

EVENT AUDIT



DATES OF EVENT:

Conference: September 11 – 12, 2007

Exhibits: September 11 – 12, 2007

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: October 29 – 30, 2008

Exhibits: October 29 – 30, 2008

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
2007	New York	105	6,385	--	6,490	28	42	2,346	8,906
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 (TOTAL)	1,542	23.8	29.1
Independent	1,444	22.3	27.2
Affiliated	98	1.5	1.9
End User of Security (TOTAL)	1,566	24.1	29.5
Communications	114	1.8	2.1
Educational Institution	95	1.5	1.8
Energy/Utility	21	0.3	0.4
Entertainment	8	0.1	0.1
Financial Institution	90	1.4	1.7
Government Agency - Federal	55	0.8	1.0
Government Agency - State/Local	107	1.6	2.0
Healthcare	64	1.0	1.2
Hospitality/Hotel/Casino	30	0.5	0.6
Human Resources	3	<0.1	0.1
Information Technology	97	1.5	1.8
Insurance Company	11	0.2	0.2
Law Enforcement	72	1.1	1.4
Manufacturing Facility	184	2.8	3.5
Military	16	0.2	0.3
Real Estate	77	1.2	1.5
Retail	107	1.6	2.0
Security Consulting Firm	225	3.5	4.2
Transportation	56	0.9	1.1
Other	134	2.1	2.5
System Integrator (TOTAL)	930	14.3	17.5
Commercial Systems Integrator	646	9.9	12.2
Home Systems Integrator	284	4.4	5.3
Other Security Professional (TOTAL)	1,265	19.5	23.9
Central Station	195	3.0	3.7
Distributor	285	4.4	5.4
Security Guard Service	78	1.2	1.5
Security Equipment/Manufacturer/Representative	414	6.4	7.8
Other	293	4.5	5.5
Total Conference and Exhibit Only Attendees Identified by Primary Business	5,303	81.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	1,187	18.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,490	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	2,255	34.8	42.8
Security Management (VP/Director/Manager)	994	15.3	18.8
Operations/Building Management	105	1.6	2.0
Human Resource Management	248	3.8	4.7
Engineering	400	6.2	7.6
Information Technology	170	2.6	3.2
Electrical Contractor	326	5.0	6.2
Technician/Installer/Integrator	19	0.3	0.4
Facility/Loss Prevention	42	0.7	0.8
Law Enforcement/Public Safety	112	1.7	2.1
Sales/Marketing	593	9.1	11.2
Other	11	0.2	0.2
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	5,275	81.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	1,215	18.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,490	100.0	100.0

6. ASIS MEMBER			
ASIS MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED AS ASIS MEMBER
Yes	146	2.3	12.7
No	1,008	15.5	87.3
Total Conference and Exhibit Only Attendees Identified as ASIS Member	1,154	17.8	100.0
Total Conference and Exhibit Only Attendees Not Identified as ASIS Member	5,336	82.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,490	100.0	100.0

