

2011 ASIS INTERNATIONAL SEMINAR AND EXHIBITS



EVENT AUDIT



DATES OF EVENT:

Conference & Exhibits: September 19-22, 2011

LOCATION:

Orlando, FL

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

Event Planning International Corporations (EPIC)
Phone: 704-943-1003

YEAR EVENT ESTABLISHED:

1955

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference & Exhibits: September 10-13, 2012

LOCATION:

Philadelphia, PA

1. STATEMENT OF MARKET SERVED:

The ASIS International Annual Seminar and Exhibits is a comprehensive event offering the security industry a wide array of educational sessions, networking opportunities, and a trade exhibition displaying the latest technology, products, and services. The primary audience includes mid-senior-level/executive management (end users) from the public and private sectors who have responsibility for the security of their organizations.

2. STATEMENT OF VERIFICATION METHODOLOGY:

The conference attendees, exhibit-only attendees, media and exhibitors 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
2011	Orlando, FL	4,416	7,858	12,274	--	68	7,977	20,319
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

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Architectural/engineering firm _____	208	1.7	2.0
Communications (telephone, cable, media) _____	251	2.0	2.5
Distributor/warehousing _____	472	3.8	4.6
Educational institution (school, university, library, museum) _____	269	2.2	2.6
Entertainment or sports facility _____	47	0.4	0.5
Financial Services/insurance _____	399	3.3	3.9
Government/administrative agency _____	525	4.3	5.2
Military _____	165	1.3	1.6
Law enforcement/corrections _____	199	1.6	2.0
Healthcare _____	303	2.5	3.0
Hospitality/themed entertainment/casino _____	127	1.0	1.2
Industrial/manufacturing _____	667	5.4	6.6
Energy (oil, gas, mining extraction) _____	262	2.1	2.6
Real estate (commercial/residential) _____	85	0.7	0.8
Retail/food services _____	203	1.7	2.0
Consulting _____	707	5.8	6.9
Security - Protective Services _____	720	5.9	7.1
Security - Dealer/installer _____	1,176	9.6	11.6
Security - Investigations _____	136	1.1	1.3
Transportation (air, rail, surface) _____	198	1.6	1.9
Utility (gas, electric, nuclear, water) _____	156	1.3	1.5
Research and development _____	127	1.0	1.2
Information technology _____	359	2.9	3.5
Systems Integration _____	1,270	10.3	12.5
Security Product Reseller _____	173	1.4	1.7
Other _____	974	7.9	9.6
Total Conference and Exhibit-Only Attendees Identified by Primary Business/Industry	10,178	82.9	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Primary Business/Industry	2,096	17.1	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	12,274	100.0	

4b. PRIMARY JOB TITLE

PRIMARY JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Architect / Engineer _____	403	3.3	3.9
Security/Loss Prevention Management (vice president, director, manager or supervisor of security) _____	2,215	18.0	21.7
Executive/Financial Mgmt (owner, partner, president, vice president, controller, or treasurer) _____	1,469	12.0	14.4
Other Mgmt (director, manager, or supervisor of safety/Human Resources/Plant/Facility/Operations) _____	1,274	10.4	12.5
Consultant _____	1,077	8.8	10.5
Active Military / Government Personnel _____	387	3.2	3.8
Law Enforcement _____	198	1.6	1.9
System Integrator _____	1,473	12.0	14.4
Dealer/Distributor _____	732	6.0	7.2
Other _____	981	8.0	9.6
Total Conference and Exhibit-Only Attendees Identified by Job Title	10,209	83.2	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Job Title	2,065	16.8	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	12,274	100.0	

4c. ANNUAL BUDGET

ANNUAL BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL BUDGET
Less than \$100,000 _____	1,131	9.2	13.1
\$100,000 - \$499,999 _____	1,271	10.4	14.7
\$500,000 - \$999,999 _____	954	7.8	11.0
\$1,000,000 - \$4,999,999 _____	1,465	11.9	16.9
\$5,000,000 - \$9,999,999 _____	520	4.2	6.0
\$10,000,000 and over _____	860	7.0	9.9
Don't know / Not applicable _____	2,461	20.1	28.4
Total Conference and Exhibit-Only Attendees Identified by Annual Budget	8,662	70.6	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Annual Budget	3,612	29.4	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	12,274	100.0	

4d. PURCHASE ROLE

This is an analysis of 8,663 respondents who indicated their roles in respect to purchase of security technology, products, and/or services. 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 Purchase Role
Final decision maker _____	2,859	23.3	33.0
Recommend products and/or specify vendors _____	3,796	30.9	43.8
Influence purchase decisions _____	2,711	22.1	31.3
Research new products _____	2,352	19.2	27.1
Have no role _____	1,270	10.3	14.7
Total Conference and Exhibit-Only Attendees Identified by Purchase Role	8,663	70.6	
Total Conference and Exhibit-Only Attendees Not Identified by Purchase Role	3,611	29.4	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	12,274	100.0	

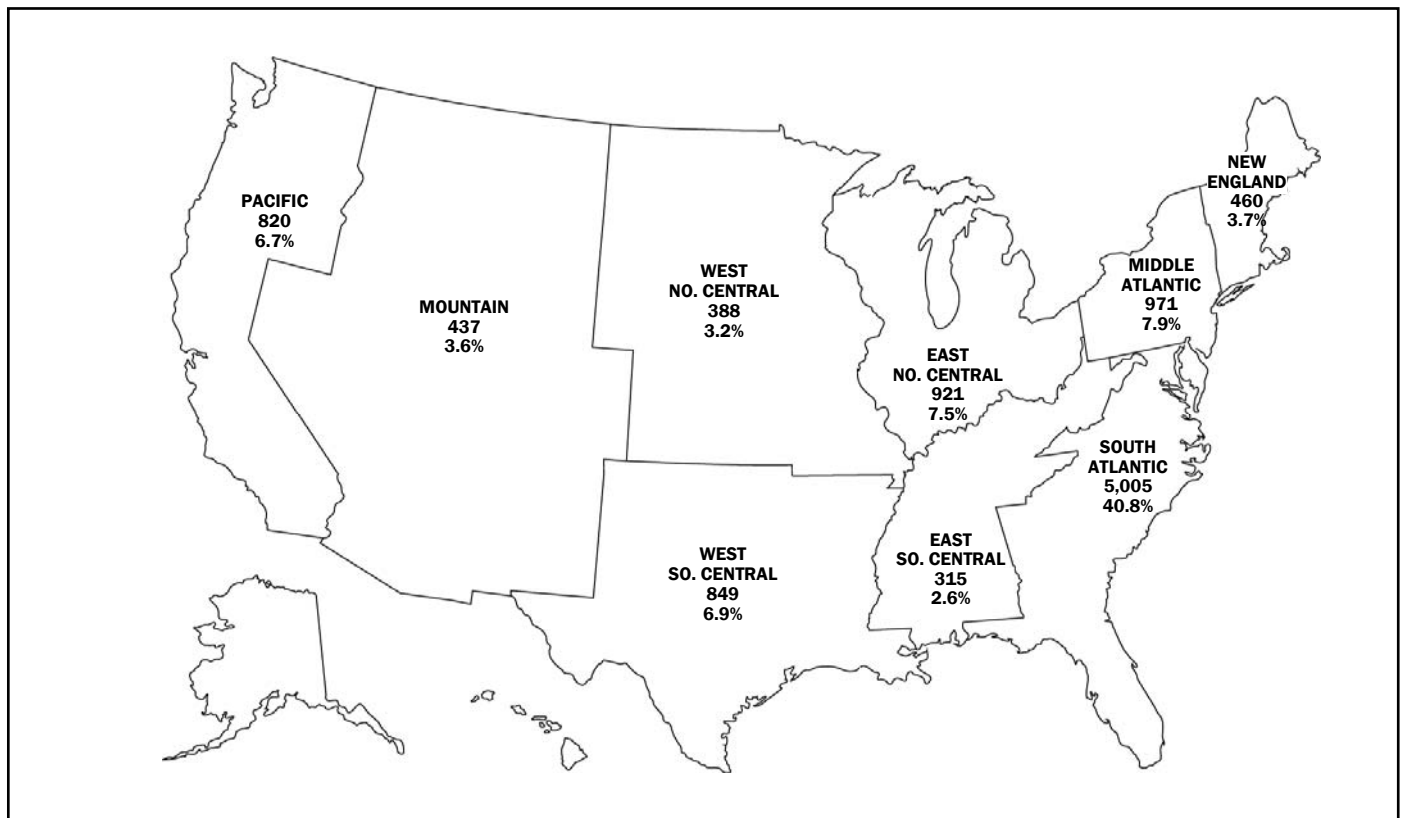


4e. PRODUCT INTEREST			
This is an analysis of 9,708 respondents who indicated products in which they were interested in purchasing. Since an attendee could choose more than one response, the total number of responses may exceed the total number of attendees.	Number of Attendee Responses	Percent of total attendees	Percentage identified by product interest
Access Control	6,752	55.0	69.6
Alarms	4,731	38.5	48.7
Asset Recovery and Staining	789	6.4	8.1
Asset Tracking	2,123	17.3	21.9
Biometrics	3,542	28.9	36.5
Blast Mitigation Fixed Shades	593	4.8	6.1
Bullet Resistant Systems	1,031	8.4	10.6
Blast Walls	607	4.9	6.3
Central Station Monitoring	2,509	20.4	25.8
Closed-circuit Television	5,213	42.5	53.7
Command and Control Centers	2,784	22.7	28.7
Certification	1,321	10.8	13.6
Communication Equipment	2,680	21.8	27.6
Computer Security	1,878	15.3	19.3
Consulting Services	2,063	16.8	21.3
Countereavesdropping	611	5.0	6.3
Crisis & Emergency Management	1,824	14.9	18.8
Chemical Trace Detection	425	3.5	4.4
Covert Video	2,257	18.4	23.2
Citywide CCTV/Public Safety Systems	1,525	12.4	15.7
Database	1,031	8.4	10.6
Doors and Door Frames	1,251	10.2	12.9
Decals	536	4.4	5.5
Document Destruction	592	4.8	6.1
Door Control Hardware	2,546	20.7	26.2
Dispatch Systems	852	6.9	8.8
Digital Video Recorders	3,382	27.6	34.8
Electronic Article Surveillance	1,114	9.1	11.5
Education	1,142	9.3	11.8
Explosive Detector Dogs	325	2.6	3.3
Explosive Engineering	322	2.6	3.3
Employee Screening	1,004	8.2	10.3
Executive Protection	1,171	9.5	12.1
First Aid/Emergency Equipment	935	7.6	9.6
Forgery/Fraud	572	4.7	5.9
