2025 INFO PACK – CALL FOR ENTRIES
INTERSEC AWARDS

WELCOME

Intersec Awards is the region's premier award show that celebrates industry professionals, government officials, and key stakeholders in the fields of commercial security, cybersecurity, smart home systems, and homeland security.

This document is designed to guide potential entrants through the submission process and requirements. will help you choose the right category for your nomination and guide you through the nomination process. It outlines the steps to ensure a seamless nomination form completion, details the evaluation process, and presents the submission, evaluation, and timeline requirements. Please read this carefully before submitting your nominations.

Entries will be submitted via our online portal, where you can complete your entry online and update it right up until the entry deadline.

KEY DATES

- 20 August 2024: Awards Deadline
- 7 October 2024: Shortlist Announced
- 31 October 2024: Round 2 - Fire and Safety – Judging In-Person/ Virtual
- 1 November 2024: Round 2 - Security – Judging In-Person/ Virtual
- 15 January 2025: Winners Announced During the Awards Gala Dinner

Should you have any Award queries, please contact the Awards Manager at: intersecawards@uae.messefrankfurt.com

WHY SUBMIT AN ENTRY?

Industry Networking
Participate to gain significant recognition within your industry, elevating your reputation among peers and potential clients.

Validation and Recognition
Receiving an award serves as a testament to the quality and excellence of your work, products, or services.

Boosted Team Morale
Recognition through awards boosts employee morale, fosters a sense of pride in their work, and encourages commitment.

Publicity and Exposure
Enhance brand visibility and credibility, attracting attention from across the industry and media.

KEY INFORMATION

How to Enter:
- All nominations should be submitted online at: https://intersecawards2025.evalato.com/
- For the Product categories, eligible entries are for those products that have been launched, marketed and distributed in the region since 2023 - 2024
- Nominations must be in English and received by 20th August 2024

Entry Fees:
The Intersec Awards are FREE to enter.

Entry Guidelines:

- Answers should be in **bullet point format only**
- Word limit – 500 to 1000 words submitted in bullet point format
- Entries should be submitted in a clear and concise manner and not resemble content from a product brochure. The answers should not be a sales pitch
- No self-nomination is allowed within the Individual award categories. Messe Frankfurt Middle East/ Intersec holds the right to reject any entry that is self-nominated
- Companies can submit entries in multiple categories without any limit. However, each product or service can only be featured in one entry. **If the same product is replicated across categories, the judging panel will reject the other submissions and only score the most relevant –** Refer to the product groups
- Any entry submitted in monosyllables or an incomplete entry will be rejected.
- The entrant should submit valid email ids and operational mobile numbers only.
- Only submit an entry if you are authorized to do so. If brought to our attention, Messe Frankfurt Middle East/Intersec holds the right to cancel any entries by unauthorized representatives from the company.
- Keep it crisp – emphasize on why your product/service is better than your competitor's.
- Focus on the facts. Support your nomination with evidence of impact such as data, case study, statistics or feedback and testimonials.
- Highlight what has been done differently. The judges are keen to hear about innovation and new approaches.

- By entering the Awards, companies/individuals authorize Messe Frankfurt Middle East/Intersec to use their entry descriptions, pictures and company logos for the purpose of awards presentations and marketing. This is applicable to all shortlisted companies, individuals, teams and winners.

Entry Process:
- Make sure you read the information in this pack before submitting your entry online at https://intersecawards2025.evalato.com/
- Check your eligibility and please read the criteria carefully, as the criteria for each of the categories are different
- Choose the right category. There are 16 categories to pick from, so play to your strengths and enter a category that reflects your entry
- Register yourself and create a unique login before you begin to enter a category
- Under Entry Name, write the name of your product/project
- You can start your application and save and return to complete at a later stage
- If you plan to submit entries in multiple categories, do not duplicate your submission, as it will not be allowed. **One product/service can be submitted only as one entry. It cannot be replicated across categories**. Please choose the most relevant one and make your submission. Refer to the product groups.

