NSA 2022
KANSAS CITY
JUNE 27-30

2022 ANNUAL CONFERENCE SPONSORSHIP PROSPECTUS

JUNE 27-30, 2022

ABOUT THE CONFERENCE

SPONSORS

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 staff are looking for the newest and most innovative gear, technology, and training to strengthen their teams.

This is your opportunity to increase your reach, strengthen your brand recognition, and create lasting relationships at the show.

NETWORKING

The NSA 2022 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.

SEMINARS AND 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 and judicial security.

BENEFITS OF SPONSORING

- Brand Visibility and Recognition
- Lead Generation
- Relationship Building
- Increase Sales
- Support of Sheriffs and NSA

ALL SPONSORSHIPS INCLUDE:

- Logo on Event Signage
- Recognition in the Conference App
- Recognition on Conference Website
- Name Listed in Sheriff & Deputy Magazine
- Deputy Level and Above Receive Complimentary Registrations
- Captain Level and Above Receive the Attendee List

COMPLIMENTARY REGISTRATIONS FOR SPONSORS

Tier Name	Sponsorship Level	Free Registrations
Deputy	$2,500 - $4,999	1
Captain	$5,000 - $9,999	2
Major	$10,000 - $19,999	3
Chief Deputy	$20,000 - $29,999	4
Sheriff	$30,000+	6

VISIT WWW.NSACONFERENCE.ORG/SPONSOR FOR MORE INFORMATION

ATTENDEE INFORMATION

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 as "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	3%

ATTENDEE TITLE

Sheriff	27%
Deputy/Undersheriff	42%
Law Enforcement (other titles)	12%
C-Level/Executives	10%
Other Industry Titles	9%

For more information about sponsorships, please contact:

Lindsay Hopkins

Sponsorship and Partnership Sales Manager

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2022 SPONSORSHIP OPTIONS

CONFERENCE SPONSOR
$45,000
A representative from your company will receive three (3) minutes of speaking time at the General Session to address conference attendees. Your logo and company name will be prominently displayed throughout conference spaces and on the official conference app. Two (2) text messages will be sent on your behalf to attendees with a custom message from you during the show. As a Conference Sponsor, you will receive four (4) invitations to the "Platinum Partner Reception" with NSA leadership.

GENERAL SESSION SPONSOR
$25,000
A representative from your company will receive three (3) minutes to address the General Session. Your company name/logo/booth number will appear on screen at the beginning and end of General Session, on digital displays around venue, and on all applicable marketing acknowledging you as the General Session sponsor. One (1) text message will be sent on your behalf to attendees with a custom message from you during the show.

BOARD OF DIRECTORS DINNER
$25,000
Invitations for up to four (4) people on your team to host the private dinner for the NSA BOD, Executive Committee, and Past Presidents (location TBD by NSA). Your company will be recognized and given the opportunity to address the gathering for five (5) minutes.

COMMITTEE DAY LUNCH
$12,000
Your company will receive three (3) invitations to a luncheon with committee members within NSA. You will also be given ten (10) minutes to address the attendees and introduce the keynote speaker on the initial Committee Day.

CONFERENCE LANYARDS
$11,000
Put your company name on prominent display. Lanyards are given to all attendees at the conference to hold their conference badge.

HOTEL KEY CARDS
$11,000
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 in to any of the conference hotels.

CONFERENCE REGISTRATION BAGS
$10,000
Have your logo featured on these handy tote bags that 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
$10,000
You will receive three (3) minutes to address the Executive Committee, Board of Directors, Past Presidents and Committee of State Sheriffs' Associations at their first meeting.

CONFERENCE APP SPONSOR
$10,000
Have your logo highlighted in front of users of the conference app homepage at all times. This is where the Passport, important information on the schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Your company name and/or logo will be on all app marketing.

SECOND MEETING OF THE NSA EXECUTIVE COMMITTEE, BOARD OF DIRECTORS, AND PAST PRESIDENTS
$9,500
You will receive three (3) minutes to address the NSA Executive Committee, Board of Directors, and Past Presidents at their second meeting.

COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS BREAKFAST
$9,500
Address the State Sheriffs' Association Executive Directors at their annual meeting for up to three (3) minutes.

FIRST TIME ATTENDEES BREAKFAST CO-SPONSOR
$7,500/SPONSOR
Opportunity to interact with Board of Directors and those attending the conference for the first time. Your company will be highlighted as a sponsor and verbally recognized by leadership during the event.