Financial Services	335	2.7	3.5
Fire Safety	1,433	11.7	14.8
Guard Dogs	241	2.0	2.5
Global Positioning Systems	832	6.8	8.6
Guard Shelters	655	5.3	6.7
Guard Services	1,240	10.1	12.8
Homeland Security	1,530	12.5	15.8
Identification Products	1,620	13.2	16.7
Insurance	266	2.2	2.7
Integrated Security Systems/Bldg Mgt Systems	2,437	19.9	25.1
Intrusion Detection Equipment	2,741	22.3	28.2
Investigative Services	956	7.8	9.8
IP Networking Products	2,316	18.9	23.9
Internet Services	706	5.8	7.3
Key Controls	1,825	14.9	18.8
Lighting	1,435	11.7	14.8
Locks	2,280	18.6	23.5
Mirrors	497	4.0	5.1
Modular Vaults	446	3.6	4.6
Night Vision Devices	973	7.9	10.0
Object Detection	1,104	9.0	11.4
Optical Turnstiles	1,105	9.0	11.4
Patrol Accessories	747	6.1	7.7
Pharmaceuticals	215	1.8	2.2
Product Development	509	4.1	5.2
Perimeter Protection	2,218	18.1	22.8
Parking	1,234	10.1	12.7
Pilferage	490	4.0	5.0
Personal Protection Devices	891	7.3	9.2
Power Sources	847	6.9	8.7
Professional Development	923	7.5	9.5
Project Management	1,479	12.0	15.2
Protective Barriers	1,087	8.9	11.2
Product Safety Testing	249	2.0	2.6
Publications	378	3.1	3.9
Recruitment	423	3.4	4.4
Safes & Security Containers	1,088	8.9	11.2
Security Doors	2,062	16.8	21.2
Software	1,645	13.4	16.9
Security Personnel	1,424	11.6	14.7
Smoking Shelters	162	1.3	1.7
Signal Transmissions Systems	618	5.0	6.4
Still Cameras/Surveillance & Evidentiary	1,699	13.8	17.5
Substance Abuse	282	2.3	2.9
Surge Protectors	1,017	8.3	10.5
Surveillance	2,951	24.0	30.4
Safety & Security Window Film	925	7.5	9.5
Threat Assessments	1,465	11.9	15.1
Technical Furniture - Consoles & Racks	711	5.8	7.3
Tactical Lighting	641	5.2	6.6
Training	1,320	10.8	13.6
Trade Secrets	370	3.0	3.8
Truth Verification	311	2.5	3.2
Travel Safety & Security	963	7.8	9.9
Uniforms, Protective Apparel & Accessories	678	5.5	7.0
Video Encryption	1,184	9.6	12.2
Video Transmissions	1,880	15.3	19.4
Weapons	601	4.9	6.2
Weapons Disposal	229	1.9	2.4
Workplace Violence	989	8.1	10.2
X-ray, Metal, Weapons & Bomb Detection Equipment	1,127	9.2	11.6
Total Conference and Exhibit-Only Attendees Identified by Product Interest	9,708	79.1	
Total Conference and Exhibit-Only Attendees Not Identified by Product Interest	2,566	20.9	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	12,274	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT-ONLY ATTENDEES

