



Profile Certificate of Attendance

The dates of the event were 28 April 2009 to 30 April 2009

**Trade
Exhibition**

Infosecurity Europe 2009

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The Primary Market Sector for this event is:

Computing & IT

This certificate expires on 31 July 2010 unless ABC has issued a new certificate before that date.

Issued by

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Certification Statement

This certificate was issued on 17 August 2009. The data included is derived from a return of attendance prepared by the organiser: Reed Exhibitions Ltd.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Organiser and ABC.

Published by

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Certificate of Attendance for the event between 28 April 2009 and 30 April 2009

Total Attendance	12,360
Total Visitor Attendance	11,691
Free Attendance	9,685
Individual Registration	9,685
Multiple Registration	-
Auto Registration	-
Paid Attendance	809
Transfer Attendance	1,197
Other Attendance	669
Exhibitor Personnel	-
Non-Registered Attendance	669

Transfer Attendance Breakdown

Event Transferring From:	Attendees Transferring
Service Desk and IT Support Show	1,197

Event Details

Event Dates:	Tuesday, 28 April, 2009 to Thursday, 30 April, 2009
Event Venue:	Earls Court, London
Stand Space Occupied (square metres):	6,291
Number of Stands:	307
Year Event Established:	1996
Event Frequency:	Annual
Next Event Dates:	Tuesday, 27 April, 2010 to Thursday, 29 April, 2010
Next Event Venue:	Earls Court, London

Organiser's Descriptions (not verified by ABC)

Main product Groups/Services Exhibited:

Anti Spam, Anti Virus, Application Security, Biometrics, Business Continuity/Disaster Recovery, Content Monitoring/Filtering, Compliance, Encryption/PKI/Digital Certificates, Email /IM Security, Firewalls, Identity & Access Management, Internet Security/Network Security, Intrusion Prevention/Detection, IT Forensics, Legislation and Standards/BS7799/Certification, Managed Security Services, Patch Management, Penetration Testing/Risk & Vulnerability Assessment, Physical Security, Remote Access, Security Policy, Security Tokens, Single Sign-on, Security Training/Awareness/Education, Security web services, Smartcards, Storage Security, Unified Threat Management (UTM), VPN, VOIP Security, Wireless/Mobile Security

Target Audience:

Corporate/board level responsible for IT, Other corporate/board level, Director level responsible for IT, Other Director level, IS/IT Management (inc. Network Mgrs etc), General Management (inc. Product/Project Mgrs, Sales and Mktg), Technical Specialists, Industry Analyst, Consultant, Press/Journalist

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Geographic Analysis

	Total	%
Total Attendance	12,360	100.00
Total United Kingdom	11,440	92.56
East Anglia	389	3.15
East Midlands	357	2.89
London	3,597	29.10
Midlands	446	3.61
Northern	89	0.72
North West	362	2.93
South East	4,774	38.62
South West	793	6.42
Yorkshire	303	2.45
Scotland	123	1.00
Wales	173	1.40
Northern Ireland	34	0.28
Total Other Countries	920	7.44
Europe (excluding the United Kingdom)	707	5.72
Asia	11	0.09
Australasia & The Pacific	7	0.06
Central & South America	6	0.05
Middle East & North Africa	66	0.53
North America	103	0.83
South/Central Africa	11	0.09
South East Asia	9	0.07

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Analysis by: Industry/Business/Sector

	Total	%
Total of Free and Paid Attendance	10,494	100.00
Specified	9,960	94.91
Unspecified	534	5.09
Breakdown of Responses		
IT Hardware/Software/Manufacturer/Supplier	1,639	15.62
IT Distributor/VAR/Integrator/OEM	1,496	14.26
Broadcasting	50	0.48
Catering/Hotels/Leisure & Entertainment	82	0.78
Charity	123	1.17
Construction/Agriculture/Mining	66	0.63
Education & Training	513	4.89
Finance/Banking/Insurance	1,225	11.67
Government (Central/Local/MOD)	1,315	12.53
Consultancy	935	8.91
Legal	115	1.10
Manufacturing/Engineering/Electronics (Non IT)	246	2.34
Medical/Healthcare	203	1.93
Media (Marketing/Advertising/PR/Press/Publishing)	339	3.23
Oil/Gas/Chemical	82	0.78
Pharmaceuticals	43	0.41
Property	59	0.56
Public Services (excluding Healthcare)	186	1.77
Retail/Wholesale/Distribution	230	2.19
Service Provider	388	3.70
Telecommunications	385	3.67
Transport and Travel	128	1.22
Utilities (Electricity/Water/Gas)	82	0.78
Other	30	0.29

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Analysis by: Job Title/Function

	Total	%
Total of Free and Paid Attendance	10,494	100.00
Specified	10,110	96.34
Unspecified	384	3.66
Breakdown of Responses		
Auditing	256	2.44
Compliance/Legal	213	2.03
Database/Data Centre Management	85	0.81
Disaster Recovery/Business Continuity	96	0.91
Finance/Purchasing	99	0.94
IT Forensics/Computer Crime	146	1.39
IT Management	1,402	13.36
IT Security	3,029	28.86
Network/Infrastructure Management	838	7.99
Outsourcing	90	0.86
Programming	108	1.03
Research & Product Development	278	2.65
Risk Management	356	3.39
Sales/Marketing/Business Development/PR	1,840	17.53
Systems Design/Software Engineering	238	2.27
Training & Education	169	1.61
User Support Helpdesk	198	1.89
Other	669	6.38

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Glossary of Terms

Audit Status:

There are three possible stages of certification:

Organiser's Statement - Subject to Audit - The organiser has provided event data which has been prepared in accordance with ABC rules but not yet been audited by ABC.

Audit Complete - ABC have audited the Organiser's Statement and reported no changes to the data.

Audit Report - Audit Complete - this is a statement issued by ABC when problems found at audit show that there were material errors in the organiser's original return submission and subsequent certificate. A revised certificate is issued with the audit report entered on the front page of the certificate.

The audit status is shown at the top of each page of the certificate.

Total Visitor Attendance:

The Total Visitor Attendance is the number of individuals who registered for and attended the event as a visitor, or transferred from an event running concurrently at the same venue.

Other Attendance:

Other attendance is the number of individuals who attended the event but did not register as a visitor, including press, exhibitor personnel or non registered attendance.

Transfer Attendance Breakdown:

Where transfer attendance has been claimed, a list of the transfer events and the number of attendees from each are shown.

Event Details:

Details of the current and next scheduled event, including:

Year Established: The year in which the event was first held .

Event Sponsors: If claimed, a list of any sponsors will be shown .

Organiser's Association Membership: If claimed, a list of any associations to which the event is registered/affiliated.

Organiser's Descriptions:

A free text area on the certificate is available for the organiser to describe the main products & services exhibited and the target audience. Neither of the descriptions are audited by ABC.

Further Analyses:

Industry/Business/Sector, Job Title/Function and Geographic Analysis are mandatory analyses. Further analyses can appear on the certificate and share the same format as the mandatory analyses.

Total Breakdown of Free and Paid attendance: This is the total number of attendees that the subsequent breakdowns are relevant to.

Specified: The number of attendees that provided a response on the registration document.

Unspecified: The number of attendees that did not provide a response on the registration document.

Total Responses: This total is included where multiple responses are allowed for a question.