



SIA EDUCATION@ISC:
March 31 - April 3
EXHIBIT HALL:
April 2 - 4
**VENETIAN EXPO,
LAS VEGAS**

PREMIER SPONSOR:



#SIANPS



2025 SIA New Products + Solutions Awards Program

The SIA New Products + Solutions (NPS) Awards will once again make their mark at ISC West taking place on March 31 - April 4, 2025, at the Venetian Expo in Las Vegas. NPS reflects the evolution of the security industry and the convergence between physical and cyber security products. During the NPS Awards, a panel of judges with extensive industry experience will review new products and solutions from top exhibiting brands in 33 different categories including the prestigious Best New Product and Judges' Choice Awards. Buyers can check out the latest security products in the NPS featured area on the Show Floor. The winners will be announced in a ceremony taking place on Wednesday, April 10 at The Bridge on the Show Floor. Gain valuable exposure for your product among key decision makers within vertical commercial segments, as well as in government and institutional markets. The products will be promoted through integrated marketing communications campaigns that create booth traffic at the Show.



SIA
NEW
PRODUCTS+
SOLUTIONS
AWARDS ISC WEST

NEW VALUE-ADD EXPERIENCE: If you submit a product in the SIA New Products + Solutions (NPS) Awards at ISC West 2025 and are exhibiting at ISC East 2025 in New York City, you can have your product on display in the NPS area on the Show Floor at ISC East 2025 at no additional charge. With over 90% of ISC East attendees not attending ISC West, this is a value-add opportunity to get additional exposure to your product or service.

2025 SIA NEW PRODUCTS + SOLUTIONS AWARDS CATEGORIES

SUBMISSION DEADLINE: FRIDAY, FEBRUARY 21, 2025

- Access Control Software, Hardware, Devices & Peripherals – Wired
- Access Control Devices & Peripherals Hardware – Wireless
- Anti-Terrorism / Force Protection / Armed Aggressor
- Biometrics
- Commercial Monitoring Solutions
- Communications and Networking Solutions
- Convergence and Integration Solutions
- Countermeasures to Drone & Robot Threats
- Data and Systems Cyber Security
- Design, Diagnostic, and Installation Tools
- Drone & Robot Solutions for Security
- Emergency and Mass Communication Systems
- Enhanced Project Delivery
- Environmental Monitoring Systems
- Fire / Life Safety
- Hosted Solutions
- Identification Management and Credentialing (Non-Biometric)
- Intrusion Detection and Prevention Solutions (Physical) – Wired or Wireless
- Key / Equipment Assets Management Solutions
- Law Enforcement / Public Safety / Guarding Systems
- Lock and Key Solutions
- Loss Prevention and Article Surveillance Solutions
- Managed Services
- Mobile Solutions
- Personal Protective Equipment
- Threat Detection and Response Solutions
- Threat / Risk Management Software Applications
- Video Analytics
- Video Surveillance Advanced Imaging Technologies
- Video Surveillance Cameras
- Video Surveillance Data Storage
- Video Surveillance Hardware and Accessories
- Video Surveillance Management Systems

2025 SIA New Products + Solutions Awards Entry Form

SUBMISSION DEADLINE: FRIDAY, FEBRUARY 21, 2025

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 Products + Solutions Showcase Digital Guide.
- Program inclusion in social media marketing.
- Program inclusion in ISC West attendee marketing campaigns.
- Pre-show exposure to leading security industry trade publications.
- Opportunity for pre-recorded video upgrade package.

BONUS PRESS EXPOSURE & ANNOUNCEMENT:

- All winners receive a "SIA NPS Winner" logo for use on websites and in marketing materials.
- 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:

- Opportunity to present your product to the SIA NPS judging panel at ISC West during your designated timeslot on Tuesday, April 1 (*Presentations will begin at 8:30 AM. Plan on arriving in Las Vegas on Monday, March 31.*)
- Opportunity to invite your VIP customers to attend your presentation to judges.
- Your product displayed in the SIA New Products + Solutions display area at ISC West.
- A Colleqt QR code will be displayed alongside your product for attendees to scan and gather additional information. Receive the contact information of each visitor who scanned your product's QR code and generate additional leads with Colleqt.
- Participation in SIA NPS Awards Ceremony on Wednesday, April 2.
- All winners receive an award and a ribbon for display in the company's booth.
- All winners receive SIA NPS badge ribbons to promote your SIA NPS entry to booth visitors.

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.
- Promotion by SIA on SIA website and email newsletter(s).
- All NPS products will be archived in the SIA New Products + Solutions Showcase Digital Guide.
- Opportunity to showcase your product or solution in the ISC East SIA New Product & Solutions Area. (must have a booth to be included).

2025 TIMELINE:

- Submission Deadline: Friday, February 21
- Video Submission Deadline: Friday, March 7
- SIA NPS Judging: Tuesday, April 1
- SIA NPS Awards Ceremony: Wednesday, April 2

ELIGIBILITY:

- Your new product or service must have been released after April 9, 2024, and must be available for sale on or before the first day of SIA NPS judging on April 1, 2025.
- SIA Membership needs to be obtained at time of, or before submission of application 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:

ISC SALES REPRESENTATIVE
[Sales Contact](#)

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

2025 SIA New Products + Solutions Awards Entry Form

SUBMISSION DEADLINE: FRIDAY, FEBRUARY 21, 2025

VIDEO UPGRADE OPPORTUNITY:

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 will be available and archived on the official SIA New Products + Solutions webpage, featured on both ISC and SIA's YouTube channels, and displayed on-site in the NPS pavilion.

\$800 per entry*

Video Submission Deadline:

Friday, March 7

ISC WEST EXHIBITOR SIA MEMBER:

\$3,100 per entry*

ISC WEST EXHIBITOR NON-SIA MEMBER:

\$4,600 per entry*

**Must be an ISC West exhibitor or have a meeting room at ISC West.*

YES, I WANT MY NEW PRODUCT TO BE INCLUDED IN THE 2025 SIA NEW PRODUCTS + SOLUTIONS AWARDS PROGRAM!

E-mail this signed, completed form to your ISC Sales Representative to enter. Our sponsorship fulfillment team @ iscsponsorship@reedexpo.com will follow up with you with regarding the next steps for the entry process, including a link for additional product submission details. Please remember to check your junk/spam folder for the fulfillment team's email.

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:

No. of Video Upgrades: