

VIRTUAL SIA NEW PRODUCT SHOWCASE ENTRY FORM



With ISC West 2021 now taking place July 19-21 at the Sands Expo in Las Vegas, we recognize it is still important for you to introduce your latest products into the marketplace, before we are able to reconnect again in-person. Therefore, we have decided to once again hold the SIA New Product Showcase program virtually this year!

The Security Industry Association's (SIA) New Product Showcase (NPS) is the security industry's premier awards-based marketing program, which was established in 1979 to recognize innovative products, services and solutions in electronic physical security. Each year, the NPS program recognizes winners in several product and service categories and presents the prestigious Judges Choice and Best New Product Awards. For manufacturers, engineers, and innovators, the NPS is an established, proven channel for launching new products and services.

With the judging taking place virtually during the week of June 7, the winners will be announced at the SIA New Product Showcase Virtual Award Ceremony on Thursday, June 17. At ISC West, NPS entries will continue to be showcased in a featured location in the Sands Expo where buyers can continue to discover the latest security technologies & solutions. For less than the price of a half-page advertisement in an industry trade publication, the SIA New Product Showcase program speeds the time to market by promoting new products and services through an integrated marketing communications campaign that brings buyers to your ISC West booth and company website. Gain valuable exposure for your product among key decision makers within vertical commercial segments, as well as in government and institutional markets.

2021 SIA New Product Showcase Categories

Extended Submission Deadline: Friday, April 16, 2021

- Access Control Software, Hardware, Devices & Peripherals – Wired
- Access Control Devices & Peripherals Hardware – Wireless
- Anti Terrorism / Force Protection
- Biometrics
- Commercial Monitoring Solutions
- Communications and Networking Solutions
- Convergence and Integration Solutions
- Data and Systems Security
- Design, Diagnostic, and Installation Tools
- Emergency and Mass Communication Systems
- Emerging Technologies* (*see page 3*)
- Environmental Monitoring Systems
- Fire / Life Safety
- Hosted Solutions / Managed Services
- Identification Management and Credentialing (Non-Biometric)
- Intrusion Detection and Prevention Solutions (Physical) – Wired
- Intrusion Detection and Prevention Solutions (Physical) – Wireless
- Key / Equipment Assets Management Solutions
- Law Enforcement / Public Safety / Guarding Systems
- Lock and Key Solutions
- Loss Prevention and Article Surveillance Solutions
- Mobile Solutions (Connected)
- Mobile Apps (Stand-Alone)
- Personal Protective Equipment
- Smart Home Solutions
- Threat / Risk Management Software Applications
- Unmanned – Drones & Robots
- Unmanned – Drones & Robots Detection / Protection
- Video Analytics
- Video Surveillance Advanced Imaging Technologies
- Video Surveillance Cameras (HD / Megapixel)
- Video Surveillance Data Storage
- Video Surveillance Hardware and Accessories
- Video Surveillance Management Systems

2021 SIA New Product Showcase Promotion

Extended Submission Deadline: Friday, April 16, 2021

PRE-SHOW:

- Product photo and description posted on ISC West website.
- Product photo and description included in ISC West Mobile App.
- Product photo and description included in SIA New Product Showcase Digital Guide.
- Program inclusion in social media marketing.
- Program inclusion in ISC West attendee marketing campaigns.
- Program inclusion in ISC West Discover ISC newsletters.
- Program inclusion on ISC West Discovery Zone webpage.
- Pre-show exposure to leading security industry trade publications.
- Opportunity for pre-recorded video upgrade package.

NPS JUDGING, CEREMONY & ANNOUNCEMENT:

- Opportunity to present your product virtually to the NPS judging panel during your designated timeslot. Time slot will be mutually agreed upon and will take place between 10:00am - 5:00pm EDT during the week of June 7, 2021.
- Each entrant will have 15 minutes to present their product to the judging panel through the online platform and answer questions the judges may have.
- Virtual New Product Showcase Award Ceremony will take place Thursday, June 17. Registration details will be shared by SIA and ISC closer to the event.
- Ceremony recording will be archived on SIA & ISC websites.
- All winners receive a digital logo to promote award.
- Press release announcing winners will be distributed to trade media via both SIA and ISC media partner channels.
- Press release template and publicity kit to further assist with award marketing.
- Best New Product and Judges Choice award winners will receive promotional video clip featuring company's award.

ON-SITE AT ISC WEST:

- Your product displayed in the New Product Showcase display area at ISC West.
- SIA NPS badge ribbons dispersed to promote your SIA NPS entry to booth visitors.
- All winners receive an award and a ribbon for display in the company's booth and a "SIA NPS Winner" logo for use on websites and in marketing materials.

POST-SHOW:

- All SIA NPS product photos and descriptions archived on ISC West website.
- All SIA NPS product photos and descriptions archived on ISC West Mobile App.
- Program coverage in social media marketing.
- Program coverage in post-show ISC West attendee marketing campaigns.
- Program coverage in post-show ISC West Discover ISC newsletters.
- Program coverage archived on ISC West Discovery Zone webpage.
- Promotion by SIA on SIA website and email newsletter(s).
- All NPS products will be archived in the SIA NPS Digital Guide.

