



# The Member Accelerated Performance (MAP) Program From SIA

## Navigate your start-up company to success!

Get ready to MAP your business to success in the security industry! SIA is proud to introduce a new program designed specifically for start-ups and smaller companies new to security.

### Who It's For:

- Start-up companies looking to grow
- Businesses looking to accelerate growth and form new relationships
- Founded within last 5 years
- Less than \$10 million in annual sales

### What It Is:

- SIA Prime Membership PLUS
- Business-building benefits for start-ups and small companies
- Extensive networking and relationship development opportunities
- Exclusive savings to help you grow and market your business

### Why MAP Is Good for Your Business

MAP program benefits are designed to help new companies navigate their way in the complex security industry. SIA wants to help accelerate your company's growth by providing strategic resources, valuable connections, important events, profile-raising opportunities, and executive mentoring. MAP saves you time and money – and it's all part of your SIA annual corporate support!

SIA is providing an incredible opportunity for startup companies new to security. I strongly encourage you to participate and let SIA help MAP your company to success!

*Yaron Zussman,  
CEO, America  
Magos Systems*

Premier  
Sponsor of



Security Industry Association  
securityindustry.org



# SIA MAP Program Benefits and Opportunities

Your SIA MAP Program Membership fee (\$2,000) provides you:



## **ISC Tradeshow Marketing**

- Deeply discounted pricing on exhibit space at ISC West “start-ups” area
- Rebate off your ISC West start-up area booth (up to \$500 back off membership dues)
- Access to SIA member lounge and reserved meeting space on ISC West show floor
- Access to SIA events at ISC West, including Market Leaders Reception (3 tickets)



## **Concierge-Style Business Relationship Building**

- Introductions to SIA investment and private equity community members
- Facilitated connections with targeted SIA Member channel partners & distributors
- A 90-day executive mentorship with a representative of a top SIA member company



## **Core Industry Info for Start-Ups**

- A calendar of “must attend” security industry events
- List of SIA Member Manufacturers’ Representatives
- Guide to Industry Media / PR Firms and press release templates



## **SIA Membership & Awareness Value**

- 1 year of Prime-level membership in the Security Industry Association (\$2,000 value)
- Ticket to Securing New Ground conference or to SIA GovSummit (a \$1,295 value)
- Complimentary access to SIAThere! regional networking events
- Speaking opportunities at SIA events (when available) and new member profile on SIA blog
- Use of the SIA membership logo on your website and collateral
- All the other benefits of SIA prime membership (see our website for full list of benefits)

Join the SIA Member Accelerated Performance (MAP) program today and navigate your start-up to the next level!

For more details or to get started today and MAP your success, please contact:  
Kevin Murphy, [kmurphy@securityindustry.org](mailto:kmurphy@securityindustry.org) or 301-804-4716.

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