



#sianps

SIA EDUCATION@ISC: MARCH 28-30 | EXHIBIT HALL: MARCH 29-31  
VENETIAN EXPO, LAS VEGAS

## 2023 SIA NEW PRODUCTS & SOLUTIONS AWARDS PROGRAM

ISC West 2023 will be taking place in-person March 28-31, 2023 (SIA Education@ISC: March 28-30 | Exhibit Hall: March 29-31) at the Venetian Expo in Las Vegas, and we're excited to feature the SIA New Products + Solutions Awards again this year! This program reflects the evolution of the security industry to include offerings beyond solely hardware and software, while still retaining the longstanding and highly respected SIA NPS brand.



Since its inception in 1979, SIA NPS has been the security industry's premier product awards program. New products and solutions are reviewed by a panel of judges with extensive industry experience, and entrants compete for awards in 36 categories, as well as the prestigious Best New Product and Judges' Choice awards.

With the judging taking place at ISC West, the winners will be announced at the SIA New Products & Solutions Awards Ceremony on Wednesday, March 29. At ISC West, entries will be showcased in a featured location on the Show Floor 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 Products & Solutions Awards 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.

### 2023 SIA New Products & Solutions Awards Categories

Submission Deadline: Friday, February 10, 2023

- Access Control Software, Hardware, Devices & Peripherals – Wired
- Access Control Software, Hardware, Devices and Peripherals – Wireless
- Anti Terrorism / Force Protection / Armed Aggressor
- Biometrics
- Commercial Monitoring Solutions
- Communications and Networking Solutions
- Convergence and Integration Solutions
- Data and Systems Cyber Security
- Design, Diagnostic, and Installation Tools
- Emergency and Mass Communication Systems
- NEW! Enhanced Project Delivery
- Environmental Monitoring Systems
- Fire / Life Safety
- Hosted Solutions
- 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
- NEW! Managed Services
- Mobile Solutions (Connected)
- Mobile Solutions (Stand-Alone)
- Personal Protective Equipment
- Smart Home Solutions
- Threat / Risk Management Software Applications
- Unmanned – Drones & Robots for Security
- Unmanned – Drones & Robots for Detection / Protection
- Video Analytics
- Video Surveillance Advanced Imaging Technologies
- Video Surveillance Cameras
- Video Surveillance Data Storage
- Video Surveillance Hardware and Accessories
- Video Surveillance Management Systems

# 2023 SIA New Products & Solutions Awards Entry Form

Submission Deadline: Friday, February 10, 2023

## 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 featured in SIA NPS video content produced at ISC West.
- 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, March 28 (*Presentations will begin at 8:30 AM. Plan on arriving in Las Vegas on Monday, March 27.*)
- 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.
- Participation in SIA NPS Awards Ceremony on Wednesday, March 29.
- 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.

## 2023 TIMELINE:

- **Submission Deadline: Friday, February 10**
- **Video Submission Deadline: Friday, February 17**
- **SIA NPS Judging: Tuesday, March 28**
- **SIA NPS Awards Ceremony: Wednesday, March 29**

## ELIGIBILITY:

- **Your new product or service must have been released after March 3, 2022, and must be available for sale on or before the first day of SIA NPS judging on March 28, 2023.**
- **SIA Membership needs to be obtained prior to February 10, 2023 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

[trish.moubayed@rxglobal.com](mailto:trish.moubayed@rxglobal.com)

Visit [www.iscwest.com/en-us/contact-us.html](http://www.iscwest.com/en-us/contact-us.html) to contact your sales representative.

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](mailto:NPS@securityindustry.org)

For inquiries related to SIA Membership:

### Kevin Murphy

Security Industry Association (SIA)  
301-804-4716

[kmurphy@securityindustry.org](mailto:kmurphy@securityindustry.org)

# 2023 SIA New Products & Solutions Awards Entry Form

## Submission Deadline: Friday, February 10, 2023

### 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, February 17

### ISC WEST EXHIBITOR SIA MEMBER:

\$2,900 per entry\*

### ISC WEST EXHIBITOR NON-SIA MEMBER:

\$4,300 per entry\*

\*Must be an ISC West exhibitor or Meeting Room Space exhibitor

**YES, I WANT MY NEW PRODUCT TO BE INCLUDED IN THE 2023 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](mailto: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 \_\_\_\_\_

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

**Payment Terms.** Payment is due in accordance with the payment schedule below. Rates are net and noncommissionable. All orders are non-cancelable and non-refundable. In the event of cancellation, the Purchaser (as defined below) is responsible for full payment of the amount set forth on this order. Management (as defined below) has the right to offer items for purchase at any time that may not be listed on this order.

**Payment Schedule.** 70% due with contract and 100% due 12/23/22

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 RX, 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.