



## **ISC West Previews 3-Day Agenda, Networking Opportunities, and Exhibitor Tech Center for Virtual Event Next Week**

*The ISC West 2020 Virtual Event brings security & public safety professionals the opportunity to engage and deepen their relationships with technologies, brands and products, while discovering what is new, next and innovative*

**Oct. 2, 2020** – ISC West, in collaboration with premier sponsor, the Security Industry Association (SIA), is excited to unveil final details on the upcoming 2020 virtual event, taking place virtually next week on Oct. 5-7, 2020. Starting Monday at 12:00 PM ET, ISC West will be launching its full 3-day agenda of morning keynotes, 25+ SIA Education@ISC sessions, virtual vendor solution sessions, discussion group sessions, networking events and finally—the Exhibitor Tech Center.

As a primary feature of the [ISC West Virtual Event Engagement Hub](#), the Exhibitor Tech Center will offer a variety of customized content pages from over 50 of the [industry's premier manufacturers](#) come Monday, showcasing industry content, products, technologies and solutions that are new to the security and public safety industry. Each page will also feature virtual business cards that allow attendees to connect directly with participating brands by sending a message or requesting to be contacted.

“For more than 50 years, ISC West, in partnership with the Security Industry Association, has not only been recognized for its invaluable educational programming, but also for its efforts in bringing the security and public safety community together in new ways,” said Will Wise, group vice president, security portfolio, Reed Exhibitions. “While it was a challenge to figure out how we can rally the community together with everyone working remotely, we are looking forward to the programming and activities our team has organized for the show this year and much appreciate the support of the industry. We have some compelling and fun surprises in store for attendees, and we can’t wait for the event to kickoff next week.”

In addition to the Exhibitor Tech Center, another opportunity to connect with others are the fireside chat Discussion Groups, taking place each day during the 15-minute breaks in-between sessions. With this format, ISC West enables professionals to connect online via video conference discussions that cover a variety of topics. Each chat will be moderated by a member of the ISC West team, and is complimentary to attend for all security & public safety industry professionals.

### **Schedule of Discussion Groups:**

- Monday, Oct. 5
  - **1:30pm ET: Access Control – Are you COVID ready?**
  - **2:30pm ET: Physical Security – How has the landscape changed during the pandemic?**
- Tuesday, Oct. 6
  - **1:30pm ET: Arena Security – What’s new in COVID Security Technology for Large Crowd Mitigation/Large Gatherings?**
  - **2:30pm ET: IoT Security**
- Wednesday, Oct. 7
  - **1:30pm ET: Security’s role in COVID-19 response and recovery--How are we staying up to date on new technology without in-person shows?**
  - **2:30pm ET: Diversity/Inclusion in the Workplace – How are you keeping talent through Inclusion?**

Each evening, ISC West will also be hosting virtual interactive and celebratory networking opportunities to bring the security community together. While the industry was unable to convene in Las Vegas in 2020, ISC West is proud to be able to bring a little bit of Las Vegas to the comfort of everyone’s home or office via the networking event entertainment acts – magician Ariann Black and Tony Abou-Ganim, the Modern Mixologist.

## Schedule of Virtual Networking Events:

- **Day 1: ISC West Virtual Event Kick Off Happy Hour**  
**Guest Star: Ariann Black, Female Magician of the Decade**  
Monday, Oct. 5: 5:00pm ET
  - Sponsored by: Synnex
  - Join ISC Security Events, the Security Industry Association, and other security industry professionals as we close out and celebrate the first day of the ISC West 2020 Virtual Event, featuring Ariann Black, a Las Vegas magician performing slight-of-hand magic tricks. Join us for a fun, interactive way to connect with colleagues and find your network – and don't forget to bring your team!
- **Day 2: DHS Town Hall Meeting @ ISC West Virtual: Faced with Disruption: Securing your Digital Connection**  
Tuesday, Oct. 6: 5:00pm ET
  - Sponsored by: Bosch
  - The COVID-19 pandemic has tested the security of organizations in unprecedented ways. DHS and the industry are investing in cutting-edge applications to secure your digital connections and keep services uninterrupted for diverse security environments, including transportation systems, public safety operations, supply chain networks, and infrastructure protections. Join us at the DHS Town Hall Meeting to understand how disruption is impacting the security landscape and what role you can play to help DHS deliver advanced capabilities to 'secure your digital connection.'
- **Day 3: Mission 500 Virtual 5K/2K Awards Ceremony**  
**Guest Star: Tony Abou-Ganim, The Modern Mixologist**  
Wednesday, Oct. 7: 5:00pm ET
  - Sponsored by: Axis Communications
  - Show your support for Mission 500, in the virtual version of their annual race. Activities you're already doing – running, biking, walking the dog, or even mowing your grass – will help children in need, just clock the activity daily. We encourage all registrants to complete a 5K run or 2K walk outdoors or on a treadmill between October 2-7, and submit your results before 12:00pm ET on Wednesday, October 7<sup>th</sup> if participating in the awards. Join us as we celebrate the winners of this virtual activity via a fun, interactive networking event featuring Tony the Modern Mixologist, our way of bringing a little bit of Vegas to you!

