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ISC EAST 2019

NOVEMBER 20-21

JAVITS CENTER | NY

ISC East is the Northeast's largest physical security trade show. During the event, 7,000 security professionals convene in New York to meet with technical reps from over 250 leading brands. The combination of one-on-one conversations with critical buyers, complimentary special events, free on-floor education, and cutting edge new programs make ISC East the security industry's hidden gem.



ISC East is the only place where system integrators, dealers/installers, and end-users can come for FREE EDUCATION specific to their particular job function.

EDUCATION SESSIONS QUALIFY FOR:

- ASIS – Continuing Professional Education Credits (CPE)
- ALOA – Education Credits (AEU)
- NICET – Continuing Professional Development Points (CPD)

INDUSTRY SUPPORT



The Security Industry Association (SIA) is the sole sponsor of ISC East. Proceeds from ISC East directly contribute to the industry through SIA's education, training, and lobbying for the industry. ISC is also supported by:

- New York State Electronic Security Association (NYSESA)
- New Jersey Electronic Security Association (NJESA)
- Connecticut Alarm & Systems Integrators Association (CASIA)
- Pennsylvania Burglar & Fire Alarm Association (PBFAA)
- Security Specifiers



WHO ATTENDS?

ATTENDEES:

- System Integrators
- IT Integrators/VARs
- Residential & Commercial Dealers & Installers
- Central Station Owners/Managers
- Physical Security Specifiers & Consultants
- End-Users from various vertical markets

UNIQUE AUDIENCE:

ISC East is designed to help you reach a virtually untapped market.

- 97% of ISC East attendees don't attend ISC West
- 41% of ISC East attendees have an annual spending limit of over \$500,000
- ISC East is a short train ride from major metropolitan areas attracting attendees from: NY, NJ, CT, MD, PA, MA, Washington, DC, and more



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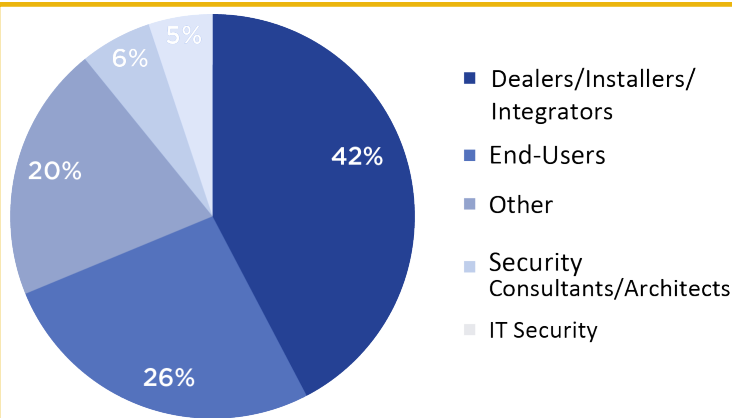


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ATTENDEE PROFILE



PRODUCT INTEREST

Access Control, Alarms, CCTV Equipment, Communication Equipment, Data Protection/Storage Security, Drones/UAVs, IP Technology, Security Hardware, Surveillance Equipment, Unmanned Vehicles & Robotics, Video Surveillance, Wireless Equipment, Wire and Cable

| JOB TITLE | PERCENT OF TOTAL |
|--|------------------|
| Owner | 25% |
| Marketing/Sales | 15% |
| Executive Management/Security Management | 14% |
| Security Dealer/Installer | 11% |
| Security Integrator | 8% |
| Law Enforcement/Public Safety | 5% |
| Information Technology | 5% |

“After taking 4 years off from ISC East, I decided to return to the Show. We had a very successful exhibition and immediately signed up to participate again. ISC truly attracts quality leads, the right people within the industry. This event is important for anyone that takes this industry seriously. It really gives one an opportunity to meet and greet the decision makers and influencers of our very exciting industry”

-DAVE PILCHICK, PRESIDENT, BROOKLYN SUPPLY

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