

EVENT AUDIT



DATES OF EVENT:

Conference: October 27 – 29, 2009

Exhibits: October 28 – 29, 2009

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: November 3 – 4, 2010

Exhibits: November 3 – 4, 2010

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 their confirmation by email were required to pick up their badge onsite. The registrant was then scanned into the system as verified. In addition, scanning guns were used to scan attendees' badges as they entered 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
2009	New York	44	6,287	--	6,331	61	66	1,882	8,340
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
Commercial Systems Integrator	614	9.7	11.1
Residential Systems Integrator	151	2.4	2.7
Security Dealer / Installer	1,484	23.4	26.8
End User of Security (TOTAL)	2,047	32.3	37.0
Architect	25	0.4	0.5
Communications	151	2.4	2.7
Educational Institution	154	2.4	2.8
Energy / Utility	33	0.5	0.6
Entertainment	38	0.6	0.7
Financial Institution	75	1.2	1.4
Government Agency - Federal	113	1.8	2.0
Government Agency - State/Local	155	2.5	2.8
Healthcare	85	1.3	1.5
Hospitality/Hotel/Casino	54	0.9	1.0
Human Resources	6	0.1	0.1
Information Technology	184	2.9	3.3
Insurance Company	11	0.2	0.2
Law Enforcement	140	2.2	2.5
Manufacturing Facility	110	1.7	2.0
Military	19	0.3	0.3
Security Consulting Firm	260	4.1	4.7
Real Estate	123	1.9	2.2
Retail	236	3.7	4.3
Transportation	75	1.2	1.4
Other Security Professional (TOTAL)	1,239	19.6	22.4
Central Station	202	3.2	3.7
Distributor	367	5.8	6.6
Security Guard Service	100	1.6	1.8
Security Equipment Manufacturer / Representative	411	6.5	7.4
Other Industry Professional	159	2.5	2.9
Total Conference and Exhibit Only Attendees Identified by Primary Business	5,535	87.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	796	12.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,331	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Electrical Contractor	149	2.3	2.8
Engineering	422	6.7	7.9
Facility/Loss Prevention	78	1.2	1.4
Human Resource Management	18	0.3	0.3
Information Technology	296	4.7	5.5
Law Enforcement/Public Safety	183	2.9	3.4
Operations/Building/Facility Management	156	2.5	2.9
Owner/Senior/General/Executive Management	1,349	21.3	25.1
Sales/Marketing	1,195	18.9	22.3
Security Management (VP/Director/Manager)	555	8.8	10.3
Technician/Installer/Integrator	713	11.2	13.3
Other	256	4.0	4.8
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	5,370	84.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	961	15.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,331	100.0	100.0

6. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
1 - 49 employees	3,425	54.1	65.5
50 - 99 employees	279	4.4	5.3
100 - 249 employees	401	6.3	7.7
250 - 499 employees	99	1.6	1.9
500 - 999 employees	215	3.4	4.1
1,000 - 4,999 employees	277	4.4	5.3
5,000 - 9,999 employees	147	2.3	2.8
10,000 - 24,999 employees	223	3.5	4.2
25,000 and over	166	2.6	3.2
Total Conference and Exhibit Only Attendees Identified by Company Size	5,232	82.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	1,099	17.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,331	100.0	100.0

