

## EVENT AUDIT


**DATES OF EVENT:**

Conference: April 5 – 7, 2011  
 Exhibits: April 6 – 8, 2011

**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](http://www.iscwest.com)

**REGISTRATION COMPANY:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1967

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: March 27 – 29, 2012  
 Exhibits: March 28 – 30, 2012  
 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
2011	Las Vegas	574	14,939**	15,513	3	143	9,711	25,370
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

\* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

\*\* Includes      speakers.

<b>4. PRIMARY BUSINESS</b>			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
<b>Dealer/Installer/Integrator</b>	<b>6,622</b>	<b>42.7</b>	<b>44.0</b>
Commercial Systems Integrator	3,113	20.1	20.7
Residential Systems Integrator	393	2.5	2.6
Security Dealer / Installer	3,116	20.1	20.7
<b>End-User of Security</b>	<b>4,629</b>	<b>29.8</b>	<b>30.7</b>
Architect	82	0.5	0.5
Communications	306	2.0	2.0
Educational Institution	221	1.4	1.5
Energy / Utility	132	0.9	0.9
Entertainment	101	0.7	0.7
Financial Institution	145	0.9	1.0
Government	691	4.4	4.6
Healthcare	160	1.0	1.1
Hospitality/Hotel/Casino	241	1.5	1.6
Information Technology	382	2.5	2.5
Insurance Company	31	0.2	0.2
Law Enforcement	170	1.1	1.1
Manufacturing Facility	371	2.4	2.5
Military	82	0.5	0.5
Real Estate	86	0.5	0.6
Retail	521	3.4	3.4
Security Consulting Firm	753	4.9	5.0
Transportation	154	1.0	1.0
<b>Other Security Professional</b>	<b>3,812</b>	<b>24.6</b>	<b>25.3</b>
Central Station	461	3.0	3.1
Distributor	1,057	6.8	7.0
Security Equipment/Manufacturer / Rep	1,221	7.9	8.1
Security Guard Service	200	1.3	1.3
Other Industry Professional	873	5.6	5.8
Total Conference and Exhibit Only Attendees Identified by Primary Business	15,063	97.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	450	2.9	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,513</b>	<b>100.0</b>	<b>100.0</b>

<b>5. PRIMARY JOB FUNCTION</b>			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Owner/Senior/General Management	4,456	28.7	29.7
Security Management (VP/Director/Manager)	2,293	14.8	15.3
Sales/Marketing	3,288	21.2	21.9
Technician/Installer Integrator	1,330	8.6	8.9
Engineering	1,137	7.3	7.6
Electrical Contractor	375	2.4	2.5
Operations/Building Management	357	2.3	2.4
Facility/Loss Prevention	173	1.1	1.1
Law Enforcement/Public Safety	252	1.6	1.7
Information Technology	649	4.2	4.3
Other	695	4.5	4.6
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	15,005	96.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	508	3.3	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,513</b>	<b>100.0</b>	<b>100.0</b>

<b>6. COMPANY SIZE</b>			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
1 - 49 Employees	8,953	57.7	60.6
50 - 99 Employees	1,043	6.7	7.0
100 - 249 Employees	1,374	8.9	9.3
250 - 499 Employees	455	2.9	3.1
500 - 999 Employees	602	3.9	4.1
1,000 - 4,999 Employees	838	5.4	5.7
5,000 - 9,999 Employees	359	2.3	2.4
10,000 - 24,999 Employees	635	4.1	4.3
25,000 and Over Employees	518	3.4	3.5
Total Conference and Exhibit Only Attendees Identified by Company Size	14,777	95.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	736	4.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,513</b>	<b>100.0</b>	<b>100.0</b>

