2027 NATIONAL SHERIFFS' ASSOCIATION WINTER CONFERENCE FEBRUARY 8-11, 2027

EXHIBITOR PROSPECTUS

EXHIBIT AT NSA'S 2027 WINTER CONFERENCE

NEW LOCATION. NEW RELATIONSHIPS. NEW LEADS. REAL DECISION-MAKERS.

NSA invites you to join us as an exhibitor at the 2027 Winter Conference in Washington, DC—a premier opportunity to connect directly with the leaders shaping the future of law enforcement.

Manufacturers and suppliers serving law enforcement and first-responder communities are constantly seeking more effective ways to engage purchasing decision-makers. The NSA Winter Conference delivers exactly that: meaningful, face-to-face conversations with the people who influence and control critical budgets.

Strategically held in the first quarter of 2027, this event helps you jumpstart your year with momentum—a focused, high-impact conference with all programming, networking, and exhibits under one roof.

WHEN
February 8–11, 2027

WHERE
Omni Shoreham, Washington DC

INVESTMENT
$2,250 per Tabletop

> Meaningful, face-to-face conversations with the people who influence and control critical budgets.

CONNECT WITH POWERFUL ATTENDEES

At NSA's Winter Conference, you'll engage with a highly influential audience, including:

NSA's Most Active Sheriffs, Members of Congress, Federal Agency Officials, Homeland Security Leaders, FBI, CIA & Policing Agency Representatives, First Responders, and Key Law Enforcement Professionals.

800+ TOTAL ATTENDEES EXPECTED

Sheriffs & Sheriff's Office Personnel — **66%**

Includes Command Staff, Chief Deputy, Undersheriff, Colonel/Lt. Col., Major, Captain, Commander, Chief, Chief of Staff, Jail Administrator, Lieutenants, Sergeants, Corporals, Deputies, Detectives, Corrections, and Task Force Officer.

Industry Consultants — **10.6%**

Academic, Nonprofit, and Research — **7.1%**

State and National Law Enforcement Organizations — **6.1%**

Other — **10.2%**

WHY THEY ATTEND

- Address the most pressing challenges facing law enforcement today
- Discover innovative solutions shaping the future of public safety
- Explore new products and technologies firsthand
- Build and strengthen relationships with peers and industry partners

WHY YOU SHOULD EXHIBIT

You're not just exhibiting—you're in the room with the people who make the purchasing decisions.

- ✓ Sheriffs, chief deputies, and command staff make up the single largest share of attendees—the people who actually control law enforcement procurement budgets, not just influence them
- ✓ Two full conference registrations put your whole pitch in front of decision-makers across meals, receptions, and the exhibit floor
- ✓ A tabletop format means real conversations, not a crowd to shout over
- ✓ Pre- and post-conference attendee lists let you follow up on every lead, not just the ones who stopped by

EXHIBIT SPACE

$2,250

PER 8′ × 6′ TABLETOP

The NSA Winter Conference features a compact tabletop exhibition format designed to maximize interaction and accessibility.

⚠ Due to space limitations, larger booths (10′ × 10′) and vehicles are not permitted.

WHAT'S INCLUDED WITH YOUR EXHIBIT SPACE

- ✓ Two (2) full conference registrations*
- ✓ Listing in Sheriff & Deputy magazine*
- ✓ Draped 8′ back wall & 3′ draped side rails
- ✓ Carpeted exhibit space
- ✓ Pre-conference attendee list (partial)
- ✓ Company listing and description in the conference mobile app
- ✓ Listing on the NSA website
- ✓ 6′ draped table and two (2) chairs
- ✓ Booth identification sign
- ✓ Post-conference attendee list

** Includes Tuesday lunch, Tuesday evening Welcome Reception, and Wednesday breakfast with all attendees. Magazine listing subject to publication deadlines.*

EXHIBIT HOURS

MONDAY, FEBRUARY 8, 2027

9:00 AM–5:00 PM	Exhibit Set-Up

TUESDAY, FEBRUARY 9, 2027

7:00–9:30 AM	Exhibit Hall Open
10:00 AM–3:30 PM	Dedicated Exhibit Hours *10:00 AM–12:00 PM and 1:30–3:30 PM, with dessert in the Exhibit Hall*
12:00–1:00 PM	Lunch with Attendees

WEDNESDAY, FEBRUARY 10, 2027

8:00–11:00 AM	Dedicated Exhibit Hours *With grab-and-go breakfast and exhibitor giveaways*
11:00 AM–5:00 PM	Exhibit Tear-Down

RESERVE YOUR EXHIBIT SPACE TODAY

COMPANIES A–L

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COMPANIES M–Z

Kathy Maguire

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WINTER 2027 FLOOR PLAN

EXHIBITOR APPLICATION

INTERESTED IN SPONSORSHIPS?

Contact **Lindsay Hopkins** | 703-838-5343 | Lhopkins@sheriffs.org