ABOUT THE CONFERENCE

NSA continues to add new content, new attendee prospect lists, new value-packed show features, new marketing and more exhibitor-attendee engagement opportunities to increase exhibiting ROI.

Tampa is the perfect location for NSA 2020. The state of Florida and Tampa’s central Gulf Coast location make this a magnet for diverse law enforcement and first responders to attend our 2020 event.
SEMINARS & TRAINING
There are over 60 seminars and workshops covering all aspects of the duties and responsibilities for sheriff’s offices, including, but not limited to law enforcement, jail operations, service of process, transportation of prisoners, and court & judicial security.

EXHIBIT HALL
The exhibit hall will present close to 500 exhibit booths and will include a very diverse group ranging from weapons, universities, electronics, vehicles, clothing, commissary, forensics, government agencies, and more.

NETWORKING
Provides a platform for lively debate on issues that matter most. Training and exhibits are second to none. Sheriffs from across the country network to develop solutions to common problems. NSA presents the latest in programs and training in crime fighting techniques.

EXHIBITORS
Your products and services are of immediate interest to our membership and conference attendees. 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. Industry suppliers from across the country recognize that it is the place to be to reach the buying power of the nation’s sheriffs.

DATA
Reach Sheriff’s Office Decision Makers and More!

NSA ATTENDEES BY ORGANIZATION

<table>
<thead>
<tr>
<th>Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheriff’s Office</td>
<td>60%</td>
</tr>
<tr>
<td>Jails/Corrections</td>
<td>13%</td>
</tr>
<tr>
<td>Other Law Enforcement</td>
<td>11%</td>
</tr>
<tr>
<td>Government agency</td>
<td>8%</td>
</tr>
<tr>
<td>Corporate/Campus Security</td>
<td>5%</td>
</tr>
<tr>
<td>Police</td>
<td>3%</td>
</tr>
</tbody>
</table>

ATTENDEE TITLE

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheriff</td>
<td>27%</td>
</tr>
<tr>
<td>Deputy/Undersheriff</td>
<td>42%</td>
</tr>
<tr>
<td>Law Enforcement (other titles)</td>
<td>12%*</td>
</tr>
<tr>
<td>C-Level/Vice President/Executives</td>
<td>10%</td>
</tr>
<tr>
<td>Other Industry Titles</td>
<td>9%**</td>
</tr>
</tbody>
</table>

*Captain, Warden, Chief, Commander, Sergeant, Lieutenant, Detective, Jail Commander, Corrections Commander, Major, K-9 Deputy
**Fleet Manager, Business Development, Training Director, Legal, Field Operations, Dean, Public Safety, Finance, Chief Civil Deputy, plus additional various titles attend the NSA Annual Conference in June
SEE WHAT’S NEW FOR THE 2020 NSA ANNUAL EXPO!

- Expanded Reach and Invitations to Other Important Law Enforcement Decision Makers
- Amplified Attendee Marketing
- New VIP Show Floor Meeting Program
- New Added Show Floor Content – to add more value for attendees:
  - *New Product Zone* - highlight new products and drive booth traffic
  - *NSA Hub* - a central show floor location with new attendee benefits and value
  - *Captivation Station* - 15-minute presentations for attendees to gain actionable take-aways

NSA understands the importance of attracting even more qualified priority attendees with decision making influence for the products exhibited on the NSA 2020 show floor. NSA is committed to strategically create and execute new initiatives to reach, compel and deliver high value for the time and investment of attending NSA 2020 in Tampa.

NSA 2020 SHOW FLOOR – A NEW EXPERIENTIAL EVENT

- Over 50,000 square feet of exhibit space
- Over 350 exhibiting manufacturers and suppliers
- Technology Pavilion
- Government Pavilion
- CSAU 1 K-9 Demonstration Area
- Florida Sheriffs’ Pavilion
- **NEW** NSA Hub – Experiential Area
- **NEW** Product Zone
- **NEW** Captivation Station

QUICK INFORMATION LINKS

- Experiential Floorplan
- Exhibiting Details

NEW EXHIBITOR OPPORTUNITIES FOR 2020

Ask About:

- *Captivation Station* – Your company presenting a 15-minute thought leadership presentation
- *New Product Zone* – Prime new product highlights

RESERVE YOUR STRATEGIC BOOTH LOCATION TODAY!

*Call Kathy Maguire at (770) 432-8410 ext 153 or email kmaguire@sheriffs.org.*