

2017 SPONSORSHIP PROSPECTUS

JUNE 23-28, 2017



4,000+
ATTENDEES

1,400+
EXHIBITORS

REACH THE TOP DECISION-MAKERS

NSA's 2017 Education & Technology Expo

Bring your products and services to the NSA Exhibit Hall. Sheriffs, their appointed purchasing agents, and other qualified buyers will gather in Reno to see the current products for law enforcement, criminal justice, and corrections personnel that you have to offer.

Sheriffs have buying power and authority for their counties. This is your opportunity to make valuable contacts and develop relationships on the Exhibit Hall floor.

Why Sponsor at the NSA Conference?

NSA's Annual Exhibition has been a sold-out show for the past fifteen years. Industry suppliers from across the country recognize that it is the place to be to reach the buying power of the nation's sheriffs. Your competition will be there, and so should you!

Demographics

Attendees from across the U.S. include sheriffs and their staff, and jail and court security personnel. Also included are FBI, U.S. Marshals, DEA, chiefs of police and ICE agents. Average 3700-4200 attendees, which includes approximately 1,400 exhibiting attendees.

NSA 2017 CONFERENCE SPONSORSHIPS

SPONSOR TIERS

If a sponsor reaches a specific dollar level, they will be awarded the following benefits. We will assist you in developing an effective package to meet your goals at the NSA Annual Conference in 2017!

ALL SPONSORSHIPS INCLUDE

- Logo on event signage
- Recognition in the Conference Program
- Logo on NSA website and in *Sheriff & Deputy* magazine

PLATINUM SPONSOR

Investment: \$20,000 or Greater

- 4 Full Registration Passes
- 50% discount for up to 5 or more registration passes. Invite your customers to see you at the show!
- 50% advertiser discount in the *Sheriff & Deputy* show issue
- Opportunity to distribute promotional material and/or gift in each registration bag

SILVER SPONSOR

Investment: \$5,000 - \$11,999

- 1 Full Registration Pass
- 50% discount for up to 2 registration passes. Invite your customers to see you at the show!
- 15% advertiser discount in the *Sheriff & Deputy* show issue



Natalie DeSoto
Account Executive
717.580.8184
natalie.desoto@theygsgroup.com

GOLD SPONSOR

Investment: \$12,000 - \$19,999

- 2 Full Registration Passes
- 50% discount for up to 3 registration passes. Invite your customers to see you at the show!
- 35% advertiser discount in the *Sheriff & Deputy* show issue
- Opportunity to distribute promotional material and/or gift in each registration bag

BRONZE SPONSOR

Investment: \$3,000 - \$4,999

- 1 Full Registration Pass
- 50% discount for up to 1 registration pass. Invite your customers to see you at the show!
- 10% advertiser discount in the *Sheriff & Deputy* show issue

EMERALD SPONSOR

Investment: \$1,000 - \$2,999

- 1 Full Registration Pass
- 25% discount for up to 1 registration pass. Invite your customers to see you at the show!
- 10% advertiser discount in the *Sheriff & Deputy* show issue

SPONSORSHIP OPPORTUNITIES

At the National Sheriffs' Association's Annual Education and Technology Expo, we've made a commitment to provide the optimum sales environment for both you and your customers — the sheriffs of the U.S. — because we know that our buyers really mean business. Take advantage of this once-a-year marketing opportunity and become a sponsor. There are many exclusive sponsorship opportunities available to you at our annual conference. Increase your exposure — be a sponsor. Deadlines apply.

CONFERENCE SPONSOR

\$30,000*

Opportunity to have your company name/logo and booth number on screen at the opening and general sessions; and verbal recognition as conference sponsor during opening session.

**This sponsorship includes recognition on conference banner, conference program, including full-page ad on back cover, and NSA website.

