

EVENT AUDIT


DATES OF EVENT:

Conference: March 23 – March 25, 2010
 Exhibits: March 24 – March 26, 2010

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 5 – 7, 2011
 Exhibits: April 6 – 8, 2011
 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
2010	Las Vegas	558	13,680	14,238	120	125	9,303	23,786
2009	Las Vegas	674	13,935	14,609	235	120	8,133	23,097
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
Dealer/Installer/Integrator	5,542	38.9	40.9
Commercial Systems Integrator	2,560	18.0	18.9
Residential Systems Integrator	278	1.9	2.0
Security Dealer / Installer	2,704	19.0	20.0
End-User of Security	3,981	28.0	29.4
Communications	249	1.8	1.8
Educational Institution	230	1.6	1.7
Energy / Utility	102	0.7	0.8
Entertainment	89	0.6	0.7
Financial Institution	130	0.9	1.0
Government Agency - Federal	350	2.5	2.6
Government Agency - State / Local	204	1.4	1.5
Healthcare	170	1.2	1.3
Hospitality/Hotel/Casino	168	1.2	1.2
Information Technology	303	2.1	2.2
Insurance Company	29	0.2	0.2
Law Enforcement	218	1.5	1.6
Manufacturing Facility	263	1.8	1.9
Military	93	0.7	0.7
Security Consulting Firm	535	3.8	4.0
Real Estate	74	0.5	0.5
Retail	590	4.2	4.4
Transportation	113	0.8	0.8
Architect	71	0.5	0.5
Other Security Professional	4,020	28.2	29.7
Central Station	606	4.2	4.5
Distributor	1,149	8.1	8.5
Security Equipment/Manufacturer / Rep	1,434	10.1	10.6
Security Guard Service	189	1.3	1.4
Other Industry Professional	642	4.5	4.7
Total Conference and Exhibit Only Attendees Identified by Primary Business	13,543	95.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	695	4.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,238	100.0	100.0

5. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Owner/Senior/Executive Management	3,891	27.3	28.9
Security Management (VP/Director/Manager)	1,644	11.5	12.2
Sales/Marketing	3,386	23.8	25.2
Technician/Installer Integrator	1,108	7.8	8.2
Engineering	1,250	8.8	9.3
Electrical Contractor	164	1.2	1.2
Operations/Building Management	354	2.5	2.6
Facility/Loss Prevention	167	1.2	1.2
Law Enforcement/Public Safety	262	1.8	2.0
Information Technology	519	3.6	3.9
Human Resource Management	65	0.5	0.5
Other	638	4.5	4.8
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	13,448	94.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	790	5.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,238	100.0	100.0

6. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
1 - 49 Employees	8,069	56.7	62.7
50 - 99 Employees	1,046	7.3	8.1
100 - 249 Employees	1,229	8.6	9.6
250 - 499 Employees	322	2.3	2.5
500 - 999 Employees	474	3.3	3.7
1,000 - 4,999 Employees	628	4.4	4.9
5,000 - 9,999 Employees	298	2.1	2.3
10,000 - 24,999 Employees	443	3.1	3.4
25,000 and Over Employees	365	2.6	2.8
Total Conference and Exhibit Only Attendees Identified by Company Size	12,874	90.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	1,364	9.6	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,238	100.0	100.0

