

# **Merlion** **Awards**

*Honouring the*

**Fire, Safety & Security Industry**

**HALLS B & C  
MARINA BAY SANDS EXPO & CONVENTION CENTRE, SINGAPORE  
15 - 17 November 2023**

## **PARTICIPATION MANUAL**

# **Merlion** **Awards**

*Honouring the*

**Fire, Safety & Security Industry**

## **AWARDING PRODUCT INNOVATION & SERVICE EXCELLENCE** **IN FIRE, SAFETY & SECURITY INDUSTRY**

**Conference & Exhibition Management Services Pte Ltd (CEMS)** is proud to present the **14<sup>th</sup> Merlion Awards 2023**, which serves to recognise and honour outstanding new products and technologies in the fire, safety and security industry in Singapore. Underlining the importance of innovation, the Awards give well-deserving companies the accolade of excellence and pride of place to showcase their exemplary products at the **21<sup>st</sup> edition of Safety & Security Asia (SSA) 2023** and the **19<sup>th</sup> Fire & Disaster Asia (FDA) 2023** exhibitions.

The Awards are divided into six (6) categories:

- Access Control**  
Products or systems
- **Alarm System**  
Products or systems
- **Fire Protection Technology**  
Products or systems
- **Mobility Technology**  
Products or systems
- **Security Robotics**  
Products or systems
- **Surveillance Camera**  
Products or systems

## **BACKGROUND**

In light of increasing global threat, terrorism and rapid advancements in technology such as the Internet of Things (IoT) and breakthroughs in Artificial Intelligence (AI) that permeate and influence how we conduct our daily lives, we seek to give due recognition to smart equipment and solutions that can assist today's safety and security agencies and their customers by augmenting and improving their security solutions offered.

To enter your innovation for these categories, you will be asked to provide the following:

– *Describe the context and the identified issue(s)*

- Solution Proposal – Describe how the identified problem(s) were resolved
- Documentation of the solution's benefits / USPs / ROIs (e.g. case studies, brochures, PowerPoint presentations, videos, press reports, papers etc.)
- Proof of solution ownership or distributorship
- Client(s) testimonial(s) on the submitted entry

The judges will be looking for evidence of the submitted entries through the following criteria:

- Solving identified problem(s) and benefitting the fire, safety and security industry
- Enhanced and seamless integration with existing security implementation systems
- Demonstration of good product design (UI, UE, form, engineering, maintenance and ergonomics)
- Demonstration of reliability, scalability and having adequate built-in fail-safes during operation
- Demonstration of proof of good ROI (increased efficiency, effectiveness, productivity such as headcount reductions, cost savings etc.)

## **AWARDS CREATE EFFECTIVE PUBLICITY FOR YOU**

Ownership of these prestigious Awards gives immediate prominence to your products and serves as a testimony of your company's innovative edge. This will be highlighted through:

- Prototype and/or photo displays of your innovative designs and products to a relevant trade audience
- Exclusive post-event feature of the winners in the **21<sup>st</sup> Safety & Security Asia 2023 (SSA 2023)** and the **19<sup>th</sup> Fire & Disaster Asia (FDA) 2023** publicity portals
- Use of the Merlion Awards logo in your promotional materials and corporate literature
- Announcement of Results and Presentation of Awards during the Opening Ceremony of the **TP-SII Security Industry Conference 2023** on **Wednesday, 15 November 2023**

## **ENTRY CRITERIA**

All companies in the fire, safety and security industry with relevant products and technologies listed in the six (6) categories of awards are eligible to submit their entries for the Awards.

All entries must be made using the Official Entry Form. There is no limit to the number of entries submitted. An administrative fee of **S\$107.00** (inclusive of GST) is payable for **each individual submission**.

## **JUDGING CRITERIA**

The judges will consider the following criteria for excellence in each of the categories:

- Product innovation
- Design
- Benefits to users
- User-friendliness of product
- Significance of Unique Feature(s)
- On-site Demonstration and Judging

*\* This is to ensure that the product is functioning according to the product description.*

*\* Demonstration and/or videos are required to be submitted together with this manual.*

*\* Shortlisted companies will be required to display their products at SSA 2023 and FDA 2023.*

**A table/counter/panel space will be allocated for non-exhibitors at the subsidised rate of \$1,070.00 (inclusive of GST).**

## **SCORING SYSTEM**

Awards will be given to all outstanding products, fire and security services with scores of **90 and above** out of 100 marks.

## **THINGS TO REMEMBER WHEN SUBMITTING YOUR ENTRIES**

1. **Keep literature concise and simple**  
Ensure the write-up on your entries are free of excessive technical jargon. Have supporting brochures, photographs or videos (no longer than 5 minutes) would be helpful.
2. **Submit your entries in good time**  
The deadline is **5:00pm on Friday, 20 October 2023**. Please ensure that you submit all the documentations for each entry. There is no limit to the number of entries submitted. An **administrative fee of \$107.00** (inclusive of GST) is payable for **each** individual submission.
3. **Ensure your product is accredited (if applicable)**  
Your submitted product must have received regulatory approval from the relevant authorities.
4. Participating companies would be informed of the status of their entries on **Monday, 30 October 2023**.
5. Companies **not participating in SSA 2023** and the **FDA 2023** must have their product(s) functional, ready for demonstration and judging in a meeting room (to be advised) at Marina Bay Sands on **Tuesday, 14 November 2023 from 2.00pm to 4.00pm**.

