

EVENT AUDIT

**DATES OF EVENT:**

Conference: April 2 – 4, 2008
Exhibits: April 2 – 4, 2008

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, 2009
Exhibits: April 1 – 3, 2009

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
2008	Las Vegas	1,047	15,227	16,274	166	32	9,890	26,362
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	3,365	20.7	21.9
Independent	2,855	17.6	18.6
Affiliated	510	3.1	3.3
End User of Security	3,159	19.4	20.5
Communications	212	1.3	1.4
Educational Institution	172	1.1	1.1
Energy / Utility	94	0.6	0.6
Entertainment	61	0.4	0.4
Financial Institution	111	0.7	0.7
Government Agency – Federal	280	1.7	1.8
Government Agency –State/Local	163	1.0	1.1
Healthcare	86	0.5	0.6
Hospitality/Hotel/Casino	120	0.7	0.8
Human Resources	13	0.1	0.1
Information Technology	275	1.7	1.8
Insurance Company	23	0.1	0.2
Law Enforcement	123	0.8	0.8
Manufacturing Facility	266	1.6	1.7
Military	113	0.7	0.7
Real Estate	45	0.3	0.3
Retail	251	1.5	1.6
Security Consulting Firm	359	2.2	2.3
Transportation	63	0.4	0.4
Other End User	329	2.0	2.1
Systems Integrator	4,385	26.9	28.5
Commercial Systems Integrator	3,745	23.0	24.3
Home Systems Integrator	640	3.9	4.2
Other Security Professional	4,486	27.6	29.1
Central Station	651	4.0	4.2
Distributor	1,466	9.0	9.5
Security Equipment Manufacturer / Representative	1,406	8.7	9.1
Security Guard Service	260	1.6	1.7
Other Industry Professional	703	4.3	4.6
Total Conference and Exhibit Only Attendees Identified by Primary Business	15,395	94.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	879	5.4	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,274	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Electrical Contractor	136	0.8	0.9
Engineering	1,140	7.0	7.4
Facility/Loss Prevention	142	0.9	0.9
Human Resource Management	91	0.6	0.6
Information Technology	458	2.8	3.0
Law Enforcement/Public Safety	240	1.5	1.5
Operations/Building Management	441	2.7	2.9
Owner/Senior/General Management	6,149	37.8	40.1
Sales/Marketing	2,840	17.4	18.5
Security Management (VP/Director/Manager)	1,997	12.3	13.0
Technician/Installer/Integrator	1,132	6.9	7.4
Other	581	3.6	3.8
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	15,347	94.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	927	5.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,274	100.0	100.0

6. ASIS MEMBER			
ASIS MEMBER	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ASIS MEMBER
Yes	1,853	11.4	14.9
No	10,547	64.8	85.1
Total Conference and Exhibit Only Attendees Identified by ASIS Member	12,400	76.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by ASIS Member	3,874	23.8	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,274	100.0	100.0