ELIGIBILITY:

- Your new product or service must have been released after March 30, 2020, and must be available for sale on or before the first day of NPS virtual show judging on June 7, 2021.
- SIA Membership needs to be obtained prior to June 7, 2021 in order to be eligible for the SIA member rate on the New Product Showcase.
- Updates to products or solutions that were previously entered in SIA NPS are encouraged to enter.

For inquiries regarding ISC West
SIA New Product Showcase Entries:

Trish Moubayed

ISC Security Events
203-840-5916
tmoubayed@reedexpo.com

Visit www.iscwest.com/en-us/contact-us.html to contact your sales representative directly.

For inquiries related to product judging,
schedules/timeline, marketing, or general
information:

Cameron Walker-Miller

Security Industry Association (SIA)
301-804-4727
NPS@securityindustry.org

For inquiries related to SIA Membership:

Kevin Murphy

Security Industry Association (SIA)
301-804-4716
kmurphy@securityindustry.org

2021 SIA New Product Showcase Entry Form

Extended Submission Deadline: Friday, April 16, 2021

NEW FOR 2021! VIDEO UPGRADE

Elevate your brand exposure by upgrading your SIA NPS submission to include a pre-recorded video presentation of your new product entry.

Includes: Your submitted 3-5 minute pre-recorded video, made available and archived on the official SIA New Product Showcase website section of ISCVest.com.

\$500 per entry*

Video Submission Deadline:
Friday, April 23

ISC WEST ONSITE PARTICIPANT SIA MEMBER:

\$2,500 per entry*

ISC WEST VIRTUAL PARTICIPANT SIA MEMBER:

\$3,500 per entry*

EMERGING TECH:

\$1,500 per entry**

ISC WEST ONSITE PARTICIPANT NON-SIA MEMBER:

\$3,800 per entry*

ISC WEST VIRTUAL PARTICIPANT NON-SIA MEMBER:

\$4,300 per entry*

*Must be a Virtual and/or Onsite ISC West exhibitor or Meeting Space exhibitor

**Must be an Emerging Tech exhibitor

Emerging Tech: The next generation of innovative product or technology developed specifically as a security / safety solution or adapted / repurposed from another industry to drive change and evolution in the Security and Life Safety product / service market(s). Solutions will be judged on their innovation and response to industry trends / needs (realized or projected), either as a direct-to-consumer, dealer or OEM channel solution. Entries in this category will be required to be part of the Emerging Tech featured area at ISC West, submit supporting research documentation summarizing product application in the real world (e.g. alpha/beta tests with customers), planned pricing models, and demonstration of a fully functional prototype during the NPS program. Products should not have a prior track record as a commercial security / safety technology or product offering, whether represented by the same company or not. Products / technologies entered in this category shall only be eligible for an award in this category.

YES, I WANT MY NEW PRODUCT TO BE INCLUDED IN THE 2021 SIA NEW PRODUCT SHOWCASE PROGRAM!

E-mail this signed, completed form to your ISC Sales Representative to enter. Our sponsorship fulfillment team will then follow up with you with regarding the next step for the entry process including a link for further product details. Please contact iscsponsorship@reedexpo.com or your [ISC Sales Representative](#) for any further questions.

Primary Exhibiting Contact Name _____ Primary Exhibiting Company Name _____

Primary Exhibiting Contact E-mail _____ Primary Exhibiting Phone Number _____

Secondary Contact Name _____ Secondary Contact Company Name _____

Secondary Contact E-mail _____ Secondary Contact Phone Number _____

(if applicable) *If you are an agency representing an exhibitor, please list the company your are representing under the Primary Exhibiting Company Name.

No. of Entries _____

Authorized Signature _____ Date _____

I hereby agree to abide by the New Product Showcase policies posted on the SIA NPS website, www.sianps.com. I agree to turn in all required application elements by Friday, April 16, 2021. SIA NPS reservations with signed entry form are nonrefundable. Payment must be made by June 7, 2021. In the event of cancellation, entrant is responsible for full payment.

Payment Terms. Payment is due in accordance with the payment schedule/terms set forth on the agreement order form and/or incorporated in this Agreement. If no payment terms are specified, all charges shall be due and payable within thirty (30) days of the invoice date. In the event of cancellation, Purchaser is responsible for full payment. Management has the right to offer new products or positions through the Event cycle that may not have been offered to or selected by Purchaser.

Payment Schedule. Due with executed order 100%

The execution of this order, which incorporates by reference the terms and conditions of purchase available at <https://links.reedexpo.com/TCS-Purchase>, constitutes an enforceable agreement between the individual, entity or company named herein (the "Purchaser") and Reed Exhibitions, a division of RELX, Inc. ("Management"). The individual executing this order represents and warrants to Management that such individual is duly authorized to execute this order on behalf of the Purchaser. Purchaser acknowledges and agrees that Purchaser has read and fully understands the order, including the payment terms and terms and conditions of purchase, and shall be bound by and subject to the foregoing.