

EVENT AUDIT



DATES OF EVENT:

Conference: October 29 – 30, 2008

Exhibits: October 29 – 30, 2008

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 28 – 29, 2009

Exhibits: October 28 – 29, 2009

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
2008	New York	50	6,136	--	6,186	17	47	2,077	8,327
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)	1,414	22.9	25.4
Independent	1,186	19.2	21.3
Affiliated	228	3.7	4.1
End User of Security (Total)	1,261	20.4	22.6
Communications	88	1.4	1.6
Educational Institution	93	1.5	1.7
Energy / Utility	19	0.3	0.3
Entertainment	10	0.2	0.2
Financial Institution	56	0.9	1.0
Government Agency - Federal	49	0.8	0.9
Government Agency -State/Local	123	2.0	2.2
Healthcare	56	0.9	1.0
Hospitality/Hotel/Casino	19	0.3	0.3
Human Resources	9	0.2	0.2
Information Technology	100	1.6	1.8
Insurance Company	13	0.2	0.2
Law Enforcement	60	1.0	1.1
Manufacturing Facility	77	1.2	1.4
Military	12	0.2	0.2
Security Consulting Firm	165	2.7	2.9
Real Estate	50	0.8	0.9
Retail	99	1.6	1.8
Transportation	45	0.7	0.8
Other End User	118	1.9	2.1
Systems Integrator (Total)	1,463	23.7	26.3
Home Systems Integrator	351	5.7	6.3
Commercial Systems Integrator	1,112	18.0	20.0
Other Security Professional (Total)	1,433	23.1	25.7
Central Station	237	3.8	4.2
Distributor	406	6.6	7.3
Security Guard Service	89	1.4	1.6
Security Equipment Manufacturer / Representative	466	7.5	8.4
Other Security Professional	235	3.8	4.2
Total Conference and Exhibit Only Attendees Identified by Primary Business	5,571	90.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	615	9.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,186	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	1,991	32.2	35.9
Sales/Marketing	1,220	19.7	22.0
Technician/Installer Integrator	651	10.5	11.7
Human Resource Management	25	0.4	0.4
Security Management	382	6.2	6.9
Engineering	486	7.9	8.7
Operations/Building Management	150	2.4	2.7
Facility/Loss Prevention	70	1.1	1.3
Law Enforcement/Public Safety	142	2.3	2.6
Information Technology	207	3.4	3.7
Other	229	3.7	4.1
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	5,553	89.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	633	10.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,186	100.0	100.0