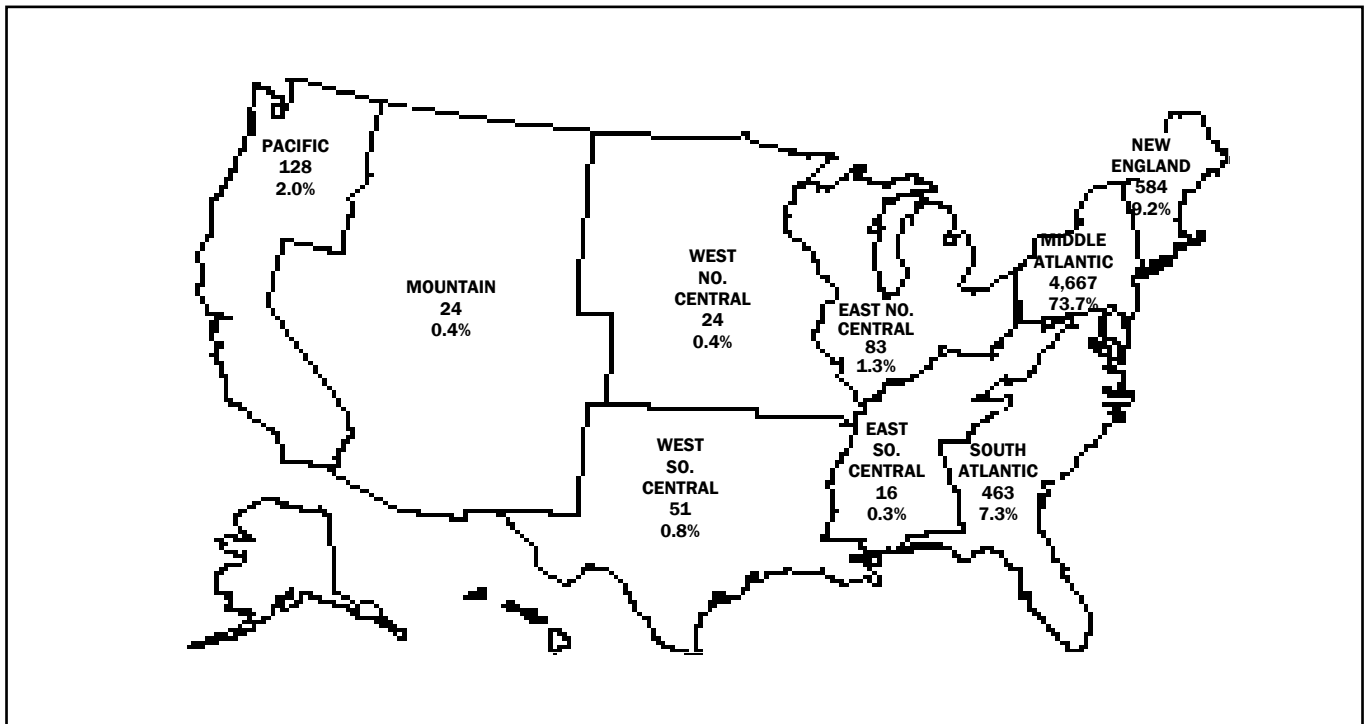
7. PRODUCTS CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security (NET)	5,131	81.0	97.9
Access Control	3,304	52.2	63.1
Alarms	2,611	41.2	49.8
Armored Car Service	154	2.4	2.9
Background Screening	396	6.3	7.6
CCTV	3,782	59.7	72.2
Communications Equipment	1,588	25.1	30.3
Content Analytics	391	6.2	7.5
Deterrent Equipment	833	13.2	15.9
Facility Loss Prevention	677	10.7	12.9
Financial Services	210	3.3	4.0
Fire Control	1,498	23.7	28.6
Guard Equipment / Supplies	406	6.4	7.7
HVAC	573	9.1	10.9
ID Systems	1,344	21.2	25.7
Integrated Green Technology	470	7.4	9.0
Inventory Control	472	7.5	9.0
Investigative Equipment / Services	411	6.5	7.8
IP Technology	1,752	27.7	33.4
Lighting - Commercial	657	10.4	12.5
Monitoring Services / Equipment	1,127	17.8	21.5
Personal Protection	699	11.0	13.3
SaaS (Software as a Service)	242	3.8	4.6
Security Hardware	2,230	35.2	42.6
Storage	690	10.9	13.2
Surveillance Equipment	2,581	40.8	49.3
Systems Integration Products	1,338	21.1	25.5
Vehicle Protection Systems	474	7.5	9.0
Vehicles / Transportation	421	6.6	8.0
Video Analytics	1,267	20.0	24.2
Wire and Cable	2,157	34.1	41.2
Wireless Equipment	2,326	36.7	44.4
Public Security & Safety (NET)	1,661	26.2	31.7
Border Protection	264	4.2	5.0
Campus Safety	695	11.0	13.3
City Emergency & Crisis Management	393	6.2	7.5
Detection Equipment	696	11.0	13.3
Outdoor Perimeter Protection	963	15.2	18.4
Port and Cargo	282	4.5	5.4
Transportation Security	462	7.3	8.8
Urban Services	246	3.9	4.7
SmartHome (NET)	1,704	26.9	32.5
Audio / Video / Home Theater	1,155	18.2	22.0
Communication Systems	1,098	17.3	21.0
Lighting - Residential	646	10.2	12.3
Network / Internet	1,146	18.1	21.9
Information Security (NET)	1,532	24.2	29.2
IT Access Control	993	15.7	19.0
Anti-Spam	402	6.3	7.7
Email Security	467	7.4	8.9
Firewalls	552	8.7	10.5
Intrusion Detection / Protection	833	13.2	15.9
Network Security	775	12.2	14.8
Virus Protection	496	7.8	9.5
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	5,239	82.8	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	1,092	17.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,331	100.0	--

The above counts and percentages are based on 6,331 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	584	9.2
Maine	4	
New Hampshire	15	
Vermont	7	
Massachusetts	162	
Rhode Island	29	
Connecticut	367	
MIDDLE ATLANTIC	4,667	73.7
New York	2,851	
New Jersey	1,389	
Pennsylvania	427	
EAST NO. CENTRAL	83	1.3
Ohio	17	
Indiana	5	
Illinois	41	
Michigan	12	
Wisconsin	8	
WEST NO. CENTRAL	26	0.4
Minnesota	14	
Iowa	--	
Missouri	2	
North Dakota	--	
South Dakota	--	
Nebraska	10	
Kansas	--	
SOUTH ATLANTIC	463	7.3
Delaware	46	
Maryland	139	
Washington, DC	26	
Virginia	82	
West Virginia	2	
North Carolina	33	
South Carolina	9	
Georgia	24	
Florida	102	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	16	0.3
Kentucky	6	
Tennessee	3	
Alabama	6	
Mississippi	1	
WEST SO. CENTRAL	51	0.8
Arkansas	--	
Louisiana	6	
Oklahoma	3	
Texas	42	
MOUNTAIN	24	0.4
Montana	--	
Idaho	--	
Wyoming	--	
Colorado	11	
New Mexico	--	
Arizona	4	
Utah	5	
Nevada	4	
PACIFIC	128	2.0
Alaska	1	
Washington	15	
Oregon	8	
California	103	
Hawaii	1	
UNITED STATES	6,042	95.4
INTERNATIONAL	289	4.6
Canada	42	
Mexico	5	
Other International	242	
Total Conference & Exhibit Attendees	6,331	100.0



