

2024 WINTER SPONSORSHIP PROSPECTUS

FEBRUARY 3-6, 2024



2024 WINTER CONFERENCE SPONSORSHIP OPTIONS

OPENING PLENARY SESSION

The sponsor will receive the opportunity for a company representative to address the attendees at NSA's Opening Plenary Session for up to five (5) minutes. You will introduce the Keynote speaker if the speaker is not a government official. If the speaker is a government official you may give the opening remarks. Includes 1 banner ad on the official conference "app". Includes 1 flyer to be placed on all seats (on top of others, if any).

- \$13,000 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 for up to five (5) minutes. You will introduce the Keynote speaker if the speaker is not a government official. If the speaker is a government official you may give the opening remarks. Includes 1 banner ad on the official conference "app". Includes 1 flyer to be placed on all seats (on top of others, if any).

- \$13,000 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. Opportunity for company representative to address luncheon attendees for up to five (5) minutes. Enjoy lunch with the NSA President and NSA Executive Director. Two (2) invitations.

- \$12,600 exclusive sponsorship

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. Sponsorship includes opportunity for company representative to address attendees for up to five (5) minutes and distribute materials. Buffet breakfast will be provided.

- \$10,000 exclusive sponsorship

COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS MEETING

Address the State Sheriffs' Association Executive Directors at their meeting for up to five (5) minutes. These leaders have direct influence in their respective states. Your company will be acknowledged as the meeting sponsor and you will have the ability to distribute materials. Receive list of committee members post-meeting.

- \$9,500 exclusive sponsorship

FIRST TIME ATTENDEE BREAKFAST

Opportunity to interact with Board of Directors and those attending the conference for the first time at this breakfast. Your company will receive two (2) invitations. You will receive three to five (3-5) minutes to address the breakfast and distribute materials at each table. You will also receive a list of those who attended the breakfast after the show.

- \$8,500 for 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.

- \$8,000 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.

- \$8,000 exclusive sponsorship

OPENING WELCOME RECEPTION

Welcome Reception Partner

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

- \$7,500/partner

Welcome Reception Sponsor

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

- \$2,000/sponsor

CONFERENCE REGISTRATION BAGS

These handy bags are given to each attendee at registration to carry materials during the conference.

Another way to have your company name and logo walking the conference!

- \$7,000 exclusive sponsorship

CONFERENCE NOTEPAD AND PEN PACKAGE

Have your logo on the official conference pen and notepad! The pens and notepads will be placed on/by the registration desk for attendees to grab during the show.

- \$7,000 exclusive sponsorship

CONFERENCE APP SPONSOR

Have your logo highlighted on the homepage of the official Conference App at all times. This is where the Passport, important information on the schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Your company name and/or logo will be on all app marketing. No printed programs will be provided so all attendees will rely heavily on the app throughout the show!

- \$6,500 exclusive sponsorship

BUFFET LUNCH SPONSOR

This sponsorship includes event specific signage at the buffet lunch for all attendees. You may provide one (1) flyer/brochure/item to be placed on each table.

- \$5,250/exclusive sponsorship

"WALKING BREAKFAST" SPONSOR

This sponsorship includes event specific signage at the "walking breakfast" in the Exhibit Hall. Attendees can grab breakfast and walk the hall! You may provide branded napkins, etc., if desired.

- \$5,250/exclusive sponsorship

CONFERENCE NOTEPAD

Have your logo on a notepad that will be placed on/by the registration desk for attendees to grab throughout the show. A great way to have your logo walking the conference.

- \$4,500/exclusive sponsorship

DESSERT IN EXHIBIT HALL

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

- \$4,200/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 three (3) minutes. Subject to the approval of the Committee Chair.

- \$4,000 exclusive sponsorship for each Committee
- Available Committees:
 - Animal Cruelty and Abuse
 - Border Security
 - Court Security, Transpo. of Prisoners & Civil Process
 - Domestic Violence and Crime Victim Services
 - Drug Enforcement Committee
 - Emerging Technology and CJIS
 - Governmental Affairs
 - Homeland Security
 - Jail, Detention, and Corrections
 - Legal Affairs
 - Outreach
 - School Safety and Security
 - Traffic Safety
 - Youth Programs and Juvenile Justice

REGISTRATION COFFEE STATION

This sponsorship includes event specific signage at a coffee break station located by the registration desk (total of 3 hours). You may provide branded napkins, etc., if desired.

- \$3,500 exclusive sponsorship

EXHIBIT HALL COFFEE STATION

This sponsorship includes event specific signage at a coffee break station inside the Exhibit Hall (total of 3 hours). You may provide branded napkins, etc., if desired. Station slots TBD.

- \$3,500/station
- \$9,000 for all 3 stations

CONFERENCE PENS

Have your logo on the official conference pen. The pens will be placed on/by the registration desk for attendees to grab throughout the show. A great way to have your logo walking the conference.

- \$3,500/exclusive sponsorship

ROOM DROP

Reach every conference attendee staying at the JW Marriott by sponsoring a room drop. A promotional one-sheet or pamphlet of your choice will be distributed to each conference attendee's hotel room. Size restrictions apply. Total of three (3) sponsors.

- \$3,000/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.

- \$2,000/sponsor

AD ON REGISTRATION EMAIL CONFIRMATION

Have your company's logo/ad placed on the confirmation email sent to every attendee upon registration. The logo/ad will link to your website. Max of three (3) sponsors.

- \$2,000/sponsor

VISIT WWW.NSAWINTER.ORG/SPONSOR FOR MORE INFORMATION

CONFERENCE APP BANNER AD

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. There will be no printed program so all attendees will rely heavily on the app.

