

2012 EDITORIAL CALENDAR SECURITYSALES & INTEGRATION

OPERATIONS TOPICS COVERED THROUGHOUT THE YEAR: Leadership / Marketing / Finance / Accounting / Insurance / Legalities / Administration / Recruiting / Training / Standards

NEW FOR 2012! TRANSFORMING TECHNOLOGY WEBINAR SERIES: See Your Video Profits Grow / Alarm Systems as Services Gateway / Access Control Opens Opportunities / Cornering Vertical Markets

	JAN	FEB	MARCH	APRIL	MAY	JUNE
BONUS DISTRIBUTION			ISC West Las Vegas	PSA-TEC Denver	NFPA Show Las Vegas	ESX Show Nashville
MANAGEMENT TOPICS	Keys to Success: The Gov't Market	Building Recurring Revenues: Remote Video Services	Wholesale Distribution	Keys to Success: The Industrial Market	New Opportunities in: Carbon Monoxide (CO) Detection & Monitoring	Building Recurring Revenues: Managed Access Control
SALES TOPICS	Upselling Customers: Energy Management	Value-Add Selling: Security as Operational Efficiency Tool	The Basics: Selling IP Video	Value-Add Selling: Service and Maintenance Contracts	The Basics: Selling Fire/Life Safety	Upselling Customers: Monitored Services
TECHNOLOGY TOPICS	Wireless Solutions: Intrusion	<ul style="list-style-type: none"> Power Supplies Fiber Optics, UTP & Cabling 	Innovations in: Intrusion	<ul style="list-style-type: none"> Building Automation Outdoor Perimeter Protection 	<ul style="list-style-type: none"> Innovations in: Fire Detection Mass Notification 	Wireless Solutions: Video Surveillance
SPECIAL ISSUES, REPORTS & RESEARCH	<p>The Industry Forecast Issue</p> <ul style="list-style-type: none"> 2012 Analyst Predictions Integrator CEO Roundtable 	<p>The Business Issue</p> <p>—</p> <p>2012 Financial Analysis & Stocks Report</p>	<p>ISC West Show Issue</p> <p>—</p> <ul style="list-style-type: none"> Hall of Fame Inductions 2012 Industry Census 	<p>The Integration Issue</p> <p>—</p> <ul style="list-style-type: none"> 2012 Systems Integrator Study 	<p>The Fire Issue</p> <p>—</p> <ul style="list-style-type: none"> 2012 Fire Market Report 2012 Super Security Fleets 	<p>The Sales & Marketing Issue</p> <p>—</p> <ul style="list-style-type: none"> 17th Annual SAMMY Awards 2012 Sales & Marketing Study
	JULY	AUG	SEPT	OCT	NOV	DEC
BONUS DISTRIBUTION			ASIS Philadelphia	ISC Solutions New York	CAA Winter Conference San Francisco	ESA Summit
MANAGEMENT TOPICS	Keys to Success: The Retail Market	Building Recurring Revenues: Personal Emergency Response Systems (PERS)	Keys to Success: The Healthcare Market	Dealer Programs	New Opportunities in: Home Automation/ Entertainment	Building Recurring Revenues: Cloud-Based Services
SALES TOPICS	Upselling Customers: Video Surveillance	Value-Add Selling: ID Badging & Card Printers	Upselling Customers: Integrated Solutions	Upselling Customers: Intrusion	Upselling Customers: Access Control	The Basics: Selling Wireless
TECHNOLOGY TOPICS	Innovations in: Video Surveillance	<ul style="list-style-type: none"> Innovations in: Access Control Biometrics 	<ul style="list-style-type: none"> Megapixel / HD Cameras Video Analytics 	Central Station Monitoring Communications	Wireless Solutions: Intrusion	Innovations in: Integration and Open Platforms
SPECIAL ISSUES, REPORTS & RESEARCH	<p>Best of the Best Issue:</p> <p>—</p> <ul style="list-style-type: none"> 2012 Installers & Installations of the Year Supplement: The Rebirth of Residential Revenues 	<p>The Bright Ideas Issue</p> <p>—</p> <p>2012 Operations & Opportunities Report</p>	<p>ASIS Show Issue</p> <p>—</p> <ul style="list-style-type: none"> 2012 Corporate End-User Study Security Application Awards 	<p>The Alarm Response Issue</p> <p>—</p> <p>2012 Police Dispatch Quality (PDQ) Award</p>	<p>The Residential Issue</p> <p>—</p> <ul style="list-style-type: none"> 2012 Residential Market Report CSAA 5-Diamond Awards 	<p>The Technology Issue</p> <p>—</p> <ul style="list-style-type: none"> Top 30 Innovations of 2012 2013 GOLDBOOK