

ASIS INTERNATIONAL 2010



EVENT AUDIT

DATES OF EVENT:

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

LOCATION:

Dallas, TX

EVENT PRODUCER/MANAGER:

Shannon Burch
Company Name: ASIS International
1625 Prince Street
Alexandria, VA 22314
Phone: 703-518-1424
Website (Show): www.asisonline.org

REGISTRATION COMPANY:

EPIC
Phone: 704-943-1003

YEAR EVENT ESTABLISHED:

1955

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 19-21, 2011
Exhibits: September 19-21, 2011

LOCATION:

Orlando, FL



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:

Conference, Exhibit Only Attendees and Media included in this audit report were verified as having attended the event. 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
2010	Dallas, TX	3,840	8,173	12,013	--	57	7,654	19,724
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

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/ INDUSTRY
Architectural/engineering firm	233	1.2	2.2
Communications (telephone, cable, media)	333	1.7	3.2
Distributor/warehousing	435	2.2	4.2
Educational institution (school, university, library, museum)	306	1.6	2.9
Entertainment or sports facility	44	0.2	0.4
Financial Services/insurance	401	2.0	3.8
Government/administrative agency	526	2.7	5.0
Military	131	0.7	1.3
Law enforcement/corrections	184	0.9	1.8
Healthcare	298	1.5	2.9
Hospitality/themed entertainment/casino	58	0.3	0.6
Industrial/manufacturing	781	4.0	7.5
Energy (oil, gas, mining extraction)	226	1.1	2.2
Real estate (commercial/residential)	71	0.4	0.7
Retail/food services	250	1.3	2.4
Consulting	690	3.5	6.6
Security - Protective Services	740	3.8	7.1
Security - Dealer/installer	1,515	7.7	14.5
Security - Investigations	146	0.7	1.4
Transportation (air, rail, surface)	188	1.0	1.8
Utility (gas, electric, nuclear, water)	127	0.6	1.2
Research and development	138	0.7	1.3
Information technology	396	2.0	3.8
Systems Integration	1,181	6.0	11.3
Other	1,020	5.2	9.8
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	10,418	52.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	9,306	47.2	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,724	100.0	

4b. PRIMARY JOB TITLE

PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Architect / Engineer	471	2.4	4.5
Security/Loss Prevention Management (vice president, director, manager or supervisor of security)	2,115	10.7	20.3
Executive/Financial Mgmt (owner, partner, president, vice president, controller, or treasurer)	1,927	9.8	18.5
Other Mgmt (director, manager, or supervisor of safety/Human Resources/Plant/Facility/Operations)	1,575	8.0	15.1
Consultant	987	5.0	9.5
Active Military / Government Personnel	400	2.0	3.8
Law Enforcement	221	1.1	2.1
System Integrator	1392	7.1	13.3
Other	1,343	6.8	12.9
Total Conference and Exhibit Only Attendees Identified by Job Title	10,431	52.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	9,293	47.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,724	100.0	

