



## ISC West Returns to Las Vegas, As First Major Security & Public Safety Event For 2021

*ISC West 2021 took place last week on July 19-21 at the Sands Expo & Convention Center in Las Vegas, accelerating market recovery and re-defining the roadmap ahead for the security & public safety industry as the first major industry event to take place since 2019.*

**July 30, 2021 – Norwalk, CT** – ISC West 2021, in collaboration with premier sponsor Security Industry Association (SIA), took place last week on July 19-21 at the Sands Expo & Convention Center in Las Vegas, serving to accelerate market recovery and re-define the roadmap ahead for the security & public safety industry after a year-plus hiatus of large scale, in-person events.

Noting the buzz of positive energy, enthusiasm and excitement throughout the three-day event, ISC West customers testified: “This week has been incredible!” “...foot traffic has been amazing...” “...a lot of good connections made...” and “...definitely coming back next year...”, amongst additional accolades for the first major industry event to take place since 2019. The expo floor was bustling, and [premier manufacturers](#) gathered to network, re-connect, and introduce themselves to over 10,000 security & public safety industry professionals in attendance, citing that they were very pleased with the quality of buyers and in-depth conversations. This year’s event welcomed top integrators and buyers from organizations such as Ace Hardware Corporation, ADT Commercial, ADP, AIRBUS, Allied Universal, Amazon, American Airlines, Arizona State University, Boeing, Chevron, City of Los Angeles, Costco, FBI, Florida State University, Graybar, JP Morgan Chase, Kaiser Permanente, Macy’s, Nike, NFL, Northland Controls, Ross & Baruzzini, SAGE Integration, Siemens, Stanley Security, Tesla, Toyota, UC Davis, US Air Force, and White Plains Hospital.

“It was very exciting to re-engage with the industry in person at ISC West last week. Attendees, exhibitors and speakers have been raving about the quality of audience and the collective energy of the community taking a big step forward for the market, said Will Wise – RX’s Group Vice President, Security Portfolio. “I also was very impressed with the quality of booths and demos, and innovations across the comprehensive spectrum of security and public safety.”

As in past years, education sessions continued to facilitate strong insights via the dynamic [SIA Education@ISC Program](#), which featured over 135 expert speakers and 65+ sessions. Several of the best attended sessions were within the new COVID-19 Response & Public Safety / Health track which stood out as an audience favorite, including: *Multi-Site Security in a Post-Pandemic World: How to Standardize System Design, Enterprise Security Needs in the New Normal, and The Evolution of Wearable Technology for Workplace Health and Safety*. The ever-popular *Day 3: SIA Women in Security Forum Breakfast & Keynote* featured Julia Landauer, NASCAR Champion and Advocate and Guest Speaker on Issues of Leadership, Working With Fear, Women’s Empowerment, Risk and STEM Education. The special event attracted over one hundred female and male professional women in security advocates. Landauer addressed what it means to work through fear to achieve peak performance, while sharing a message of women’s empowerment and leadership.

“SIA was thrilled to see people’s enthusiasm around ISC West and commitment to the show this year, and it was wonderful to be back in-person with our members and the industry as a whole”, said Don Erickson, CEO of Security Industry Association. “ISC West 2021 saw strong turnout for SIA’s signature events, the SIA Women in Security Forum keynote and breakfast, the SIA RISE networking event for young professionals, and the ISC West Keynote Series and the SIA Education@ISC West conference program. SIA enjoyed helping bring the industry together to explore the latest technologies, network, learn, share ideas and more.”

The keynote stage was located on the expo floor and hosted a variety of special events. It was standing room only for the *Day 1 Keynote: Security Returns: Creating a Lasting, Data-Driven Value Proposition For Your Organization* featuring David Komendat, Vice President and Chief Security Officer, The Boeing Company (Sponsored By: ADT Commercial). ISC

West also featured the *Day 2 Keynote: Twenty-First Century Best Practices: Law Enforcement and Security Industry Confront Emergent Threats* featuring James Gagliano, Retired FBI Supervisory Special Agent & Law Enforcement Analyst, the annual *Mission 500 Awards Ceremony*, plus new for 2021—an innovative series of *LIVE @ ISC West* live-streamed segments (Presented by: [ISC News](#)). The [SIA New Product Showcase \(NPS\)](#) area, also located at the epicenter of the expo floor, featured over 50 products, technologies, and solutions that participated in the highly competitive, premier awards-based program that was held virtually earlier this year. Attendees on-site visited the NPS areas to learn about the 2021 winners and view the latest product launches in the industry.

As ISC West looks back on the success of the event, there continues to be a variety of opportunities for security and public safety professionals to stay engaged throughout the year, including the on-demand [ISC West 2021 Virtual Event](#) content, and the upcoming [ISC East](#) sister-event taking place November 17-18, 2021 at the Javits Center in NYC, which is co-located with RX's Natural Disaster & Emergency Management Expo. And, detailed planning is well under way for [ISC West 2022](#), taking place March 22-25, 2022 (**SIA Education@ISC**: March 22-24 | **Exhibit Hall**: March 23-25) at the Sands Expo in Las Vegas. For the most up-to-date information or for any additional questions, please visit [www.iscwest.com](http://www.iscwest.com) or contact our Customer Service team at [inquiry@isc.reedexpo.com](mailto:inquiry@isc.reedexpo.com).

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### About ISC Security Events

*The International Security Conference & Exposition (ISC) security events are the leading exhibitions for the security tradeshow industry, ISC Security Events are held in collaboration with premier sponsor SIA and are the only holistic security events strategically designed to provide products, technology, education & networking covering physical, IT and IoT security. ISC runs various regional events across North and South America, which range in a variety of different formats, each designed to connect you directly with suppliers and buyers in the security & public safety industry.*

For more information visit: [www.iscwest.com](http://www.iscwest.com) | [www.isceast.com](http://www.isceast.com) | [www.iscnews.com](http://www.iscnews.com)

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### About RX (Reed Exhibitions)

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*

### About RELX

*RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.\**

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

### About SIA

*SIA (<https://www.securityindustry.org/>) is the leading trade association for global security solution providers, with over 1,200 innovative member companies representing thousands of security leaders and experts who shape the future of the security industry. SIA protects and advances its members' interests by advocating pro-industry policies and legislation at the federal and state levels, creating open industry standards that enable integration, advancing industry professionalism through education and training, opening global market opportunities and collaborating with other like-minded organizations. As the premier sponsor of ISC Events expos and conferences, SIA ensures its members have access to top-level buyers and influencers, as well as unparalleled learning and network opportunities. SIA also enhances the position of its members in the security marketplace through SIA GovSummit, which brings together*

*private industry with government decision makers, and Securing New Ground, the security industry's top executive conference for peer-to-peer networking.*

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