

ASIS INTERNATIONAL 2008



EVENT AUDIT

DATES OF EVENT:

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

LOCATION:

Atlanta, GA

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 21-24, 2009
Exhibits: September 21-23, 2009

LOCATION:

Anaheim, CA

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.

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
2008	Atlanta, GA	4,030	8,411	12,441	-	73	8,612	21,126
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	323	2.6	2.9
Communications (telephone, cable, media)	323	2.6	2.9
Distributor/warehousing	426	3.4	3.9
Educational institution (school, university, library, museum)	276	2.2	2.5
Entertainment or sports facility	62	0.5	0.6
Financial Services/insurance	484	3.9	4.4
Government/administrative agency	655	5.3	5.9
Military	196	1.6	1.8
Law enforcement/corrections	211	1.7	1.9
Healthcare	252	2.0	2.3
Hospitality/themed entertainment/casino	91	0.7	0.8
Industrial/manufacturing	801	6.4	7.2
Energy (oil, gas, mining extraction)	134	1.1	1.2
Real estate (commercial/residential)	119	1.0	1.1
Retail/food services	214	1.7	1.9
Consulting	867	7.0	7.8
Security - Protective Services	859	6.9	7.8
Security - Dealer/installer	2,234	18.0	20.2
Security - Investigations	197	1.6	1.8
Transportation (air, rail, surface)	221	1.8	2.0
Utility (gas, electric, nuclear, water)	215	1.7	1.9
Research and development	151	1.2	1.4
Information technology	443	3.6	4.0
Other	1,298	10.4	11.7
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	11,052	88.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	1,389	11.2	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,441	100.0	

4b. PRIMARY JOB TITLE

PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Architect / Engineer	629	5.1	5.7
Security/Loss Prevention Management (vice president, director, manager or supervisor of security)	2,195	17.6	19.9
Executive/Financial Mgmt (owner, partner, president, vice president, controller, or treasurer)	2,414	19.4	21.8
Other Mgmt (director, manager, or supervisor of safety/Human Resources/Plant/Facility/Operations)	1,924	15.5	17.4
Consultant	1,325	10.7	12.0
Active Military / Government Personnel	510	4.1	4.6
Law Enforcement	275	2.2	2.5
Other	1,779	14.3	16.1
Total Conference and Exhibit Only Attendees Identified by Job Title	11,051	88.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	1,390	11.2	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	12,441	100.0	

4d. REASON FOR REGISTERING

REASON FOR REGISTERING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY REASON FOR REGISTERING
Postcard	266	2.1	2.6
Invitation from exhibitor	1,121	9.0	11.0
Security Management magazine	1,181	9.5	11.6
Seminar brochure	1,863	15.0	18.3
Colleague	4,117	33.1	40.5
Other publications (specify)	74	0.6	0.7
Email	353	2.8	3.5
Web	221	1.8	2.2
Other	977	7.9	9.6
Total Conference and Exhibit Only Attendees Identified by Reason for Registering	10,173	81.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Reason for Registering	2,268	18.2	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	12,441	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	430	3.5	EAST SO. CENTRAL	717	5.8
Maine	14		Kentucky	88	
New Hampshire	38		Tennessee	322	
Vermont	3		Alabama	279	
Massachusetts	257		Mississippi	28	
Rhode Island	17		WEST SO. CENTRAL	557	4.5
Connecticut	101		Arkansas	31	
MIDDLE ATLANTIC	1,051	8.4	Louisiana	47	
New York	436		Oklahoma	38	
New Jersey	296		Texas	441	
Pennsylvania	319		MOUNTAIN	358	2.9
EAST NO. CENTRAL	1,009	8.1	Montana	1	
Ohio	251		Idaho	15	
Indiana	142		Wyoming	-	
Illinois	380		Colorado	148	
Michigan	156		New Mexico	30	
Wisconsin	80		Arizona	86	
WEST NO. CENTRAL	360	2.9	Utah	32	
Minnesota	115		Nevada	46	
Iowa	48		PACIFIC	901	7.2
Missouri	108		Alaska	11	
North Dakota	-		Washington	131	
South Dakota	9		Oregon	37	
Nebraska	28		California	709	
Kansas	52		Hawaii	13	
SOUTH ATLANTIC	5,306	42.6	UNITED STATES	10,689	85.9
Delaware	20		INTERNATIONAL	1,752	14.1
Maryland	256		Canada	507	
Washington, DC	302		Mexico	107	
Virginia	571		Other International	1,138	
West Virginia	23		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	12,441	
North Carolina	396		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	
South Carolina	277		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	12,441	100.0
Georgia	2,695				
Florida	766				



REGISTRATION

ASIS 2008
 ASIS INTERNATIONAL 2008
 54th Annual Seminar and Exhibits
 September 15-18, 2008 | Atlanta, GA
www.asisonline.org/asis2008

Four Easy Ways to Register
 Info: www.asisonline.org/asis2008/registration
 Phone: ASIS Member Services, 703-519-6200, 8:00 am-6:00 pm EDT
 Fax: 1-703-518-1473
 Mail: PO Box 17673, Baltimore, MD 21297-1673 USA
 After 9/10/08, please register via the internet.
 After 9/12/08, you must register onsite at the Georgia World Congress Center.

