



2020 WINTER EXHIBITOR PROSPECTUS

FEBRUARY 8-11, 2020



ABOUT THE CONFERENCE



The NSA Winter Conference is a special event for active, influential Sheriffs, high-level leadership from federal agencies plus members of Congress who come together to explore current legislation and discover trending technologies and products for diverse law enforcement applications.

Held in the heart of our nation's Capital at the JW Marriott Hotel in Washington, DC. Located just around the corner from the White House, the Winter Conference is designed to jump start your year with new relationships and new leads with powerful people who can make a difference!

**THE ONLY DC EVENT
ATTRACTING AND
CONNECTING FEDERAL
OFFICIALS, SHERIFFS
AND SUPPLIERS.**

MEET MORE THAN 800 KEY OFFICIALS FROM ACROSS THE LAW ENFORCEMENT SPECTRUM INCLUDING:

Major County Sheriffs - Police Chiefs - US Senators - US House of Representatives - White house Administration - U.S. Air Force Office of Special Investigations - U.S. Bureau of Alcohol, Tobacco and Firearms - U.S. Capitol Police - U.S. Central Intelligence Agency - U.S. Customs and Border Protection - U.S. Defense Criminal Investigative Service - U.S. Defense Intelligence Agency - U.S. Department of Homeland Security - U.S. Department of State's Diplomatic Security Service - U.S. Drug Enforcement Administration - U.S. Federal Bureau of Investigation - U.S. Federal Protective Service - U.S. Immigration and Customs Enforcement - U.S. IRS Criminal Investigations Division - U.S. Marshal Service - U.S. Naval Criminal Investigative Service - U.S. Office of Special Investigations - U.S. Postal Inspection Service - U.S. Secret Service

SEE WHAT'S NEW FOR NSA WINTER 2020:

- Coffee Service in exhibit hall each morning to drive traffic into the hall
- Amplified attendee marketing
- Numerous "beyond the booth" networking opportunities
- Exclusive exhibit hours on Monday 8 am – 12 noon

NSA understands the importance of attracting even more qualified attendees with decision making influence for the products exhibited on the 2020 NSA Winter table-top show floor. NSA is creating new initiatives to reach, compel and connect these purchasing influencers with our exhibiting suppliers.

Our goal: *deliver higher value for participating in NSA Winter 2020 in Washington, DC.*

DATA

REACH SHERIFF'S OFFICE DECISION MAKERS AND MORE!

NSA ATTENDEES BY ORGANIZATION

| | |
|------------------------|-----|
| Sheriff's office | 53% |
| Other law enforcement | 16% |
| Federal agency | 12% |
| Non-profit/association | 6% |
| Other | 13% |

ATTENDEE TITLE

| | |
|-----------------------------------|------|
| Sheriff | 30% |
| Deputy/Undersheriff | 5% |
| Law Enforcement (other titles) | 23%* |
| C-Level/Vice President/Executives | 28% |
| Federal Agency Directors/Staff | 15% |
| Other Industry Titles | 9% |

**Captain, Chief Commander, Major, Sergeant, Public Information Officer*

QUICK INFORMATION LINKS

- See the show floor NSA Winter 2020 Floor Plan
- Exhibiting Details
- Reserve your space: Winter 2020 Contract

RESERVE YOUR STRATEGIC BOOTH LOCATION TODAY!

CALL KATHY MAGUIRE AT (770) 432-8410 EXT 153 OR EMAIL KMAGUIRE@SHERIFFS.ORG.