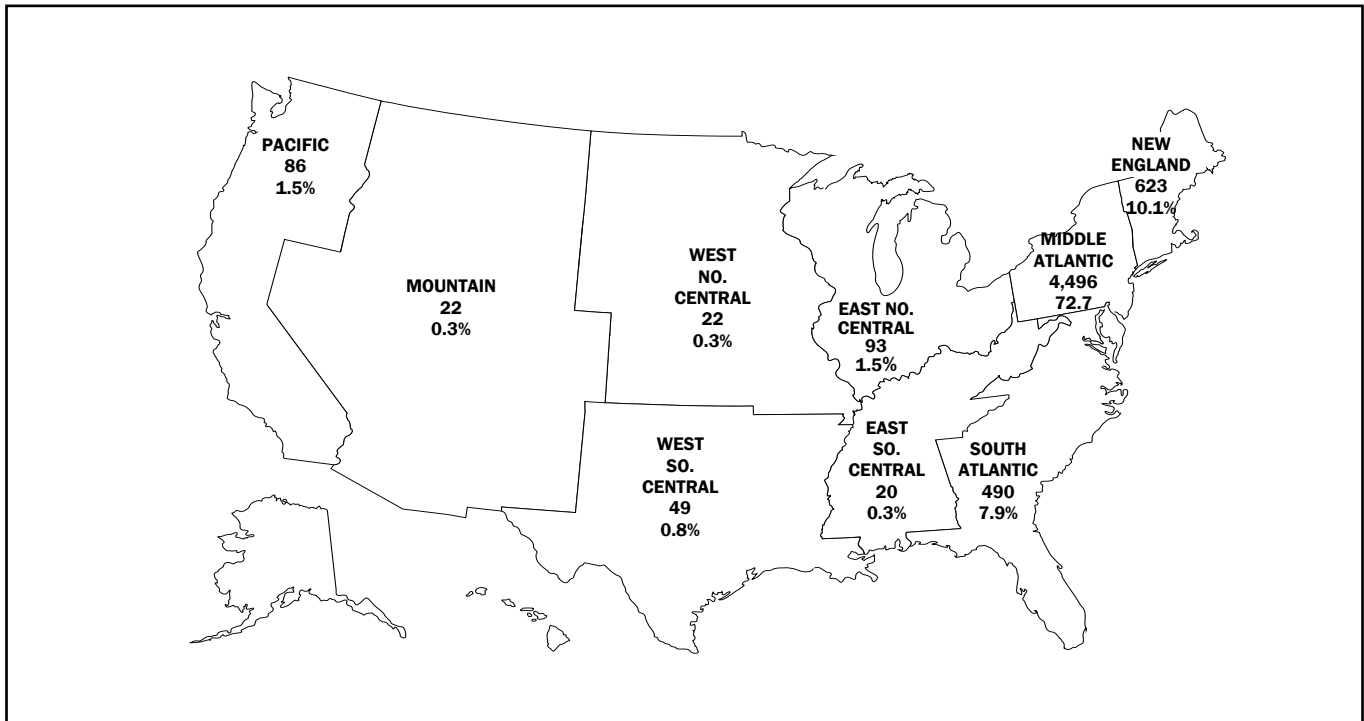
6. PRODUCTS CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security (NET)	5,447	88.1	98.6
Access Control	3,619	58.5	65.5
Alarms	3,042	49.2	55.0
Armored Car Service	171	2.8	3.1
Background Screening	488	7.9	8.8
CCTV	3,830	61.9	69.3
Communications Equipment	2,036	32.9	36.8
Deterrent Equipment	990	16.0	17.9
Financial Services	259	4.2	4.7
Fire Control	1,538	24.9	27.8
Guard Equipment/Supplies	439	7.1	7.9
HVAC	533	8.6	9.6
ID Systems	1,633	26.4	29.6
Inventory Control	577	9.3	10.4
Investigative Equipment/Services	577	9.3	10.4
Lighting - Commercial	753	12.2	13.6
Monitoring Services/Equipment	1,575	25.5	28.5
Outdoor Perimeter Protection	1,651	26.7	29.9
Personal Protection	768	12.4	13.9
Security Hardware	2,441	39.5	44.2
Surveillance Equipment	2,777	44.9	50.3
Systems Integration Products	1,765	28.5	31.9
Vehicle Protection Systems	537	8.7	9.7
Vehicles/Transportation	513	8.3	9.3
Wire & Cable	2,484	40.2	45.0
Wireless Equipment	2,537	41.0	45.9
Urban Security (NET)	1,507	24.4	27.3
City Emergency & Crisis Management	406	6.6	7.3
Detection Equipment	865	14.0	15.7
Outdoor Perimeter Protection	949	15.3	17.2
Port & Cargo	259	4.2	4.7
Urban Services	215	3.5	3.9
SmartHome (NET)	1,802	29.1	32.6
Audio/Video/Home Theater	1,227	19.8	22.2
Communication Systems	1,148	18.6	20.8
Lighting - Residential	609	9.8	11.0
Network/Internet	1,159	18.7	21.0
Information Security (NET)	2,230	36.0	40.4
Access Control	1,841	29.8	33.3
Anti-Spam	465	7.5	8.4
Email Security	545	8.8	9.9
Firewalls	609	9.8	11.0
Intrusion Detection/Protection	1,214	19.6	22.0
Network Security	931	15.1	16.8
Virus Protection	565	9.1	10.2
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	5,526	89.3	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	660	10.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,186	100.0	--

The above counts and percentages are based on 6,186 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.