Code OBWF

PHOTO ID REQUIRED FOR ADMISSION ON-SITE.
 Acceptable IDs include a valid driver's license, passport, or military ID.

COMPLETE BOTH SIDES OF THIS FORM WHEN REGISTERING.

1. PERSONAL INFORMATION
 (Please peel address label from mailing panel, if available, and place below. Other wts. type or print.)

ASIS Member Number (if applicable) _____

First Name _____ Last Name _____
 Name as it should appear on badge _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Country _____

Business Phone (Indicate country code if outside the United States/Canada) _____ Business Fax (Indicate country code if outside the United States/Canada) _____
 E-mail _____
 I am staying at _____ (for emergency purposes)
 Hotel Name (please refer to hotel ID) _____

COMPLETE ONLY IF PARTICIPATING IN THE GUEST PROGRAM.

First Name of Guest _____ Last Name _____

RISK DISCLAIMER: In order to comply with recent Federal Communications Commission (FCC) regulations, ASIS needs your consent to send promotional communications for educational programming and other material via fax. Please check the box below if you would like to be kept informed about educational opportunities available to ASIS members.

Yes! I would like ASIS International (ASIS), the ASIS Foundation, and ASIS Chapters to send me faxes promoting educational opportunities and other material, so that I can take full advantage of the various educational programs offered by ASIS. I further agree that this consent has no expiration until otherwise notified by me.

Signature _____ Date _____

JOIN ASIS AND PAY MEMBER RATES!
 Completed membership application must be attached to receive the discount. Find the application at www.asisonline.org/applications.html
 \$170 (\$150 annual dues + \$20 processing fee) prior to July 1, 2008
 \$95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2008

Please remember to bring your confirmation to ASIS Registration at the Georgia World Congress Center to expedite processing.

CANCELLATION POLICY (All cancellation requests must be in writing.) To receive a full refund, you must notify ASIS Headquarters in writing on or before August 15, 2008. Cancellations received after August 15, 2008 are subject to a \$100 cancellation fee. No refunds are available for cancellations received on or after August 28, 2008 or for "no shows".

NOTE: ASIS Annual Seminar & Exhibits registration fees include specified meal functions and are fully tax-deductible in conformity with the "Qualified Meeting" rule, section 142 (b)(3) of the Tax Reform Act of 1986.

ASIS 2008 | September 15-18, 2008 | Georgia World Congress Center | Atlanta, Georgia | www.asisonline.org/asis2008

2. QUICK SURVEY (Please respond to all questions.)

1. Are you a first-time attendee?
 A Yes B No

2. What prompted you to register?
 03 Postcard
 04 Invitation from exhibitor
 07 Security Management magazine
 08 Seminar brochure
 09 Colleague
 10 Advertising (specify publication) _____

11 E-mail (specify) _____
 12 Web (specify) _____
 13 Other (specify) _____

3. My title is: (Which of the following best describes your position?) (Select only one)
 85 Active military/government personnel
 89 Architect/engineer
 94 Consultant
 92 Executive/financial management (owner, partner, president, vice president, controller, or treasurer)
 96 Law enforcement
 93 Other management (director, manager, or supervisor of safety/security or non-safety/security facility) operations or other management personnel
 91 Security loss prevention management (vice president, director, manager, or supervisor of security)
 99 Other (specify) _____

4. My company's primary type of business at this location is: (Select only one)
 60 Architectural/engineering firm
 61 Communications (telephone, cable, media)
 62 Distributor/warehousing
 63 Educational institution (school, university, library, museum)
 73 Energy (oil, gas, mining extraction)
 64 Entertainment or sports facility
 65 Financial services/insurance
 66 Government/administrative agency
 69 Healthcare
 70 Hospitality/related entertainment/casino
 71 Industrial/manufacturing
 85 Information technology
 68 Law enforcement/corrections
 75 Consulting
 67 Military
 74 Real estate (commercial/residential)
 82 Research and development
 75 Retail/food services
 78 Security: Dealer/installer
 79 Security: Investigations
 77 Security: Protective services
 80 Transportation (air, rail, surface)
 81 Utility (gas, electric, nuclear, water)
 83 Other (specify) _____

5. If you would like to participate in a security products/services matching program to meet with exhibitors, check here and visit www.asisonline.org/asis2008.

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



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 Red Bank, NJ 07701
 Phone: +1 800.224.3170
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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: October 30, 2008

TYPE: EVENT AUDIT

ID Number: E966X0S8