



Profile Certificate of Attendance

The dates of the event were 14 October 2009 to 15 October 2009

**Trade
Exhibition**

Storage Expo 2009

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The Primary Market Sector for this event is:

Computing & IT

This certificate expires on 31 January 2011 unless ABC has issued a new certificate before that date.

Issued by

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Certification Statement

This certificate was issued on 10 December 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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Total Unique Attendance	3,199
Visitor Attendance	3,199
Exhibitor Attendance	-

Event Details

Event Dates:	Wednesday, 14 October, 2009 to Thursday, 15 October, 2009
Event Venue:	Olympia, London
Stand Space Occupied (square metres):	1,803
Number of Stands:	100
Year Event Established:	2001
Event Frequency:	Annual

Organiser's Descriptions (not verified by ABC)

Main product Groups/Services Exhibited:

Archiving, Back-up, Business Continuity, Classification, Cloud, Clustered Storage, Compliance, Data Centres, Data Deduplication, Disaster Recovery, Disk Storage, Flash, SSD's, Email Archiving & Management, Enterprise Content & Records Management, Green Storage, Information Lifecycle Management, Infrastructure & Facilities, IP Storage / FCoE, Networked Attached Storage (NAS), Optical / Holographic Storage, Search / Retrieval, Security, SAN, Storage Networking - Infiniband, Storage Networking - iSCSI, Storage Resource Management (SRM), Storage Service providers, SaaS & Hosted Storage, Storage Services - Testing / Training, Tape Storage, Thin Provisioning, Virtualisation

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 Mgrs and Marketing), Technical Specialist, Industry Analyst, Consultant, Press/Journalist.

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Geographic Analysis

	Total	%
Visitor Attendance	3,199	100.00
Total United Kingdom	3,080	96.28
East Anglia	91	2.84
East Midlands	81	2.53
London	997	31.17
Midlands	83	2.59
Northern	9	0.28
North West	90	2.81
South East	1,427	44.61
South West	174	5.44
Yorkshire	52	1.63
Scotland	30	0.94
Wales	36	1.13
Northern Ireland	10	0.31
Total Other Countries	119	3.72
Europe (excluding the United Kingdom)	88	2.75
Asia	4	0.13
Australasia & The Pacific	1	0.03
Central & South America	-	-
Middle East & North Africa	7	0.22
North America	15	0.47
South/Central Africa	3	0.09
South East Asia	1	0.03

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Analysis by: Industry/Business/Sector

	Total	%
Visitor Attendance	3,199	100.00
Specified	3,199	100.00
Unspecified		
Breakdown of Responses		
Broadcasting	76	2.38
Catering/Hotels/Leisure & Entertainment	18	0.56
Channel - IT Distributor/VAR/Integrator	206	6.44
Charity	40	1.25
Construction/Agriculture/Mining	30	0.94
Consultancy	308	9.63
Education & Training	134	4.19
Finance/Banking/Insurance	250	7.81
Government (Central/Local/MOD)	140	4.38
It Hardware/Software/Manufacturing	751	23.48
Legal	43	1.34
Manufacturing/Engineering/Electronics	107	3.34
Media (Marketing/Advertising/PR/Press)	244	7.63
Medical/Healthcare	57	1.78
Pharmaceuticals	9	0.28
Property	18	0.56
Public Services (Excluding Healthcare)	27	0.84
Retail/Wholesale Distribution	66	2.06
Service Provider	206	6.44
Telecommunications	91	2.84
Transport & Travel	39	1.22
Utilities (Energy/Water/Gas)	18	0.56
Other	178	5.56
Blank	143	4.47

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Analysis by: Job Title/Function

	Total	%
Visitor Attendance	3,199	100.00
Specified	3,199	100.00
Unspecified		
Breakdown of Responses		
Auditing	13	0.41
Data Centre Management	94	2.94
Disaster Recovery/Business Continuity	80	2.50
Finance/Purchasing	41	1.28
IT Security	51	1.59
IT Management	567	17.72
Legal/Compliance	8	0.25
Network/Infrastructure Management	241	7.53
Outsourcing	34	1.06
Programming	18	0.56
Research & Development	82	2.56
Risk Management	11	0.34
Sales/Marketing/Bus Development/PR	866	27.07
Storage	372	11.63
Systems Design/Software Engineering	142	4.44
Training & Education	28	0.88
User Support Helpdesk	42	1.31
Archiving/Records/Document Management	78	2.44
Content Management	26	0.81
Information/Database Management	41	1.28
Web Development	9	0.28
Other	215	6.72
Blank	140	4.38

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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 Unique Attendance:

The Total Unique Attendance is the number of individuals who attended the event.

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.

Visitor Attendance: This is the total number of visitor 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.