WELCOME RECEPTION

\$25,000 exclusive sponsorship*

\$5,000 co-sponsorship*

This event will be held in the exhibit hall on Sunday evening. A great time to welcome attendees and exhibitors to the convention and be able to have your company highlighted as the sponsor for this event! Your company will receive recognition in our conference program, and NSA website.

CONFERENCE KEYNOTE SPEAKER

\$25,000*

Sponsor the Opening Session Keynote Speaker. Your company name and logo will appear on the video screen as well as signage at the event. We will also invite a representative of your organization to introduce the Keynote Speaker. **This sponsorship also includes recognition in the conference program, and NSA website.

EXCLUSIVE BOARD OF DIRECTOR'S (BOD) DINNER

\$25,000*

Host a private Saturday night dinner for the NSA BOD, executive committee, and past presidents, location to TBD by NSA. Your company will be recognized and given the opportunity to address the gathering.

2017 OFFICIAL WIFI SPONSOR

\$20,000*

Stay connected to all the attendees with an exclusive WIFI sponsorship during the event. Direct all participants to your website as a landing page for premium on site and digital exposure.

COPS BREAKFAST IN THE HALL

\$15,000 exclusive or \$5,000 co-sponsor*

This sponsorship will be offered Tuesday morning immediately at hall opening. You will be recognized in our conference program, signage, floor sticker at your booth, and NSA website. What a wonderful way to create exposure for your company/organization during our conference.

LUNCH IN THE HALL

\$25,000 exclusive or \$5,000 co-sponsor*

(2 available)

This sponsorship will be offered Monday and Tuesday afternoon. You will be recognized in our conference program, signage, floor sticker at your booth, and NSA website.

SIGNATURE GIFT BAGS

\$20,000*

Deluxe gift bags given to each attendee so your ad message can be used even after the conference. Let them be a walking ad for you.

COMMITTEE OF STATE SHERIFF'S ASSOCIATION BREAKFAST

\$5,000

Wake up on Friday and take a few minutes to address the NSA executives.

FBINA & NSI RECEPTION

\$10,000 exclusive or

\$5,000 co-sponsor*

Host a private reception for our FBINA and NSI graduates. Your company will be recognized and given the opportunity to address our attendees.

COFFEE BREAK (MONDAY)

\$8,500*

Help perk up the attendees by sponsoring the coffee breaks on Monday during the conference, located in the exhibit hall. Your company will be highlighted as the sponsor all day while coffee is set up. Also you will receive recognition in our conference program, NSA website, and conference issue of *Sheriff & Deputy* magazine.

SOLD BADGE HOLDERS

\$8,000*

Put your company name on prominent display. Badge holders are given to all attendees at the conference.

FIRST TIME ATTENDEES RECEPTION

\$7,500*

Interact with Board of Directors and those attending the conference for the first time, Sunday afternoon.

SOLD RELAXATION STATION

\$8,000*

Be the company to provide a five minute chair massage to attendees at the NSA lounge located in the exhibit hall. Attendees must visit your booth to obtain a ticket redeemable at the lounge. This is a great way to increase traffic flow to your booth. Your company name will appear in our conference program, NSA website, *Sheriff & Deputy* magazine, booth sticker and signage at chairs.

CONFERENCE REGISTRATION BAGS

\$6,000*

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

FIRST MEETING OF THE NSA EXECUTIVE COMMITTEE, BOARD OF DIRECTORS, AND PAST PRESIDENTS, INCLUDING THE COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS

\$5,000*

This event takes place on Saturday morning. Sponsor will have a few minutes to address the committees.

SECOND MEETING OF THE NSA EXECUTIVE COMMITTEE, BOARD OF DIRECTORS, AND PAST PRESIDENTS

\$5,000*

This event takes place on Tuesday afternoon. Sponsor will have a few minutes to address the NSA executive committee, board of directors, and past presidents.

SPONSORED SEMINAR

\$5,000 (includes A/V fees)*

Twelve spots are available for this fantastic opportunity (3 each day). Sponsor will be able to provide 1 hour of relevant content to attendees, and sponsored seminars will be promoted as part of the conference program.