7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	623	10.1
Maine	1	
New Hampshire	13	
Vermont	4	
Massachusetts	185	
Rhode Island	19	
Connecticut	401	
MIDDLE ATLANTIC	4,496	72.7
New York	2,659	
New Jersey	1,349	
Pennsylvania	488	
EAST NO. CENTRAL	93	1.5
Ohio	25	
Indiana	11	
Illinois	37	
Michigan	16	
Wisconsin	4	
WEST NO. CENTRAL	22	0.3
Minnesota	9	
Iowa	2	
Missouri	7	
North Dakota	-	
South Dakota	2	
Nebraska	1	
Kansas	1	
SOUTH ATLANTIC	490	7.9
Delaware	48	
Maryland	177	
Washington, DC	20	
Virginia	91	
West Virginia	3	
North Carolina	30	
South Carolina	14	
Georgia	27	
Florida	80	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	20	0.3
Kentucky	7	
Tennessee	10	
Alabama	1	
Mississippi	2	
WEST SO. CENTRAL	49	0.8
Arkansas	-	
Louisiana	3	
Oklahoma	-	
Texas	46	
MOUNTAIN	22	0.3
Montana	1	
Idaho	-	
Wyoming	-	
Colorado	9	
New Mexico	2	
Arizona	8	
Utah	2	
Nevada	-	
PACIFIC	86	1.5
Alaska	-	
Washington	4	
Oregon	2	
California	78	
Hawaii	2	
UNITED STATES	5,901	95.4
INTERNATIONAL	285	4.6
Canada	65	
Mexico	16	
Other International	204	
Total Conference & Exhibit Attendees	6,186	100.0



OFFICIAL ISC East 2008 REGISTRATION FORM

October 29-30, 2008 | Jacob Javits Convention Center | New York, NY | www.isceast.com

General Information

Primary Registrant/First Name _____ MI _____ Last Name _____
 Company Name _____
 Mailing Address _____
 City _____
 State _____ Zip Code _____ Country _____

Priority Code: **CS**

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.isceast.com> or call our Privacy Administrator at 888-306-2344, or from outside the US call 203-840-5810.

Business Phone (Do not include International Dialing Code) _____ Business Fax _____
 E-mail (to receive confirmation) _____

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 Equipment / Manufacturer/Rep
- be. Security Guard Service
- bh. Other (specify) _____

2. Primary Job Function (please check only one)

- a. Owner/Senior/Executive Mgmt.
- b. Sales/Marketing
- c. Technician/Installer Integrator
- d. Human Resource Management
- e. Security Management

- f. Engineering
- g. Operations/Building Mgmt.
- h. Facility/Loss Prevention
- j. Law Enforcement/Public Safety
- k. Information Technology
- m. 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. What is your company size?

- a. 1-49 employees
- b. 50-99 employees
- c. 100-249 employees
- d. 250-499 employees
- e. 500-999 employees
- f. 1000-4999 employees
- g. 5000-9999 employees
- h. 100000-249999 employees
- j. 250000+ employees

5. Please send me membership information on:

- a. SIA
- b. NYBFAA
- c. PBFAA
- d. CASIA
- e. I do not wish to receive information

6. Please indicate how you prefer to be contacted by ISC East:

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

6. Please send ISC Education conference program details:

- 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) _____

Badge Type

- Expo Hall Only**
 Before 9/26 - \$25
 After 9/26 & On-site - \$50
- IP Institute Level 1**
 Wednesday, October 29
 8:00 am - 5:00pm
 Before 9/26 - \$695*
 After 9/26 & On-site - \$795*
**includes exhibit hall admission*
- Enterprise Security Management - IT/IP Data Management**
 Thursday, October 30
 9:00 am - 4:00pm
 Before 9/26 - \$395*
 After 9/26 & On-site - \$450*
**includes exhibit hall admission*

TO REGISTER

Fax this form to (708) 344-4444
 Or mail this form to:
 CompuSystems, Inc., ISC East, P.O. Box 494
 Brookfield, IL 60513-0494

Substitution and Cancellation Policy

- Your registration may be transferred to another member of your organization.
- Cancellations will be processed in the form of a credit rollover for ISC West 2009 or East 2009.
- Credit rollovers will be processed within 60 days of close of the event.
- No refunds will be given if the credit rollover is not used in full.

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 Fax: +1 203.447.2900
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 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