CATEGORIES

Categories	Purpose	Criteria	Eligibility
		FIRE & SAFETY	
Excellence in Fire Safety Award	This category aims to recognize exceptional products or services that significantly enhance fire prevention, detection, suppression, or mitigation efforts.	Answers should be in bullet points only. Word limit – 500 to 1000 words **Innovation and uniqueness**: How does the product/service highlight new capabilities or substantial enhancements? In what ways does the product/service differentiate itself from existing competitors in terms of features, technology application, or implementation? **Performance**: How does the product/service demonstrate a level of performance that enhances overall competitiveness	This category is for OEMs only. Please refer to the product groups. The eligible entries must specifically address fire safety, including but not limited to fire prevention, fire detection, fire suppression, fire response, and public fire safety education.

		compared to other products or solutions? How is it an enhancement to the existing standard? **Value**: How justifiable is the return on investment for the product/service? What are the long-term financial benefits compared to the costs, and how does it justify the investment?	The solution can be a product, a technology, a service, or an educational program that has had a demonstrable impact on improving fire safety.
Outstanding Safety Solutions Award	This category honors exceptional products or services that prioritize the protection and well-being of individuals in various settings, promoting overall safety and minimizing risks	**Impact**: How effectively does the product/service meet the specific needs and requirements of the industry? How well does the product/service integrate security principles, especially in protecting against current and emerging threats? What is the product/service's contribution to environmental sustainability, social responsibility, and ethical governance? How does it impact the reduction of environmental footprint, enhancement of social welfare, and promotion of responsible governance? Please provide support for your submission in the form of media coverage, client testimonials, marketing materials, and anything else you feel is necessary.	This category is for OEMs only. Please refer to the <u>product groups</u>. The nominations must support solutions that address specific safety challenges and can include products, technologies, programs, or integrated systems. Entries must demonstrate a novel approach to safety, offering advancements over traditional methods or technologies.
Fire Safety Excellence Project – Middle East & Africa	This award is dedicated to projects in the Middle East and Africa region that have demonstrated significant innovation in planning, implementing, and enhancing fire safety measures, thereby positively impacting communities within these regions.	Answers should be in bullet points only. Word limit – 500 to 1000 words **Innovation**: • Describe in brief how the project has demonstrated innovative approaches to enhance fire safety? • What unique strategies or technologies were incorporated to predict and mitigate fire risks effectively? **Effectiveness**: • Considering the challenges and constraints of the local environment, elaborate briefly on how effectively was the project implemented?	The project must be located within the Middle East or Africa regions. The project must showcase innovative approaches to fire safety, which could include the use of new technologies, materials, or methodologies. Innovations should lead to significant improvements in prevention, detection, response, or fire safety education.

		• What methods or practices were used to ensure that fire safety measures were properly executed and maintained? **Sustainability**: • Justify in 3-4 bullet points how sustainable are the fire safety measures implemented by the project in the long term? **Enhancement**: • In what ways has the project enhanced existing fire safety measures or introduced new ones?	If an OEM is submitting an entry, they need to give credit to the manufacturer
Excellence in Testing, Evaluation and Certification Award	This award highlights organizations that provide crucial services such as system testing, safety evaluations, compliance inspections, and performance certifications, contributing significantly to the enhancement of fire safety and security in various environments.	Answers should be in bullet points only. Word limit – 500 to 1000 words **Innovation:** Share any unique approaches or technologies they have integrated to stay ahead in the field. **Quality of Service**: How does the organization maintain high standards in providing system testing, safety evaluations, compliance inspections, and performance certifications? **Impact**: How have the organization's services contributed to improving fire safety and security in various environments?	The entries must provide evidence of the significant impact their services have had on improving safety and security outcomes, such as enhancing system reliability, ensuring regulatory compliance, or identifying and mitigating potential risks.
	SECURITY		
Premier Homeland Security	Recognizes outstanding products or services specifically designed for addressing and mitigating	Answers should be **in bullet points only**. Word limit – 500 to 1000 words **Innovation and uniqueness**:	This category is for OEM's only. Please refer to the product groups.

