

# NEW PRODUCT SHOWCASE ENTRY FORM



**NEW PRODUCTS DRIVE NEW REVENUE – and 95% of all ISC attendees want to see new products!** The SIA New Product Showcase (NPS) recognizes innovative products, services and solutions in electronic physical security. Through the judging and awards program held each year at ISC West, the NPS program recognizes winners in several product and service categories. Join the NPS program today and reach your target audience before, during and after the show.

### Included with entry fee:

- **On-site exposure at ISC West:**
  - Product photos and descriptions are printed in the NPS Guide and distributed on site
  - Winners receive awards at the ceremony on March 24, 2010
  - Invite your VIP customers to attend your presentation to judges
  - Sign for your booth to let attendees know about your participation
  - **New for 2010!** Physical NPS tabletop display in a central location of the ISC West exhibit hall
  - Companies receive coverage in the **ISC East 2010** show directory (exhibitors only)
  
- **Press exposure:**
  - Pre-show and onsite Press Exposure to help promote your product; PR Template and Publicity Kit, PR Newswire Release and Winner PR Support (PR Newswire release, Awards, logos, templates, etc.); free admission to Meet the Press training at ISC West
  
- **Online exposure:**
  - All product photos and descriptions are posted on SIANPS.COM
  - NPS Program promoted on ISCWEST.COM and in e-Newsletters leading up to the show

### Eligibility:

- Your company must be a contracted ISC West 2010 exhibitor
- Your new product or service must have been released after April 1, 2009 and must be available for sale on or before the first day of ISC West, March 24, 2010.

**YES, I want my new product to be included! Make this my Official Entry Form.**

**Rate: \$3,100**

*SIA Members receive a \$600 discount for a rate of \$2,500. Call for information on how to become a SIA member.*

Company: \_\_\_\_\_

Name \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

\*\*Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

**Deadline for entry: January 22, 2010**

**For more information, contact Fred Evanko at (203) 840-5965 or  
fevanko@reedexpo.com.**

Fax completed form to (203) 840-9965