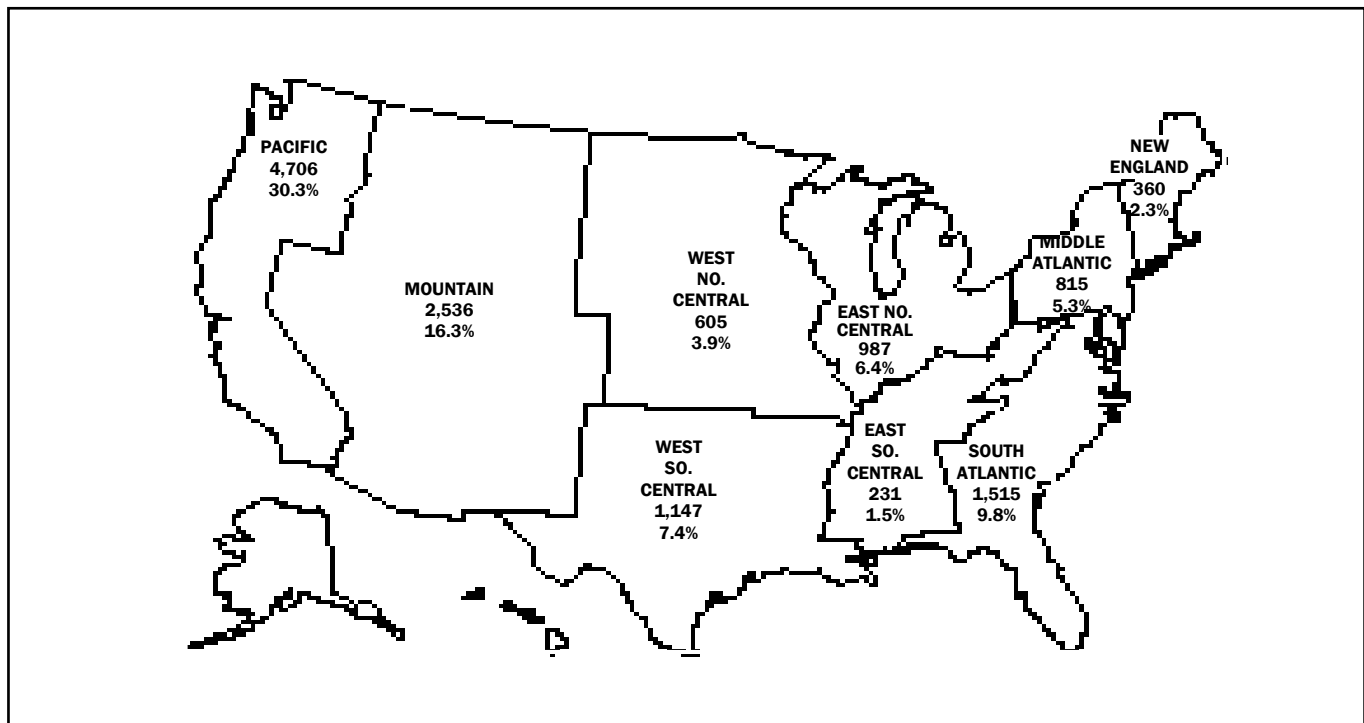
<b>7. PRODUCTS CURRENTLY PURCHASE</b>			
PRODUCTS CURRENTLY PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS CURRENTLY PURCHASE
<b>Conventional Security (NET)</b>	<b>14,276</b>	<b>92.0</b>	<b>98.5</b>
Access Control	8,969	57.8	61.9
Alarms	7,078	45.6	48.8
Armored Car Service	338	2.2	2.3
Background Screening	861	5.6	5.9
Biometric Technology	4,032	26.0	27.8
Communications Equipment	3,480	22.4	24.0
Deterrent Equipment	2,015	13.0	13.9
Facility Loss Prevention	1,578	10.2	10.9
Financial Services	509	3.3	3.5
Fire Control	3,167	20.4	21.9
Guard Equipment/Supplies	1,087	7.0	7.5
HVAC	941	6.1	6.5
ID Systems	3,617	23.3	25.0
Integrated Green Technology	1,080	7.0	7.5
Inventory Control	1,335	8.6	9.2
Investigative Equipment/Services	916	5.9	6.3
IP Technology	4,922	31.7	34.0
Lighting -Commercial	1,401	9.0	9.7
Mass Notification	1,945	12.5	13.4
Outdoor Perimeter Protection	3,383	21.8	23.3
Personal Protection	1,549	10.0	10.7
SAAS (Software as a service)	974	6.3	6.7
Security Hardware	5,796	37.4	40.0
Storage	1,954	12.6	13.5
Surveillance Equipment	7,553	48.7	52.1
Systems Integration Products	3,838	24.7	26.5
Vehicle Protection Systems	1,187	7.7	8.2
Vehicles/Transportation	1,093	7.0	7.5
Video Analytics	4,472	28.8	30.9
Video Surveillance	8,761	56.5	60.5
Wire & Cable	5,345	34.5	36.9
Wireless Equipment	6,150	39.6	42.4
Other	423	2.7	2.9
<b>Public Security &amp; Safety (NET)</b>	<b>4,103</b>	<b>26.4</b>	<b>28.3</b>
Border Protection	996	6.4	6.9
Campus Security	1,873	12.1	12.9
City Emergency & Crisis Management	1,045	6.7	7.2
Detection Equipment	1,749	11.3	12.1
Outdoor Perimeter Protection	2,432	15.7	16.8
Port & Cargo	978	6.3	6.7
Transportation Security	1,283	8.3	8.9
Urban Services	684	4.4	4.7
<b>SmartHome (NET)</b>	<b>3,366</b>	<b>21.7</b>	<b>23.2</b>
Audio/Video/Home Theater	2,172	14.0	15.0
Communication Systems	2,048	13.2	14.1
Lighting - Residential	1,201	7.7	8.3
Network/Internet	2,310	14.9	15.9
<b>Information Security (NET)</b>	<b>2,989</b>	<b>19.3</b>	<b>20.6</b>
Anti-Spam	759	4.9	5.2
Email Security	958	6.2	6.6
Firewalls	1,152	7.4	7.9
Intrusion Detection/Protection	1,773	11.4	12.2
IT Access Control	1,733	11.2	12.0
Network Security	1,752	11.3	12.1
Virus Protection	922	5.9	6.4
Total Conference and Exhibit Only Attendees Identified by Products Currently Purchase	14,492	93.4	--
Total Conference and Exhibit Only Attendees Not Identified by Products Currently Purchase	1,021	6.6	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,513</b>	<b>100.0</b>	<b>-</b>