Companies participating in SSA 2023 and FDA 2023 must have their product(s) functional, ready for demonstration and judging at their booths in Hall B at Marina Bay Sands on **Tuesday, 14 November 2023 from 4.00pm onwards** for judges' visit and evaluation.



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## **OFFICIAL ENTRY FORM**

Supporting brochures, photographs or promotional video clips (no longer than 5 minutes) of the products, personnel or organisations are to be submitted. All companies in the fire and security industry with relevant products listed in the **six (6) categories of awards** are eligible to submit their entries for the Awards. Full terms and conditions are enclosed.

The following information must be typed on attached sheet(s) and enclosed with your entry form:

1. Company name
2. Product / Personnel / Organisation name
3. Description of the entries' profiles and credentials (max 500 words)
4. How the entries meet the judging criteria (max 250 words)

I wish to participate in the following category (please tick):

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Access Control</b>             | <input type="checkbox"/> <b>Mobility Technology</b> |
| <input type="checkbox"/> <b>Alarm System</b>               | <input type="checkbox"/> <b>Security Robotics</b>   |
| <input type="checkbox"/> <b>Fire Protection Technology</b> | <input type="checkbox"/> <b>Surveillance Camera</b> |

### **COMPANY DETAILS (Part One)**

Company:			
Address:			Postal Code:
Tel:		Country:	
Email:		Website:	
Contact Person:		Designation:	

Signature:

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**CLOSING DATE: By 5:00pm on Friday 20 October 2023.**

Please submit completed entries and any relevant information to:  
**Merlion Awards Committee at [merlion@cems.com.sg](mailto:merlion@cems.com.sg)**  
Website: <https://architecturebuildingservices.com.sg/events/safetysecurityasia/>

**CHECKLIST:**

- ☐ Have you indicated the category you wish to compete under?
- ☐ Have you submitted all your documentations online?
- ☐ Have you included supporting brochures, photographs, or videography?
- ☐ Have you enclosed **SGD\$107.00(inclusive of GST) administrative fee** payable to Conference & Exhibition Management Services Pte Ltd?

**TERMS AND CONDITIONS**

**Participants are requested to read all Terms & Conditions carefully as these will be binding at all times.**

- Participants are reminded to submit their entries on time as any submissions after the deadline will not be entertained.
- All companies in the fire and security industry in Singapore with relevant products listed in the **six (6) categories** of awards are eligible to submit their entries for the Awards.
- Members of the Organising Committee are not eligible to participate in the Merlion Awards.
- The judges' decisions are final. No correspondence will be entertained.
- The Organisers reserve the right to appoint and change judges on the panel.
- The Organisers reserve the right to change the Terms & Conditions without prior notice.
- The Organisers reserve the right to disqualify any entries that are found to be ineligible or misrepresented.
- The Organisers will not be held liable for any loss, injury or death resulting from any of the processes of the Merlion Awards.
- The Organisers will not be held responsible for any loss, late, mutilated, misrouted, incomplete, illegible or altered entries.
- Participants are solely responsible for the legality of their exhibits and inventions.
- All entries must be submitted by online using the Official Entry Form, together with proof of payment of the entry fee.
- The Merlion Awards do not imply warranty that the product is safe or superior, nor that it performs technically or functions in satisfactory fashion. It is only the opinion of the judges that the product possesses significant innovative value.

- Announcement of Results and Presentation of Awards will be made during the Opening Ceremony of the **21<sup>st</sup> SSA 2023 and 19<sup>th</sup> FDA 2023 on Wednesday, 15 November 2023.**
- Shortlisted companies will be required to display their products at 21<sup>st</sup> SSA 2023 and 19<sup>th</sup> FDA 2023. A table/counter/panel space will be allocated for non-exhibitors at a subsidised rate of **S\$1,070.00 (inclusive of GST).**
- All information provided by the participants will be kept and treated with the strictest confidence.

### **ENTRY DETAILS (Part Two)**

Please complete/enclose the following;

- Brief description (max 500 words) of the product / system submission and highlight the security challenges that it addresses & how they are being solved.**
  - *Problem Statement/ Definition – Describe the context and the identified issue(s)?*
  - *Solution Proposal – Describe how the identified problems were resolved*

Type your details.

- Documentation of the product's benefits / USPs / ROIs (case studies, brochures, PowerPoint presentations, videos, press reports, papers etc.)**
- Proof of product ownership or distributorship**
- Client(s) testimonial(s) regarding the submitted entry**

Kindly submit your participation entry to [merlion@cems.com.sg](mailto:merlion@cems.com.sg)

For more information or enquiries, please contact:

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