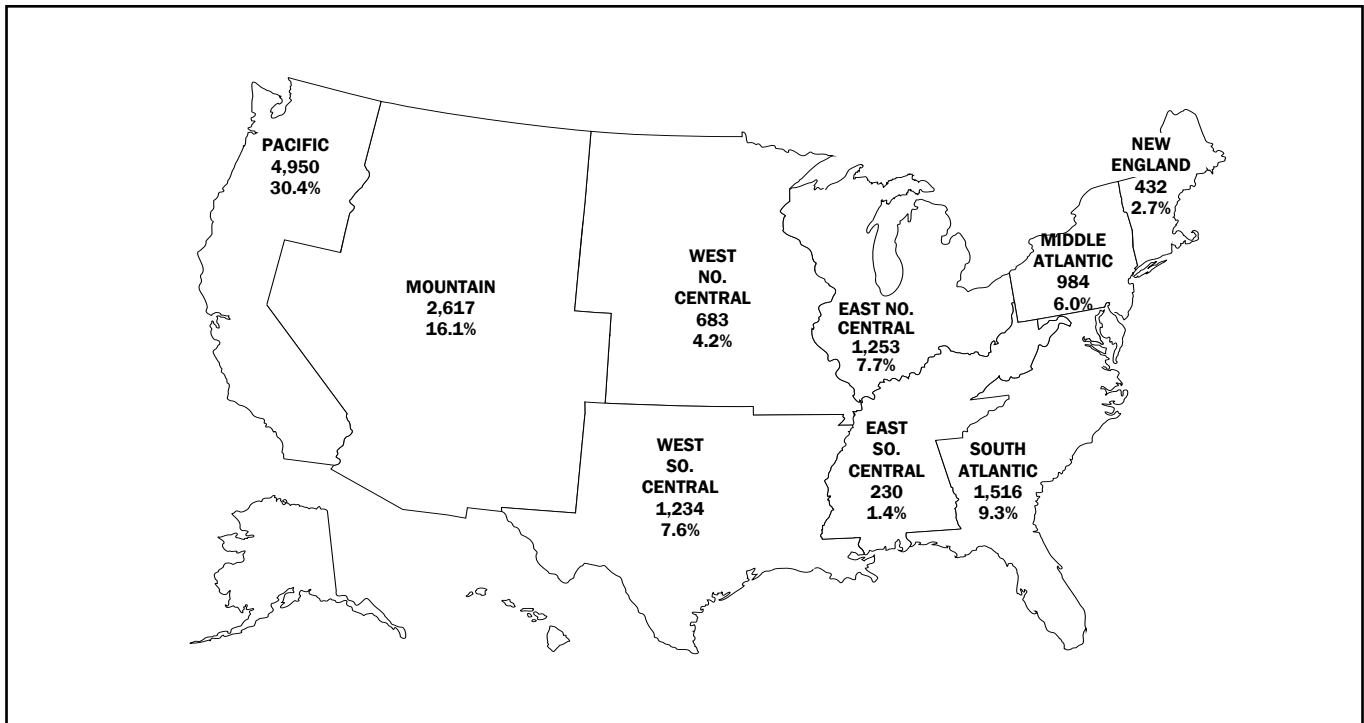
7. PRODUCT S CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security	14,092	86.6	98.5
Access Control	9,199	56.5	64.3
Alarms	7,358	45.2	51.5
Armored Car Service	393	2.4	2.7
Background Screening	1,073	6.6	7.5
CCTV	9,909	60.9	69.3
Communications Equipment	4,659	28.6	32.6
Deterrent Equipment	2,198	13.5	15.4
Financial Services	597	3.7	4.2
Fire Control	3,315	20.4	23.2
Guard Equipment/Supplies	1,073	6.6	7.5
HVAC	1,042	6.4	7.3
ID Systems	4,583	28.2	32.0
Inventory Control	1,567	9.6	11.0
Investigative Equipment/Services	1,238	7.6	8.7
Lighting -Commercial	1,520	9.3	10.6
Monitoring Services/Equipment	3,977	24.4	27.8
Personal Protection	1,521	9.3	10.6
Security Hardware	6,056	37.2	42.3
Surveillance Equipment	7,410	45.5	51.8
Systems Integration Products	4,869	29.9	34.0
Vehicle Protection Systems	1,244	7.6	8.7
Vehicles/Transportation	1,121	6.9	7.8
Wire & Cable	6,009	36.9	42.0
Wireless Equipment	6,576	40.4	46.0
Urban Security	2,582	15.9	18.1
City Emergency & Crisis Management	1,027	6.3	7.2
Detection Equipment	1,586	9.7	11.1
Port & Cargo	720	4.4	5.0
Tactical Gear	534	3.3	3.7
Urban Services	510	3.1	3.6
SmartHome	3,930	24.1	27.5
Audio/Video/Home Theater	2,759	17.0	19.3
Communication Systems	2,428	14.9	17.0
Lighting - Residential	1,229	7.6	8.6
Network/Internet	2,411	14.8	16.9
Information Security	5,553	34.1	38.8
Access Control	4,663	28.7	32.6
Anti-Spam	949	5.8	6.6
Email Security	1,180	7.3	8.3
Firewalls	1,371	8.4	9.6
Intrusion Detection/Protection	3,063	18.8	21.4
Network Security	2,241	13.8	15.7
Virus Protection	1,196	7.3	8.4
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	14,301	87.9	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	1,973	12.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	16,274	100.0	--