The above counts and percentages are based on 15,513 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
<b>NEW ENGLAND</b>	<b>360</b>	<b>2.3</b>
Maine	15	
New Hampshire	38	
Vermont	5	
Massachusetts	206	
Rhode Island	13	
Connecticut	83	
<b>MIDDLE ATLANTIC</b>	<b>815</b>	<b>5.3</b>
New York	363	
New Jersey	242	
Pennsylvania	210	
<b>EAST NO. CENTRAL</b>	<b>987</b>	<b>6.4</b>
Ohio	256	
Indiana	82	
Illinois	383	
Michigan	160	
Wisconsin	106	
<b>WEST NO. CENTRAL</b>	<b>605</b>	<b>3.9</b>
Minnesota	191	
Iowa	46	
Missouri	164	
North Dakota	18	
South Dakota	20	
Nebraska	70	
Kansas	96	
<b>SOUTH ATLANTIC</b>	<b>1,515</b>	<b>9.8</b>
Delaware	10	
Maryland	173	
Washington, DC	65	
Virginia	286	
West Virginia	11	
North Carolina	131	
South Carolina	80	
Georgia	219	
Florida	540	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>231</b>	<b>1.5</b>
Kentucky	55	
Tennessee	97	
Alabama	54	
Mississippi	25	
<b>WEST SO. CENTRAL</b>	<b>1,147</b>	<b>7.4</b>
Arkansas	33	
Louisiana	97	
Oklahoma	121	
Texas	896	
<b>MOUNTAIN</b>	<b>2,536</b>	<b>16.3</b>
Montana	38	
Idaho	89	
Wyoming	24	
Colorado	330	
New Mexico	138	
Arizona	554	
Utah	425	
Nevada	938	
<b>PACIFIC</b>	<b>4,706</b>	<b>30.3</b>
Alaska	28	
Washington	295	
Oregon	146	
California	4,146	
Hawaii	91	
<b>UNITED STATES</b>	<b>12,902</b>	<b>83.2</b>
<b>INTERNATIONAL</b>	<b>2,611</b>	<b>16.8</b>
Canada	902	
Mexico	299	
Other International	1,410	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>15,513</b>	<b>100.0</b>



