



2022 NSA WINTER CONFERENCE SPONSORSHIP PROSPECTUS

FEBRUARY 5-8, 2022



ABOUT THE CONFERENCE

At the 2022 NSA Winter 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.

Conference Sponsors receive increased exposure and brand recognition. Put your company name and logo in front of approximately 800+ NSA conference attendees! We will be happy to assist you in developing an effective package to meet your goals.

**INCREASE YOUR
COMPANY'S EXPOSURE -
BECOME A SPONSOR
TODAY!**

Check out the unique and exclusive sponsorship opportunities at NSA's **2022 Winter Conference** and reach more than 800 attendees!

OPENING PLENARY SESSION

The sponsor will receive the opportunity for a company representative to address the attendees at NSA's Opening Plenary Session on **Saturday, February 5th [3:30pm-5:00pm]** for up to 5 minutes. You will introduce the keynote speaker if the speaker is not a government employee. If the speaker is a government official, you may give the opening remarks.

- \$15,000 exclusive sponsorship

CLOSING PLENARY SESSION

The sponsor will receive the opportunity for a company representative to address the attendees at NSA's Closing Plenary Session on **Monday, February 7th [3:30pm-5:00pm]** for up to 5 minutes. You will introduce the keynote speaker if the speaker is not a government employee. If the speaker is a government official, you may give the opening remarks.

- \$15,000 exclusive sponsorship

NSA BOARD OF DIRECTORS LUNCHEON

Have your company recognized at this exclusive luncheon open only to NSA's Board of Directors and Committee of State Sheriffs' Association Executive Directors and Presidents on **Wednesday, February 9th [12:00pm-1:00pm]**. Opportunity for company representative to address luncheon attendees for up to 3 minutes. 2 invitations.

- \$12,000 exclusive sponsorship

OPENING WELCOME RECEPTION

(Saturday, February 6th [6:00pm-7:30pm])

- **Welcome Reception Partner (\$10,000/partner)**

Opportunity for a company representative to provide up to 2 minutes of remarks to attendees of the Welcome Reception. *Max 2 partners.*

- **Welcome Reception Sponsor (\$5,000/sponsor)**

Verbal recognition from a representative of NSA from podium. *Multiple sponsors.*

NSA BOARD OF DIRECTORS MEETING

Have your company recognized at this meeting of the NSA Board of Directors, Executive Committee, Past Presidents, Committee of State Sheriffs' Association Executive Directors and Presidents, and special guests on **Wednesday, February 9th [8:00am-4:00pm]**. Sponsorship includes opportunity for company representative to address attendees for up to 3-5 minutes. Buffet breakfast will be provided.

- \$8,500 exclusive sponsorship

COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS MEETING

Address the State Sheriffs' Association Executive Directors at their meeting for up to 3 minutes on **Monday, February 7th [9:00am-3:00pm]**. Your company will be acknowledged as the meeting sponsor and represented on all signage.

- \$7,500 exclusive sponsorship

HOTEL KEY CARDS

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

- \$7,000 exclusive sponsorship

CONFERENCE LANYARD/BADGE HOLDERS

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

- \$7,000 exclusive sponsorship

REGISTRATION COFFEE STATION

This sponsorship includes event specific signage at the coffee break station located by registration on **Saturday, February 5th [7:00am-10:00am]**.

You may provide branded napkins, etc., if desired.

- \$6,000 exclusive sponsorship

EXHIBIT HALL COFFEE STATION

This sponsorship includes event specific signage at the coffee break station inside the Exhibit Hall. You may provide branded napkins, etc., if desired.

- \$6,000/station or \$16,000 for all 3 stations
- **Sunday, February 6th:** 9:00am-12:00pm
- **Sunday, February 6th:** 12:00pm-3:00pm
- **Monday, February 7th:** 8:00am-11:00pm

CONFERENCE REGISTRATION BAGS

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

- \$6,000 exclusive sponsorship

NEW ATTENDEE BREAKFAST

Opportunity to interact with Board of Directors and those attending the conference for the first time at this breakfast on **Saturday, February 5th [7:00am-8:00am]**. Your company will receive 2 invitations, be highlighted as a sponsor on all signage, and verbally recognized by leadership during the event. You will also receive a list of those who attended the breakfast after the show.

- \$6,000/sponsor

BUFFET LUNCH SPONSOR

This sponsorship includes event specific signage at the buffet lunch for all attendees on **Sunday, February 6th [12:00pm-1:30pm]**. You may provide 1 flyer/brochure/item to be placed on each table.

- \$5,000/sponsor

“WALKING BREAKFAST” SPONSOR

This sponsorship includes event specific signage at the “walking breakfast” in the Exhibit Hall on **Monday, February 7th [9:00am-10:30am]**. Attendees can grab breakfast and walk the hall! You may provide branded napkins, etc., if desired.

- \$5,000/sponsor

CLOSING PRESIDENT’S RECEPTION

The closing reception takes place on the final night of the conference. It is a great way to leave a lasting impression with attendees. This sponsorship includes event specific signage in the room and podium recognition at the event. Multiple sponsors.

- \$5,000/sponsor

DESSERT IN EXHIBIT HALL

This sponsorship includes event specific signage at the dessert station inside the Exhibit Hall on **Sunday, February 6th [2:00pm-3:00pm]**. You may provide branded napkins, etc., if desired.

- \$4,000/sponsor

COMMITTEE MEETING SPONSORSHIP

This sponsorship will be for one individual Committee meeting. Sponsor will receive ability to distribute materials, recognition by the meeting Chair and the opportunity to address the attendees for up to 3 minutes, subject to the approval of the Committee Chair.

- \$3,500 exclusive sponsorship for each committee

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. Max of 3 sponsors.

- \$3,500/sponsor

CONFERENCE APP BANNER ADS

Have your ad displayed in front of users of the official conference app. This is where all important information on the schedule, sessions, Passport, Exhibit Hall and all other things conference-related will be posted.

- \$2,000/sponsor

PASSPORT BOOTHS

All attendees receive a digital Passport on the conference app. Attendees visit each Passport booth and scan a unique QR code. They must collect all participating booth codes to be included in the drawing for the Passport grand prize (TBD)!

- \$750, 12 spaces available

CONFERENCE REGISTRATION BAG INSERT

Reach all attendees with your company flyer, brochure, postcard, or branded item inserted into each conference bag given to attendees at registration. It is a great way to direct traffic to your booth, highlight a new product/program, and/or drive traffic to your website!

- \$600/insert