BENEFITS OF EXHIBITING

ENGAGEMENT
Increase your company’s involvement with Sheriffs and improve brand loyalty

ACCESS
Direct access to your target market

LEADS
Meet new contacts

VISIBILITY
Heighten brand awareness

RELATIONSHIPS
Strengthen customer relationships though face-to-face interaction

SALES
Turn leads into sales

NSA understands the importance of attracting even more qualified priority attendees with decision making influence for the products exhibited on the NSA 2022 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 2022 in Kansas City.

JUST ASK NSA EXHIBITORS:
"If you want to understand the Sheriffs’ Market, there is no better place to learn and connect."

"This conference pools together the top LE leadership from across the US - like minded decision makers. This is very important when selling mission-critical solutions to them."

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ABOUT THE CONFERENCE

EXHIBITORS
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 staffs are looking for the newest and most innovative gear, tech and training to strengthen their teams.

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.

NETWORKING
The NSA 2021 Annual Conference will provide training and exhibits that 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.

EXHIBIT HALL
Hundreds of exhibitors will display a very diverse range of products and services including:
- Jail/ Corrections products
- Education and Training
- Software
- Communications Equipment
- Communications Technology
- Mobile Technology
- Investigation, Surveillance & Detection
- Weapons
- Monitoring Systems
- Professional/Consulting Services
- Medical Supplies/Pharmaceuticals
- Vehicles
- Government Agencies
- Apparel
- So much more

SEMINARS & TRAINING
There are numerous 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.

RESERVE YOUR BOOTH SPACE NOW! CONTACT KATHY MAGUIRE FOR DETAILS:
KMAGUIRE@SHERIFFS.ORG | 770-432-8410 X153
ATTENDEE INFORMATION

2022 BOOTH PACKAGE
10’x10’: $2,625
Corner premium: $200

Booth includes:
- Two full-conference registrations
- Pre- and post-conference registered attendee lists
- NSA membership directory
- Company description and link online in floor plan and mobile app
- Comprehensive exhibitor marketing kit
- 8’ draped backwall and 36’ draped siderails
- 7’ x 44’ booth id sign

NOTE: Floor cover is required at this show. Exhibitor may provide their own or rent along with other booth furnishings through exhibitor service kit which will be available sixty days out from show.

ONLY NSA provides exhibitors with a copy of their membership directory plus attendee lists including email addresses!

REACH SHERIFF’S OFFICE DECISION MAKERS AND MORE!

NSA Annual Conference attendees are loyal influencers!

95% of 2021 attendees said they plan to return next year and 99% rate the NSA Annual Conference important/very important to attend

NSA ATTENDEES BY ORGANIZATION

| Sheriff’s Office | 60% |
| Jails/Corrections | 13% |
| Other Law Enforcement | 11% |
| Government agency | 8% |
| Corporate/Campus Security | 5% |
| Police | 100% |

ATTENDEE TITLE

| Sheriff | 27% |
| Deputy/Undersheriff | 42% |
| Law Enforcement (other) | 12%* |
| C-Level/V.P./Executives | 10% |
| Other industry titles | 9%** |
| 100% |

*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

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Reserve Your Strategic Booth Location Today.
Call Kathy Maguire at (770) 432-8410 ext 153 or email kmaguire@sheriffs.org.

SCHEDULE AT A GLANCE

EXHIBITOR MOVE-IN
- Sunday, June 26:
  - 8 am - 12 pm: Exhibitors with vehicles
  - 1 - 4 pm: All exhibitors
- Monday, June 27: 8 am - 4 pm
  - 1 - 4 pm: 2023 Exhibitor Space Selection

PUB CRAWL WELCOME IN EXHIBIT HALL
- Monday, June 27: 5 - 7 pm

EXHIBITS OPEN
- Tuesday, June 28: 9 am - 2 pm
  - EXHIBIT HALL EVENTS:
    - 9 - 10 am: Cops Breakfast (Coffee & Donuts)
- Wednesday, June 29: 9 am - 1 pm
  - EXHIBIT HALL EVENTS:
    - 12 - 1 pm: Lunch in the Hall

EXHIBITOR MOVE-OUT
- Wednesday, June 29: 1 - 11:59 pm

QUICK INFORMATION LINKS:
NSA 2022 Floor Plan
Exhibiting Details