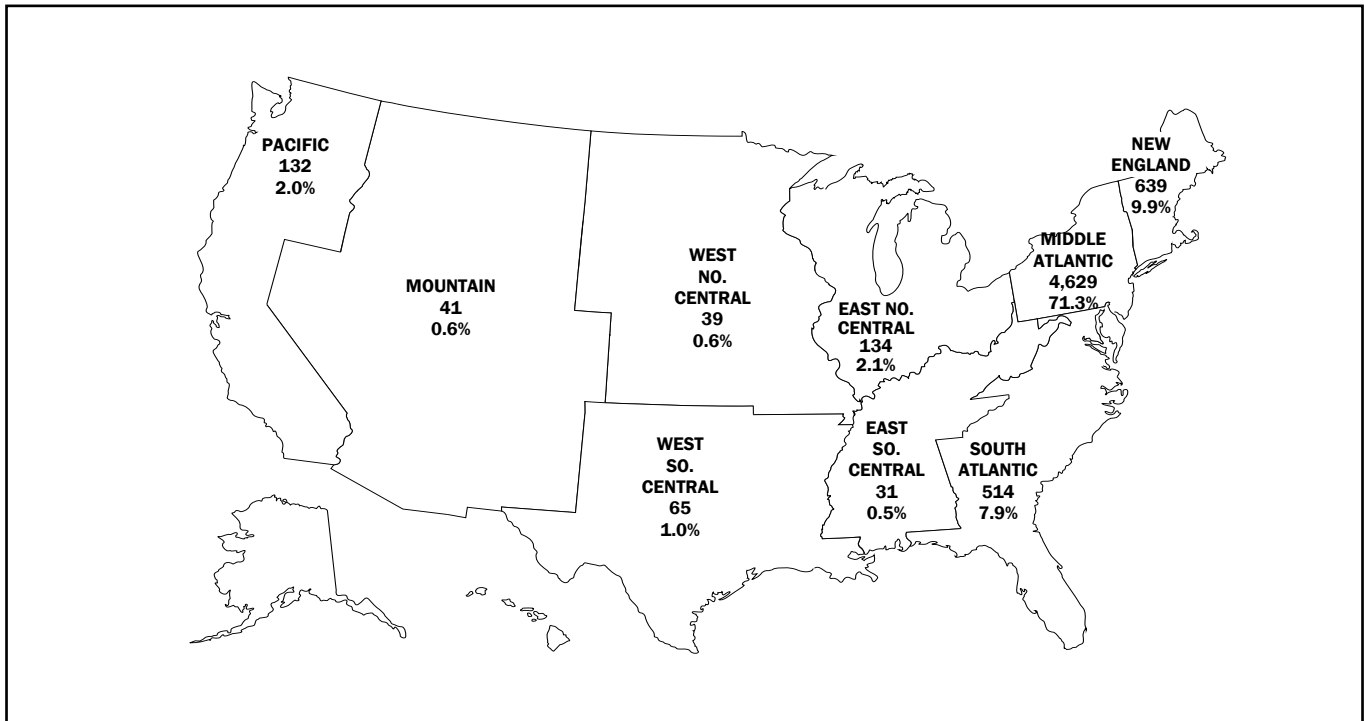
6. PRODUCTS CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security (NET)	5,108	78.7	97.3
Access Control	3,291	50.7	62.7
Alarms	2,564	39.5	48.8
Armored Car Service	148	2.3	2.8
Background Screening	445	6.9	8.5
CCTV	3,611	55.6	68.8
Communications Equipment	1,538	23.7	29.3
Deterrent Equipment	961	14.8	18.3
Financial Services	261	4.0	5.0
Fire Control	1,512	23.3	28.8
Guard Equipment/Supplies	435	6.7	8.3
HVAC	609	9.4	11.6
ID Systems	1,441	22.2	27.5
Inventory Control	563	8.7	10.7
Investigative Equipment/Services	447	6.9	8.5
Lighting - Commercial	725	11.2	13.8
Monitoring Services/Equipment	1,355	20.9	25.8
Outdoor Perimeter Protection	1,531	23.6	29.2
Personal Protection	655	10.1	12.5
Security Hardware	2,294	35.3	43.7
Surveillance Equipment	2,355	36.3	44.9
Systems Integration Products	1,769	27.3	33.7
Vehicle Protection Systems	493	7.6	9.4
Vehicles/Transportation	504	7.8	9.6
Wire & Cable	2,136	32.9	40.7
Wireless Equipment	2,242	34.5	42.7
Urban Security (NET)	1,216	18.7	23.2
City Emergency & Crisis Management	352	5.4	6.7
Detection Equipment	703	10.8	13.4
Outdoor Perimeter Protection	769	11.8	14.7
Port & Cargo	198	3.1	3.8
Urban Services	184	2.8	3.5
SmartHome (NET)	1,632	25.1	31.1
Audio/Video/Home Theater	1,091	16.8	20.8
Communication Systems	1,047	16.1	19.9
Lighting - Residential	632	9.7	12.0
Network/Internet	1,058	16.3	20.2
Information Security (NET)	2,185	33.7	41.6
Access Control	1,770	27.3	33.7
Anti-Spam	511	7.9	9.7
Email Security	580	8.9	11.0
Firewalls	662	10.2	12.6
Intrusion Detection/Protection	1,045	16.1	19.9
Network Security	846	13.0	16.1
Virus Protection	583	9.0	11.1
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	5,249	80.9	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	1,241	19.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,490	100.0	--

