

# SPONSORSHIP OPPORTUNITIES

*At the National Sheriffs' Association's Annual Conference & Exhibition, 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.*

## 2010 NSA ANNUAL CONFERENCE & EXHIBITION SPONSORSHIP OPPORTUNITIES

# Anaheim 2010

### Conference Sponsor \$30,000

Opportunity to have company name, logo and booth number on screen at opening and general sessions; Verbal recognition as conference sponsor during opening session and general session; VIP table at Annual Banquet; Recognition on banner hung in convention center; Recognition as conference sponsor on NSA homepage with link to corporate homepage; Recognition as sponsor in the Buyers Guide/Conference issue of *Sheriff* magazine; Recognition with a full page ad on the back cover of the Conference Program; Complimentary suite at the headquarters hotel which may be used as a hospitality suite (subject to hospitality suite restrictions).

### Welcome Reception Sponsor \$25,000

Welcome our attendees to Anaheim at the Welcome Reception held Sunday evening, location to be determined. Recognition on signage at event and convention center as well as in Conference Program.

### Conference Guest Speaker \$20,000

Sponsor the Opening Session Guest Speaker. Your company name and logo will appear on a video screen as well as on signage for the event. We will also invite a representative of your organization to sit on the dais with the NSA Executive Committee and introduce the Guest Speaker.



### For Information on Sponsorship Opportunities Contact:

National Sheriffs' Association  
Karen Killpack, Director of Sales, Exhibits & Corporate Relations  
Phone: 800.424.7827 or 703.838.5331  
Email: kkillpack@sheriffs.org • www.sheriffs.org

### Conference Gift Bags \$18,000

Signature bags given to each attendee at the 2010 Annual Conference. This means they have a handy way to carry materials they pick up throughout the conference and beyond. Let them be a walking ad for you!

### Conference Mugs \$10,000

Sponsor our President's Conference Mugs. A unique keepsake from their year in office.

### First-Time Attendees Sponsor \$10,000

Host NSA's new member sheriffs and conference attendees. Your company name will appear on the invitation sent by NSA! A representative from your company will be invited to speak at the first time attendee reception held Sunday afternoon. We will also provide you with a pre-show mailing list of first time attendees so that your company can send a personal invitation on behalf of you, the sponsor. (Deadlines apply)

### Conference Registration Bags \$5,000

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

### Badge Holders \$5,000

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

### Hotel Keys \$5,000

Be the company they see every time they reach for their key. Put your company name, logo and booth number or message on the key each attendee receives upon checking in to any of the conference hotels.

### Internet Kiosks \$5,000

Provide attendees with an opportunity to keep in touch with those back in the office. Your company name will be on signage around the kiosk and you will have an opportunity to have one representative from your company at a computer terminal linked to your company's homepage or online display. A great opportunity for some additional exposure.

### Conference Schedule-At-A-Glance \$5,000

A wallet sized fold-out guide to give attendees an easy-to-carry schedule of events taking place at the Conference.

### Gift Bag Goody - \$5,000

This item will include your company logo added to the conference gift bags given to all attendees. Your name will appear as a sponsor in our conference program.

### Private Presidential Reception - \$5,000

Host a reception in the NSA's Presidential suite open to NSA Board of Directors, Executive Committee, and Past Presidents. Signage at the event and recognition in the Conference Program.

### Conference Floor Guide \$3,000

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

### Lunch in the Exhibit Hall \$2,500 (multiple sponsors)

A working lunch on the exhibit hall floor during Tuesday's show hours. An opportunity to treat attendees to lunch and engage in conversation. Make contacts you can count on!

### Aisle Sign \$1,000 (multiple sponsors)

Lead conference attendees through the hall. Put your name and logo on a sign hanging above your aisle. Aisle sign sponsorship is one of our most popular sponsorship opportunities so don't delay.

### Ice Cream in Exhibit Hall – minimum donation \$2,500 (multiple sponsors)

Host a refreshing afternoon ice cream break in the exhibit hall. Signage at the event as well as recognition in the Conference Program.

### Refreshments in the NSA Exhibit Hall Lounge - \$2,500

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



“Our involvement with the National Sheriffs’ Association has paid for itself ten times over. We value that partnership.”

– Mike Davis, President, Appriss

### Educational Scholarships – minimum donation \$1,000

Eligibility for an NSA college scholarship is limited to Sheriffs’ Office employees and their children who are advancing their education for a career -- or continued career -- in law enforcement. Help someone in law enforcement with tuition, books, etc.

### NSA's Corporate Partner Program

Become a Corporate Partner of the National Sheriffs’ Association and receive multiple benefits to help increase your visibility with sheriffs across the nation. We offer three levels of corporate partnership; Platinum, Gold and Silver. This program offers you an excellent opportunity to market and meet with our nation's sheriffs. For a membership application or for more information contact Karen Killpack at [kkillpack@sheriffs.org](mailto:kkillpack@sheriffs.org) or call 800.424.7827, ext. 331.

### A Sample of Partnership Discounts

Discount annually on (1) 10x10 standard booth space for our Annual Conference & Exhibition (deadlines apply)

Discount on all advertising, includes all publications/programs/NSA website

Free Printed version of *Annual Sheriffs’ Directory*

Free CD-Rom version of *Annual Sheriffs’ Directory*

Two press releases (up to 150 words) in *Sheriff* magazine (\$1,000 value)

### Some of our Partnership Benefits

Use of NSA logo. Subject to “Terms & Conditions.”

Priority selection of booth space for our Annual Conference & Exhibition (deadlines apply)

Company name listed in *Annual Sheriffs’ Directory*

Listing on Corporate Partnership page on NSA's website

Corporate Partner Recognition at conference

Special signage at the conferences as well as special ribbons to let attendees know of your support of NSA