

Spy Games

RSA started its research by checking out the competition. Phyllis MacIsaac, vice president of consulting services for Nth Degree, scrutinized the five main events in the information-security industry and compared them to each other and the RSA Conference. Below is a template of the spreadsheet she created.

EVENT DEMOGRAPHICS	EVENT1	EVENT2	EVENT3	EVENT4
Number of Years Produced				
Number of Conference Days				
Number of Exposition Days				
Number of Exposition Hours				
Typical Session Length				
Venue				
Dates				
Show Dates				
Number of Conference Attendees				
Number of Expo-Only Attendees				
Number of Tracks				
Number of Sessions				
Number of Sponsors & Type				
Number of Exhibitors				
Total Expo Space				
Net Square Feet				
Cost of Exhibit Space				
Publications				
Conference Reach				
Estimated Income				
Attendee Main Areas of Interest				
Event Producer Data				
ATTENDEE DEMOGRAPHICS				
Attendee Data				
Key Audiences – Attendee Titles				
Attendee Detail – Primary Job Function, Primary Line of Business				
Attendee Detail – Purchase Influence				
Audience Reach				
Average Attendee Cost and Categories				
MARKETING				
Attendee Marketing-Message Evaluation				
Exhibitor Marketing-Message Evaluation				
Sponsorship Publications				
Public-Relations Activities				
EXHIBITOR STATISTICS				
Number of Exhibitors, Booth Count & Largest Booth Size Comparison				
Number of Exhibitors & Vendor Who Participate in Multiple Events				
Exposition Size, Exhibit-Space Pricing, Estimated Revenue				
Exhibitor List				
Sponsorship Activity				
Sponsorship Packages				
Sponsor Revenue, & Sponsor Participation in Multiple Events				
Affiliates & Alliances				
CONTENT				
Keynotes				
Track Titles & Track-Title Comparison				
Pre & Post Sessions				
Sessions				
Speaker & Speaker-Company Comparisons				
Speakers				
Special Programs				
Advisory Board				
OTHER ACTIVITIES				
365 Days				
Special Events & Show-Floor Attractions				