CHARGING STATION

\$5,000*

This popular destination includes signage in area to stop and charge your phone during very busy show days! Gain exposure to all attendees.

REGISTRATION PANELS

\$5,000*

One of the most visible opportunities for your company to elevate its profile in the midst of attendees, feature your company name/logo at the registration kiosks and WATCH YOUR ATTENDANCE GROW! Your company name will appear in our conference program, NSA website, and booth sticker.

AISLE SIGNS

\$5,000*

Put your company name on prominent display by having your logo on each aisle sign in the exhibit hall. Your company will also be recognized in our conference program, NSA website, and conference issue of our *Sheriff & Deputy* magazine.

HOTEL KEY CARDS

\$6,000*

Unlock the opportunity to expose your brand with this exclusive attention grabbing sponsorship. Put your company name, logo and booth number on the key every attendee receives upon checking into any of the conference hotels.

CONFERENCE SCHEDULE-AT-A-GLANCE

\$5,000*

A wallet-sized fold out guide to give attendees an easy-to-carry schedule of conference events.

CONFERENCE FLOOR GUIDE

\$3,500*

Place your ad on the front page of the guide that will lead attendees through the exhibit hall floor. This pocket-sized guide will be in the hands of every attendee. The sponsor will also have their name and booth number highlighted inside.

HOMELAND SECURITY COMMITTEE REFRESHMENTS

\$3,500*

Sponsor refreshments for this committee meeting that is attended by 75-100 Sheriff Members (and another 50 non-members)

CONFERENCE PENS

\$3,000*

The pens will include your company name/logo and be given to all conference attendees. Your company will be recognized in our conference program, NSA website, and conference issue of *Sheriff & Deputy* magazine.

HOSPITALITY LOUNGE SPONSORSHIP

\$2,500 – two hour increments*

Invite your prospects and clients to your own private event in our Hospitality Lounge located in the exhibit hall, where you can order food and beverage to entertain and educate them. Available on Monday or Tuesday only.

HYDRATION STATION IN THE NSA EXHIBIT HALL

\$2,500*

Your company name will be printed on the cups, signage in the hall, and recognition in the conference program, and NSA website.

ICE CREAM IN EXHIBIT HALL

\$2,500 (multiple sponsors)*

Host a refreshing afternoon break in the exhibit hall. Your company will receive signage at the event, recognition in our conference program, and NSA website.

COMPANY SPONSORED SEMINAR

\$1,500*

Showcase your commitment to a topic by sponsoring one of the scheduled seminars. Sponsoring organizations will receive 2-3 minutes at the beginning of the seminar to introduce the speakers and briefly address the audience about your company.

MEETING ROOM SPONSORSHIP

\$1,500*

Meeting Room Sponsorship allows the sponsoring company to place their signage/collateral materials in their sponsored meeting room ALL DAY for everyone who attends a seminar in that room to see.

BAG INSERT

\$1,000 (up to 10 available)*

Place your promotional material and/or gift into each attendee's registration bag. Provide a great gift that will have the attendee thanking you! And thinking of you!

PASSPORT

\$750 per sponsor (up to 20 stamps available)*

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.

CONFERENCE SIGNAGE (FLOOR CLINGS, ELEVATOR WRAPS, AND MORE)

Call For Pricing*

Walk this way. Be sure that everyone knows exactly where you are with this fun new sponsorship.

MIMOSA SPONSOR

Call For Pricing*

Sponsor morning mimosas each day on the show floor!

DRINK TICKET

Call For Pricing*

Sponsor drink tickets to be given to attendees for our opening reception! Attendees must visit your booth to obtain a ticket redeemable at the reception. This is a great way to increase traffic flow to your booth.

SHUTTLE BUS

Call For Pricing*

Shuttle buses are available to transport attendees from area hotels to the conference. Your company can be top-of-mind as they travel, and you'll be their first exhibit hall stop!