State	Total	Percent
NEW ENGLAND	460	3.7
Maine _____	16	
New Hampshire _____	34	
Vermont _____	2	
Massachusetts _____	289	
Rhode Island _____	20	
Connecticut _____	99	
MIDDLE ATLANTIC	971	7.9
New York _____	454	
New Jersey _____	264	
Pennsylvania _____	253	
EAST NO. CENTRAL	921	7.5
Ohio _____	223	
Indiana _____	119	
Illinois _____	352	
Michigan _____	135	
Wisconsin _____	92	
WEST NO. CENTRAL	388	3.2
Minnesota _____	162	
Iowa _____	37	
Missouri _____	100	
North Dakota _____	2	
South Dakota _____	3	
Nebraska _____	36	
Kansas _____	48	
SOUTH ATLANTIC	5,005	40.8
Delaware _____	27	
Maryland _____	238	
Washington, DC _____	216	
Virginia _____	590	
West Virginia _____	26	
North Carolina _____	241	
South Carolina _____	129	
Georgia _____	396	
Florida _____	3,142	

State	Total	Percent
EAST SO. CENTRAL	315	2.6
Kentucky _____	53	
Tennessee _____	138	
Alabama _____	94	
Mississippi _____	30	
WEST SO. CENTRAL	849	6.9
Arkansas _____	40	
Louisiana _____	81	
Oklahoma _____	62	
Texas _____	666	
MOUNTAIN	437	3.6
Montana _____	4	
Idaho _____	20	
Wyoming _____	4	
Colorado _____	149	
New Mexico _____	64	
Arizona _____	111	
Utah _____	39	
Nevada _____	46	
PACIFIC	820	6.7
Alaska _____	7	
Washington _____	113	
Oregon _____	28	
California _____	649	
Hawaii _____	23	
UNITED STATES	10,166	82.8
INTERNATIONAL	2,108	17.2
U.S. Territories _____	96	
Canada _____	495	
Mexico _____	189	
Other International _____	1,322	
APQ/FPO _____	6	
Total Conference and Exhibit-Only Attendees Identified by Geographic Breakout _____	12,274	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Geographic Breakout _____	-	-
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	12,274	100.0





ASIS INTERNATIONAL 2011
57TH ANNUAL SEMINAR AND EXHIBITS
SEPTEMBER 19-22, 2011 | ORLANDO, FL
www.asis2011.org

Four Easy Ways to Register

Internet: www.asis2011.org

Phone: ASIS Registration
+1.800.941.2128 (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, September 16, you must register onsite. Onsite registration opens Sunday, September 18, 2011 from 12:00 noon to 7:00 pm.

