



Contact: Beth Blake  
203.840.5451  
[bblake@reedexpo.com](mailto:bblake@reedexpo.com)

**FOR IMMEDIATE RELEASE**

## **ISC WEST KICKS OFF WITH ISC PREMIER EDUCATION SERIES<sup>SM</sup>**

### ***The Security Industry's Largest Annual Gathering Opens Tomorrow***

(LAS VEGAS, NV April 5) - - ISC West opened today with the debut of the revamped ISC Premier Education Series<sup>SM</sup> featuring sessions on the IP Technology Advancement Center & Certificate (IP-TAC<sup>2</sup>), the Master Security program, Remote Video Surveillance, Dataveillance, Workplace Violence and the CSO Forum. The ISC Premier Education Series is a revamped curriculum developed by the ISC Education Advisory Board composed of representative members of the security distribution channel.

ISC West special event highlights from today included the 8<sup>th</sup> Annual AIREF Golf Classic, AIREF's sole fundraising event of the year; The SAMMY Awards, *Security Sales & Integration* magazine's annual salute for the best sales, marketing and installation endeavors; the Security Industry Association (SIA)'s Customer Appreciation Reception and the inaugural Women's Security Council Kick-Off Networking Reception.

ISC West is the largest event in the U.S. for the physical security industry and the exhibition opens tomorrow with a grand opening, produced in concert with Ingersoll-Rand. The sold-out show floor will feature over 10,000 products from 900-plus manufacturers with special product feature areas such as the Public Security & Safety Expo and the Global Expo. The show floor includes more than 150 first-time exhibitors bringing never-before-seen products and solutions to ISC West. The Global Expo showcases 300 international vendors-an increase of 20 percent over the number of exhibitors last year.

This year's 32<sup>nd</sup> SIA New Product Showcase (NPS) will feature 85 entries from 70 companies in a new, larger location. Due to the rapid development of new products and technologies, the NPS has nearly doubled the number of NPS product categories, particularly in the video segment.

With so much ground to cover, ISC West has made the show floor layout easier to navigate with a series of tools that include "My Show Planner" kiosks in various locations on the show floor and ISC West Mobile for smart phones. ISC West Mobile features educational sessions, special events, show floor locations and an online exhibitor directory and interactive map.

The day opens with a State of the Industry Panel discussion at 9:00 AM. The SIA NPS Award Announcements, as judged by a grouping of NPS judges composed of industry professionals, will be made in the afternoon. Among the highlighted educational sessions, ISC Premier Education Series<sup>SM</sup> continues with a series of sessions on Advanced Persistent Threats; Cloud Computing Security Risks and Standards, A Legislative Update of State & Local Municipalities, Convergence: The Key to the Future of Risk Management and Web & Social Media Marketing for Dealers & Integrators. The day also includes a series of vendor solutions sessions presented by Axis Communications, Anixter Inc. and FLIR Systems.

For more information about ISC West; visit [www.iscwest.com](http://www.iscwest.com)

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**ISC West:**

*ISC West is the security industry's premier launching pad for new products, solutions and technologies in the U.S. Each year, ISC West hosts over 900 international and domestic security product manufacturer companies and over 23,000 security professionals in Las Vegas.*

*Currently, ISC West is completely sold out with sales projections pacing towards a 10% growth in show floor space making ISC West the largest exhibition hall in the US for security. This year's ISC West Premier Education Series will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Educational Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education Series is the security industry's broadest offering of education, developed by the industry, designed to take today's security professional to the next level.*

*ISC West Exhibition will take place on April 6-8, 2011 at the Sands Expo & Convention Center, Las Vegas, NV with the ISC Premier Education Series beginning on April 5-7, 2011.*

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**The Security Industry Association (SIA)**

SIA is a nonprofit international trade association that represents more than 350 electronic physical security product manufacturers, specifiers, integrators and service providers.

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