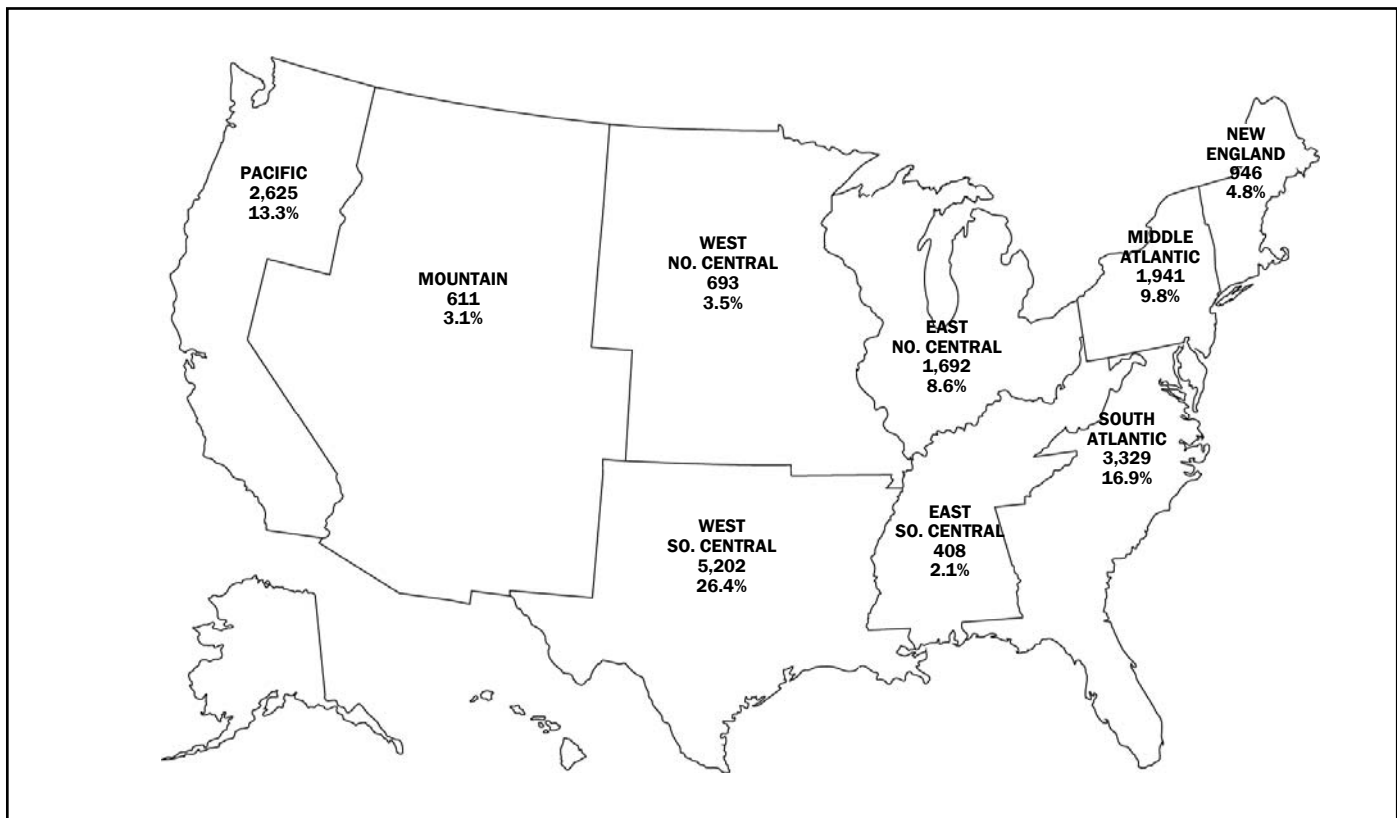
4c. REASON FOR REGISTERING

REASON FOR REGISTERING	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Postcard	236	1.2	2.3
Invitation from exhibitor	825	4.2	7.9
Security Management magazine	1,193	6.0	11.4
Seminar brochure	1,926	9.8	18.5
Colleague	4,311	21.9	41.3
Other publications	42	0.2	0.4
Email	439	2.2	4.2
Web	175	0.9	1.7
Law Enforcement/Military Appreciation Day	68	0.3	0.7
Other	1213	6.1	11.6
Total Conference and Exhibit Only Attendees Identified by Reason for Registering	10,428	52.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Reason for Registering	9,296	47.1	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,724	100.0	



