

2012 ASIS INTERNATIONAL SEMINAR AND EXHIBITS



EVENT AUDIT

DATES OF EVENT:

Conference & Exhibits: September 10-13, 2012

LOCATION:

Pennsylvania Convention Center; Philadelphia, PA

EVENT PRODUCER/MANAGER:

Company Name: ASIS International
 Address: 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 24-27, 2013

LOCATION:

Chicago, IL



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	Subtotal: Conference & Exhibit-Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2012	Philadelphia, PA	4,218	7,445	11,663	-	78	7,690	19,431
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 _____	209	1.8	2.1
Communications (telephone, cable, media) _____	219	1.9	2.2
Distributor/warehousing _____	466	4.0	4.8
Educational institution (school, university, library, museum) _____	257	2.2	2.6
Entertainment or sports facility _____	43	0.4	0.4
Financial Services/insurance _____	521	4.5	5.3
Government/administrative agency _____	548	4.7	5.6
Military _____	156	1.3	1.6
Law enforcement/corrections _____	144	1.2	1.5
Healthcare _____	294	2.5	3.0
Hospitality/themed entertainment/casino _____	57	0.5	0.6
Industrial/manufacturing _____	543	4.7	5.6
Energy (oil, gas, mining extraction) _____	196	1.7	2.0
Real estate (commercial/residential) _____	91	0.8	0.9
Retail/food services _____	223	1.9	2.3
Consulting _____	930	8.0	9.5
Security - Protective Services _____	649	5.6	6.6
Security - Dealer/installer _____	1,358	11.6	13.9
Security - Investigations _____	143	1.2	1.5
Transportation (air, rail, surface) _____	176	1.5	1.8
Utility (gas, electric, nuclear, water) _____	103	0.9	1.1
Research and development _____	122	1.0	1.2
Information technology _____	325	2.8	3.3
Systems Integration _____	815	7.0	8.3
Software development _____	279	2.4	2.9
Non-profit _____	86	0.7	0.9
Warehousing/distribution _____	67	0.6	0.7
Other _____	748	6.4	7.7
Total Conference and Exhibit-Only Attendees Identified by Primary Business/Industry	9,768	83.8	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Primary Business/Industry	1,895	16.2	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	11,663	100.0	

4b. JOB TITLE

JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
CEO/President/General Manager/Owner/Partner/Principal _____	1,896	16.3	19.3
Supervisor _____	377	3.2	3.8
Manager _____	2,620	22.5	26.7
Director _____	1,607	13.8	16.4
Vice President _____	756	6.5	7.7
CSO _____	129	1.1	1.3
CISO _____	51	0.4	0.5
Analyst _____	428	3.7	4.4
Architect/engineer _____	733	6.3	7.5
Staff _____	1,218	10.4	12.4
Total Conference and Exhibit-Only Attendees Identified by Job Title	9,815	84.2	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Job Title	1,848	15.8	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	11,663	100.0	

4c. PRIMARY WORK CONCERN

PRIMARY WORK CONCERN	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL BUDGET
General security management functions _____	7,147	61.3	72.8
IT security management functions _____	1,398	12.0	14.2
Non-security functions (HR, facilities, sales/mktg, finance, etc) _____	1,267	10.9	12.9
Total Conference and Exhibit-Only Attendees Identified by Annual Budget	9,812	84.1	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Annual Budget	1,851	15.9	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	11,663	100.0	

4d. ANNUAL BUDGET

ANNUAL BUDGET	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ANNUAL BUDGET
Less than \$10,000 _____	1,497	12.8	15.8
\$10,001 - \$50,000 _____	597	5.1	6.3
\$50,001 - \$100,000 _____	704	6.0	7.4
\$100,001 - \$200,000 _____	678	5.8	7.2
\$200,001 - \$500,000 _____	883	7.6	9.3
\$500,001 - \$1,000,000 _____	1,188	10.2	12.6
\$1,000,001 - \$5,000,000 _____	1,969	16.9	20.8
\$5,000,000+ _____	1,947	16.7	20.6
Total Conference and Exhibit-Only Attendees Identified by Annual Budget	9,463	81.1	100.0
Total Conference and Exhibit-Only Attendees Not Identified by Annual Budget	2,200	18.9	
TOTAL CONFERENCE AND EXHIBIT-ONLY ATTENDEES	11,663	100.0	

