

ASIS INTERNATIONAL 2009



EVENT AUDIT

DATES OF EVENT:

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

LOCATION:

Anaheim, CA

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: October 12-15, 2010
Exhibits: October 12-14, 2010

LOCATION:

Dallas, TX



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, system integrators and others. Attendee types of business primarily include: distribution/warehousing, financial services/insurance, government/administrative agencies, industrial/manufacturing, consulting, security protective services/dealer/installer/investigations, information technology, and others.

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 |
|---------------------------|----------------|----------------------|------------------------|--|----------|-------|---|---------------|
| 2009 | Anaheim, CA | 3,540 | 8,057 | 11,597 | -- | 57 | 7,635 | 19,289 |
| 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 |

4a. PRIMARY BUSINESS/INDUSTRY

| PRIMARY BUSINESS/INDUSTRY | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY PRIMARY BUSINESS/ INDUSTRY |
|---|-----------------|------------------|--|
| Architectural/engineering firm | 207 | 1.1 | 2.2 |
| Communications (telephone, cable, media) | 284 | 1.5 | 3.1 |
| Distributor/warehousing | 400 | 2.1 | 4.3 |
| Educational institution (school, university, library, museum) | 192 | 1.0 | 2.1 |
| Entertainment or sports facility | 87 | 0.5 | 0.9 |
| Financial Services/insurance | 337 | 1.7 | 3.6 |
| Government/administrative agency | 519 | 2.7 | 5.6 |
| Military | 181 | 0.9 | 2.0 |
| Law enforcement/corrections | 217 | 1.1 | 2.3 |
| Healthcare | 215 | 1.1 | 2.3 |
| Hospitality/themed entertainment/casino | 66 | 0.3 | 0.7 |
| Industrial/manufacturing | 635 | 3.3 | 6.9 |
| Energy (oil, gas, mining extraction) | 138 | 0.7 | 1.5 |
| Real estate (commercial/residential) | 71 | 0.4 | 0.8 |
| Retail/food services | 180 | 0.9 | 1.9 |
| Consulting | 728 | 3.8 | 7.9 |
| Security - Protective Services | 715 | 3.7 | 7.7 |
| Security - Dealer/installer | 1,146 | 5.9 | 12.4 |
| Security - Investigations | 152 | 0.8 | 1.6 |
| Transportation (air, rail, surface) | 136 | 0.7 | 1.5 |
| Utility (gas, electric, nuclear, water) | 107 | 0.6 | 1.2 |
| Research and development | 163 | 0.8 | 1.8 |
| Information technology | 357 | 1.9 | 3.9 |
| Other | 2,018 | 10.5 | 21.8 |
| Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry | 9,251 | 48.0 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry | 10,038 | 52.0 | |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 19,289 | 100.0 | |

4b. PRIMARY JOB TITLE

| PRIMARY JOB TITLE | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY PRIMARY JOB TITLE |
|---|-----------------|------------------|---|
| Architect / Engineer | 517 | 2.7 | 5.6 |
| Security/Loss Prevention Management (vice president, director, manager or supervisor of security) | 1,593 | 8.3 | 17.1 |
| Executive/Financial Mgmt (owner, partner, president, vice president, controller, or treasurer) | 1,906 | 9.9 | 20.5 |
| Other Mgmt (director, manager, or supervisor of safety/Human Resources/Plant/Facility/Operations) | 1,415 | 7.3 | 15.2 |
| Consultant | 927 | 4.8 | 10.0 |
| Active Military / Government Personnel | 480 | 2.5 | 5.2 |
| Law Enforcement | 222 | 1.2 | 2.4 |
| System Integrator | 1,210 | 6.3 | 13.0 |
| Other | 1,036 | 5.4 | 11.1 |
| Total Conference and Exhibit Only Attendees Identified by Job Title | 9,306 | 48.2 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Job Title | 9,983 | 51.8 | |
| TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES | 19,289 | 100.0 | |

