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**FOR IMMEDIATE RELEASE**

## **ISC West Delivers Good Momentum to the Security Industry** ***Attendance Increase, More Company Participation, Enhanced Business Opportunities***

(NORWALK, CT - April 8, 2010) --- ISC West closed the first quarter of the year with a renewed level of optimism, more exhibiting companies in attendance, and an overall increase in industry professional participation. The total number of industry professionals, pending a third-party attendance audit is 23,323, a 5 percent increase from last year's event. The largest percentage of attendance came from end-users representing 28 percent, followed by integrators at 20 percent and the dealer/installer representing 19 percent. The number of companies participating in this year's event exceeded 900 and the total square footage was 263,000 square feet.

ISC West opened in grand fashion with a standing-room only attendance at the State of the Industry keynote featuring representatives from the entire security channel and a live video stream courtesy of Securityinfowatch.com. The State of the Industry Keynote culminated in a dramatic presentation featuring the re-launch of ISC East as **ISC Solutions**. ISC Solutions will take place Nov. 3-4, 2010 at the Jacob Javits Center in New York, and will provide targeted touch points and business opportunities with security end-users representing growth verticals for participating manufacturers and service providers. This vertical 'theme' will penetrate all aspects of the security channel, with content for the core ISC Solutions audience, the dealer/installer and systems integrator.

"Judging from reaction and from the many third-party accounts, ISC West delivered a renewed sense of optimism for the security industry," said Ed Nichols, Industry Vice President, ISC Events. "By developing many new initiatives and programming with feedback and input from the security industry, including our esteemed partner, SIA, ISC West has truly become the litmus test for the health of the security industry."

Attendance to the **Public Security & Security** (PSS) area of the show was robust. Ten percent of the total ISC West attendance came from PSS-related business categories. PSS features products and technologies for securing homeland, municipalities, and infrastructure – in all sectors including law enforcement, campus security, urban/border protection and air, land, sea and rail security.

ISC Education, developed in partnership with SIA, delivered a comprehensive program with a revamped curriculum with feedback and direction from the newly established ISC Education Advisory Board. The Board is comprised of security professionals from all segments of the industry: visionary manufacturers, end users (including law enforcement and campus security), integrators, and education experts including SIA, the Security Industry Association. With their guidance, ISC Education brings meaningful education to security professionals who are

looking for career advancement while increasing productivity, efficiency, and knowledge. The IP Institute offered security professionals with Level 1 & 2 training with both sessions enjoying packed rooms. The Signature Series also made its debut at this year's event. Here, a series of high profile topics were presented by industry leaders, including Richard Chace, CEO of SIA, Mark McCourt, Publisher at BNP Media, and a special presentation featuring the dissection of the world's largest diamond heist and how burglars were able to circumvent and disable the very complex and sophisticated security system.

The SIA New Product Showcase awarded its top recognition to Sarnoff's "Iris on the Move" an iris recognition system. The NPS judging process was complemented by a new physical display area on the show floor which allowed security professionals to see all of the new products in one place. In addition, international and domestic manufacturers chose ISC West to debut their new products and technologies on the show floor, in press conferences and media briefings. Twitter, blogs and other social media platforms were the virtual platforms to connect buyers with sellers and the over 100 media in attendance.

But security professionals weren't the only winners in Las Vegas this year at ISC West. The first **Security 5K at ISC West** road race to benefit Mission 500 made its debut. Working with the security industry's charity, Mission 500 ([www.mission500.org](http://www.mission500.org)) since its inception, the ISC team, in partnership with *Security Systems News/Security Director News*, launched a 5K road race on the second day of the event. By providing the industry with a clear channel to contribute to Mission 500 via a single event, the interest surpassed organizers' expectations as over 250 runners participated. The event, which raised over \$30,000 for Mission 500, was deemed the single most successful event in the charity's history.

Plans are already in place for 2011 as ISC West 2011 educational program begins **April 5 – 7, 2011** with the **exhibition** opening **April 6 – 8, 2011** at the Sands Expo & Convention Center in Las Vegas, NV. For updated and continuing information about future ISC portfolio of events, click on [www.iscwest.com](http://www.iscwest.com).

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#### **About ISC West**

*ISC West is sponsored by the Security Industry Association (SIA) and endorsed by the California Alarm Association (CAA). For the past seven years, ISC West has been ranked as one of Tradeshow Week's "Fastest 50 Growing Events." It is part of the entire ISC portfolio including the ISC Solutions event in New York, (November 3-4, 2010 at the Jacob Javits Convention Center) and ISC Brasil in Sao Paulo (April 14-16, 2010 at the Transamerica Convention Center).*

*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 any of the ISC Event, visit [www.iscwest.com](http://www.iscwest.com) or [www.iscsolutions.com](http://www.iscsolutions.com) or to reserve your booth space, call Fred Evanko, Sales Director, 203.840.5965.*

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