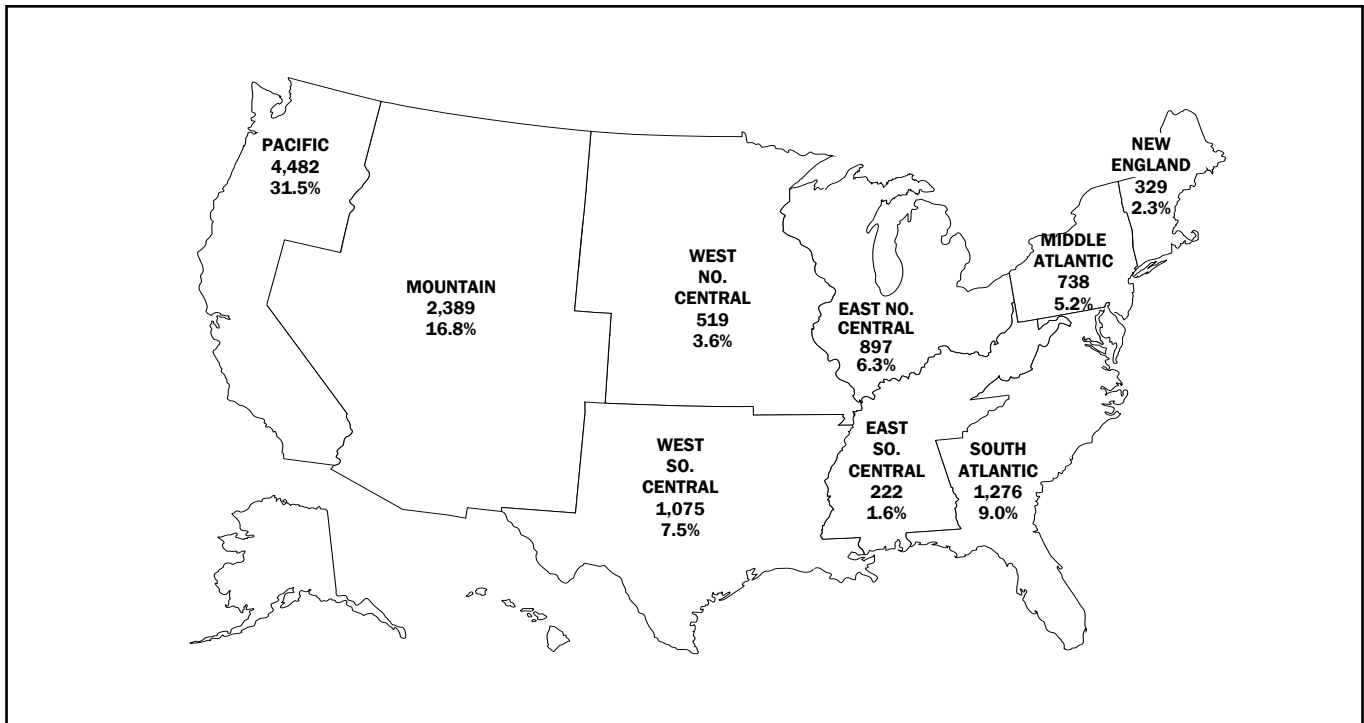
7. PRODUCTS CURRENTLY PURCHASE			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
Conventional Security	12,785	89.8	98.7
Access Control	8,060	56.6	62.2
Alarms	6,259	44.0	48.3
Armored Car Service	333	2.3	2.6
Background Screening	845	5.9	6.5
CCTV	9,166	64.4	70.8
Communications Equipment	3,495	24.6	27.0
Content Analytics	1,211	8.5	9.3
Deterrent Equipment	1,763	12.4	13.6
Facility Loss Prevention	1,586	11.1	12.2
Financial Services	482	3.4	3.7
Fire Control	3,052	21.4	23.6
Guard Equipment/Supplies	928	6.5	7.2
HVAC	985	6.9	7.6
ID Systems	3,130	22.0	24.2
Integrated Green Technology	1,052	7.4	8.1
Inventory Control	1,223	8.6	9.4
Investigative Equipment/Services	917	6.4	7.1
IP Technology	4,738	33.3	36.6
Lighting -Commercial	1,227	8.6	9.5
Monitoring Services/Equipment	3,117	21.9	24.1
Outdoor Perimeter Protection	3,360	23.6	25.9
Personal Protection	1,243	8.7	9.6
SAAS (Software as a service)	835	5.9	6.4
Security Hardware	5,007	35.2	38.7
Storage	1,682	11.8	13.0
Surveillance Equipment	6,356	44.7	49.1
Systems Integration Products	3,743	26.3	28.9
Vehicle Protection Systems	1,168	8.2	9.0
Vehicles/Transportation	1,126	7.9	8.7
Video Analytics	3,805	26.7	29.4
Wire & Cable	5,160	36.3	39.8
Wireless Equipment	5,894	41.4	45.5
Public Security & Safety	4,306	30.3	33.2
Border Protection	995	7.0	7.7
Campus Security	1,917	13.5	14.8
City Emergency & Crisis Management	1,083	7.6	8.4
Detection Equipment	1,923	13.5	14.8
Outdoor Perimeter Protection	2,496	17.5	19.3
Port & Cargo	933	6.6	7.2
Transportation Security	1,235	8.7	9.5
Urban Services	711	5.0	5.5
SmartHome	3,388	23.8	26.2
Audio/Video/Home Theater	2,152	15.1	16.6
Communication Systems	2,095	14.7	16.2
Lighting - Residential	1,195	8.4	9.2
Network/Internet	2,166	15.2	16.7
Information Security	3,220	22.6	24.9
IT Access Control	1,862	13.1	14.4
Anti-Spam	895	6.3	6.9
Email Security	1,013	7.1	7.8
Firewalls	1,304	9.2	10.1
Intrusion Detection/Protection	1,720	12.1	13.3
Network Security	1,925	13.5	14.9
Virus Protection	1,072	7.5	8.3
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	12,954	91.0	-
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	1,284	9.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	14,238	100.0	-