Solutions Award	threats to national security, ensuring the safety of a country and its citizens/residents.	• How does the product/service highlight new capabilities or substantial enhancements? • In what ways does the product/service differentiate itself from existing competitors in terms of features, technology application, or implementation? **Performance**: • How does the product/service demonstrate a level of performance that enhances overall competitiveness compared to other products or solutions? • How is it an enhancement to the existing standard?	The eligible solutions must be designed specifically for homeland security purposes, including but not limited to border security, cyber defense, public safety communications, critical infrastructure protection, and emergency management.
Outstanding Commercial Security Solutions Award	This award honors solutions that significantly enhance the security posture of commercial entities, safeguarding them from risks, threats, and unauthorized intrusions.	**Installation – manageability**: • How easy and quick is the installation process of the product/service? • Is there a need for specialized training or equipment? • Can the product/service effectively scale to accommodate growth without significant additional costs or complexities?	This category is for OEM's only. Please refer to the product groups. The entries must be specifically tailored for commercial use and have been implemented or launched within 1 year (Aug 2023 – July 2024).
Exemplary Perimeter Security Solutions Award	Recognizes outstanding products that are specifically designed to secure and monitor the boundaries of critical infrastructure, facilities, or restricted areas. This award honors solutions that provide robust and reliable perimeter protection, ensuring the integrity and security of vital assets.	**Value**: • How justifiable is the return on investment for the product/service? • What are the long-term financial benefits compared to the costs, and how does it justify the investment? **Impact**: • How effectively does the product/service meet the specific needs and requirements of the industry?	The entry must feature innovative use of technology that improves perimeter security. Innovations should offer significant improvements over traditional perimeter security solutions in terms of effectiveness, efficiency, or cost.
Cyber Hub of the Year Award	Celebrates pioneering products or services that excel in protecting digital systems, networks, and data from cyber threats. This	• How well does the product/service integrate security principles, especially in protecting against current and emerging threats? • What is the product/service's contribution to environmental sustainability, social responsibility, and ethical governance?	The eligible entries must be cybersecurity products or technologies such as software solutions, hardware devices, or integrated systems designed

	award is dedicated to recognizing solutions that provide comprehensive and robust cybersecurity defenses, ensuring enhanced safety for users and organizations.	• How does it impact the reduction of environmental footprint, enhancement of social welfare, and promotion of responsible governance? You may provide support for your submission in the form of media coverage, client testimonials, marketing materials, and anything else you feel is necessary.	to address specific cybersecurity challenges. entry must showcase significant technological innovation or advancement in the cybersecurity field. Entry representing startups will gain more points for innovation.
Security Project of the Year - Middle East & Africa	Recognizes exceptional security projects implemented in the Middle East and Africa region, showcasing innovative and effective security measures that enhance safety, protect assets, and mitigate risks.	**Innovation:** • What new or unique approaches were adopted in the project to address specific security challenges? **Collaboration**: • What level of collaboration was involved among different stakeholders (government entities, private sector, community groups) to ensure the project's success? **Sustainability**: • How sustainable are the project's solutions in terms of long-term operation and maintenance?	The project must be located within Middle East & Africa. The project should have been completed or reached a significant operational milestone prior to the submission deadline. The projects should set new standards in effectiveness, innovation, and efficiency in addressing security challenges.
		INDUSTRY	
Outstanding Fire Safety Team Award	Celebrates the exceptional teamwork, dedication, and expertise of a fire safety team that consistently demonstrates outstanding performance in preventing, managing, or responding to fire incidents	Answers should be in bullet points only. A total of 500 - 1000-word bullet point answer of the qualitative and quantitative aspects of your achievements. The team demonstrating exceptional accomplishments are encouraged to apply. Along with your application, please be sure to submit support for your submission in the form of media coverage, awards or recognitions, client or team testimonials, etc.	Only submissions accepted will be that as a team. No individual contribution will be considered. All team members must be employed by the same company. Any fire safety team that highlights the initiatives undertaken internally or at a client's that has

		Achievements: What are your key achievements in your current role? How have these achievements contributed to advancing in your field or organization?	enhanced the fire safety standards. Practitioners only – end users
Outstanding Security Team Award	Recognizes the exemplary collaborative efforts, professionalism, and expertise of a security team that consistently ensures the safety, protection, and smooth operation of the assigned premises or assets	Leadership: In what ways have you demonstrated exceptional leadership within your organization or industry? Impact on Organization: What measurable impact have you had on your organization or industry in terms of improving processes, increasing efficiency, or enhancing safety and security? Problem-Solving: Can you provide examples of specific challenges that you have addressed? How have you implemented solutions that effectively solve these problems?	Only submissions accepted will be that as a team. No individual contribution will be considered. All team members must be employed by the same company. Any security team that can detail specific innovations or improvements in their security practices and its measurable impact. Practitioners only – end users
Rising Star Award for Emirati Talent	Recognizes and celebrates the exceptional accomplishments, leadership, and contributions of young Emirati individuals who have made a significant impact in this chosen field	Answers should be in bullet points only. A total of 500 - 1000-word bullet point answer of the qualitative and quantitative aspects of your achievements. The individual demonstrating exceptional accomplishments are encouraged to apply. Along with your application, please be sure to submit support for your submission in the form of media coverage, awards or recognitions, client or team testimonials, etc. Achievements: What are your key achievements in your current role? How have these achievements contributed to advancing in your field or organization?	Young Emirati Nationals within the field fire, safety and security must have demonstrated notable achievements
Women Trailblazers in Security/Fire Safety Award	Celebrates the remarkable achievements, leadership, and contributions of women in the fields of security and fire safety		Women who have played pivotal roles in shaping, advancing, and innovating within fire safety and security industries, highlighting their influence and dedication
CISO of the Year Award	Recognizes the outstanding achievements and leadership of a Chief Information Security Officer (CISO) who has demonstrated	Leadership: In what ways have you demonstrated exceptional leadership within your organization or industry? Impact on Organization: What measurable impact have you had on your organization or industry in terms of	Nominees must currently hold the position of Chief Information Security Officer or an equivalent senior

