




2020 WINTER PROSPECTUS

FEBRUARY 8-11, 2020



ABOUT THE CONFERENCE



At the NSA Winter Legislative & Technology Conference in Washington, DC, you can join high-level leadership from federal agencies, members of Congress, and very active sheriffs who come together to explore current legislation, trending technologies, and innovative products.

Take advantage of this once-a-year marketing opportunity and become a sponsor. There are many exclusive sponsorship opportunities available to you at our winter conference.

Check out the unique and exclusive sponsorship opportunities at NSA's Winter Legislative & Technology Conference and reach more than 800 attendees!

**INCREASE YOUR
COMPANY'S EXPOSURE -
BE A SPONSOR!**

NSA BOARD OF DIRECTORS LUNCH

(Tuesday, February 11th)

Have your company recognized at this exclusive luncheon, open to only NSA Board of Directors, Executive Committee, Past Presidents, Committee of State Association Executive Directors and Presidents, and special guests. Opportunity for company representative to address luncheon attendees for up to 3-5 minutes, event signage, listing in program, NSA website and Sheriff & Deputy magazine.

- \$12,000 exclusive sponsorship

STATE ASSOCIATION EXECUTIVE DIRECTORS & PRESIDENTS BREAKFAST

(Monday, February 10th)

Sponsorship includes recognition on event specific signage in the room at the breakfast buffet, thank you by the President of the State Association during the sessions and the opportunity for a company representative to address the attendees for up to 3-5 minutes, and listings in the program, on the NSA website, and in *Sheriff and Deputy* magazine.

- \$8,500 exclusive sponsorship

NSA DIRECTORS/STATE EXECUTIVE DIRECTORS BREAKFAST (SOLD FOR 2020)

Have your company recognized at this exclusive breakfast, open to only NSA Board of Directors, Executive Committee, Past Presidents, Committee of State Association Executive Directors and Presidents, and special guests. Sponsorship includes one booth space, opportunity for company representative to address breakfast attendees for up to 3-5 minutes, event signage, listing in program, NSA website and Sheriff & Deputy magazine.

- \$7,000 exclusive sponsorship
- 2020 Sponsor: Partnership for Safe Medicines (PSM)

BOARD OF DIRECTORS COCKTAIL RECEPTION

(Saturday, February 8th)

Opportunity to mingle with NSA Board of Directors, Executive Committee, and Past Presidents. You will receive VIP invitations to this exclusive reception and, be formally introduced to attendees. Sponsor will be given opportunity to address the attendees for up to 3-5 minutes.

- Contact for pricing

PLENARY SESSION SPONSOR

(Monday, February 10th)

This sponsorship is for the Plenary Session on Monday afternoon. The sponsor will receive recognition on the mobile app, listing as the session sponsor on the web site, Event Specific Signage outside the session room, logo on the screen in the room as people enter and the opportunity for a company representative to address the attendees for 3-5 minutes. This can be to introduce the Keynote speaker if and only if the speaker is not a government employee. If it is a government official, you may give the opening remarks.

- \$20,000 exclusive sponsorship

OPENING RECEPTION

Opening Reception Partner

(Sunday, February 9th)

Opportunity for a company representative to provide up to three (3) minutes of remarks to attendees of the Opening Reception.

- \$10,000 per sponsor

Opening Reception Sponsor

(Sunday, February 9th)

Verbal recognition from a representative of NSA from podium.

- \$5,000 per sponsor

COMMITTEE MEETING SPONSORSHIP

(excludes Executive Committee Meeting Room)

This sponsorship will be for one individual committee meeting, excluding the Executive Meeting and the Management Subcommittee Meeting. Sponsor will receive name recognition on the hotel reader board for the session rooms, recognition on the agenda on the mobile app and web site, ability to distribute materials, recognition by the meeting Chair and the opportunity for a company representative to address the attendees for up to 3 minutes. Upon approval by the committee Chair.

Please note: you must be an exhibitor to purchase.

- \$2,000
- If you would like to provide food/beverage: \$2,000+ cost – contact for exact pricing.

PASSPORT BOOTHS

What better way to increase traffic to your booth? All attendees receive a Convention Passport at registration. Attendees are to visit each sponsor's booth and receive a stamp. They must collect all participating booth stamps to be included in the drawing for the Passport prize.