The above counts and percentages are based on 14,238 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	329	2.3
Maine	15	
New Hampshire	41	
Vermont	3	
Massachusetts	175	
Rhode Island	17	
Connecticut	78	
MIDDLE ATLANTIC	738	5.2
New York	345	
New Jersey	201	
Pennsylvania	192	
EAST NO. CENTRAL	897	6.3
Ohio	221	
Indiana	88	
Illinois	345	
Michigan	138	
Wisconsin	105	
WEST NO. CENTRAL	519	3.6
Minnesota	181	
Iowa	38	
Missouri	130	
North Dakota	22	
South Dakota	13	
Nebraska	53	
Kansas	82	
SOUTH ATLANTIC	1,276	9.0
Delaware	8	
Maryland	163	
Washington, DC	36	
Virginia	265	
West Virginia	17	
North Carolina	132	
South Carolina	68	
Georgia	172	
Florida	415	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	222	1.6
Kentucky	42	
Tennessee	102	
Alabama	56	
Mississippi	22	
WEST SO. CENTRAL	1,075	7.5
Arkansas	35	
Louisiana	71	
Oklahoma	122	
Texas	847	
MOUNTAIN	2,389	16.8
Montana	29	
Idaho	89	
Wyoming	23	
Colorado	300	
New Mexico	123	
Arizona	521	
Utah	399	
Nevada	905	
PACIFIC	4,482	31.5
Alaska	10	
Washington	293	
Oregon	118	
California	3,994	
Hawaii	67	
UNITED STATES	11,927	83.8
INTERNATIONAL	2,311	16.2
Canada	658	
Mexico	300	
Other International	1,353	
Total Conference & Exhibit Attendees	14,238	100.0



OFFICIAL ISC WEST 2010 REGISTRATION FORM

Conference: March 23-25, 2010 | Exhibits: March 24-26, 2010 | Sands Expo and Convention Center | Las Vegas, NV | www.iscwest.com

General Information

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

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)

- Dealer/Installer/Integrator:*
- AC. Commercial Systems Integrator
 - AB. Residential Systems Integrator
 - AA. Security Dealer/Installer
- End user of Security:*
- AE. Communications
 - AF. Educational Institution
 - AG. Energy/Utility
 - AH. Entertainment
 - AJ. Financial Institution
 - AK. Government Agency--Federal
 - AM. Government Agency--State/Local
 - AN. Healthcare
 - AP. Hospitality/Hotel/Casino
 - AQ. Information Technology
 - AR. Insurance Company
 - AS. Law Enforcement
 - AT. Manufacturing Facility
 - AU. Military
 - AV. Security Consulting Firm
 - AW. Real Estate
 - AX. Retail
 - AY. Transportation
 - AZ. Architect
- Other Security Professional:*
- BA. Central Station
 - BD. Distributor
 - BC. Security Equipmt / Manufacturer/Rep
 - BB. Security Guard Service
 - BE. 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
 - AU. IP Technology
 - AV. Lighting -Commercial
 - AW. Monitoring Services/Equipment
 - AX. Outdoor Perimeter Protection
 - AY. Personal Protection
 - AZ. SAAS (Software as a service)
 - BA. Security Hardware
 - BB. Storage
 - BC. Surveillance Equipment
 - BD. Systems Integration Products
 - BE. Vehicle Protection Systems
 - BF. Vehicles/Transportation
 - BG. Video Analytics
 - BH. Wire & Cable
 - BJ. Wireless Equipment
- Public Security & Safety*
- BK. Border Protection
 - BM. Campus Security
 - BN. City Emergency & Crisis Management
 - BP. Detection Equipment
 - BQ. Outdoor Perimeter Protection
 - BR. Port & Cargo
 - BS. Transportation Security
 - BT. Urban Services
- SmartHome*
- BU. Audio/Video/Home Theater
 - BV. Communication Systems

