



NPS

NEW PRODUCT SHOWCASE

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 many different product and service categories. Register today for the NPS program and reach your target audience before, during and after the ISC West show.

INCLUDED WITH ENTRY FEE:

On-site exposure at ISC West:

- Product photos and descriptions are printed in the NPS Guide and distributed to over 20,000 show attendees
- Winners receive awards at the public ceremony on Wednesday, March 28, 2012, which will be held in the NPS display area on the show floor
- Opportunity to invite your VIP customers to attend your presentation to judges
- NPS badge ribbons to promote your NPS entry to booth visitors
- Physical NPS tabletop display on the ISC West show floor
- All winners receive an award, a ribbon for display in the company's booth and an "NPS Winner" logo for use on websites and in marketing materials

Press exposure:

- Pre-show and on-site exposure to leading security industry trade publications to help promote your product
- Press release template and publicity kit; free admission to press training session at ISC West
- Announcement of winners in press release to major publications

Online exposure:

- All NPS product photos and descriptions are posted on www.sianps.com for one year
- NPS program promoted on www.iscwest.com and noted in e-newsletters to exhibitors and attendees leading up to the show

Eligibility:

- Your company must be a contracted ISC West 2012 exhibitor
- Your new product or service must have been released after April 7, 2011, and must be available for sale and shipment on or before the first day of ISC West, March 28, 2012.

REGISTRATION FEE: \$2,500 - SIA members \$3,500 - all others

DEADLINE FOR ENTRY: February 10, 2012

Visit www.sianps.com to complete your application and upload entry materials by this date.

For more information, contact Allison Farina at (203) 840-5567 or afarina@reedexpo.com.

Please see reverse for information about becoming a SIA member.

YES, I WANT MY NEW PRODUCT TO BE INCLUDED!

Fax or e-mail this signed, completed form to (203) 840-9567 or afarina@reedexpo.com.

Company _____

Entry Contact Name _____ No. of Entries _____

Phone _____ Email _____

I hereby agree to abide by the New Product Showcase policies posted on the NPS website, www.sianps.com. I agree to make a representative available to present to judges between 9 a.m. and 5 p.m. on March 27, 2012. I agree to turn in all required application elements by February 10, 2012.

Authorized Signature _____ Date _____

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

SECURITY INDUSTRY ASSOCIATION

MEMBER BENEFITS

The Security Industry Association (SIA) is the Washington, D.C.-based advocate for electronic security equipment manufacturers, distributors, integrators and service providers. SIA maintains and supports a diverse membership that consists of national and international companies from all segments of the security industry.

SIA's activities benefit our members in global areas that include Education, Government Relations, Research and Standards. Our mission is to be the catalyst for growth within the global security community through information, insight and influence.

ISC-RELATED BENEFITS

- SIA members pay \$1 less per square foot to exhibit at ISC West.
- At ISC Solutions, SIA members can participate in the association's Annual Meeting.
- SIA members receive a rebate check on their annual ISC booth spending equal to up to 50% of their annual dues every year.
- SIA members who enter the New Product Showcase save at least \$1,000 off the registration fee.
- SIA members are invited to an exclusive networking event with end users during ISC West.

ADDITIONAL BENEFITS

- Valuable exposure for your organization through SIA's online membership directory.
- Free subscription to SIA Update — important industry news, delivered daily to your inbox.
- Valuable opportunities to participate in the development of standards: SIA is accredited by the American National Standards Institute (ANSI).
- Federal and state legislative tracking, analysis and reporting on issues critical to the security industry.
- Opportunities to reach foreign markets through SIA-sponsored trade delegations.
- Significant discounts on educational courses and webinars.
- Discounts on security industry market reports and insights from across the globe.
- Meetings, events and webinars with senior government officials and prime contractors to drive policy and business development opportunities that positively affect your business.
- Free subscription to the *Quarterly Research Update*, the industry's leading research and technical e-newsletter.
- Licensing and bulk-purchasing opportunities on essential educational materials to lower your training costs.

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Make sure you have a seat at the table.
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