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ISC WEST 2009 WINS BIG IN LAS VEGAS!

Entire security distribution channel well represented; new products launched; networking and conducting business . . . all despite economic caution

(NORWALK, CONN April 2009) - - -This year, ISC West 2009 continued to serve the entire security industry as every element of the security distribution channel was well represented. Despite economic uncertainty and pending a third-party attendance audit, there were over 22,000 industry professionals, including more than 14,000 buyers in attendance. Business activity that was quite evident on the 290,000 sq. ft. show floor consisting of 900 companies. 150 first-time, new exhibitors were on the show floor and international participation in the Global Expo comprised 36,000 sq. ft.

Consistent with years past, the dealer/installer/integrator and end-user audiences topped the list of industry professionals represented. About 10% of the total attendance represented key buying segments for Public Security & Safety Expo including: Government; Law Enforcement; Military; Campus and Transportation.

“We were quite pleased with this year’s results,” commented Ed Nichols, Vice President, ISC Events. “ISC West received high marks from manufacturers who were able to conduct business; launch new products and basically come together with key buyers. I can confidently say that despite some trepidation on the part of the industry in the first few months of the first quarter and just prior to ISC West, those concerns were abated by the fact that qualified buyers were on the floor buying and that ISC West set a positive buying tone for the rest of the year. It would seem that this positive buying dynamic atmosphere at ISC West is just what the industry needed to give it momentum.”

ISC West serves the entire security distribution channel while providing a forum for new technologies, innovations and product solutions. ISC West also brought new ideas and celebrated innovation as The SIA New Product Showcase (NPS), celebrating its 30th anniversary, brought "Best in Show" and Innovative products to the forefront. This year, Pivot3 and GE

Security took top honors for Best New Product and Innovation respectively. For the entire list of New Product Showcase Winners visit: www.sianps.com.

Other highlights included the launch of Public Security and Safety Expo (PSS), the former Urban Security show –within-a-show. This area featured 100 exhibiting companies in 18,000 sq. feet showcasing solutions for municipalities, public facilities, airports, ports and bridges. A robust VIP program was conducted to attract pre-qualified end-user and systems integrator buyers which included personalized outreach and developing customized ISC West experiences. Lieutenant General Kenneth A. Minihan, former director of the National Security Agency and the Defense Intelligence Agency, delivered the keynote address on the challenges and opportunities of implementing a Comprehensive National CyberSecurity Initiative.

ISC Education debuted its new programming where education sessions were developed in keeping with job functions. Previously, ISC Education convened a Conference Advisory Panel comprised of manufacturers, end-users, integrators, dealers, adult education specialists and industry consultants and members of SIA's education committee. This year's program was a direct result of their input and direction and was well-received.

Networking opportunities and special events abounded at this year's ISC West. From ISC-SIA End-User event and International Welcome Reception, ISC West also offered a unique "Meet the Press" session where manufacturers could network with leading trade magazine editors to learn how to more effectively work together.

"We are pleased to see that ISC West fulfills the global security industry expectations, especially in these trying times," commented Ed Nichols, vice president for the ISC portfolio of events. "Our goal is to offer numerous advantages to the International security community through business-building and networking opportunities; by imparting thought-leadership on trends and protocols affecting business, and unparalleled access to the global security marketplace. We feel we are making significant and meaningful contributions to the sustained growth of the security sector while gaining collaborative insight from many industry partners including SIA and CAA."

About ISC Expo West and the Reed Global Portfolio of Events

ISC West is sponsored by the Security Industry Association (SIA) and endorsed by the California Alarm Association (CAA). For the past six years, ISC West has been ranked as one of *Tradeshaw Week's* "Fastest 50 Growing Events." It is part of the entire ISC portfolio including the

ISC East event in New York, (Oct. 28-29, 2009 at the Jacob Javits Convention Center) and ISC Brasil, Transamerica Convention Center, Sao Paulo, Brazil.

Reed Exhibitions, producers of these events, is the world's largest organizer of business-to-business events. Each year Reed plans and executes over 460 events worldwide. For information on attending or exhibiting at either ISC EXPO event, visit <http://www.iscwest.com> or <http://www.isceast.com> or to reserve your booth space, call Ned Frey, Sales Manager, 203.840.5931.

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