- \$500, 9 spaces available

2020 LUNCH SPONSOR

Have your company's logo and booth number on signage at entry of ballroom as well as signage on each table. You may place literature on each table if desired. Attendance is between 300-400 attendees per meal.

- \$7,500 each

COFFEE STATION BY REGISTRATION

Have your company's logo be present on signage in a high traffic area. The coffee station will be open daily (Saturday, Sunday, Monday) from 7:00AM-9:00AM.

- \$2,500/day – multiple sponsors
- \$5,500 for all 3 days

CLOSING PRESIDENT'S RECEPTION

(Tuesday, February 11th)

This sponsorship includes name recognition on the hotel reader board, event specific signage in the room and podium recognition. Recognition in the agenda on the app and web site.

- \$4,500 - multiple sponsorships

EXHIBIT HALL COFFEE STATION

(Sunday, February 9th or Monday, February 10th)

This sponsorship includes event specific signage at the coffee break station and listing in the conference app on the agenda. The coffee will be up from 9am-12pm.

- \$2,500/day – multiple sponsors

SPONSORED SEMINAR ROOMS (ALL DAY)

This sponsorship will be for a seminar room all day. Includes: 1-hour time slot; A/V (mic, screen, projector and podium); Signage outside of the room, opportunity to address each seminar (3 minutes) and distribute materials, recognition in the conference app. Approximately 3-5 seminars per day.

Please note: you must be an exhibitor to purchase.

- \$5,000 for the day

CHARGING STATION

This popular destination includes signage in area to stop and charge your phone during very busy show days! Gain exposure to all attendees. Two locations available: registration area, and in exhibit hall near sponsor booth.

- \$5,000 +cost

HOTEL KEY CARDS (SOLD FOR 2020)

Be the company they see each time they reach for their hotel key. Put your company name, logo, or message on the key each attendee receives when checking into the hotel.

- \$4,500 exclusive sponsorship

CONFERENCE REGISTRATION BAGS

These handy shopping bags are given to each attendee upon registering to carry materials in during the conference. Another way to have your company name and logo walking the conference.

- \$3,000 exclusive sponsorship

CONFERENCE LANYARD/BADGE HOLDERS

Put your company name and logo on prominent display on our conference badge holders. Badges are worn all conference and are required to enter any conference event.

- \$4,000 exclusive sponsorship

CONFERENCE REGISTRATION FLYER DROP

Reach all attendees with your company flyer, brochure, or postcard inserted into each bag.

- \$500 per insert

CONFERENCE APP BANNER ADS

Have your ad displayed in front of users of the conference app for 3 months - where important information on the schedule, sessions, exhibit hall and all other things conference-related will be posted. Your ad will also be placed on the conference registration page.

- \$2,000 exclusive sponsorship

FLOOR STICKERS

Floor clings to be placed at the registration desk, at the main entrance of the JW Marriott exhibit hall, at the top of your aisle, and at your booth leading attendees to your booth!

- \$2,500 each

Please contact Lindsay Hopkins, NSA's Sponsorship & Partnership Sales Manager,
for availability and more information:

lhopkins@sheriffs.org

703.838.5343

NEW FOR 2020!

PILLAR WRAPS

One pillar wrap to be installed in registration area.

- Contact for pricing

ESCALATOR CLINGS

Brand the hotel's escalators (2) with your company's logo and booth information.

- Contact for pricing

AD ON REGISTRATION EMAIL CONFIRMATION

Have your company's logo and booth number placed on the confirmation email sent to every attendee upon registration. The logo will link to your website.

- \$750 – max 3 sponsors
- Deadline: Registration opens 10/15

EXHIBITOR FLOOR GUIDE

Have your company's logo and booth number on the front of the Exhibit Hall floor guide distributed to each attendee. Your booth will also be highlighted inside the floor guide.

- \$2,500 exclusive sponsorship

SIGNAGE OUTSIDE OF BALLROOM

Drive traffic to your booth with a sign placed outside the exhibit hall with your company's logo and booth number.

- \$1,000 per sponsor

FIRST-TIME ATTENDEE GIFT CARDS

Sponsor a free coffee gift card given to all first time attendees at the conference. Each card will say "Thank You Sheriffs and Deputies" with your logo on the front!

- \$10,000