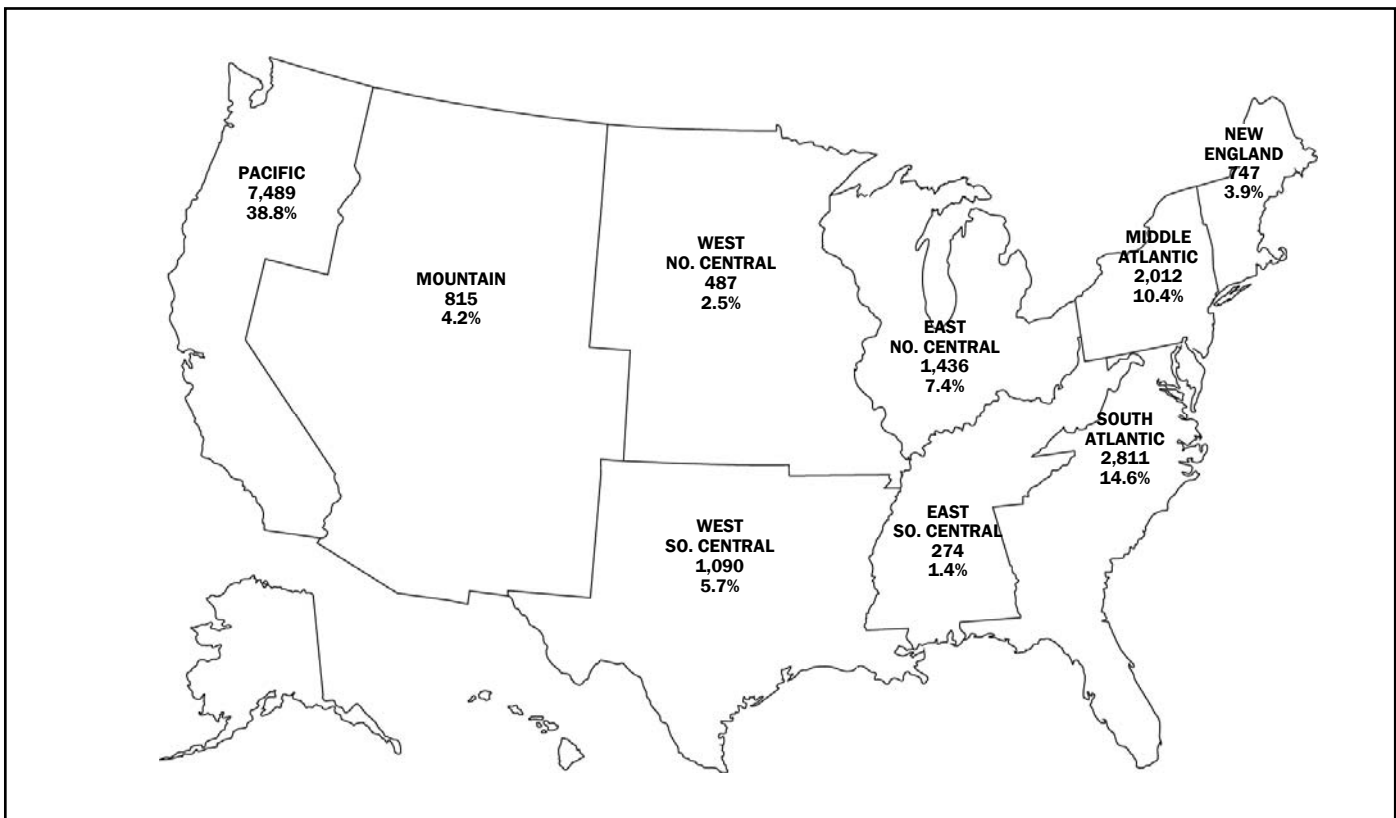
4c. REASON FOR REGISTERING

| REASON FOR REGISTERING | TOTAL ATTENDEES | PERCENT OF TOTAL | PERCENT IDENTIFIED BY REASON FOR REGISTERING |
|--|-----------------|------------------|--|
| Postcard | 233 | 1.2 | 2.5 |
| Invitation from exhibitor | 1,199 | 6.2 | 12.9 |
| Security Management magazine | 1,097 | 5.7 | 11.8 |
| Seminar brochure | 1,554 | 8.1 | 16.7 |
| Colleague | 3,388 | 17.6 | 36.4 |
| Other publications (specify) | 51 | 0.3 | 0.5 |
| Email | 464 | 2.4 | 5.0 |
| Web | 168 | 0.9 | 1.8 |
| Other | 1,155 | 6.0 | 12.4 |
| Total Conference and Exhibit Only Attendees Identified by Reason for Registering | 9,309 | 48.3 | 100.0 |
| Total Conference and Exhibit Only Attendees Not Identified by Reason for Registering | 9,980 | 51.7 | |
| TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES | 19,289 | 100.0 | |

