The Security Industry Association’s (SIA) New Product Showcase (NPS) is the security industry’s premier awards-based marketing program. The NPS was established in 1979 to recognize innovative products, services and solutions in electronic physical security. Solutions recognized through this program are used in the protection of life and property in residential, commercial and institutional settings.

**DEADLINE FOR ENTRY:** Friday, January 10, 2020

**REGISTRATION FEE:**
- SIA MEMBERS: $2,500 per entry*  
- NON SIA MEMBERS: $3,800 per entry*  
- EMERGING TECH: $1,500 per entry**

*Must be an ISC West exhibitor or Meeting Space exhibitor  
**Must be an Emerging Tech exhibitor

E-mail this signed, completed form to Trish Moubayed at tmoubayed@reedexpo.com to enter.

Company _____________________________ Contact Name ______________________________  
No. of Entries______________ Phone ___________________ Email _________________________

I hereby agree to abide by the New Product Showcase policies posted on the SIA NPS website, www.sianps.com. I agree to make a representative available to present to judges between 8:30 a.m. and 5 p.m. on March 17, 2020. I agree to turn in all required application elements by January 10, 2020.

Authorized Signature ______________________________________ Date ____________________

SIA NPS reservations with signed entry form are nonrefundable. In the event of cancellation, entrant is responsible for full payment.
Each year at ISC West, the NPS program recognizes winners in several product and service categories and presents the prestigious Judges Choice and Best New Product awards. At ISC West 2020 in Las Vegas, taking place March 17-20, NPS entries will be showcased in a special area where buyers can discover the latest in security solutions. For manufacturers, engineers and innovators, the NPS is an established, proven channel for launching new products and services. For less than the price of a half-page advertisement in an industry trade publication, the NPS 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. Gain valuable exposure for your product among key decision makers within vertical commercial segments, as well as in government and institutional markets. Enter your innovative solution today.

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2020 NPS CATEGORIES

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

For inquiries regarding New Product Showcase Entries:

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Visit www.iscwest.com/contact/sales to contact your sales representative directly.

For inquiries related to product judging, schedules/timeline, marketing, or general information:

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