4e. PURCHASE ROLE			
This is an analysis of 9,491 respondents who indicated their roles with respect to the 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	PERCENT IDENTIFIED BY PURCHASE ROLE
Final decision maker _____	2,961	25.4	31.2
Recommend products and/or specify vendors _____	4,199	36.0	44.2
Influence purchase decisions _____	2,784	23.9	29.3
Research new products _____	2,066	17.7	21.8
Have no role _____	1,275	10.9	13.4
Total Conference and Exhibit-Only Attendees Identified by Purchase Role	9,491	81.4	
Total Conference and Exhibit-Only Attendees Not Identified by Purchase Role	2,172	18.6	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	11,663	100.0	

4f. PRODUCT INTEREST			
This is an analysis of 8,927 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	PERCENT IDENTIFIED BY PRODUCT INTEREST
Access control _____	5,970	51.2	66.9
Alarms _____	4,239	36.3	47.5
Armored cars _____	379	3.2	4.2
Asset tracking _____	1,808	15.5	20.3
Biometric technology _____	2,610	22.4	29.2
Background screening _____	1,410	12.1	15.8
CCTV cameras/systems _____	5,613	48.1	62.9
Central station monitoring _____	2,667	22.9	29.9
Communications equipment _____	3,013	25.8	33.8
Computer security _____	2,152	18.5	24.1
Consulting services _____	1,942	16.7	21.8
Detection equipment _____	2,857	24.5	32.0
Deterrent equipment _____	1,792	15.4	20.1
Door control hardware _____	3,491	29.9	39.1
Education, training _____	2,047	17.6	22.9
Emergency equipment _____	1,651	14.2	18.5
Facility loss prevention _____	1,462	12.5	16.4
Guard services _____	1,769	15.2	19.8
Identification products _____	2,163	18.5	24.2
Information systems security _____	1,744	15.0	19.5
Integrated security systems/building management systems _____	2,489	21.3	27.9
Investigative equipment/services _____	1,180	10.1	13.2
IP networking products _____	2,415	20.7	27.1
Internet security _____	1,305	11.2	14.6
Lighting - commercial _____	1,148	9.8	12.9
Locks _____	2,796	24.0	31.3
Mass notification _____	1,699	14.6	19.0
Perimeter protection _____	2,815	24.1	31.5
Parking & traffic control _____	1,568	13.4	17.6
Personal protection _____	1,337	11.5	15.0
SAAS (software as a service) _____	772	6.6	8.6
Security doors _____	2,272	19.5	25.5
Software applications _____	1,993	17.1	22.3
Storage _____	1,238	10.6	13.9
Surveillance equipment _____	3,591	30.8	40.2
Systems integration products _____	2,333	20.0	26.1
Vehicle protection systems _____	762	6.5	8.5
Video analytics _____	2,586	22.2	29.0
Video surveillance _____	4,045	34.7	45.3
Weapons _____	591	5.1	6.6
Wire & cable _____	2,074	17.8	23.2
Wireless equipment _____	2,459	21.1	27.5
Total Conference and Exhibit-Only Attendees Identified by at least One Response to "Product Interest"	8,927	76.5	
Total Conference and Exhibit-Only Attendees Not Identified by "Product Interest"	2,736	23.5	
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	11,663	100.0	

