



SIA EDUCATION@ISC: APRIL 9-11  
 EXHIBIT HALL: APRIL 10-12  
 VENETIAN EXPO, LAS VEGAS

#sianps



## 2024 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 April 9-12, 2024, 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.



### 2024 SIA NEW PRODUCTS + SOLUTIONS AWARDS CATEGORIES

SUBMISSION DEADLINE: FRIDAY, MARCH 1, 2024

- 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

# 2024 SIA New Products + Solutions Awards Entry Form

**SUBMISSION DEADLINE: FRIDAY, MARCH 1, 2024**

## 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 9 (*Presentations will begin at 8:30 AM. 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 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 10.
- 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.

## 2024 TIMELINE:

- Submission Deadline: Friday, March 1
- Video Submission Deadline: Friday, March 1
- SIA NPS Judging: Tuesday, April 9
- SIA NPS Awards Ceremony: Wednesday, April 10

## ELIGIBILITY:

- Your new product or service must have been released after March 29, 2023, and must be available for sale on or before the first day of SIA NPS judging on April 9, 2024.
- 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:

**TRISH MOUBAYED**  
ISC Security Events  
203-840-5916 | [trish.moubayed@rxglobal.com](mailto:trish.moubayed@rxglobal.com)

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)

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

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**SUBMISSION DEADLINE: FRIDAY, MARCH 1, 2024**

## 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 1

## 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 2024 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 you 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 noncancelable 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 12/29/23

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.