

ISC West 2019 attendance continues upswing – including top buyers

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Attendance has been growing steadily year-over-year for ISC West, and the 2018 show exceeded 30,000 total industry visitors for the first time. So it's safe to expect ISC West 2019, April 10-12 at the Sands Expo in Las Vegas, will be bigger than ever.

Preregistration for the 2019 show is on track to bring even more visitors than last year. *"This is a show for everyone, for converged security,"* says Mary Beth Shaughnessy, Event Director for Reed Exhibitions. *"We bring a lot of different verticals together with IT and network security, physical security and robots and drones. It's one-stop shopping and the number one security show in North America."*

Identifying buying influencers



The event organisers of ISC West make a concerted effort to bring the industry's top buyers to the show

The event organisers of ISC West make a concerted effort to bring the industry's top buyers to the show. The ISC West Executive's Club is a 'top buyer program' created to welcome high-level buying influencers who have current projects in the pipeline. The program works throughout the year, networking, researching and identifying buying influencers among end users, integrators, dealers/installers and consultants who are working on current projects. Approximately 1,300 attendees are participating in the program this year.

An Executive's Club member might be an integrator working with several large projects or represent a school system that is building a new campus or retrofitting their systems. During the trade show, these guests get the VIP treatment with a variety of benefits, including a lounge, cocktail receptions, and continental breakfasts.

Personalised matchmaking programs

ISC West also provides personalised matchmaking programs to bring together these buyers with companies that can meet their needs. The Executive Club members are also led on guided exhibit hall tours, based on product interest, that highlight new and innovative solutions. The program also contributes to ISC West's goal to grow its end user audience. In this case, it is a group of eager buyers with immediate needs.

Another growing aspect of ISC West is its role shaping exhibiting companies' technology roadmaps, in particular the timing of new product releases. Many new products and technologies are announced at ISC West, and attendees are conditioned to attend the show to see what's new in the marketplace. *"Vendors try and work to get whatever solutions they are promoting together in time for ISC West"*

,” says Shaughnessy. *“Vendors know that attendees have fresh budgets and new initiatives early in the year.”*

Network security products



ISC West will partner with the Security Industry Association (SIA) to make educational sessions available April 9-11

ISC West showcases the latest products, services, and technology including access control, video surveillance, disaster recovery, IT security products, network security products, wireless security products, and thousands more helping ensure safety by giving attendees the right tools and defenses to protect against security risks.

In addition to the exhibition, ISC West will partner with the Security Industry Association (SIA) to make educational sessions available April 9-11. SIA Education@ISC will kick off the day before the start of the exhibition. The comprehensive program includes 85+ accredited sessions covering a range of industry topics aimed at providing the critical knowledge attendees need to protect and defend against developing threats in today's security landscape.

Author Profile



Larry Anderson

Editor, SecurityInformed.com & SourceSecurity.com

An experienced journalist and long-time presence in the US security industry, Larry is SourceSecurity.com's eyes and ears in the fast-changing security marketplace, attending industry and corporate events, interviewing security leaders and contributing original editorial content to the site. He leads SourceSecurity.com's team of dedicated editorial and content professionals, guiding the "editorial roadmap" to ensure the site provides the most relevant content for security professionals.

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