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

STATE AND REGION	TOTAL	PERCENT OF TOTAL
NEW ENGLAND	578	5.0
Maine _____	25	
New Hampshire _____	33	
Vermont _____	8	
Massachusetts _____	311	
Rhode Island _____	25	
Connecticut _____	176	
MIDDLE ATLANTIC	3,882	33.3
New York _____	954	
New Jersey _____	1,156	
Pennsylvania _____	1,772	
EAST NO. CENTRAL	834	7.2
Ohio _____	201	
Indiana _____	105	
Illinois _____	314	
Michigan _____	124	
Wisconsin _____	90	
WEST NO. CENTRAL	323	2.8
Minnesota _____	132	
Iowa _____	31	
Missouri _____	96	
North Dakota _____	5	
South Dakota _____	5	
Nebraska _____	27	
Kansas _____	27	
SOUTH ATLANTIC	2,855	24.5
Delaware _____	166	
Maryland _____	634	
Washington, DC _____	257	
Virginia _____	818	
West Virginia _____	21	
North Carolina _____	234	
South Carolina _____	73	
Georgia _____	234	
Florida _____	418	

STATE AND REGION	TOTAL	PERCENT OF TOTAL
EAST SO. CENTRAL	194	1.7
Kentucky _____	36	
Tennessee _____	93	
Alabama _____	51	
Mississippi _____	14	
WEST SO. CENTRAL	560	4.8
Arkansas _____	20	
Louisiana _____	24	
Oklahoma _____	37	
Texas _____	479	
MOUNTAIN	327	2.8
Montana _____	2	
Idaho _____	17	
Wyoming _____	3	
Colorado _____	109	
New Mexico _____	46	
Arizona _____	79	
Utah _____	38	
Nevada _____	33	
PACIFIC	742	6.4
Alaska _____	7	
Washington _____	111	
Oregon _____	39	
California _____	573	
Hawaii _____	12	
UNITED STATES	10,295	88.3
INTERNATIONAL	1,361	11.7
U.S. Territories _____	36	
Canada _____	426	
Mexico _____	102	
Other International _____	784	
APO/FPO _____	13	
Total Conference and Exhibit-Only Attendees Identified by Geographic Breakout	11,656	99.9
Total Conference and Exhibit-Only Attendees Not Identified by Geographic Breakout	7	0.1
TOTAL CONFERENCE & EXHIBIT-ONLY ATTENDEES	11,663	100.0





ASIS INTERNATIONAL 2012
 58TH ANNUAL SEMINAR AND EXHIBITS
 SEPTEMBER 10-13, 2012 | PHILADELPHIA, PA
www.asis-seminar.org

Registration

Four Easy Ways to Register

Internet: www.asis2012.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, Thursday, September 6, you must register onsite. Onsite registration opens Sunday, September 9, 2012 from 12:00 noon to 7:00 pm.

JOIN ASIS AND SAVE \$100 ON YOUR ASIS 2012 REGISTRATION!

Learn more at www.asisonline.org/joinnow
Please Note: ASIS members who have joined since October 1, 2011 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)

E-mail _____

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, 2012
- \$95 (\$75 annual dues + \$20 processing fee) on or after July 1, 2012

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 Pennsylvania Convention Center to expedite processing.

September 10-13, 2012 | Pennsylvania convention center | Philadelphia, Pennsylvania | www.asis-seminar.org

PHOTO ID REQUIRED FOR ADMISSION ON-SITE.

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

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?

- 04 Invitation from exhibitor
- 08 Brochure
- 09 Colleague
- 10 Advertising (specify publication) _____
- 11 E-mail
- 12 Web
- 13 Other (specify) _____

3. Is your work primarily concerned with: (select only one)

- 90 General security management functions
- 91 IT security management functions
- 92 Non-security functions (HR, facilities, sales/marketing, finance, etc.)
- 4. Which of the following best describes your title or level of responsibility? (select only one)
- 84 Analyst
- 85 Architect/engineer
- 81 CEO/President/General Manager/Owner/Partner/Principal
- 86 CSO
- 87 CISO
- 85 Vice President
- 84 Director
- 83 Manager
- 82 Supervisor
- 100 Staff

5. 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/reseller
- 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
- 87 Non-profit
- 74 Real estate (commercial/residential)
- 82 Research and development
- 75 Retail/food services
- 78 Security: Dealer/installer
- 79 Security: Investigations
- 77 Security: Protective services
- 87 Software development
- 86 Systems integration
- 80 Transportation (air, rail, surface)
- 81 Utility (gas, electric, nuclear, water)
- 90 Warehousing/distribution
- 83 Other (specify) _____

3. NEW MEMBER DUES TOTAL AND APPLICATION (from preceding page; application must be attached.)

\$ 0

4. SEMINAR REGISTRATION FEES

Please select one of the options below. Badges will be mailed in advance to those registered and paid beginning August 1, 2012. Bidding ends August 17, 2012 (non-U.S.) or August 30, 2012 (U.S.).