JOIN ASIS AND SAVE \$100 ON YOUR ASIS 2011 REGISTRATION!
Learn more at www.asisonline.org/joinnow

Please Note: ASIS members who have joined since October 1, 2010 must register by phone at +1.800.941.2128 or +1.980.233.3813 to redeem their \$100 education credit.

COMPLETE BOTH SIDES OF THIS FORM WHEN REGISTERING.

1. PERSONAL INFORMATION (Please type or print legibly.)

ASIS Member Number (if applicable) _____

First Name _____ Last Name _____

Name as it should appear on badge _____

Title _____

Company _____

Address _____

City _____ State _____ Zip/Postal Code _____

Country _____

Business Phone _____ Business Fax _____
Indicate country code if outside the United States/Canada

Email _____

I am staying at _____ (for emergency purposes)
Hotel Name (please refer to hotel list)

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

First Name of Spouse _____ 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/joinnow. 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, 2011
☐ \$95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2011

TEAM DISCOUNT POLICY
Receive a 10% discount for 3-5 attendees from the same organization, 15% for 6 or more. To qualify, all registrations must be submitted together at the same time via fax or mail and include payment in full. Fax these registrations to +1.980.233.3800, or mail them to: ASIS Registration, 10900 Granite Street, Charlotte, NC 28273 USA.

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

September 19-22, 2011 | Orange County Convention Center | Orlando, Florida | www.asis2011.org

Registration

PHOTO ID REQUIRED FOR ADMISSION ON SITE.
Acceptable IDs include a valid driver's license, passport, or military ID. 11WEBFORM

2. QUICK SURVEY (Please respond to all questions.)

- Are you a first-time attendee?
A Yes B No
- 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 Email (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 (hotel/resort, 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.asis2011.org.

3. NEW MEMBER DUES TOTAL AND APPLICATION from preceding page, application must be attached. \$ _____

4. SEMINAR REGISTRATION FEES

Please select one of the options below. Badges will be mailed in advance to those registered and paid beginning August 10, 2011. Backlog ends August 26, 2011 (non-U.S.) or September 7, 2011 (U.S.).

Full Registration (4 days) September 19-22

	Early Bird	After 8/12/11	
Member ⁽⁹⁵⁾	☐ \$ 845	☐ \$ 945	\$
Nonmember ⁽⁹⁶⁾	☐ \$1,085	☐ \$1,185	\$
Government ⁽⁹⁷⁾	☐ \$ 945	☐ \$1,045	\$
Student member ⁽⁹⁹⁾	☐ \$ 195	☐ \$ 260	\$

Includes Opening Ceremony, Welcome Reception, keynotes, sessions, luncheons, President's Reception, and Exhibits.

Single Day Registration includes all sessions and events planned for the day(s) for which you are registering.

	Member ⁽⁹⁵⁾	Nonmember ⁽⁹⁶⁾	Government ⁽⁹⁷⁾	Student member ⁽⁹⁹⁾
Check appropriate box(es):				
☐ Mon ☐ Tues ☐ Wed ☐ Thurs (No Exhibits on Thursday)	☐ \$ 410/day	☐ \$ 510/day	☐ \$ 485/day	☐ \$ 585/day
☐ Mon ☐ Tues ☐ Wed ☐ Thurs (No Exhibits on Thursday)	☐ \$ 440/day	☐ \$ 540/day	☐ \$ 85/day	☐ \$ 120/day

Exhibits Only Registration ⁽⁹⁸⁾ September 19-21

Member	☐ FREE	☐ FREE	☐ FREE
Nonmember	☐ FREE	☐ FREE	☐ FREE

*75 after 3:00 pm ET on Friday, September 16, 2011

Includes admission to the Exhibits All three days (Monday-Wednesday) and daily refreshment breaks in the exhibit hall.