# OFFICIAL ISC WEST 2011 REGISTRATION FORM

Conference: April 5-7, 2011 | Exhibits: April 6-8, 2011 | Sands Expo and Convention Center | Las Vegas, NV | www.iscwest.com

**General Information**

Primary Registrant/First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_ Priority Code **OS**

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:

- AX. Architect
- AD. Communications
- AE. Educational Institution
- AF. Energy/Utility
- AG. Entertainment
- AH. Financial Institution
- AJ. Government
- AK. Healthcare
- AM. Hospitality/Hotel/Casino
- AN. Information Technology
- AP. Insurance Company
- AQ. Law Enforcement
- AR. Manufacturing Facility
- AS. Military
- AU. Real Estate
- AV. Retail
- AT. Security Consulting Firm
- AW. Transportation
- Other Security Professional:**
- AY. Central Station
- BB. Distributor
- BA. Security Equipmt / Manufacturer/Rep
- AZ. Security Guard Service
- BC. Other (specify) \_\_\_\_\_

**2. Primary Job Function (please check only one)**

- F. Electrical Contractor
- E. Engineering
- H. Facility/Loss Prevention
- 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
- M. 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. Biometric Technology
- AF. Communications Equipment
- AG. Deterrent Equipment
- AH. Facility Loss Prevention
- AJ. Financial Services
- AK. Fire Control
- AM. Guard Equipment/Supplies
- AN. HVAC
- AP. ID Systems
- AQ. Integrated Green Technology
- AR. Inventory Control
- AS. Investigative Equipment/Services
- AT. IP Technology
- AU. Lighting -Commercial
- DD. Mass Notification
- AV. Outdoor Perimeter Protection
- AW. Personal Protection
- AX. SAAS (Software as a service)
- AY. Security Hardware
- AZ. Storage
- BA. Surveillance Equipment
- BB. Systems Integration Products
- BC. Vehicle Protection Systems
- BD. Vehicles/Transportation
- BE. Video Analytics
- DE. Video Surveillance
- BF. Wire & Cable
- BG. Wireless Equipment
- DF. Other \_\_\_\_\_

**Public Security & Safety**

- BH. Border Protection
- BJ. Campus Security
- BK. City Emergency & Crisis Management
- BM. Detection Equipment
- BN. Outdoor Perimeter Protection
- BP. Port & Cargo
- BQ. Transportation Security
- BR. Urban Services

**SmartHome**

- BS. Audio/Video/Home Theater
- BT. Communication Systems
- BU. Lighting - Residential
- BV. Network/Internet

**Information Security**

- BX. Anti-Spam
- BY. Email Security
- BZ. Firewalls
- CA. Intrusion Detection Equipment
- BW. IT Access Control
- CB. Network Security
- CC. Virus Protection

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

- AE. Yes  AF. No

**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:**

- B. Security 5K at ISC West to Benefit Mission 500

**8. Please send ISC Education program details**

**Exhibit Hall Hours:**

Wednesday	April 6	10:00am - 5:00pm
Thursday	April 7	10:00am - 5:00pm
Friday	April 8	10:00am - 3:00pm

**ISC Premier Education Series<sup>SM</sup> Hours:**

Tuesday	April 5	8:00am - 4:00pm
Wednesday	April 6	9:00am - 5:00pm
Thursday	April 7	9:00am - 5:00pm

**Expo hall only registration**

- \$125

**ISC Education registration**

- Full 3-day Package \$899
- Two-day Package \$699
- One-day Package \$499
- (3-day, 2-day & 1-day Packages do not include IP-TAC<sup>2</sup> )
- Security Executive Forum (Tuesday Only)

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- IP-TAC<sup>2</sup> (Tues., April 5) \$895

**Method of Payment: (no purchase orders)**

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

Account - Last 4 Digits #

Expiration Date - Month/Year

Cardholder's name (please print)

Cardholder's name (signature)

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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 2011 held April 5 – 8 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