The above counts and percentages are based on 6,490 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

STATE	TOTAL	PERCENT
NEW ENGLAND	639	9.9
Maine	12	
New Hampshire	21	
Vermont	5	
Massachusetts	219	
Rhode Island	19	
Connecticut	363	
MIDDLE ATLANTIC	4,629	71.3
New York	2,800	
New Jersey	1,320	
Pennsylvania	509	
EAST NO. CENTRAL	134	2.1
Ohio	29	
Indiana	10	
Illinois	59	
Michigan	29	
Wisconsin	7	
WEST NO. CENTRAL	39	0.6
Minnesota	16	
Iowa	-	
Missouri	13	
North Dakota	2	
South Dakota	2	
Nebraska	4	
Kansas	2	
SOUTH ATLANTIC	514	7.9
Delaware	53	
Maryland	126	
Washington, DC	18	
Virginia	107	
West Virginia	5	
North Carolina	25	
South Carolina	18	
Georgia	46	
Florida	116	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	31	0.5
Kentucky	6	
Tennessee	14	
Alabama	7	
Mississippi	4	
WEST SO. CENTRAL	65	1.0
Arkansas	1	
Louisiana	7	
Oklahoma	1	
Texas	56	
MOUNTAIN	41	0.6
Montana	-	
Idaho	2	
Wyoming	2	
Colorado	17	
New Mexico	1	
Arizona	10	
Utah	8	
Nevada	1	
PACIFIC	132	2.0
Alaska	-	
Washington	13	
Oregon	3	
California	116	
Hawaii	-	
UNITED STATES	6,224	95.9
INTERNATIONAL	266	4.1
Canada	79	
Mexico	5	
Other International	182	
Total Conference & Exhibit Attendees	6,490	100.0



OFFICIAL ISC East 2007 REGISTRATION FORM

September 11-12, 2007 | Jacob Javits Convention Center | New York, NY | www.isceast.com

General Information

Primary Registrant/First Name _____ MI _____ Last Name _____ Priority Code: _____

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

1. Primary Business (please check only one)

Security Dealer/Installer:

- ab. Affiliated
- aa. Independent

End user of Security:

- ac. Communications
- ae. Educational Institution
- af. Energy/Utility
- ag. Entertainment
- ah. Financial Institution
- aj. Government Agency—Federal
- ak. Government Agency—State/Local
- am. Healthcare
- an. Hospitality/Hotel/Casino
- ap. Human Resources
- aq. Information Technology
- ar. Insurance Company
- as. Law Enforcement
- at. Manufacturing Facility
- au. Military
- aw. Real Estate
- ax. Retail
- av. Security Consulting Firm
- ay. Transportation
- az. Other (specify) _____

System Integrator:

- bb. Commercial Systems Integrator
- ba. Home Systems Integrator

Other Security Professional:

- bc. Central Station
- bd. Distributor
- bf. Security Equipmt / Manufacturer/Rep
- be. Security Guard Service
- bh. Other (specify) _____