GOLF CART

Call For Pricing*

Reach attendees traveling from the host hotel guest rooms to the conference. Your company can be top of mind as they travel, and you'll be their first exhibit hall stop!

OPENING RECEPTION ENTERTAINMENT

Call For Pricing*

Go crazy and be the life of the party with an entertainment sponsorship in the Exhibit Hall during the opening reception. Deadlines apply.

*All conference sponsors will be recognized in the conference program, event signage when applicable, NSA website and conference issue of *Sheriff & Deputy* magazine, and floor sticker at booth.

ADVERTISING OPPORTUNITIES

Advertise in Our Conference Program for extra exposure!

To reserve ad space or for a full media kit, call Natalie DeSoto at The YGS Group, 717.580.8184 or natalie.desoto@theygsgroup.com.

2017 Annual Conference Program Advertising Rates

Cover 2 (4-color)	\$2,010
Cover 3 (4-color)	\$2,010
Full Page B&W (5" x 8")	\$ 950
Full Page 4-color	\$1,670

Note: No special position guaranteed in the Conference Program (except covers) and no agency commission.

Closing Dates:

Contract deadlines: May 7, 2017

Materials deadlines: May 21, 2017



SPONSORSHIP RESERVATION FORM



We would like to sponsor the following:

- 2017 Official WiFi Sponsor – \$20,000
- Aisle Signs – \$5,000
- Badge Holders – \$6,000
- Bag Inserts – \$1,000
- Charging Station – \$5,000
- Coffee Break – \$8,500
- Committee of State Sheriff's Association Breakfast – \$5,000
- Company Sponsored Seminar – \$1,500
- Conference Floor Guide – \$3,500
- Conference Keynote Speaker – \$25,000
- Conference Pens – \$3,000
- Conference Registration Bags – \$6,000
- Conference Schedule-at-a-Glance – \$5,000
- Conference Signage – Call For Pricing
- Conference Sponsor – \$30,000
- COPS Breakfast in the Hall Exclusive – \$15,000
- COPS Breakfast in the Hall Co-sponsor – \$5,000
- Lunch in the Hall Exclusive – \$25,000
- Lunch in the Hall Co-sponsor – \$5,000
- Drink Ticket – Call For Pricing
- Exclusive Board of Director's Dinner – \$25,000
- FBINA & NSI Reception Exclusive – \$10,000
- FBINA & NSI Reception Co-sponsor – \$5,000
- First Meeting – \$5,000
- First Time Attendees Reception – \$7,500
- Ice Cream – \$2,500
- Golf Cart – Call For Pricing
- Homeland Security Committee Refreshments – \$3,500
- Hospitality Lounge – \$2,500
- Hotel Key Cards – \$6,000
- Hydration Station in the NSA Exhibit Hall Lounge – \$2,500
- Meeting Room Sponsorship – \$1,500
- Mimosa Sponsor – Call For Pricing
- Opening Reception Entertainment – Call For Pricing
- Passport – \$750
- Registration Panels – \$5,000
- Relaxation Station – \$8,000
- Second Meeting – \$5,000
- Shuttle Bus – Call For Pricing
- Signature Gift Bags – \$20,000
- Sponsored Seminar – \$5,000
- Welcome Reception Exclusive – \$25,000
- Welcome Reception Co-sponsor – \$5,000

Contact Information:

Company Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Cell: _____

Email: _____

Signature: _____

Payment Options:

Amount being sponsored: \$ _____

Please Send Invoice

Check Enclosed - Check#: _____

(Payable to National Sheriffs' Association)

Mastercard Visa American Express

Card#: _____

Exp Date: ___/___/___

Name on Card: _____

Signature: _____

Natalie DeSoto
Account Executive
Phone: 717.430.2227
Cell: 717.580.8184
Fax: 717.825.2171
Email: natalie.desoto@theygsgroup.com