4d. PURCHASING ROLE

| This is an analysis of 6,855 respondents who indicated products they are interested in purchasing. Since an attendee may choose more than one response, the total number of responses may exceed the total number of attendees. | Number of Attendee Responses | *Percent of total attendees | **Percentage identified by products interested in purchasing |
|---|------------------------------|-----------------------------|--|
| Access Control | 5,528 | 28.7 | 80.6 |
| Alarms | 3,685 | 19.1 | 53.8 |
| Asset Recovery and Staining | 567 | 2.9 | 8.3 |
| Asset Tracking | 1,556 | 8.1 | 22.7 |
| Biometrics | 2,784 | 14.4 | 40.6 |
| Blast Mitigation Fixed Shades | 483 | 2.5 | 7.0 |
| Bullet Resistant Systems | 860 | 4.5 | 12.5 |
| Blast Walls | 499 | 2.6 | 7.3 |
| Central Station Monitoring | 1,847 | 9.6 | 26.9 |
| Closed-circuit Television | 4,343 | 22.5 | 63.4 |
| Command and Control Centers | 2,000 | 10.4 | 29.2 |
| Certification | 939 | 4.9 | 13.7 |
| Communication Equipment | 2,081 | 10.8 | 30.4 |
| Computer Security | 1,482 | 7.7 | 21.6 |
| Consulting Services | 1,556 | 8.1 | 22.7 |
| Countereavesdropping | 477 | 2.5 | 7.0 |
| Crisis & Emergency Management | 1,369 | 7.1 | 20.0 |
| Chemical Trace Detection | 387 | 2.0 | 5.6 |
| Covert Video | 1,822 | 9.4 | 26.6 |
| Citywide CCTV/Public Safety Systems | 1,364 | 7.1 | 19.9 |
| Database | 760 | 3.9 | 11.1 |
| Doors and Door Frames | 941 | 4.9 | 13.7 |
| Decals | 396 | 2.1 | 5.8 |
| Document Destruction | 466 | 2.4 | 6.8 |
| Door Control Hardware | 1,876 | 9.7 | 27.4 |
| Dispatch Systems | 588 | 3.0 | 8.6 |
| Digital Video Recorders | 2,857 | 14.8 | 41.7 |
| Electronic Article Surveillance | 876 | 4.5 | 12.8 |
| Education | 879 | 4.6 | 12.8 |
| Explosive Detector Dogs | 249 | 1.3 | 3.6 |
| Explosive Engineering | 281 | 1.5 | 4.1 |
| Employee Screening | 778 | 4.0 | 11.3 |
| Executive Protection | 909 | 4.7 | 13.3 |
| First Aid/Emergency Equipment | 752 | 3.9 | 11.0 |
| Forgery/Fraud | 447 | 2.3 | 6.5 |
| Financial Services | 267 | 1.4 | 3.9 |
| Fire Safety | 1,020 | 5.3 | 14.9 |
| Guard Dogs | 174 | 0.9 | 2.5 |
| Global Positioning Systems | 676 | 3.5 | 9.9 |
| Guard Shelters | 495 | 2.6 | 7.2 |
| Guard Services | 895 | 4.6 | 13.1 |
| Homeland Security | 1,371 | 7.1 | 20.0 |
| Identification Products | 1,269 | 6.6 | 18.5 |
| Insurance | 208 | 1.1 | 3.0 |
| Integrated Security Systems/Bldg Mgt Systems | 1,872 | 9.7 | 27.3 |
| Intrusion Detection Equipment | 2,149 | 11.1 | 31.3 |
| Investigative Services | 689 | 3.6 | 10.1 |
| IP Networking Products | 1,938 | 10.0 | 28.3 |
| Internet Services | 568 | 2.9 | 8.3 |
| Key Controls | 1,380 | 7.2 | 20.1 |
| Lighting | 1,042 | 5.4 | 15.2 |
| Locks | 1,696 | 8.8 | 24.7 |
| Mirrors | 354 | 1.8 | 5.2 |
| Modular Vaults | 329 | 1.7 | 4.8 |
| Night Vision Devices | 882 | 4.6 | 12.9 |
| Object Detection | 918 | 4.8 | 13.4 |
| Optical Turnstiles | 820 | 4.3 | 12.0 |
| Patrol Accessories | 537 | 2.8 | 7.8 |
| Pharmaceuticals | 186 | 1.0 | 2.7 |
| Product Development | 408 | 2.1 | 6.0 |
| Perimeter Protection | 1,687 | 8.7 | 24.6 |
| Parking | 1,015 | 5.3 | 14.8 |
| Pilferage | 391 | 2.0 | 5.7 |
| Personal Protection Devices | 697 | 3.6 | 10.2 |
| Power Sources | 608 | 3.2 | 8.9 |
| Professional Development | 673 | 3.5 | 9.8 |
| Project Management | 1,093 | 5.7 | 15.9 |
| Protective Barriers | 823 | 4.3 | 12.0 |
| Product Safety Testing | 170 | 0.9 | 2.5 |
| Publications | 279 | 1.4 | 4.1 |
| Recruitment | 303 | 1.6 | 4.4 |
| Safes & Security Containers | 785 | 4.1 | 11.5 |
| Security Doors | 1,554 | 8.1 | 22.7 |
| Software | 1,229 | 6.4 | 17.9 |
| Security Personnel | 1,057 | 5.5 | 15.4 |
| Smoking Shelters | 117 | 0.6 | 1.7 |
| Signal Transmissions Systems | 505 | 2.6 | 7.4 |
| Still Cameras/Surveillance & Evidentiary | 1,347 | 7.0 | 19.6 |
| Substance Abuse | 223 | 1.2 | 3.3 |
| Surge Protectors | 631 | 3.3 | 9.2 |
| Surveillance | 2,420 | 12.5 | 35.3 |
| Safety & Security Window Film | 714 | 3.7 | 10.4 |
| Threat Assessments | 1,191 | 6.2 | 17.4 |
| Technical Furniture - Consoles & Racks | 506 | 2.6 | 7.4 |
| Tactical Lighting | 462 | 2.4 | 6.7 |
| Training | 1,048 | 5.4 | 15.3 |
| Trade Secrets | 320 | 1.7 | 4.7 |
| Truth Verification | 274 | 1.4 | 4.0 |
| Travel Safety & Security | 700 | 3.6 | 10.2 |
| Uniforms, Protective Apparel & Accessories | 530 | 2.7 | 7.7 |
| Video Encryption | 1,013 | 5.3 | 14.8 |
| Video Transmissions | 1,652 | 8.6 | 24.1 |
| Weapons | 476 | 2.5 | 6.9 |
| Weapons Disposal | 172 | 0.9 | 2.5 |
| Workplace Violence | 753 | 3.9 | 11.0 |
| X-ray, Metal, Weapons & Bomb Detection Equipment | 948 | 4.9 | 13.8 |
| TOTAL ATTENDEE RESPONSES | 99,193 | | |
| Total Conference and Exhibit Only Attendees Identified by Reason for Registering | 6,855 | 35.5 | |
| Total Conference and Exhibit Only Attendees Not Identified by Reason for Registering | 12,434 | 64.5 | |
| TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES | 19,289 | 100.0 | |