CHARGING STATION
$7,500
This popular destination includes signage in area to stop and charge your phone during very busy show days. A great way to gain exposure to all attendees.

EXHIBIT HALL FLOOR GUIDE
$7,500
Place your logo on 6 large floor stickers that will lead attendees through the Exhibit
Hall floor. These large stickers will be placed in and around the Exhibit Hall providing attendees a map of the hall.

DEMO DEN
Sponsor and Demo Slot: $7,500
Demo Slot: $2,500
The Demo Den is where exhibitors will provide demos of their products in the Exhibit Hall. Your company logo will be on the signage on stage and featured on all applicable marketing for this sponsorship. You will receive one 18-minute demo slot to highlight your product or service as well.

NSA TALKS
Sponsorship Only: $6,000
NSA Talks provides a stage for subject matter experts to speak on various issues facing law enforcement today. Each talk will be 18-minutes and alternate with the Demo Den. Your logo will be on signage on the stage and featured on all applicable marketing for this sponsorship.

SPONSOR A SHERIFF
$6,000
Looking for a way to give back in a way that will directly impact a Sheriff? With your sponsorship support, one Sheriff will have airfare, registration and housing costs covered for NSA's 2022 Annual Conference. Your company will be recognized during the General Session. (Sheriff must be a first-time attendee and approved by NSA.)

SPONSORED COMMITTEE MEETING
$6,000
Showcase your commitment by sponsoring one of the scheduled committee meetings. Sponsoring organizations will receive three (3) minutes at the beginning of the committee meeting to address the members. You will also have the opportunity to distribute materials to all committee attendees. (Subject to the approval of the Committee Chair.)

COMMITTEE DAY BREAKFAST
$6,000
This breakfast is a grab and go breakfast for committee members before meetings begin on the initial Committee Day. Your logo will be prominently displayed on all signage and marketing. Ability to provide branded napkins etc., if desired.

PRAYER BREAKFAST
$6,000
Sponsor the annual Prayer Breakfast and receive three (3) minutes to address the attendees. Your company will be featured on all applicable marketing as well as verbally thanked at the event.

HAND SANITIZER STATIONS
$6,000 FOR 3 STATIONS
Have your company featured on a hand sanitizer station that will be placed in various locations throughout the convention center. This is sure to be a high traffic area for attendees throughout the week. Your messaging will be on each station.

WELCOME EVENT CO-SPONSOR
$5,000
A great time to welcome attendees and exhibitors to the conference and be able to have your company highlighted as the sponsor for this event! Your company will be verbally acknowledged at the event as well as featured on all applicable marketing.

DONUT BREAKFAST IN THE HALL CO-SPONSOR
$5,000/SPONSOR
This event is donuts and coffee in the Exhibit Hall with leadership and exhibitors. You will have opportunities to connect with NSA leadership as well as be featured on all applicable marketing highlighting you as the sponsor.

CONFERENCE APP BANNER AD
$3,500
Have your ad displayed in front of users of the conference app on a rotating banner. This is where the Passport, information on the schedule, sessions, exhibit hall and all other things conference-related will be posted.

VIDEO ADS
$2,000 (5 TOTAL)
Have your 30 second static ad dropped into the conference programming video that will be displayed throughout the conference (locations TBD). A perfect way to highlight your booth number, logo and/or product. This video will not have sound.

BAG INSERT
$1,000
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. (Sponsor responsible for providing material. All material is subject to NSA approval.)

PASSPORT (DIGITAL)
$1,000 (UP TO 24 AVAILABLE)
What better way to increase traffic to your booth? All attendees will receive a Passport on their conference app. Attendees must visit and scan their code at each sponsor's booth to be included in the drawing for the Passport prize (TBD).

SIGNAGE

EXHIBIT HALL HANGING AISLE SIGNAGE
$15,000 SOLE SPONSOR OR $8,000 FOR HALF
Put your company on prominent display by having your logo on the aisle signs (16 aisles total) in the Exhibit Hall. You can sponsor half of the aisle signs or be the sole sponsor for all for maximum exposure. All signs are double sided (4ft x 4ft).

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ESCALATOR BUNDLE
$12,000 OR INDIVIDUAL PRICING BELOW

Escalator Clings $8,000 for two clings
Have your image featured between the handrails going up the escalator to the exhibit hall (60ft x 12in). This is a very high traffic area and a great way to highlight your company and drive traffic to your booth.

