

EVENT AUDIT


DATES OF EVENT:

Conference: March 27 – 29, 2007
 Exhibits: March 28 – 30, 2007

LOCATION:

Sands Expo & Convention Center, Las Vegas, NV

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1967

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 1 – 3, 2008
 Exhibits: April 2 – 4, 2008
LOCATION: Sands Expo & Convention Center, Las Vegas, NV

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:

Both on-site and advance registrants' badges were printed on-site and then entered into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered 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	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Las Vegas	1,108	15,286	16,394	73	57	10,038	26,562
2006	Las Vegas	1,189	14,095	15,284	88	49	8,958	24,379

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

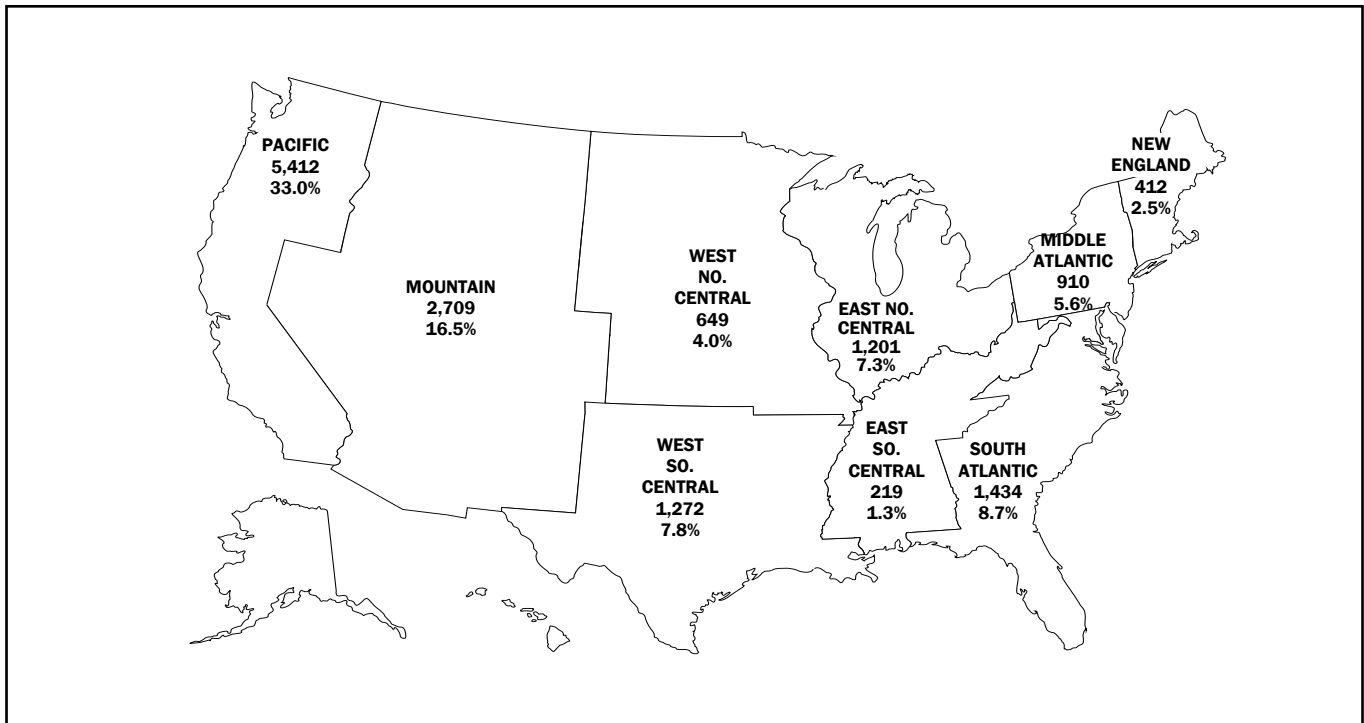
4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Security Dealer / Installer	4,202	25.6	26.3
Independent	3,479	21.2	21.8
Affiliated	723	4.4	4.5
End User of Security:	2,963	18.1	18.5
Communications	164	1.0	1.0
Educational Institution	149	0.9	0.9
Energy / Utility	81	0.5	0.5
Entertainment	52	0.3	0.3
Financial Institution	100	0.6	0.6
Government Agency – Federal	219	1.3	1.4
Government Agency –State/Local	199	1.2	1.3
Healthcare	77	0.5	0.5
Hospitality/Hotel/Casino	128	0.8	0.8
Human Resources	15	0.1	0.1
Information Technology	245	1.5	1.5
Insurance Company	22	0.1	0.2
Law Enforcement	148	0.9	0.9
Manufacturing Facility	254	1.6	1.6
Military	54	0.3	0.4
Real Estate	51	0.3	0.3
Retail	258	1.6	1.6
Security Consulting Firm	341	2.1	2.1
Transportation	84	0.5	0.5
Other End User	322	2.0	2.0
Systems Integrator	4,220	25.7	26.4
Commercial Systems Integrator	3,541	21.6	22.1
Home Systems Integrator	679	4.1	4.3
Other Security Professional	4,614	28.2	28.8
Central Station	746	4.6	4.7
Distributor	1,452	8.9	9.1
Security Equipment Manufacturer / Representative	1,498	9.1	9.3
Security Guard Service	271	1.7	1.7
Other Industry Professional	647	3.9	4.0
Total Conference and Exhibit Only Attendees Identified by Primary Business	15,999	97.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	395	2.4	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,394	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Electrical Contractor	279	1.7	1.8
Engineering	1,239	7.5	8.0
Facility/Loss Prevention	157	0.9	1.0
Human Resource Management	76	0.5	0.5
Information Technology	563	3.4	3.7
Law Enforcement/Public Safety	324	2.0	2.1
Operations/Building Management	584	3.6	3.8
Owner/Senior/General Management	5,233	31.9	33.9
Sales/Marketing	3,571	21.8	23.1
Security Management (VP/Director/Manager)	1,813	11.1	11.7
Technician/Installer/Integrator	1,511	9.2	9.8
Other	92	0.6	0.6
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	15,442	94.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	952	5.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,394	100.0	100.0

6. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	412	2.5
Maine	21	
New Hampshire	33	
Vermont	7	
Massachusetts	217	
Rhode Island	25	
Connecticut	109	
MIDDLE ATLANTIC	910	5.6
New York	431	
New Jersey	266	
Pennsylvania	213	
EAST NO. CENTRAL	1,201	7.3
Ohio	325	
Indiana	128	
Illinois	389	
Michigan	223	
Wisconsin	136	
WEST NO. CENTRAL	649	4.0
Minnesota	247	
Iowa	78	
Missouri	141	
North Dakota	18	
South Dakota	33	
Nebraska	61	
Kansas	71	
SOUTH ATLANTIC	1,434	8.7
Delaware	13	
Maryland	180	
Washington, DC	38	
Virginia	284	
West Virginia	12	
North Carolina	164	
South Carolina	78	
Georgia	186	
Florida	479	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	219	1.3
Kentucky	46	
Tennessee	82	
Alabama	50	
Mississippi	41	
WEST SO. CENTRAL	1,272	7.8
Arkansas	44	
Louisiana	86	
Oklahoma	140	
Texas	1,002	
MOUNTAIN	2,709	16.5
Montana	49	
Idaho	88	
Wyoming	21	
Colorado	425	
New Mexico	156	
Arizona	667	
Utah	324	
Nevada	979	
PACIFIC	5,412	33.0
Alaska	20	
Washington	402	
Oregon	172	
California	4,726	
Hawaii	92	
UNITED STATES	14,218	86.7
INTERNATIONAL	2,176	13.3
Canada	725	
Mexico	337	
Other International	1,114	
Total Conference & Exhibit Attendees	16,394	100.0



OFFICIAL ISC WEST 2007 REGISTRATION FORM

March 28-30, 2007 | Sands Expo and Convention Center | Las Vegas, NV | www.iscwest.com

General Information

Primary Registrant First Name _____ MI _____ Last Name _____

Priority Code: **OS**

Company Name _____

Mailing Address _____

City _____

State _____

Zip Code _____

County _____

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 888-996-2344, or from outside the US call 202-940-9810.

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
 - av. Real Estate
 - ax. Retail
 - aw. 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 Equipment / 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.
- ar. Sales/Marketing
- ab. Security Management (VIP/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. Detention 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
- bi. 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

PRICING

Expo hall only \$75

ISC Education:

- Full 3-day Package \$740
- Two-day Package \$555
- One-day Package \$355

(Packages do not include IP Institute)

- IP Institute – Level I \$795
- Network Proj Mgmt \$295
- Network Video Options \$295
- Security Tours \$20

Method of Payment (no purchase orders)

- Check or money order if possible to fund Exhibition Companies
- Charge to my credit card. Amex Mastercard Visa

Account # _____

Expiration Date - Month/Year _____

Cardholder's name (please print) _____

Cardholder's name (signature) _____

I wish to attend the following ISC Education classes:

Mar 27	March 28	March 29
<input type="checkbox"/> T01	<input type="checkbox"/> 2001	<input type="checkbox"/> 4W05
<input type="checkbox"/> T02	<input type="checkbox"/> 3001	<input type="checkbox"/> 4W06
<input type="checkbox"/> T03	<input type="checkbox"/> 3002	<input type="checkbox"/> 4W07
<input type="checkbox"/> T04	<input type="checkbox"/> 1W03	<input type="checkbox"/> 5W02
<input type="checkbox"/> 2T01	<input type="checkbox"/> 1W04	<input type="checkbox"/> 5W03
<input type="checkbox"/> 3T01	<input type="checkbox"/> 1W05	<input type="checkbox"/> 5W04
<input type="checkbox"/> 4T02	<input type="checkbox"/> 1W06	<input type="checkbox"/> 5W05
<input type="checkbox"/> 5T01	<input type="checkbox"/> 1W07	<input type="checkbox"/> 6W02
<input type="checkbox"/> 7T01	<input type="checkbox"/> 1W08	<input type="checkbox"/> 6W03
<input type="checkbox"/> 7T02	<input type="checkbox"/> 2W03	<input type="checkbox"/> 6W04
<input type="checkbox"/> 8T01	<input type="checkbox"/> 2W04	<input type="checkbox"/> 6W05
<input type="checkbox"/> 8T02	<input type="checkbox"/> 2W05	<input type="checkbox"/> 7W03
	<input type="checkbox"/> 2W06	<input type="checkbox"/> 7W04
	<input type="checkbox"/> 3W02	<input type="checkbox"/> 7W05
	<input type="checkbox"/> 3W03	<input type="checkbox"/> 7W06
	<input type="checkbox"/> 3W04	<input type="checkbox"/> 7W07
	<input type="checkbox"/> 3W05	<input type="checkbox"/> 8W03
	<input type="checkbox"/> 4W03	<input type="checkbox"/> 8W04
	<input type="checkbox"/> 4W04	<input type="checkbox"/> 8W05
		<input type="checkbox"/> 8W06
		<input type="checkbox"/> 2002
		<input type="checkbox"/> 3003
		<input type="checkbox"/> 3004
		<input type="checkbox"/> 3005
		<input type="checkbox"/> 1H09
		<input type="checkbox"/> 1H10
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		<input type="checkbox"/> 4H09
		<input type="checkbox"/> 4H10
		<input type="checkbox"/> 8P03

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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