| 5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES | | | | | |
|---|-------|---------|---|---------------|--------------|
| STATE | TOTAL | PERCENT | STATE | TOTAL | PERCENT |
| NEW ENGLAND | 747 | 3.9 | EAST SO. CENTRAL | 274 | 1.4 |
| Maine | 21 | | Kentucky | 57 | |
| New Hampshire | 43 | | Tennessee | 120 | |
| Vermont | 1 | | Alabama | 83 | |
| Massachusetts | 472 | | Mississippi | 14 | |
| Rhode Island | 13 | | WEST SO. CENTRAL | 1,090 | 5.7 |
| Connecticut | 197 | | Arkansas | 32 | |
| MIDDLE ATLANTIC | 2,012 | 10.4 | Louisiana | 42 | |
| New York | 950 | | Oklahoma | 40 | |
| New Jersey | 741 | | Texas | 976 | |
| Pennsylvania | 321 | | MOUNTAIN | 815 | 4.2 |
| EAST NO. CENTRAL | 1,436 | 7.4 | Montana | 3 | |
| Ohio | 211 | | Idaho | 21 | |
| Indiana | 218 | | Wyoming | 21 | |
| Illinois | 608 | | Colorado | 251 | |
| Michigan | 216 | | New Mexico | 61 | |
| Wisconsin | 183 | | Arizona | 259 | |
| WEST NO. CENTRAL | 487 | 2.5 | Utah | 80 | |
| Minnesota | 191 | | Nevada | 119 | |
| Iowa | 32 | | PACIFIC | 7,489 | 38.8 |
| Missouri | 170 | | Alaska | 11 | |
| North Dakota | 5 | | Washington | 294 | |
| South Dakota | 3 | | Oregon | 286 | |
| Nebraska | 38 | | California | 6869 | |
| Kansas | 48 | | Hawaii | 29 | |
| SOUTH ATLANTIC | 2,811 | 14.6 | UNITED STATES | 17,161 | 89.0 |
| Delaware | 19 | | INTERNATIONAL | 2,128 | 11.0 |
| Maryland | 300 | | Canada | 718 | |
| Washington, DC | 274 | | Mexico | 160 | |
| Virginia | 692 | | Other International | 1,250 | |
| West Virginia | 24 | | Total Conference and Exhibit Only Attendees Identified by Geographic Breakout | 19,289 | |
| North Carolina | 171 | | Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout | - | - |
| South Carolina | 123 | | TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES | 19,289 | 100.0 |
| Georgia | 405 | | | | |
| Florida | 803 | | | | |