Full Registration (4 days) September 10-13

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

	Early Bird	After 8/10/12
Member ^(M)	\$ 875	\$ 975
Nonmember ^(NM)	\$1,125	\$1,225
Government ^(G)	\$ 950	\$1,050
Student member ^(SM)	\$ 245	\$ 300

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

Check appropriate box(es):

	Member ^(M)	Nonmember ^(NM)	Government ^(G)	Student member ^(SM)
Member ^(M)	\$ 425/day	\$ 525/day	\$ 455/day	\$ 95/day
Nonmember ^(NM)	\$ 550/day	\$ 650/day	\$ 455/day	\$ 95/day
Government ^(G)	\$ 425/day	\$ 525/day	\$ 455/day	\$ 95/day
Student member ^(SM)	\$ 245	\$ 300	\$ 245	\$ 300

Exhibits Only Registration ^(EO) September 10-13

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

Member	\$ FREE	\$ FREE	\$ FREE
Nonmember	\$ FREE	\$ FREE	\$ FREE

*Rates apply after September 6, 2012 at 3:00 pm

Exhibits Plus Keynote includes admission to the Exhibits PLUS Tuesday's or Wednesday's keynote session, and daily refreshment breaks.

Check appropriate box(es):

Member ^(M)	\$ 85	\$ 120	\$ 0
Nonmember ^(NM)	\$ 125	\$ 145	\$ 0

5. SPOUSE PROGRAM

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

Full Program ^(FP) (September 10-13)	\$ 355	\$ 455	\$ 0
Single Day Program ^(SDP) (September 10-13)	\$ 200/day	\$ 275/day	\$ 0

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

Foundation Golf Tournament at Scotland Run Golf Course ^(FT)	Individual, \$250 x	=	\$ 0
Foundation Networking Event at Field House Sports Bar ^(FN)	Individual, \$85 x	=	\$ 0
Foundation Donation ^(FD)	\$ 50		\$ 0

7. CERTIFICATION REVIEW COURSES, SEPTEMBER 7-8

	Full Course (member)	Full Course (nonmember)	Audit only* (member)	Audit only* (nonmember)
CRP Review (program #1192)	\$625/mem/725**	\$825/mem/925**	\$350	\$450
PCI Review (program #1194)	\$625/mem/825**	\$825/mem/925**	\$350	\$450
PSP Review (program #1193)	\$625/mem/825**	\$825/mem/925**	\$350	\$450

*Auditing 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.

**Rate applies after August 10, 2012.

8. PRE-SEMINAR PROGRAMS AND EVENTS

	Member	Nonmember
Program/Tour Name:	\$	\$
Program/Tour Name:	\$	\$
		TOTAL AMOUNT

9. PAYMENT INFORMATION

Check enclosed Make payable to: **ASIS International**. There is a \$25.00 returned check fee.

VISA ^(V) MasterCard ^(MC) American Express ^(AE) Discover ^(D) AMOUNT TO CHARGE \$

Name on card _____ Cardholder signature _____

Expiration date _____ / _____ Account number _____

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

PREPARATION 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 13, 2012. Address: ASIS 2012 Registration, 10900 Granite St, Charlotte, NC 28273, or via e-mail at asis@spokane.com. Cancellations received after August 13, 2012 are subject to a \$100 cancellation fee. No refunds are available for cancellations received on or after August 23, 2012 or for "no shows." Exhibits Only registration fees are non-refundable and non-transferable.

September 10-13, 2012 | Pennsylvania Convention Center | Philadelphia, Pennsylvania | www.asis-seminar.org

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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 2012** 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: E966X0S2

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 Red Bank, NJ 07701
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 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.