	56.4
Development Tools	243	18.5	19.5
Embedded Security Systems	306	23.2	24.5
Encryption	568	43.1	45.5
Firewalls/Intrusion Detection Systems/Intrusion/VPN	775	58.8	62.1
Hackers	531	40.3	42.5
Homeland Security	167	12.7	13.4
ID Management	412	31.3	33.0
LAN/WAN Security	605	45.9	48.5
Magnetic Cards/Smart Cards	303	23.0	24.3
Mobile Security	458	34.8	36.7
PKI/Digital Certificates	361	27.4	28.9
Privacy Tools/Law/Legal	346	26.3	27.7
Regulatory Compliance	340	25.8	27.2
Storage Hardware & Software Products/Solutions	310	23.5	24.8
Web 2.0	238	18.1	19.1
Wireless Security	633	48.1	50.7
Other	25	1.9	2.0
Total Conference and Exhibit Only Attendees Identified by Segments	1,248	94.8	-
Total Conference and Exhibit Only Attendees Not Identified by Segments	69	5.2	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>1,317</b>	<b>100.0</b>	<b>-</b>

The above counts and percentages are based on 1,317 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.

**9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

	TOTAL	PERCENT
<b>CANADA</b>	<b>1,265</b>	<b>96.1</b>
Alberta	9	
British Columbia	6	
Manitoba	1	
New Brunswick	1	
Newfoundland & Labrador	1	
Northwest Territories	1	
Nova Scotia	1	
Ontario	1,222	
Prince Edward Island	2	
Quebec	21	
<b>UNITED STATES</b>	<b>28</b>	<b>2.1</b>
Arizona	1	
California	4	
Florida	1	
Maryland	1	
Massachusetts	2	
Nevada	1	
New Hampshire	1	
New Jersey	1	
New York	7	
Ohio	1	
Texas	3	
Virginia	2	
Washington, DC	1	
Washington	2	
<b>OTHER COUNTRIES</b>	<b>24</b>	<b>1.8</b>
<b>Total Conference &amp; Exhibit Attendees</b>	<b>1,317</b>	<b>100.0</b>

Prefix	First Name	Last Name
Job Title		Priority Code: <input style="width: 50px; height: 20px;" type="text"/>
Company		
Address 1		
Address 2		
City	State/Prov	Zip/Postal Code
Country	Email	
Fax	Business Telephone (do not include international dialing codes)	

**\*\* For industry professionals only. No one under the age of 18 will be admitted. Cancellation Policy: Cancellations received in writing before 5/18/07 will be refunded, less a \$100.00 service fee. No refunds will be made after this date or "no shows". Substitutions are allowed.**

1. Please indicate your primary job title: (select only one)
- a.  Executive
  - b.  Technology Executive
  - c.  Vice President/Director
  - d.  IT/Risk/Privacy/Compliance
  - e.  Project Manager/Team Leader
  - f.  Security Administrator
  - g.  Consultant
  - h.  Market/Systems/Industry Analyst
  - i.  Finance
  - j.  Education/Trainer/Student
  - k.  Press/Media
  - l.  Other (please specify)

2. What segments of the industry are you most likely to explore at Infosecurity Canada? (check all that apply)
- m.  Access Control
  - n.  Algorithms
  - o.  Anti-Virus/Spam/Phishing
  - p.  Biometrics
  - q.  Consumer Protection
  - r.  Database Security
  - s.  Enterprise Security
  - t.  Development Tools
  - u.  Embedded Security Systems
  - v.  Encryption
  - w.  Firewalls/Intrusion/VPN
  - x.  Hackers
  - y.  Homeland Security
  - z.  ID Management
  - aa.  LAN/WAN Security
  - ab.  Magnetic Cards/Smart Cards
  - ac.  Mobile Security

- ad.  PKI/Digital Certificates
- ae.  Privacy Tools/Law/Legal
- af.  Regulatory Compliance
- ag.  Storage Hardware & Software
- ah.  Web 2.0
- ai.  Wireless Security
- aj.  Other (please specify)