The above counts and percentages are based on 16,274 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	432	2.7
Maine	22	
New Hampshire	45	
Vermont	3	
Massachusetts	237	
Rhode Island	15	
Connecticut	110	
MIDDLE ATLANTIC	984	6.0
New York	507	
New Jersey	241	
Pennsylvania	236	
EAST NO. CENTRAL	1,253	7.7
Ohio	315	
Indiana	139	
Illinois	431	
Michigan	239	
Wisconsin	129	
WEST NO. CENTRAL	683	4.2
Minnesota	247	
Iowa	71	
Missouri	159	
North Dakota	25	
South Dakota	37	
Nebraska	58	
Kansas	86	
SOUTH ATLANTIC	1,516	9.3
Delaware	3	
Maryland	183	
Washington, DC	65	
Virginia	321	
West Virginia	21	
North Carolina	167	
South Carolina	75	
Georgia	188	
Florida	493	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	230	1.4
Kentucky	65	
Tennessee	87	
Alabama	57	
Mississippi	21	
WEST SO. CENTRAL	1,234	7.6
Arkansas	45	
Louisiana	72	
Oklahoma	158	
Texas	959	
MOUNTAIN	2,617	16.1
Montana	32	
Idaho	88	
Wyoming	21	
Colorado	377	
New Mexico	131	
Arizona	646	
Utah	390	
Nevada	932	
PACIFIC	4,950	30.4
Alaska	22	
Washington	320	
Oregon	172	
California	4,356	
Hawaii	80	
UNITED STATES	13,899	85.4
INTERNATIONAL	2,375	14.6
Canada	749	
Mexico	315	
Other International	1,311	
Total Conference & Exhibit Attendees	16,274	100.0



OFFICIAL ISC WEST 2008 REGISTRATION FORM

April 2-4, 2008 | Sands Expo and Convention Center | Las Vegas, NV | www.iscwest.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
- AD. Educational Institution
- AE. Energy/Utility
- AF. Entertainment
- AG. Financial Institution
- AH. Government Agency--Federal
- AJ. Government Agency--State/Local
- AK. Healthcare
- AM. Hospitality/Hotel/Casino
- AN. Human Resources
- AP. Information Technology
- AQ. Insurance Company
- AR. Law Enforcement
- AS. Manufacturing Facility
- AT. Military
- AV. Real Estate
- AW. Retail
- AU. Security Consulting Firm
- AX. Transportation
- AY. Other (specify) _____

System Integrator:

- BA. Commercial Systems Integrator
- AZ. Home Systems Integrator

Other Security Professional:

- BB. Central Station
- BC. Distributor
- BE. Security Equipmt / Manufacturer/Rep
- BD. Security Guard Service
- BF. 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/Din/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. Personal Protection
- AU. Security Hardware
- AV. Surveillance Equipment
- AW. Systems Integration Products
- AX. Vehicle Protection Systems
- AY. Vehicles/Transportation
- AZ. Wire & Cable
- BA. Wireless Equipment

Urban Security

- BB. City Emergency & Crisis Management
- BC. Detection Equipment
- BE. Port & Cargo
- BD. Tactical Gear
- BF. Urban Services

SmartHome

- BG. Audio/Video/Home Theater
- BH. Communication Systems

- BJ. Lighting - Residential
- BK. Network/Internet

Information Security

- BM. Access Control
- BN. Anti-Spam
- BP. Email Security
- BQ. Firewalls
- BR. Intrusion Detection/Protection
- BS. Network Security
- BT. Virus Protection

4. Please send me membership information on:

- 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

8. Upgrade your registration to, and become a member of the ISC Rewards program? (\$99 for 3 year membership)

- A. Yes
- B. No

9. In addition to your registration for ISC West 2008, would you like to register for the next three ISC events?

- A. Yes
- B. No

Expo hall only registration

Early Bird (Before 3/8/08) _____ Regular rate (Post 3/8/08 & on-site) _____
 \$50 \$75

ISC Education registration

Early Bird (Before 3/8) _____ Regular rate (Post 3/8) _____
 Full 3-day Package \$720 \$760
 Two-day Package \$575 \$600
 One-day Package \$375 \$400
 (Packages do not include IP Institute)

IP Institute - Level I \$695 \$795
 Security Tours \$20 \$20

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 6, 2008 will be refunded, less a \$100 service fee.
- No refunds will be made for cancellations received after this date or "no shows".