Registration

HOTEL INFORMATION

Make reservations and view map and hotel locations at www.asisonline.org/asis2009/housing.

Four Easy Ways to Register
Internet: www.asisonline.org/asis2009/registration
Phone: ASIS Registration
 +1.800.941.2128 or +1.980.233.3813, 8:30 am-5:00 pm EDT
 +1.980.233.3800
Fax: +1.980.233.3800
Mail: 10900 Granite Street, Charlotte, NC 28273 USA
 After 3:00 p.m. EDT, Friday, September 18, you must register on-site at the Anaheim Convention Center.

PHOTO ID REQUIRED FOR ADMISSION ON-SITE.
 Acceptable IDs include a valid driver's license, passport, or military ID. **09WEBFORM**

COMPLETE BOTH SIDES OF THIS FORM WHEN REGISTERING.

1. PERSONAL INFORMATION

(Please peel address label from mailing panel, if available, and place below. Otherwise, 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 _____ 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 list)

COMPLETE ONLY IF PARTICIPATING IN THE GUEST PROGRAM (FEE APPLIES)

First Name of Guest _____ Last Name _____

JOIN ASIS AND PAY MEMBER RATES!
 Completed membership application must be attached to receive the discount. Find the application at www.asisonline.org/application.html
 \$170 (\$150 annual dues + \$20 processing fee) prior to July 1, 2009
 \$ 95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2009

TEAM DISCOUNT POLICY
 For every ten (10) people from an organization registering for the Full Seminar, the 11th person attends the Full Seminar for free. To qualify, all registrations must be submitted together at the same time via fax or mail and include payment in full. Direct these registrations to: Fax +1.980.233.3800, or by mail to: ASIS Registration, 10900 Granite Street, Charlotte, NC 28273 USA.

CANCELLATION POLICY
 All cancellation requests must be made in writing. To receive a full refund, you must notify ASIS Registration in writing on or before August 21, 2009. Mail requests to: ASIS Registration, 10900 Granite Street, Charlotte, NC 28273 USA or send via e-mail to asis@epicreg.com. Cancellations received after August 21 are subject to a \$100 cancellation fee. No refunds are available for cancellations received on or after September 2, 2009 or for "no shows." (NOTE: Exhibits Only registration fees are non-refundable and non-transferable.)

Please remember to bring your confirmation to ASIS Registration at the Anaheim Convention Center to expedite processing.
 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)(C) of the Tax Reform Act of 1986.

September 21-24, 2009 | Anaheim Convention Center | Anaheim, California | www.asisonline.org/asis2009

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)
 95 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/human resources/plant/facility/operations or other management personnel)
 91 Security/loss prevention management (vice president, director, manager, or supervisor of security)
 88 System Integrator
 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/themed entertainment/casino
 71 Industrial/manufacturing
 85 Information technology
 68 Law enforcement/connections
 76 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
 86 Systems Integration
 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/asis2009/personal/planner.

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 Fax: +1.203.447.2900
www.bpaww.com



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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
 TYPE: EVENT AUDIT
 ID Number: E966X0S9