- \$1,500/sponsor

PASSPORT (DIGITAL)

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

- \$800/sponsor (12 spaces available)

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 exhibit space, highlight a new product/program, and drive traffic to your website!

- \$650/insert

FLYER TO BOARD OF DIRECTORS

Have your flyer placed on the chairs of the Opening Plenary Session or the Closing Plenary Session. These are the highest attended events and a great opportunity to deliver your message to attendees. Total of 250 seats at each session.

- \$500/sponsor

FLYER ON PLENARY SESSION CHAIRS

Have your flyer placed on the chairs of the Opening Plenary Session or the Closing Plenary Session. These are the highest attended events and a great opportunity to deliver your message to attendees. Total of 250 seats at each session

- \$500/sponsor

VIDEO AD

Have your 20-second static ad dropped into the conference programming video that will be displayed (location TBD). A perfect way to highlight your tabletop number, logo, QR code and/or product. This video will not have sound.

- \$500/sponsor

TEXT TO ATTENDEES

Have a personalized text sent to all attendees during the conference. Promote your tabletop number, product, or giveaway! Times are subject to NSA availability. Character limit of 150 characters.

- \$400/sponsor

SPONSOR HIGHLIGHT EMAIL TO ATTENDEES

Have your ad included in an email sent to all attendees. A great way to drive traffic to your tabletop, promote your product, giveaway, website, and/or increase brand recognition.

- \$350/sponsor

OPENING RECEPTION DRINK TICKETS

Purchase a pack of 10 drink tickets to give away to attendees at your tabletop. Attendees can use the drink tickets at the Opening Reception. You will be given a sticker to place at your tabletop that announces that you have tickets. A great way grab attendees' attention and promote your organization. Save your tickets and use them during the reception to buy a Sheriff a drink! A unique way to say thank you!

- \$250/10 Tickets

FLYER TO TABLE

Have your flyer placed on a table of literature located outside of the Exhibit Hall. This is a great way to have your information in a high traffic area throughout the show.

- \$250/sponsor

SIGNAGE

FULL COLUMN WRAPS

Have your company name, logo and tabletop number displayed on a large 360° pillar wrap on columns throughout the hotel ballroom and/or meeting room levels (exact locations TBD). This is an eye-catching option to gain exposure!

- \$5,000/column

HALF COLUMN WRAPS

Have your company name, logo and tabletop number displayed on a half column wrap on a column of your choice throughout the hotel ballroom and/or meeting room levels (exact locations TBD). This is an eye-catching option to gain exposure!

- \$3,000/column

ESCALATOR CLINGS

Have your image featured on the glass of the escalators leading down to the conference! Each cling will be 2ft x 2ft and can be placed on the escalator of your choice.

- \$3,000 for two (2) clings

FLOOR CLINGS

Have your image on a 3ft x 3ft floor cling at the end of your aisle in the Exhibit Hall. A great way to guide attendees to your tabletop while they are navigating the hall.

- \$3,000 for two (2) clings

**Prices and deliverables subject to change.*

PACKAGES

DIGITAL PACKAGE

Place your digital ad/message in front of attendees!

Includes:

- Conference App Banner Ad
- Video Ad
- Text to Attendees

\$2,000 (\$2,400 value)

LITERATURE PACKAGE

Have your message reach attendees throughout the show!

Includes:

- Bag Insert
- Flyer on Plenary Session Chairs
- Flyer to Board of Directors

\$1,450 (\$1,650 value)

TRAFFIC PACKAGE

Increase traffic to your tabletop!

Includes:

- Passport Space
- Opening Reception Drink Tickets (10)
- Text to Attendees

\$1,250 (\$1,450 value)

VISIT WWW.NSAWINTER.ORG/SPONSOR FOR MORE INFORMATION

ABOUT THE CONFERENCE:

Strategically held during the 1st quarter of 2024, the NSA Winter Conference jumpstarts your year with a strong, intimate, and energy-packed event where everything takes place under one roof – the JW Marriott hotel in Washington, DC. NSA's Winter Conference blends a special group of over 450 powerful decision makers and over 130 exhibitors with whom you can meet, talk, and begin business relationships that will pay dividends!

BENEFITS OF SPONSORING:

Your products and services are of immediate interest to our membership and conference attendees. Sheriffs have buying power and authority for their counties. Sheriffs and their staff are looking for the newest and most innovative gear, technology, and training to strengthen their teams. This is your opportunity to increase your reach, strengthen your brand recognition, and create lasting relationships at the show. Take advantage of this once-a-year marketing opportunity and become a Conference Sponsor!

All sponsors receive:

- Listing on Conference App
- Listing on Event Signage
- Listing on Conference Website
- Listing in *Sheriff & Deputy Magazine*
- Deputy Level and Above Receive Complimentary Registrations
- Captain Level and Above Receive the Attendee List

Free full conference registrations included by sponsorship level:

TIER NAME	SPONSORSHIP LEVEL	FREE REGISTRATIONS
Deputy	\$3,000 - \$5,999	1
Captain	\$6,000 - \$8,999	2
Chief Deputy	\$9,000 - \$11,999	3
Sheriff	\$12,000+	4

PLEASE NOTE: The “sponsorship level” does not include exhibit booth spend or corporate partner spend. “Sponsorship level” includes only those items listed in this prospectus.

Contact Lindsay Hopkins at lhopkins@sheriffs.org for more information

VISIT WWW.NSAWINTER.ORG/SPONSOR FOR MORE INFORMATION