

ACCESS CONTROL & SECURITY SYSTEMS[®]

2004

**New Product
of the Year
Call for Entries**



ACCESS CONTROL & SECURITY SYSTEMS®



New Product of the Year Award

honors excellence in new product development in the security industry. The prestigious award showcases the most innovative product of the current year and recognizes the talent and commitment of the people involved in every aspect of development, from concept through sales. *Access Control & Security Systems* is proud to use the New Product of the Year Award program to recognize inventive products that ensure security professionals are able to do their jobs more efficiently and effectively.

20

Benefits

Entering your new product into *Access Control & Security Systems'* 2004 New Product of the Year competition will provide tremendous exposure for your product and your company. In addition to identifying yourself as a leader in the security market, the New Product of the Year competition provides repeated exposure in the industry.

- All products will be reviewed by a panel of industry professionals and experts.
- All products will be featured for 12 months on our New Product of the Year Web site at securitysolutions.com

If your entry is selected as a finalist:

- Your product will be showcased in a fall issue of *Access Control & Security Systems*, where over 38,000 subscribers* (plus pass-along readers) will see your product. Subscribers will have the opportunity to request more information through a Reader Service Number that is provided at no extra cost with your product information.
- Your company will be presented with a plaque to commemorate achieving finalist standing in the New Product of the Year competition.
- Your company will be awarded use of the New Product of the Year finalist logo in all marketing materials.

If your product is selected as the 2004 New Product of the Year winner, your product will receive additional recognition with:

- A feature article in the December 2004 issue of *Access Control & Security Systems*.
- A commemorative trophy.
- Use of the New Product of the Year logo in all marketing materials.

*June 2003 BPA International Statement/May 2003 issue.

Product Categories

The *Access Control & Security Systems* 2004 New Product of the Year competition will recognize products in 12 categories.

- Access control
- Badging/card printers/photo ID
- Biometrics
- Cable/fiber optics
- CCTV cameras/components
- Communications equipment/intercoms
- Computer/information security
- Digital video systems
- Fencing/gates/perimeter security
- Fire detection/prevention
- Integrated systems
- Intrusion detection

How to Enter

If your products were introduced to the market between June 30, 2003, and June 30, 2004, they are eligible for the AC&SS New Product of the Year competition. To enter, follow these steps:

1. Review the official rules listed below.
2. Fill out the attached entry form.
3. Prepare the following materials for each entry:
 - A photo/illustration of your product, your company logo and up to 50 words of descriptive copy mounted onto one 8½" x 11" poster board. (Unmounted entries will not be accepted.) In addition, please send a CD-ROM containing **only a product photo, a 50 word description and your company logo** in standard electronic formats. (In the case of multiple entries, a separate CD should be sent for each.)
 - Additional descriptive product information (i.e. brochures, data sheets, etc.)— Complete product information is helpful to the judges.
 - Your entry fee of \$425. Make check payable to Primedia Business. Entry fees cannot be invoiced.
4. Send your completed entry form, materials and fee to the address listed on the entry form to arrive no later than 5 p.m. EDT on June 30, 2004.

Official Rules

Entry Form. All entries must be accompanied by an official entry form or a copy of it. Incomplete entry forms or entries with false or misleading information will be disqualified.

Eligibility. All entries must meet this criteria:

- The product must be available for purchase in the United States.
- The product must first be available for purchase between June 30, 2003, and June 30, 2004. (Redesigns or significant modifications occurring within the entry dates will be considered at the judges' discretion and must be presented as such.)
- The entry form must be signed by an employee or an authorized representative of the manufacturer that produces the product.

Entries. Your entry must be submitted according to the above guidelines. While the entry form provides room for a brief description of the product being entered, please include a brochure, press release and/or spec sheet with your entry. There is no limit to the number of products each company may enter. Each entry should be submitted separately, but a single check covering the full amount for all the entries may be submitted. Entries that do not meet required guidelines may be disqualified without refund.

Deadline. All entry materials, including the payment of \$425 per entry, must be received in the *Access Control & Security Systems* editorial office by June 30, 2004, at 5 p.m. EDT.

Selection Process

The entries will be judged by a panel of industry professionals and experts selected by the *Access Control & Security Systems* editorial staff. The panel will review all entries and narrow the field to 20 finalists. The finalists will have their product information published in a fall issue of *Access Control & Security Systems*. Readers will have the opportunity to vote for the New Product of the Year using the Reader Service Card in the issue and through online ballots that will be available on the magazine's Web site.

The 2004 New Product of the Year winner will be determined by readers' votes and the decision of our expert panel. In the event of a tie, the *Access Control & Security Systems* editorial staff will cast the deciding vote.

Official Entry Form

Product Information

Product name: _____ Date introduced: _____

Manufacturer: _____

Generic product description: _____

Entry Category

Please check only one — judges reserve the right to reclassify or to consolidate categories.

In the case of multiple entries, a separate CD is required for each.

- | | | |
|--|--|--|
| <input type="radio"/> Access control | <input type="radio"/> CCTV cameras/components | <input type="radio"/> Fencing/gates/perimeter security |
| <input type="radio"/> Badging/card printers/photo ID | <input type="radio"/> Communications equipment/intercoms | <input type="radio"/> Fire detection/prevention |
| <input type="radio"/> Biometrics | <input type="radio"/> Computer information/security | <input type="radio"/> Integrated systems |
| <input type="radio"/> Cable/fiber optics | <input type="radio"/> Digital video systems | <input type="radio"/> Intrusion detection |
| <input type="radio"/> Other (specify) _____ | | |

Entry Material Requirements

- A photo/illustration of your product, your company logo and up to 50 words of descriptive copy mounted onto one 8½" X 11" poster board. Unmounted entries will not be accepted.
- A CD-ROM containing only the product photo, 50 words of descriptive copy and the company logo in standard electronic formats. (In the case of multiple entries, a separate CD should be sent for each.)
- Any additional descriptive product information (i.e. brochures, data sheets, etc.) in hard copy.
- Your entry fee of \$425. Make check payable to Primedia Business.

Method of Payment

- Check enclosed payable to Primedia Business. (One check may be sent for multiple entries.)
- Credit Card payment

Card Type: _____ Card Number: _____ Exp. Date: _____

Name as it appears on card: _____

Signature: _____

Contact Person

Name: _____ Title: _____

Company _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Required Signature

(must be signed by an authorized representative)

Signature: _____ Title: _____ Date: _____

Send this form, complete entry materials and \$425 fee to: Jennifer Pero, Assistant Editor
Access Control & Security Systems
6151 Powers Ferry Road, NW
Atlanta, GA 30339
Phone: 770-618-0135

DEADLINE: Entries must be received by June 30, 2004, at 5 P.M. EDT.