I wish to attend the following ISC Education classes:

April 1	April 2	April 3
<input type="checkbox"/> BU1	<input type="checkbox"/> AC10	<input type="checkbox"/> IT1
<input type="checkbox"/> BU5	<input type="checkbox"/> AC12	<input type="checkbox"/> IT4
<input type="checkbox"/> NI16	<input type="checkbox"/> AC3	<input type="checkbox"/> IT6
<input type="checkbox"/> SH2	<input type="checkbox"/> AC4	<input type="checkbox"/> NI1
<input type="checkbox"/> SS10	<input type="checkbox"/> AC6	<input type="checkbox"/> NI10
<input type="checkbox"/> SU14	<input type="checkbox"/> AC7	<input type="checkbox"/> NI13
<input type="checkbox"/> SU8	<input type="checkbox"/> BU3	<input type="checkbox"/> NI2
	<input type="checkbox"/> BU4	<input type="checkbox"/> NI6
	<input type="checkbox"/> BU8	<input type="checkbox"/> NI9
	<input type="checkbox"/> BU7	<input type="checkbox"/> SH4
	<input type="checkbox"/> CW1	<input type="checkbox"/> SH6
	<input type="checkbox"/> CW3	<input type="checkbox"/> SH7
	<input type="checkbox"/> CW5	<input type="checkbox"/> SS1
	<input type="checkbox"/> CW7	<input type="checkbox"/> SS11
	<input type="checkbox"/> CW8	<input type="checkbox"/> SS2
	<input type="checkbox"/> FC1	<input type="checkbox"/> SS3
	<input type="checkbox"/> FC2	<input type="checkbox"/> SS8
	<input type="checkbox"/> FC4	<input type="checkbox"/> SU13
	<input type="checkbox"/> HL10	<input type="checkbox"/> SU15
	<input type="checkbox"/> HL13	<input type="checkbox"/> SU16
	<input type="checkbox"/> HL3	<input type="checkbox"/> SU2
	<input type="checkbox"/> ISC1	<input type="checkbox"/> SU3
	<input type="checkbox"/> ISC4	<input type="checkbox"/> SU7
	<input type="checkbox"/> AC1	<input type="checkbox"/> NI12
	<input type="checkbox"/> AC2	<input type="checkbox"/> NI15
	<input type="checkbox"/> AC5	<input type="checkbox"/> NI17
	<input type="checkbox"/> AC8	<input type="checkbox"/> NI3
	<input type="checkbox"/> AC9	<input type="checkbox"/> NI4
	<input type="checkbox"/> CW2	<input type="checkbox"/> NI5
	<input type="checkbox"/> CW4	<input type="checkbox"/> NI7
	<input type="checkbox"/> CW9	<input type="checkbox"/> NI8
	<input type="checkbox"/> IFC5	<input type="checkbox"/> SH1
	<input type="checkbox"/> FC6	<input type="checkbox"/> SH3
	<input type="checkbox"/> FC7	<input type="checkbox"/> SH5
	<input type="checkbox"/> FC8	<input type="checkbox"/> SS4
	<input type="checkbox"/> HL1	<input type="checkbox"/> SS6
	<input type="checkbox"/> HL11	<input type="checkbox"/> SS7
	<input type="checkbox"/> HL12	<input type="checkbox"/> SS9
	<input type="checkbox"/> HL2	<input type="checkbox"/> SU1
	<input type="checkbox"/> HL7	<input type="checkbox"/> SU12
	<input type="checkbox"/> HL9	<input type="checkbox"/> SU17
	<input type="checkbox"/> ISC2	<input type="checkbox"/> SU18
	<input type="checkbox"/> IT5	<input type="checkbox"/> SU20
	<input type="checkbox"/> IT7	<input type="checkbox"/> SU4
	<input type="checkbox"/> IT8	<input type="checkbox"/> SU5

TO REGISTER:

Fax this form to (708) 344-4444 or mail to: CompuSystems, Inc - ISC West, PO Box 561, Brookfield, IL 60513-0561
 Questions? Call Customer Service at (800) 840-5602

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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