- BW. Lighting - Residential
 - BX. Network/Internet
- Information Security*
- BY. IT Access Control
 - BZ. Anti-Spam
 - CA. Email Security
 - CB. Firewalls
 - CC. Intrusion Detection/Protection
 - CD. Network Security
 - CE. Virus Protection

4. If you are a Dealer/Installer, does your company own a Central Station?

- A. Yes

5. 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
- J. 25,000 + Employees

6. Please send me membership information on:

- A. SIA (Security Industry Association)
- B. PSA Security Network
- C. No Response

7. Please send me information on participating in:

- A. 7th Annual Golf Classic at ISC West to Benefit AIREF (Alarm Industry Research & Educational Foundation)
- B. Security 5K at ISC West to Benefit Mission 500

8. Please send ISC Education program details

9. Please send PSA-TEC event details

Expo hall only registration

Early Bird (Before 1/29/10)	Regular rate (Post 1/29/10 & on-site)
<input type="checkbox"/> \$50	<input type="checkbox"/> \$75

ISC Education registration

	Early Bird (Before 2/23)	Regular rate (Post 2/23)
<input type="checkbox"/> All Access Pass	\$999	\$1099
<input type="checkbox"/> Full 3-day Package	\$749	\$849
<input type="checkbox"/> Two-day Package	\$549	\$649
<input type="checkbox"/> One-day Package	\$349	\$449

(3-day, 2-day & 1-day Packages do not include IP Institute)

<input type="checkbox"/> IP Institute – Level 1	\$549	\$649
<input type="checkbox"/> IP Institute –Level 2	\$699	\$799

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 to another member of your organization.
- Alternatively, your registration can be applied to the 2011 ISC West Conference if this request is made in writing before February 27th.
- No credits can be applied for cancellations received after this date or "no shows".

I wish to attend the following ISC Education classes:

March 23	March 24	March 25
<input type="checkbox"/> PM01	<input type="checkbox"/> AD01	<input type="checkbox"/> DI02
<input type="checkbox"/> PSA01	<input type="checkbox"/> AD02	<input type="checkbox"/> DI03
<input type="checkbox"/> PSA02	<input type="checkbox"/> AD03	<input type="checkbox"/> EU01
<input type="checkbox"/> SM01	<input type="checkbox"/> AD04/	<input type="checkbox"/> EU02
<input type="checkbox"/> SM02	<input type="checkbox"/> CS04	<input type="checkbox"/> EU03
<input type="checkbox"/> SM03	<input type="checkbox"/> BU01	<input type="checkbox"/> DI04
<input type="checkbox"/> SM04	<input type="checkbox"/> BU02	<input type="checkbox"/> DI05
<input type="checkbox"/> SM05	<input type="checkbox"/> CS01	<input type="checkbox"/> IT03
<input type="checkbox"/> SP01	<input type="checkbox"/> CS02	<input type="checkbox"/> SS01
<input type="checkbox"/> SP02	<input type="checkbox"/> CS03	<input type="checkbox"/> SS02
	<input type="checkbox"/> DI01	<input type="checkbox"/> SP02
		<input type="checkbox"/> EU04
		<input type="checkbox"/> EU05
		<input type="checkbox"/> EU06
		<input type="checkbox"/> IT04
		<input type="checkbox"/> SS03
		<input type="checkbox"/> SS04
		<input type="checkbox"/> SS05

Vendor Solution Sessions (free to all attendees)

- Axis Communications**
Wednesday, March 24, 10:15am-12:15pm
- Next Level Security Systems**
Wednesday, March 24, 12:45pm- 2:45pm
- FLIR Systems**
Wednesday, March 24, 3:00pm - 5:00pm
- Ingersoll Rand**
Thursday, March 25, 10:15am-12:15pm

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

Two Corporate Drive, Ninth Floor
 Shelton, CT 06484-6259
 Phone: +1 203.447.2800
 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 ISC West 2010 held March 32 - 26 held in Las Vegas, NV 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