Lastly, as the latest addition to the ISC West Virtual Event SIA Education@ISC program, the Day 3 keynote will feature Shannon Huffman Polson – author, Apache helicopter pilot and founder of The Grit Institute – as she shares her stories and lessons learned in the front seat of the cockpit.

- **Day 3 Keynote: Leading From Any Seat: Stories from the Cockpit & Lessons from the Grit Project**  
Shannon Huffman Polson, Author, Apache Helicopter Pilot, Founder of The Grit Institute  
Wednesday, Oct. 7: 12:00pm ET
  - Sponsored by: Alarm.com
  - The SIA Women in Security Forum (WISF) is proud to present renowned speaker Shannon Polson, author of [The Grit Factor: Courage, Resilience and Leadership in the Most Male Dominated Organization in the World](#), and the founder of [The Grit Institute](#), as the speaker for the WISF-presented Day 3 keynote at ISC West 2020's virtual event. As one of the first women to fly the Apache helicopter in the U.S. Army, Polson combines her passion for creativity with firsthand experience in and study of leadership and grit to deliver world-class training to companies and organizations.

“SIA is committed to delivering virtual education offerings that the industry needs, and the SIA Education@ISC series being presented next week during ISC West is reflective of that commitment,” said SIA CEO Don Erickson. “We thank all of the speakers and the members of SIA’s ISC Education Advisory Board for responding quickly to provide 25+ SIA Education@ISC virtually at ISC West. We’re also proud to organize and present the SIA Women in Security Forum Day 3

Keynote at ISC West with author Shannon Huffman Polson; her themes of inclusiveness, grit and leadership are more relevant than ever to the security industry and its future.”

Registration for the [ISC West 2020 Virtual Show](#) is open and includes complimentary access to all programming for industry professionals. To register, please visit the [Virtual Event Engagement Hub](#) and for more information on full SIA Education@ISC session details, virtual vendor solutions sessions, and more, check out the ISC West Digital Directory located under Additional Resources.

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### **About ISC West**

*ISC West, in collaboration with premier sponsor, Security Industry Association (SIA), is the largest converged security event of the year, constantly evolving to educate security professionals on the tools and skills needed to protect against today’s emerging cyber-physical security threats and the anticipated ones of tomorrow.*

*The 50+-year-old ISC Security Events brand is trusted to provide the assets and knowledge needed to fight emerging threats. Over 1,000 international and domestic companies and brands across physical, IT and IoT security debut their new products at the tradeshow to over 30,000 security industry professionals. Through its partnership with the Security Industry Association (SIA), ISC West offers accredited educational sessions on all types of industry topics through SIA Education@ISC.*

*For 2021, ISC West plans to return to the Sands Expo in Las Vegas on March 23-26, 2021 (SIA Education@ISC: March 23-25 | Exhibit Hall: March 24-26). For more information visit: [www.iscwest.com](http://www.iscwest.com)*

*Twitter: [@ISCEvents](#), Facebook: [@ISCEvents](#), LinkedIn: [ISC Security Events](#), Instagram: [@isc\\_events](#), Hashtag: #ISCWest*

### **About Reed Exhibitions**

*Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants.*

*Our events, organized by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries.*

*For more information visit: [www.reedexhibitions.com](http://www.reedexhibitions.com)*

### **About SIA**

*SIA (<https://www.securityindustry.org/>) is the leading trade association for global security solution providers, with over 1,100 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.*

### **Contact**

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