2. Primary Job Function (please check only one)

- af. Electrical Contractor
- ae. Engineering
- ah. Facility/Loss Prevention
- am. Human Resource Management
- ak. Information Technology
- aj. Law Enforcement/Public Safety
- ag. Operations/Building Mgmt.
- aa. Owner/Senior/General Mgmt.
- ac. Sales/Marketing
- ab. Security Management (VP/Dir/Mgr)
- ad. Technician/Installer/Integrator
- an. Other (specify) _____

3. Please check all of the following you currently purchase:

- ##### Conventional Security
- aa. Access Control
 - ab. Alarms
 - ac. Armored Car Service
 - ad. Background Screening
 - ae. CCTV
 - af. Communications Equipment
 - ag. Deterrent Equipment
 - ah. Financial Services
 - aj. Fire Control
 - ak. Guard Equipment/Supplies
 - am. HVAC
 - an. ID Systems
 - ap. Inventory Control
 - aq. Investigative Equipment/Services
 - ar. Lighting -Commercial
 - as. Monitoring Services/Equipment
 - at. Outdoor Perimeter Protection
 - au. Personal Protection
 - av. Security Hardware
 - aw. Surveillance Equipment
 - ax. Systems Integration Products
 - ay. Vehicle Protection Systems
 - az. Vehicles/Transportation
 - ba. Wire & Cable

- bb. Wireless Equipment

Urban Security

- bc. City Emergency & Crisis Management
- bd. Detection Equipment
- be. Outdoor Perimeter Protection
- bf. Port & Cargo
- bg. Urban Services

SmartHome

- bh. Audio/Video/Home Theater
- bj. Communication Systems
- bk. Lighting - Residential
- bm. Network/Internet

Information Security

- bn. Access Control
- bp. Anti-Spam
- bq. Email Security
- br. Firewalls
- bs. Intrusion Detection/Protection
- bt. Network Security
- bu. Virus Protection

4. Please send me membership information on:

- b. NBFAA
- a. SIA
- c. I do not wish to receive information

5. Please indicate how you prefer to be contacted by ISC West:

- a. Direct mail
- c. Email
- b. Fax

6. Please send ISC Education conference program details:

- a. Yes
- b. No

7. Are you an ASIS member?

- a. Yes
- b. No

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) _____

Substitution & Cancellation Policy

- Your registration may be transferred
- Cancellations received in writing before March 11, 2007 will be refunded, less a \$100 service fee.
- No refunds will be made for cancellations received after this date or "no shows".

Badge Type

- Expo Hall Only - \$50
- IP Institute - \$695
 - Monday, September 10
- One Day Package - \$250
 - Tuesday, September 11
 - Wednesday, September 12
- Full Conference Package - \$300

- S.O.C Training - \$495
 - Tuesday, September 11
9:00am – 12:30pm
 - Tuesday, September 11
1:30pm – 5:00pm
 - Wednesday, September 12
9:00am – 12:30pm

Education Program Selection

September 11:		September 12:	
<input type="checkbox"/> 120	<input type="checkbox"/> 220	<input type="checkbox"/> 150	<input type="checkbox"/> 270
<input type="checkbox"/> 130	<input type="checkbox"/> 230	<input type="checkbox"/> 160	<input type="checkbox"/> 280
<input type="checkbox"/> 140	<input type="checkbox"/> 310	<input type="checkbox"/> 170	<input type="checkbox"/> 340
<input type="checkbox"/> 190	<input type="checkbox"/> 320	<input type="checkbox"/> 180	<input type="checkbox"/> 350
		<input type="checkbox"/> 260	<input type="checkbox"/> 360

TO REGISTER

Fax this form to (708) 344-4444.
Or mail this form to:
CompuSystems, Inc., ISC East, P.O. Box 561
Brookfield, IL 60513-0561

Substitution and Cancellation Policy

- Your registration may be transferred to another member of your organization with a letter identifying the person taking your place.
- Cancellations received in writing before August 20, 2007 will be refunded, less a \$100 service fee.
- No refunds will be made for cancellations received after this date or "no shows".



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www.bpaww.com



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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