	Member ⁽⁹⁵⁾	Nonmember ⁽⁹⁶⁾	Government ⁽⁹⁷⁾	Student member ⁽⁹⁹⁾
Check appropriate box(es):				
☐ Tues ☐ Wed	☐ \$ 80	☐ \$ 115	☐ \$ 120	☐ \$ 140

5. SPOUSE PROGRAM

Full program includes spouse tours, Opening Ceremony, keynotes, President's Reception, Exhibits, and Closing Luncheon. Single day program includes day's tour, activities, and Exhibits. Monday and Thursday's single day program also includes a luncheon.

Full Program ⁽⁹⁹⁾ (September 19-22)	☐ \$ 345	☐ \$ 445	\$
Single Day Program ⁽⁹⁹⁾ (September 19-22) ☐ Mon ☐ Tues ☐ Wed ☐ Thurs (No Exhibits on Thursday)	☐ \$ 195/day	☐ \$ 260/day	\$

6. ASIS FOUNDATION EVENT REGISTRATION (All are non-refundable, tax deductible donations.)

Foundation Golf Tournament at Shingle Creek Golf Club ⁽⁹⁴⁾	☐ Individual, \$250	x	=	\$
Foundation Networking Event at BB King's Bikers Club ⁽⁹⁴⁾	☐ Individual, \$85	x	=	\$
Foundation Donation ⁽⁹⁴⁾	☐ \$50	☐ \$25	☐ \$	☐ \$

7. CERTIFICATION REVIEW COURSES, SEPTEMBER 16-17

	Full Course (Member)	Full Course (Non-Member)	Audit only* (Member)	Audit only* (Non-Member)
CPP Review (program #1116)	☐ \$725/entry/\$26**	☐ \$825/entry/\$26**	☐ \$350	☐ \$450
PCI Review (program #1118)	☐ \$725/entry/\$26**	☐ \$825/entry/\$26**	☐ \$350	☐ \$450
PSP Review (program #1117)	☐ \$725/entry/\$26**	☐ \$825/entry/\$26**	☐ \$350	☐ \$450

*Adding a certification review program is an option available to individuals who have attended a certification review program or online review in the past two years. All materials except study guide are included. **Rate applies after August 12, 2011.

8. PRE-SEMINAR PROGRAMS AND EVENTS

	Member	Nonmember
Program/Your Name:	☐ \$	☐ \$
Program/Your Name:	☐ \$	☐ \$
		TOTAL AMOUNT \$

9. PAYMENT INFORMATION

Check enclosed ⁽⁹⁵⁾ # _____ Make payable to: **ASIS International**. There is a \$25.00 returned check fee.

VISA ⁽⁹⁵⁾ MasterCard ⁽⁹⁵⁾ American Express ⁽⁹⁵⁾ Discover ⁽⁹⁵⁾ AMOUNT TO CHARGE \$ _____

Name on card _____ Cardholder signature _____
Expiration date _____ / _____ Account number _____

If you require special services/accommodations, please indicate your needs: _____

PREPAYMENT REQUIRED IN U.S. DOLLARS/PAYABLE ON A U.S. BANK

CANCELLATION POLICY
All cancellation requests must be in writing. To receive a full refund, you must notify ASIS Registration in writing on or before August 18, 2011. Address: ASIS 2011 Registration, 10900 Granite St, Charlotte, NC 28273; or via fax at +1.980.233.3800, or via email at asis@sping.com. Cancellations received after August 19, 2011 are subject to a \$100 cancellation fee. No refunds are available for cancellations received on or after August 31, 2011, or for "no shows." Exhibits Only registration fees are non-refundable and non-transferable.

September 19-22, 2011 | Orange County Convention Center | Orlando, Florida | www.asis2011.org

100 Beard Sawmill Road, Sixth Floor
Shelton, CT 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. BPA has the largest membership of any media-auditing organization, spanning over 30 countries. BPA serves more than 2,500 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 50 events, 300+ web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of **ASIS INTERNATIONAL 2011** 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 TYPE: EVENT AUDIT
Shelton, CT ID Number: E966X0S1

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



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.