

ISC WEST

SIA EDUCATION@ISC: March 22-24 | EXHIBIT HALL: March 23-25
VENETIAN EXPO, LAS VEGAS



#sianps

2022 SIA NEW PRODUCTS + SOLUTIONS AWARDS PROGRAM

ISC West 2022 will be taking place in-person March 22-25, 2022 (SIA Education@ISC: March 22-24 | Exhibit Hall: March 23-25) at the Venetian Expo in Las Vegas, and we're excited to announce that the SIA New Products + Solutions Awards will be re-vamped and held in-person this year! The renaming from the SIA New Product Showcase brand to the SIA New Products + Solutions Awards 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.



SIA
NEW
PRODUCTS+
SOLUTIONS
AWARDS 

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 23. 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.

2022 SIA New Products + Solutions Awards Categories

Submission Deadline: Friday, February 4, 2022

- 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
- Emerging Technology* (see page 3)
- **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

2022 SIA New Products + Solutions Awards Promotion

Submission Deadline: Friday, February 4, 2022

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 22 (*Presentations will begin at 8:30 AM. Plan on arriving in Las Vegas on Monday, March 21.*)
- 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 23.
- 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.

2022 TIMELINE:

- Submission Deadline: Friday, February 4
- Video Submission Deadline: Friday, February 18
- SIA NPS Judging: Tuesday, March 22
- SIA NPS Awards Ceremony: Wednesday, March 23

ELIGIBILITY:

- Your new product or service must have been released after June 7, 2021, and must be available for sale on or before the first day of SIA NPS judging on March 22, 2022.
- SIA Membership needs to be obtained prior to February 4, 2022 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

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

2022 SIA New Products + Solutions Awards Entry Form

Submission Deadline: Friday, February 4, 2022

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, made available and archived on the official SIA New Products + Solutions page on ISCVest.com and featured on both ISC's and SIA's YouTube channels.

\$500 per entry*

Video Submission Deadline:

Friday, February 18

ISC WEST EXHIBITOR SIA MEMBER:

\$2,900 per entry*

ISC WEST EXHIBITOR NON-SIA MEMBER:

\$4,300 per entry*

EMERGING TECH:

\$2,000 per entry**

*Must be an ISC West exhibitor or Meeting Room Space exhibitor
**Must be an Emerging Tech exhibitor, see notes below

Emerging Technology: 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 and will not be eligible for the Best New Product or Judges' Choice awards.

YES, I WANT MY NEW PRODUCT TO BE INCLUDED IN THE 2022 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 _____

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. 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 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.