



PREMIER SPONSOR:



# COMPREHENSIVE SECURITY FOR A SAFER, CONNECTED WORLD



## NEW PRODUCT SHOWCASE ENTRY FORM



The Security Industry Association's (SIA) New Product Showcase (NPS) is the security industry's premier awards-based marketing program. The NPS was established in 1979 to recognize innovative products, services and solutions in electronic physical security. Solutions recognized through this program are used in the protection of life and property in residential, commercial and institutional settings.

**DEADLINE FOR ENTRY: Friday, February 22, 2019**

### INCLUDED WITH ENTRY FEE:

#### PRE-SHOW:

- Product photo and description posted on ISC West website
- Product photo and description included in ISC West mobile app
- Program inclusion in social media marketing from ISC West
- Program inclusion in ISC West Countdown to Show emails to registered attendees

#### ON-SITE AT ISC WEST:

- Opportunity to present your product to the NPS judging panel during your designated timeslot on Tuesday, April 9 (Presentations begin at 8:30am. Plan on arriving in Las Vegas on Monday, April 8)
- Opportunity to invite your VIP customers to attend your presentation to judges
- Your product displayed in the New Product Showcase display area at ISC West
- Participation in Awards Ceremony on Wednesday, April 10, located on the ISC West Main Stage
- 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
- SIA NPS badge ribbons to promote your SIA NPS entry to booth visitors
- All winners featured in SIA NPS video content produced at ISC West

#### POST-SHOW:

- All SIA NPS product photos and descriptions are posted on ISC West website
- SIA NPS program promoted on ISC West website and noted in emails to attendees post-event
- Winner's profile article promoted on Security Industry Blog and SIA's email newsletter, SIA Update
- All SIA NPS winners will receive promotional video clip featuring company's award
- Post-show webinar from SIA and ISC West featuring top winners

#### BONUS PRESS EXPOSURE:

- Pre-show and on-site exposure to leading security industry trade publications to help promote your product
- Press release template and publicity kit
- Announcement of winners in press release to major publications

#### ELIGIBILITY:

- Your new product or service must have been released after April 13, 2018, and must be available for sale on or before the first day of ISC West, April 9, 2019
- Updates to products or solutions that were previously entered in SIA NPS are encouraged to enter

#### REGISTRATION FEE:\*

Must be an ISC West exhibitor or meeting space exhibitor

#### SIA MEMBERS:

\$2,500 per entry

#### NON SIA MEMBERS:

\$3,800 per entry

**YES, I WANT MY NEW PRODUCT TO BE INCLUDED!** E-mail this signed, completed form to Trish Moubayed at [tmoubayed@reedexpo.com](mailto:tmoubayed@reedexpo.com) to enter.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

No. of Entries \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

I hereby agree to abide by the New Product Showcase policies posted on the SIA NPS website, [www.sianps.com](http://www.sianps.com). I agree to make a representative available to present to judges between 8:30 a.m. and 5 p.m. on April 9, 2019. I agree to turn in all required application elements by February 15, 2019.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

SIA NPS reservations with signed entry form are nonrefundable. In the event of cancellation, entrant is responsible for full payment.



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Each year at ISC West, the NPS program recognizes winners in several product and service categories and presents the prestigious **Judges Choice** and **Best New Product** awards. At ISC West 2019 in Las Vegas, April 10-12, NPS entries will be showcased in a special area where buyers can discover the latest in security solutions.

For manufacturers, engineers and innovators, the NPS is an established, proven channel for launching new products and services. For less than the price of a half-page advertisement in an industry trade publication, the NPS 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.

Gain valuable exposure for your product among key decision makers within vertical commercial segments, as well as in government and institutional markets. **Enter your innovative solution today.**

### 2019 NPS CATEGORIES

- Access Control Devices & Peripherals
- Access Control Devices & Peripherals Wireless
- Access Control Software and Controllers
- Anti Terrorism / Force Protection
- Cloud Solutions
- Commercial Monitoring Solutions
- Communications Solutions
- Convergence and Integrated Software and Solutions
- Cyber Security
- Design, Diagnostic, and Installation Tools
- Emergency Communication Systems
- Environmental Monitoring Systems
- Fire / Life Safety
- Green / Sustainable Solutions Products (Formerly Green Solutions/Energy Conservation Products)
- Hosted Solutions / Managed Services
- Intrusion Detection and Prevention Solutions
- Intrusion Detection and Prevention Solutions Wireless
- Law enforcement / Guarding Systems
- Lock Systems and Secure Storage Containers
- Loss Prevention and Article Surveillance Solutions
- Mobile Apps
- Network Support Solutions
- Outdoor Perimeter Protection
- Personal Protective Equipment
- Residential and Monitoring Solutions
- Threat / Risk Management Systems
- Unmanned
- User Authentication, Identification, Credentialing and Management
- Video Analytics
- Video Surveillance Advanced Imaging Technologies
- Video Surveillance Cameras HD (Megapixel)
- Video Surveillance Cameras IP
- Video Surveillance Data Storage
- Video Surveillance Hardware and Accessories
- Video Surveillance Management Systems
- Video Surveillance Mobile Solutions

For inquiries regarding New Product Showcase Entry, please contact:

#### Trish Moubayed

ISC Security Events

Phone: 203-840-5916

Email: [tmoubayed@reedexpo.com](mailto:tmoubayed@reedexpo.com)

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

#### Frank McDonough

Security Industry Association (SIA)

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