OFFICIAL ISC East 2009 REGISTRATION FORM

Conference: October 27-29, 2009 | Exhibits: October 28-29, 2009 | New York, NY

General Information

Primary Registrant/First Name _____ MI _____ Last Name _____ Priority Code **OS**

Company Name _____

Mailing Address _____

City _____

State _____ Zip Code _____ Country _____

We collect this data in order to provide you with information about ISC East 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)

- BA. Commercial Systems Integrator
- AZ. Residential Systems Integrator
- AA. Security Dealer/Installer
- End user of Security:**
- AB. Architect
- 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
- 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)

- F. Electrical Contractor
- E. Engineering
- H. Facility/Loss Prevention
- M. Human Resource Management
- K. Information Technology
- J. Law Enforcement/Public Safety
- G. Operations/Building Mgmt.
- A. Owner/Senior/General Mgmt.
- C. Sales/Marketing
- B. Security Management (VP/Dir/Mgr)
- D. Technician/Installer/Integrator
- N. 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. Content Analytics
- AH. Deterrent Equipment
- AJ. Facility Loss Prevention
- AK. Financial Services
- AM. Fire Control
- AN. Guard Equipment/Supplies
- AP. HVAC
- AQ. ID Systems
- AR. Integrated Green Technology
- AS. Inventory Control
- AT. Investigative Equipment/Services
- CB. IP Technology
- AU. Lighting -Commercial
- AV. Monitoring Services/Equipment
- AX. Personal Protection
- CC. SaaS (Software as a Service)
- AY. Security Hardware
- CD. Storage
- AZ. Surveillance Equipment
- BA. Systems Integration Products
- BB. Vehicle Protection Systems
- BC. Vehicles/Transportation
- BD. Video Analytics
- BE. Wire & Cable
- BF. Wireless Equipment
- Public Security & Safety**
- CA. Border Protection
- CB. Campus Security
- BG. City Emergency & Crisis Management
- BH. Detection Equipment
- BJ. Outdoor Perimeter Protection
- BK. Port & Cargo
- BM. Transportation Security
- BN. Urban Services
- SmartHome**

- BP. Audio/Video/Home Theater
- BQ. Communication Systems
- BR. Lighting - Residential
- BS. Network/Internet
- Information Security**
- BT. IT Access Control
- BU. Anti-Spam
- BV. Email Security
- BW. Firewalls
- BX. Intrusion Detection/Protection
- BY. Network Security
- BZ. Virus Protection

4. Please send me membership information on:

- A. SIA
- B. I do not wish to receive information

5. 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

7. 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. 1,000 - 4,999 Employees
- G. 5,000 - 9,999 Employees
- H. 10,000 - 24,999 Employees

8. In addition to your registration for ISC East 2009, would you like to register for the next three ISC events?

- A. Yes
- B. No

Expo hall only registration

Regular rate

- \$50

ISC Education registration

Regular rate

- All Access Package \$945
 - I will be attending the IP Institute
- IP Institute - Level I \$745
 - Tuesday, 10/27/09: 8:00 am - 5:00 pm
- PSA TEC @ ISC Wednesday Only \$175
- PSA TEC @ ISC Thursday Only \$175
- Public Security & Safety FREE
- JTMC Field Trip \$99

Vendor Solution Sessions

Regular Rate

- Axis Communications: FREE
 - Wed., 10/28/09: 10:30 am - 12:30 pm
- Dedicated Micros: FREE
 - Wed., 10/28/09: 1:00 pm - 3:00 pm

Method of Payment: (no purchase orders)

- Check or money order # payable to Reed Exhibition Companies
- Charge to my credit card: Amer Mastercard Visa

Account # _____

Expiration Date - Month/Year _____

Cardholder's name (please print) _____

Cardholder's name (signature) _____

TO REGISTER:

Fax this form to (708) 344-4444 or mail to:

CompuSystems, Inc - ISC East, PO Box 561, Brookfield, IL 60513-0561

Questions? Call Customer Service at (800) 840-5602

Substitution & Cancellation Policy

- Your registration may be transferred
- Alternatively, your registration can be applied to the 2010 ISC East Conference if this request is made in writing before October 15th.
- No credits can be applied for cancellations received after this date or "no shows".

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
www.exhibitsurveys.com



**Exhibit
Surveys**

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 ISC East 2009 held October 27 – 29 at the Jacob K. Javits Center in New York City 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