



# CANASA

## New Product Showcase



The CANASA New Product Showcase seal represents industry recognition and achievement - a great endorsement feature to your new products.

### Give your product a boost

Enter your new product in the CANASA New Product Showcase at Security Canada Central 2008. **Deadline to ENTER July 31, 2008.**



Showcase your products to existing and potential customers and gain valuable exposure with trade media.

#### *Categories for 2008:*

- Access Control
- CCTV
- Fire
- Specialty Products
- Burglary
- Communications
- Home Automation

Entrants are featured in various industry magazines pre and post show.

Winning products and services receive even more high-profile exposure, including use of the "CANASA New Product Showcase" winner's logo on all your publications and promotional materials.

All Security Canada Central International Security Conference & Exposition show attendees will have an opportunity to vote on the entries.

**For details visit...**

**[www.securitycanadaexpo.org](http://www.securitycanadaexpo.org)**

# CANASA **New** Product Showcase

## **ABOUT CANASA'S NEW PRODUCT SHOWCASE**

The Canadian Security Association's Security Canada International Security Conference & Exposition is the industry's leading trade show in Canada. The New Product Showcase is an opportunity to display your products in a high traffic area at Security Canada Central, to introduce and promote your products to existing and potential customers, and to gain valuable exposure with trade media.

New Product Showcase entrants are featured in leading security industry magazines. Winning products and services receive even more high-profile exposure and have exclusive use of the "CANASA New Product Showcase" winner's logo on all of your publications and promotional materials.

All Security Canada Central 2008 attendees will have an opportunity to see your product and vote on the entries. Other features of the New Product Showcase include:

- Signage in your booth to identify you as a New Product Showcase entry
- Products will be prominently displayed in a high traffic area at Security Canada Central 2008
- Ballots will be included in all attendee registration packages
- There will be a staffed voting area displaying your product
- Votes will be tallied on the afternoon of the second day and winners will be announced just before show closing
- Products will be recognized on the CANASA web page and in SP&T's pre show issue, as well as on the show floor
- The fee is only \$750 per entry
- If there is only 1 entry in a category, it is only eligible to win the "Best of Show" award.
- All entrants will be recognized pre-show on the CANASA web page and in SP&T magazine.
- Winners will be recognized on the CANASA web page and in the SP&T and Canadian Security post show issue.

The CANASA New Product Showcase seal represents industry recognition and achievement - a great endorsement feature to your marketing efforts.

Take this opportunity to give your product a boost... enter your new product in the CANASA New Product Showcase at Security Canada Central 2008 held at the Toronto Congress Centre on October 22 to 23, 2008.

**Deadline for entry is July 31, 2008**

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# CANASA **New** Product Showcase

## 2nd Annual CANASA New Product Showcase

We would like to invite exhibitors at Security Canada Central in Toronto to submit their new products in the 2008 CANASA New Product Showcase. Developed by CANASA to support the promotion of new products in Canada, the winners of each category will be announced at the **Awards Presentation on October 23, 2008.**

### CATEGORIES FOR 2008:

- Access Control
- Burglary
- CCTV
- Specialty Products
- Communications
- Fire
- Home Automation

*There will also be a winner for the "Best of Show" award where all entries are eligible. Judging of each category will be done by SCC 2008 attendees in ballot form.*

### YOUR PRODUCT ENTRY WILL RECEIVE:

Media coverage in:

- SP&T News
- Canadian Security (*winner's only*)

and additional promotion within:

- CANASA website
- on-site Show Directory
- CANASA's E-Flash Newsletter

### PARTICIPATION FEE (per product)

The Participation fee for each submitted product is \$750 (Cdn).

### REQUIRED MATERIAL & DEADLINES

**By July 31, 2008** you must submit to CANASA

- An electronic copy of the product in .tif or .pdf format supplied on a CD or e-mailed to [aha@canasa.org](mailto:aha@canasa.org)
- A 75 word product description for use in the show guide, website, and trade publications. Description, in MS Word, to be e-mailed to [aha@canasa.org](mailto:aha@canasa.org)
- One electronic file of your company logo (in .tif or .pdf format) supplied on CD or e-mailed to [aha@canasa.org](mailto:aha@canasa.org)
- Please do not e-mail zip files.

**By August 1, 2008** you must submit to CANASA

- Name and title of the company representative who would be receiving the award.
- Up to 500 pieces of literature for the literature pocket.
- A description of the four most significant features or attributes that set your product or service apart (limit to 250 words).

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**For more information, please contact:**  
Amanda Ha at [aha@canasa.org](mailto:aha@canasa.org)



# CANASA **New** Product Showcase

## **Pre-Show Coverage for Entrants**

- SP&T News Pre-Show Issue
- Exposure on the CANASA web site with links to your company's site

## **On-Site Exposure for Entrants**

- Product photo and description in the Security Canada Central Show Guide.
- Literature pockets in the CANASA New Product Showcase area.
- Display card in your booth promoting your product as a CANASA New Product Showcase entry.
- Framed participation certificate

## **What the Winners Receive**

- The prestige of marketing and promoting your product as a CANASA New Product Showcase winner.
- A framed certificate of the CANASA New Product Showcase logo, with your company, and winning product category.
- Copies of the award seal for use on all your stationary and promotional material.
- Product photo and description in SP&T News post-show issue.
- Product photo and description in Canadian Security post-show Issue.
- Recognition in next year's CANASA New Product Showcase promotional brochure.
- Recognition on the CANASA website.

## **The Fine Print**

- In categories with only one entrant, the entrant will only be eligible to win the "Best of Show" Award.
- Staff will count votes at the end of the show.
- All entrants will be eligible to win the "Best of Show" Award.
- All entered products must be available for sale in Canada by Friday October 16, 2008.
- All participants will be requested to sign a Product Availability Affidavit.
- Cancellation policy: No Refunds will be issued for cancellations.
- **Entry deadline: July 31, 2008.**

**For more information, please contact:**  
Amanda Ha at [aha@canasa.org](mailto:aha@canasa.org)

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# CANASA **New** Product Showcase

## Product Entry Form

### YOUR INFORMATION

ONE PRODUCT PER ENTRY PLEASE.

Company Name \_\_\_\_\_  
(exactly as you would like it to appear)

Booth # \_\_\_\_\_

Product Name \_\_\_\_\_

Model # \_\_\_\_\_

The category in which this product will be entered (please select one)

- Access Control       Burglary       CCTV       Specialty Products  
 Communications       Fire       Home Automation

Company Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_ Postal/ZIP Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Phone (      ) \_\_\_\_\_ Fax (      ) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

#### ELIGIBILITY

1. Must be an exhibitor at Security Canada Central 2008 in Toronto, Canada
2. The product must have a market entry date of November 1, 2007 or later.
3. The product must be available for purchase, delivery and installation in Canada by October 17, 2008

#### PARTICIPATION FEE (Payment must accompany order form)

The Participation fee for each entry is \$750.00 (Cdn)

The category in which this product will be entered (select only one)

- VISA       Master Card       AMEX       Cheque (payable cash)

Card # \_\_\_\_\_

Expiry Date \_\_\_\_\_

Cardholder \_\_\_\_\_

Signature \_\_\_\_\_

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Please return this form and ALL required materials to CANASA at 610 Alden Road, Suite 100, Markham, ON L3R 9Z1. For more information, please contact Amanda Ha, at 905.513.0622 (toll-free in Canada: 1.800.538.9919) or email: [aha@canasa.org](mailto:aha@canasa.org)