Escalator Railing Sign $6,000
Have your image featured on a 4ft x 15ft sign hanging on the escalator railing. This large sign is sure to catch the attention of attendees.

EXHIBIT HALL FLOOR STICKERS
$5,000 FOR 5 STICKERS
Put your company name on prominent display by having your logo and booth number on a sticker placed throughout the exhibit hall (locations TBD). These stickers will help guide attendees to your booth. (2ft x 2ft)

PILLAR WRAPS
$5,000
Have your company name, logo and booth number displayed on a large pillar wrap throughout the convention center (locations TBD). This is an eye-catching option to gain exposure.

HOTEL DIRECTIONAL SIGNAGE
$4,000/PER HOTEL
Have your company name, logo and booth number displayed on directional signage at either conference hotel (locations TBD). A great way to catch attendees offsite.

CONVENTION CENTER SIGNAGE
$2,500 PER SIGN
Have your company ad featured on various signage throughout the convention center (locations TBD).

HIGH-TOP TABLE CLINGS
$1,500 FOR 3 TABLES
Have your logo featured on the high-top tables placed in the main aisle of the exhibit hall. Attendees will rest and regroup while seeing your logo. (2 ft round)

AWARDS

CONFERENCE AWARDS PRESENTED ONSITE

Sponsor participates in the presentation of the award at the conference. Company name is on all marketing and/or announcements in relation to the award.

FERRIS E. LUCAS AWARD FOR SHERIFF OF THE YEAR: $15,000

This award recognizes a sheriff who has made outstanding contributions to law enforcement and the criminal justice profession, demonstrates exceptional service to their community, and has contributed to the betterment of the National Sheriffs' Association (NSA).

CHARLES "BUD" MEEKS AWARD FOR DEPUTY SHERIFF OF THE YEAR: $10,000

These awards recognize deputy sheriffs who have made outstanding contributions to law enforcement and his/her agency or who have demonstrated conspicuous bravery in the performance of his/her duties. There are two awards given in this category: one for VALOR and one for MERIT.

J. STANNARD BAKER AWARD FOR HIGHWAY SAFETY:

This award recognizes a sheriff or deputy sheriff who has made outstanding contributions to traffic safety.

CRIME VICTIM SERVICES AWARD:

NSA recognizes that victims of crime have unique needs and that appropriate assistance to victims should be provided by law enforcement as early as possible in the response process. In an effort to focus more national and local attention on law enforcement services provided to victims of crime, NSA annually recognizes a Sheriff's Office that has demonstrated outstanding achievement in support of victims with the NSA Crime Victim Services Award.

TRIPLE CROWN AWARD: $10,000

Awarded to those Sheriff's Offices which achieve simultaneous accreditation from the Commission on the Accreditation of Law Enforcement Agencies, the American Correctional Association's Commission on Accreditation for Corrections and the National Commission on Correctional Healthcare.

CONFERENCE AWARDS PRESENTED AT WINNER'S AGENCY

A plaque is sent to the award winner's agency. Sponsor name is on all marketing and/or announcements in relation to the award.

CHAPLAIN OF THE YEAR: $5,000

This award recognizes a chaplain who has made outstanding contributions to law enforcement and his/her agency or who has demonstrated conspicuous excellence in the performance of his/her duties.

LAW ENFORCEMENT EXPLORER POST ADVISOR AWARD: $5,000

This award recognizes an outstanding contribution by a Post Advisor to a Law Enforcement Explorer Post sponsored by a Sheriff's Office.

CORRECTIONS/JAIL INNOVATION OF THE YEAR AWARD: $5,000

This award recognizes a Correctional professional in any position who has created an innovative process, program or procedure that has contributed to the improvement of the Corrections/Jail environment in security, safety, custody, or any other significant improvement in jail operations.

COURT SECURITY AGENCY/PROFESSIONAL OF THE YEAR AWARD: $5,000

This award recognizes a Court Security professional in any position who has created an innovative process, program or procedure that has contributed to the improvement of the court environment in security, safety, custody, or any other significant improvement in court security operations.

RESERVE DEPUTY OF THE YEAR AWARD: $5,000

This award was established to recognize a volunteer reserve or auxiliary deputy who has made significant contributions to law enforcement in his/her agency or to the law enforcement community.

SHERIFF/PRIVATE SECURITY PARTNERSHIP AWARD: $5,000

The award recognizes the partnership between a Sheriff's Office and a private sector partner.