3. Please specify your organization's primary business/industry (check only one)
- ak.  Construction/Agriculture
  - al.  Communications
  - am.  Computer Security
  - an.  Computer Software
  - ao.  Education/R&D
  - ap.  Travel/Recreation/Hotel
  - aq.  Financial/Securities/Real Estate
  - ar.  Government/Legal
  - as.  Medical/Pharmaceutical
  - at.  Hardware/Software Reseller
  - au.  Internet Service Provider
  - av.  Media/Marketing/PR
  - aw.  Non-Profit/Association
  - ax.  Security/Certification
  - ay.  Software/ASP
  - az.  System Integrator/VAR
  - ba.  Transportation
  - bb.  Wholesale/Retail/Trade

4. How many employees are in your company?
- bc.  1-99
  - bd.  100-249
  - be.  250-499
  - bf.  500-999
  - bg.  1,000-4,999

- bh.  5,000-9,999
  - bi.  10,000-24,999
  - bj.  25,000-49,999
  - bk.  50,000 +
5. What is your company's annual security budget?
- bl.  \$1,000-10,000
  - bm.  \$10,000-50,000
  - bn.  \$50,000-250,000
  - bo.  \$250,000-1,000,000
  - bp.  \$1,000,000-3,000,000
  - bq.  \$3,000,000 +

6. What role do you play in security purchase decisions?
- br.  Determine Need
  - bs.  Purchase
  - bt.  Recommend/Select Products
  - bu.  Technical Decision Maker
  - bv.  Approve Purchase
  - bw.  None

Education Program Selection	
6-13	6-14
<input type="checkbox"/> 1A	<input type="checkbox"/> 1E
<input type="checkbox"/> 2A	<input type="checkbox"/> 2E
<input type="checkbox"/> 3A	<input type="checkbox"/> 3E
<input type="checkbox"/> 4A	<input type="checkbox"/> 4E
<input type="checkbox"/> 1B	<input type="checkbox"/> 1F
<input type="checkbox"/> 2B	<input type="checkbox"/> 2F
<input type="checkbox"/> 3B	<input type="checkbox"/> 3F
<input type="checkbox"/> 4B	<input type="checkbox"/> 4F
<input type="checkbox"/> 1C	<input type="checkbox"/> 1G
<input type="checkbox"/> 2C	<input type="checkbox"/> 2G
<input type="checkbox"/> 3C	<input type="checkbox"/> 3G
<input type="checkbox"/> 4C	<input type="checkbox"/> 4G
<input type="checkbox"/> 1D	<input type="checkbox"/> 1H
<input type="checkbox"/> 2D	<input type="checkbox"/> 2H
<input type="checkbox"/> 3D	<input type="checkbox"/> 3H
<input type="checkbox"/> 4D	<input type="checkbox"/> 4H

Registration Options: (circle one)	Through 5/18/07	After 5/18/07
Exhibit Hall Only	FREE	\$50
Full Conference - (Includes Wednesday & Thursday Conference Program, Exhibit Hall Admission, Keynote Luncheons and Networking Reception)	\$795	\$995
One Day Conference - Wednesday, June 13 (Includes Tuesday Conference Program, Exhibit Hall Admission, Keynote Luncheon and Networking Reception)	\$525	\$625
One Day Conference - Thursday, June 14 (Includes Wednesday Conference Program, Exhibit Hall Admission, Keynote Luncheon and Networking Reception on Wednesday)	\$525	\$625

<p><b>METHOD OF PAYMENT</b> Charge my (check one)</p> <p><input type="checkbox"/> Mastercard    <input type="checkbox"/> Visa    <input type="checkbox"/> American Express</p> <p style="margin-top: 10px;">Account Number</p> <p style="margin-top: 5px;">Expiration Date (month/year)      Name as it appears on the card (print)      Signature</p>	<p><b>TOTAL AMOUNT DUE \$</b> _____</p>
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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