

Business Profile Event

Attendance Certificate

June 2016



Setting the standard

Infosecurity Europe

Key information

Certificate type

Event

Metric type

Attendance

Audit status

Organiser's statement - subject to audit

ABC total

17,972 Total Attendance

Period

7 June 2016 to 9 June 2016

Market sector

Computing: General

Contact details

Reed Exhibitions Ltd
Ralu Ionescu
Group Marketing Manager
Gateway House
28 The Quadrant
Richmond
Surrey
TW9 1DN
020 8910 7910
infosecurityteam@reedexpo.co.uk
www.infosecurityeurope.com

Total Unique Attendance

17,972

Visitor Attendance

13,481

Exhibitor Attendance

4,491

Event Details

Event Venue:

Olympia, London

Year Event Established:

1996

Event Frequency:

Annual

Next Event Dates:

6 June 2017 to 8 June 2017

Next Event Venue:

Olympia, London

Profile information available

Geographic analysis

Industry/Business/Sector analysis

Job Title/Function analysis

Total Unique Attendance

Visitor Attendance
Exhibitor Attendance

| | |
|--|---------------|
| | 17,972 |
| | 13,481 |
| | 4,491 |

Repeat Attendance (visitors only) - Repeat visits are NOT included in the Total Unique Attendance figure

| | |
|--|--------------|
| | 4,001 |
|--|--------------|

Event Details

Event Dates: Tuesday, 7 June, 2016 to Thursday, 9 June, 2016
 Event Venue: Olympia, London
 Stand Space Occupied (square metres): 6,920
 Number of Stands: 363
 Year Event Established: 1996
 Event Frequency: Annual
 Next Event Dates: 6 June 2017 to 8 June 2017
 Next Event Venue: Olympia, London

Organiser's Descriptions (not verified by ABC)

Main product Groups/Services Exhibited:

Anti Spam/Virus, App/AppCode Sec, Ptch Mgmt, BCM/DR, Fraud Detection, IT Forensics, DS, Encrypt./PKI/Digital Certificates, Storage Sec, Audit, Gvnce Risk & Compl., Info Risk Mgmt, Insider Threat/Soc Eng., Legislation&Stds., PCI-DSS, Sec Policy, Sec Training/Awareness/Ed/ RCMT, Authentication, Biometrics, DRM, Identity & Access Mgmt, SSO/Sec Tokens, End Point Sec, Mobile Sec/MDM, Remote Access, VPN, Cloud Sec, Mng'd Sec Srvc, Sec Web Srvc/Sec as a Srvc, Content Mnt/Filtering, Converged Sec, DLP, Email/IM Sec, Firewalls, Internet Sec/Network Sec, Intrusion Prevention/Detection, Pen Testing/Risk&VUL Assess., Sec Disposal, Sec EM, Unified Threat Mgmt, Virtualization Sec, VOIP Sec, Wireless.

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, Post-graduate student, Other.

Geographical analysis

| Country/Region | Attendees | % |
|--|---------------|--------------|
| United Kingdom | 12,014 | 89.12 |
| England | 11,658 | 86.48 |
| <i>East Anglia</i> | 399 | 2.96 |
| <i>East Midlands</i> | 336 | 2.49 |
| <i>London</i> | 4,165 | 30.90 |
| <i>Midlands</i> | 446 | 3.31 |
| <i>Northern</i> | 97 | 0.72 |
| <i>North West</i> | 361 | 2.68 |
| <i>South East</i> | 4,769 | 35.38 |
| <i>South West</i> | 807 | 5.99 |
| <i>Yorkshire</i> | 278 | 2.06 |
| Scotland | 150 | 1.11 |
| Wales | 163 | 1.21 |
| Northern Ireland | 43 | 0.32 |
| Europe (excluding UK) | 1,082 | 8.03 |
| North America | 150 | 1.11 |
| Central & South America | 9 | 0.07 |
| Australasia and Pacific | 17 | 0.13 |
| Asia | 20 | 0.15 |
| South East Asia & Pacific Rim | 72 | 0.53 |
| Africa | 16 | 0.12 |
| Middle East & North Africa | 101 | 0.75 |

Waiting Approval (HR)

Waiting Approval (HR)

Waiting Approval (HR)

Demographic analyses

| Industry / business / sector | Responses | % of visitors |
|--|-----------|---------------|
| Visitors responding to this question (specified) | 7,551 | 56.01 |
| Visitors not responding to this question (unspecified) | 5,930 | 43.99 |
| Catering/Hotels/Leisure & Entertainment | 116 | 0.86 |
| Charity | 156 | 1.16 |
| Construction/Agriculture/Mining | 72 | 0.53 |
| Consultancy | 830 | 6.16 |
| Education & Training | 340 | 2.52 |
| Finance/Banking/Insurance | 1,605 | 11.91 |
| Government | 824 | 6.11 |
| Legal | 133 | 0.99 |
| Manufacturing/Engineering/Electronics (Non IT) | 245 | 1.82 |
| Medical/Health Care/Pharmaceuticals | 243 | 1.80 |
| Media/Broadcasting | 290 | 2.15 |
| Oil/Gas/Chemical | 100 | 0.74 |
| Property | 51 | 0.38 |
| Public Services | 160 | 1.19 |
| Retail/Wholesale Distribution | 317 | 2.35 |
| Service Provider | 553 | 4.10 |
| Telecommunications | 511 | 3.79 |
| Transport and Travel | 193 | 1.43 |
| Utilities (Electricity/Water/Gas) | 119 | 0.88 |
| Other | 693 | 5.14 |

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| Job title / function | Responses | % of visitors |
|--|-----------|---------------|
| Visitors responding to this question (specified) | 11,547 | 85.65 |
| Visitors not responding to this question (unspecified) | 1,934 | 14.35 |
| Application Security | 209 | 1.55 |
| Auditing | 168 | 1.25 |
| Business / General Management | 724 | 5.37 |
| Compliance | 218 | 1.62 |
| Computer Science | 114 | 0.85 |
| Consultancy / Advisory | 43 | 0.32 |
| Consultant | 1,862 | 13.81 |
| Corporate Functions | 18 | 0.13 |
| Data Centre Management | 68 | 0.50 |
| Database Management | 36 | 0.27 |
| Digital Forensics and Investigation | 104 | 0.77 |
| Disaster Recovery / Business Continuity | 45 | 0.33 |
| Film Crew / Tech Support | 10 | 0.07 |
| Finance | 82 | 0.61 |
| HR | 32 | 0.24 |
| Information Security | 304 | 2.26 |
| Information Security (overall responsibility) | 889 | 6.59 |
| Information Technology | 142 | 1.05 |
| Information Technology (overall responsibility) | 598 | 4.44 |
| IT / Technical | 86 | 0.64 |
| Legal | 29 | 0.22 |
| Marketing | 255 | 1.89 |
| Media | 8 | 0.06 |
| Media Press / Journalist / Editor | 94 | 0.70 |
| Network / Infrastructure Management | 924 | 6.85 |
| PR | 98 | 0.73 |
| Procurement / Outsourcing | 37 | 0.27 |
| Product Development / Technical Research | 184 | 1.36 |
| Programming / Coding | 66 | 0.49 |
| Recruitment | 109 | 0.81 |
| Research (Industry Research / Analysts) | 164 | 1.22 |
| Risk Management / Governance | 462 | 3.43 |
| Sales / Business Development | 1,281 | 9.50 |
| Security Analyst | 787 | 5.84 |
| Security Awareness | 152 | 1.13 |
| Support / Helpdesk | 288 | 2.14 |
| Systems Design / Software Engineering | 248 | 1.84 |
| Threat Intelligence | 177 | 1.31 |
| Training & Education | 6 | 0.04 |
| Other | 237 | 1.76 |
| Application Development | 189 | 1.40 |

More Information

To find out more about ABC, please visit www.abc.org.uk
 To find out more about the Business Profile Event sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate has not been publicly issued.
 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 or inspection reports issued or the reporting standards and procedures, please contact ABC.

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