	exceptional skill in managing cybersecurity.	improving processes, increasing efficiency, or enhancing safety and security? **Problem-Solving**: Can you provide examples of specific challenges that you have addressed? How have you implemented solutions that effectively solve these problems?	cybersecurity leadership role within their organization.
Consulting Leadership in Fire Safety/ Security/Cyber security Award	This award celebrates consultancies that demonstrate excellence in providing innovative, effective, and comprehensive fire safety, security, risk management solutions to their clients. It aims to highlight firms that not only meet but exceed industry standards, driving improvements in risk assessment, crisis management, and emergency response planning.	Answers should be in bullet points only. Word Count – 500 to 1000 words. Highlight your company's specific area of expertise and outline a significant project undertaken between Aug 2023 – July 2024 **Innovation**: How has the consultancy introduced innovative consulting practices or methodologies that significantly enhance client operations in fire safety, security, or cybersecurity? **Impact**: Submit case studies on the impact of your services/strategies that have transformed client framework **Stakeholder Benefits**: The submission should present comprehensive initiatives from the last 24 months that exemplify a holistic approach in strategy, planning, management, and execution. These efforts should clearly address and resolve key pain points for the client within their respective domain – fire, safety, security and cybersecurity sectors	The consultancies eligible for this award must specialize in fire safety or security services, or a combination of both. The consultancy should have a proven track record of assisting clients in significantly improving their fire safety, risk management or security measures.

THE JUDGES

A judging panel consisting of senior professionals from the industry who bring a wealth of knowledge and experience to the evaluation process have been appointed to view and deliberate each and every entry.

Before the judging phase, every member of the judging panel declares if they have affiliations with any of the competing entries. In such cases, the judge does not get to rate any entries in the corresponding category.

JUDGING PROCESS

Round 1
- All the entries are reviewed and evaluated by the judging panel.
- The top-scoring entries from each category advance to Round 2 via the online voting process.

Round 2
- The judges will meet the representatives of the shortlisted entries in-person or online for a brief meeting to re-evaluate, following which a round of scoring takes place during this meeting.
- Should the judges also determine that it is necessary, you might be asked to submit samples and/or videos for the shortlisted entries, which they will assess during the Round 2 judging.

GENERAL TERMS & CONDITIONS

- Companies can submit entries in multiple categories, please select all the award categories that you wish to nominate in one go for an easier nomination process.
- **Nominating the same product across categories is not allowed–** Refer to the product groups, and submit your entry in the most relevant application.
- All nominations must be submitted online.
- Nominations must be in English and received by 20 AUGUST 2024.
- Nominations must be clearly written and remain within the submission guidelines.

- Messe Frankfurt Middle East / Intersec shall have the right to verify the information provided in each submission, if required.
- Messe Frankfurt Middle East / Intersec and the judges reserve the right to alter the categories or re-allocate entries between categories, as they see fit.
- In addition, if no entry is received in any category, or if the Judging Panel considers that no entry provides sufficient evidence of outstanding performance, no award will be given in that category.
- Nominations will be accepted in good faith and, notwithstanding any attempts to verify claims made in nominations, will be treated as true and accurate.
- Submission of entries indicates acceptance of the conditions of entry. In the event of any disputes or issues the decision made by the judges shall be deemed final. The organizers will not be obliged to justify their decisions or enter into any correspondence.
- All nominations and supporting information submitted will be treated as confidential and are only available for the Judging Panel whose members are bound by a Confidentiality Agreement.

For inquiries, contact:
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