4d. PRODUCT INTEREST			
This is an analysis of 10,047 respondents who indicated products in which they were interested in purchasing. Since an attendee could 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	6,695	33.9	66.6
Alarms	4,560	23.1	45.4
Asset Recovery and Staining	741	3.8	7.4
Asset Tracking	1,961	9.9	19.5
Biometrics	3,322	16.8	33.1
Blast Mitigation Fixed Shades	525	2.7	5.2
Bullet Resistant Systems	958	4.9	9.5
Blast Walls	547	2.8	5.4
Central Station Monitoring	2,213	11.2	22.0
Closed-circuit Television	5,125	26.0	51.0
Command and Control Centers	2,501	12.7	24.9
Certification	1,189	6.0	11.8
Communication Equipment	2,392	12.1	23.8
Computer Security	1,746	8.9	17.4
Consulting Services	1,805	9.2	18.0
Countereavesdropping	527	2.7	5.2
Crisis & Emergency Management	1,736	8.8	17.3
Chemical Trace Detection	386	2.0	3.8
Covert Video	2,257	11.4	22.5
Citywide CCTV/Public Safety Systems	1,564	7.9	15.6
Database	884	4.5	8.8
Doors and Door Frames	1,162	5.9	11.6
Decals	456	2.3	4.5
Document Destruction	531	2.7	5.3
Door Control Hardware	2,505	12.7	24.9
Dispatch Systems	770	3.9	7.7
Digital Video Recorders	3,476	17.6	34.6
Electronic Article Surveillance	1,089	5.5	10.8
Education	1,001	5.1	10.0
Explosive Detector Dogs	252	1.3	2.5
Explosive Engineering	284	1.4	2.8
Employee Screening	929	4.7	9.2
Executive Protection	1,119	5.7	11.1
First Aid/Emergency Equipment	871	4.4	8.7
Forgery/Fraud	538	2.7	5.4
Financial Services	315	1.6	3.1
Fire Safety	1,363	6.9	13.6
Guard Dogs	167	0.8	1.7
Global Positioning Systems	786	4.0	7.8
Guard Shelters	582	3.0	5.8
Guard Services	1,094	5.5	10.9
Homeland Security	1,572	8.0	15.6
Identification Products	1,604	8.1	16.0
Insurance	229	1.2	2.3
Integrated Security Systems/Bldg Mgt Systems	2,421	12.3	24.1
Intrusion Detection Equipment	2,629	13.3	26.2
Investigative Services	851	4.3	8.5
IP Networking Products	2,315	11.7	23.0
Internet Services	644	3.3	6.4
Key Controls	1,710	8.7	17.0
Lighting	1,247	6.3	12.4
Locks	2,102	10.7	20.9
Mirrors	432	2.2	4.3
Modular Vaults	419	2.1	4.2
Night Vision Devices	973	4.9	9.7
Object Detection	1,035	5.2	10.3
Optical Turnstiles	1,075	5.5	10.7
Patrol Accessories	641	3.2	6.4
Pharmaceuticals	227	1.2	2.3
Product Development	481	2.4	4.8
Perimeter Protection	2,114	10.7	21.0
Parking	1,221	6.2	12.2
Pilferage	446	2.3	4.4
Personal Protection Devices	840	4.3	8.4
Power Sources	702	3.6	7.0
Professional Development	829	4.2	8.3
Project Management	1,373	7.0	13.7
Protective Barriers	990	5.0	9.9
Product Safety Testing	206	1.0	2.1
Publications	303	1.5	3.0
Recruitment	335	1.7	3.3
Safes & Security Containers	992	5.0	9.9
Security Doors	1,996	10.1	19.9
Software	1,463	7.4	14.6
Security Personnel	1,324	6.7	13.2
Smoking Shelters	133	0.7	1.3
Signal Transmissions Systems	551	2.8	5.5
Still Cameras/Surveillance & Evidentiary	1,729	8.8	17.2
Substance Abuse	260	1.3	2.6
Surge Protectors	891	4.5	8.9
Surveillance	2,968	15.0	29.5
Safety & Security Window Film	873	4.4	8.7
Threat Assessments	1,376	7.0	13.7
Technical Furniture - Consoles & Racks	610	3.1	6.1
Tactical Lighting	557	2.8	5.5
Training	1,196	6.1	11.9
Trade Secrets	348	1.8	3.5
Truth Verification	293	1.5	2.9
Travel Safety & Security	911	4.6	9.1
Uniforms, Protective Apparel & Accessories	593	3.0	5.9
Video Encryption	1,094	5.5	10.9
Video Transmissions	1,780	9.0	17.7
Weapons	562	2.8	5.6
Weapons Disposal	175	0.9	1.7
Workplace Violence	1,051	5.3	10.5
X-ray, Metal, Weapons & Bomb Detection Equipment	1,084	5.5	10.8
Total Conference and Exhibit Only Attendees Identified by Product Interest	10,047	50.9	
Total Conference and Exhibit Only Attendees Not Identified by Product Interest	9,677	49.1	
TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	19,724	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	946	4.8	EAST SO. CENTRAL	408	2.1
Maine	22		Kentucky	59	
New Hampshire	41		Tennessee	188	
Vermont	3		Alabama	130	
Massachusetts	615		Mississippi	31	
Rhode Island	17		WEST SO. CENTRAL	5,202	26.4
Connecticut	248		Arkansas	99	
MIDDLE ATLANTIC	1,941	9.8	Louisiana	142	
New York	864		Oklahoma	256	
New Jersey	688		Texas	4,705	
Pennsylvania	389		MOUNTAIN	611	3.1
EAST NO. CENTRAL	1,692	8.6	Montana	4	
Ohio	297		Idaho	19	
Indiana	329		Wyoming	2	
Illinois	658		Colorado	259	
Michigan	203		New Mexico	77	
Wisconsin	205		Arizona	150	
WEST NO. CENTRAL	693	3.5	Utah	45	
Minnesota	225		Nevada	55	
Iowa	37		PACIFIC	2,625	13.3
Missouri	261		Alaska	14	
North Dakota	3		Washington	289	
South Dakota	4		Oregon	106	
Nebraska	46		California	2,206	
Kansas	117		Hawaii	10	
SOUTH ATLANTIC	3,329	16.9	UNITED STATES	17,447	88.5
Delaware	21		INTERNATIONAL	2,277	11.5
Maryland	361		Canada	840	
Washington, DC	214		Mexico	189	
Virginia	739		Other International	1,248	
West Virginia	11		Total Conference and Exhibit Only Attendees Identified by Geographic Breakout	19,724	
North Carolina	260		Total Conference and Exhibit Only Attendees Not Identified by Geographic Breakout	-	-
South Carolina	135		TOTAL CONFERENCE & EXHIBIT ONLY ATTENDEES	19,724	100.0
Georgia	423				
Florida	1,165				





Registration

Four Easy Ways to Register

Internet: Go to www.asis2010.org and click on Registration. Register online or download a form, then follow instructions below.

Phone: ASIS Registration
+1.900.941.2128 (U.S./Canada) or +1.980.233.3813
8:30 am–5:00 pm EDT (Monday–Friday)

Fax: +1.980.233.3800

Mail: 10900 Granite Street, Charlotte, NC 28273 USA

After 3:00 pm EDT, Friday, October 8, you must register on-site at the Dallas Convention Center.

JOIN ASIS AND RECEIVE A \$100 EDUCATION CREDIT!

Learn more at www.asisonline.org/joinnow

Please Note: ASIS members who have joined since October 1, 2009 must register by phone at +1.900.941.2128 or +1.980.233.3813 to redeem your \$100 education credit. Not a member? Join today and save! Learn more at www.asisonline.org/joinnow.

COMPLETE BOTH SIDES OF THIS FORM WHEN REGISTERING.

1. PERSONAL INFORMATION

(Please pool 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 and click on Membership. If you are not eligible to join ASIS at the \$95.00 rate, we reserve the right to charge your credit card or invoice you for the correct dues amount.

- \$170 (\$150 annual dues + \$20 processing fee) prior to July 1, 2010
- \$95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2010

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.

Please remember to bring your confirmation to ASIS Registration at the Dallas Convention Center to expedite processing.

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PHOTO ID REQUIRED FOR ADMISSION ON-SITE.

Acceptable IDs include a valid driver's license, passport, or military ID. **10WEBFORM**

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
82 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)
80 Architectural/engineering firm
61 Communications (telephone, cable, media)
82 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/corrections
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.asis2010.org.

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of ASIS INTERNATIONAL 2010 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: E966X000