



## 2024 Annual Conference Sponsorship Prospectus

Oklahoma City Convention Center

# 2024 Annual Conference Sponsorship Opportunities

## Conference Sponsor \$50,000

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 \$26,250

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 the 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 \$26,250

You will receive invitations for up to four (4) people on your team to host the private dinner for the NSA Board of Directors, 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.

## Awards Luncheon Sponsor \$26,250

A representative from your company will receive three (3) minutes to address the Awards Luncheon where NSA annual awards are presented. Your company name/logo/booth number will appear on screen at the beginning and end of the luncheon, on digital displays around the venue, and on all applicable marketing acknowledging you as the Awards Luncheon sponsor. One (1) text message will be sent on your behalf to attendees with a custom message from you during the show.

## Committee Day Luncheon \$14,000

Your company will receive three (3) invitations to a luncheon with all NSA Committee members. You will also be given five to seven (5-7) minutes to address the attendees and introduce the keynote speaker (if applicable) on the initial Committee Day.

## Conference Lanyards \$13,000

Put your company name on prominent display on the lanyards that are given to all attendees to hold their conference badge.

## Hotel Key Cards \$12,000

Highlight 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 \$11,500

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, Past Presidents, and Executive Directors of the State Sheriffs' Associations \$13,000

You will receive three (3) minutes to address the Executive Committee, Board of Directors, Past Presidents, and Executive Directors of the State Sheriffs' Associations at their first meeting. You will also be able to distribute materials.

## Second Meeting of the NSA Executive Committee, Board of Directors, and Past Presidents \$12,500

You will receive three (3) minutes to address the NSA Executive Committee, Board of Directors, and Past Presidents at their second meeting. You will be also able to distribute materials.

## Committee of State Sheriffs' Associations Breakfast \$11,000

Address the State Sheriffs' Association Executive Directors at their annual meeting for three (3) minutes. These leaders have direct influence in their respective states. You will also be able to distribute materials.

## First Time Attendee Breakfast \$11,000 exclusive or \$7,500/sponsor

This is your 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. As the exclusive sponsor you will receive five (5) minutes of speaking time to address the attendees. You will also be able to distribute materials and receive the attendee list at the conclusion of the breakfast.

## Conference App Sponsor \$10,500

Have your logo always highlighted on the homepage of the official Conference App. This is where the Passport, and other important information on the conference 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. No printed programs will be provided so all attendees will rely on the app throughout the show!

## Welcome Reception Title Sponsor \$10,000

As the title sponsor of the Welcome Reception your branding will be on all event signage and marketing. This includes signage on each "pub" placed throughout the event. Your logo will also be on the "pub guide" showing the locations of the pubs given to attendees. You will receive verbal recognition at the General Session prior to the event including your logo on the screen during the recognition. A pub will be placed by your booth (as close as possible based on space) to ensure traffic to you! As the title sponsor you will have the opportunity to provide branded plastic cups to be used at all pubs if you would like (recommended quantity: 3,000).

## Sheriff Step Challenge \$9,000

See who walks the most steps during the show! The person who has the highest number will win the grand prize. Have your company logo on all marketing for the official conference Step Challenge. Your company logo will be on the Step Challenge app, on signage, on digital promotions, and your company will receive verbal recognition at the Annual Banquet when the winners are announced.

## Charging Station \$8,000

This popular destination includes signage and seating inside the NSA Hub. The NSA Hub is located inside the Exhibit Hall and hosts the Demo Den, NSA Talks, and NSA voting. This charging station encourages attendees to stop and charge their phones during the very busy show days. You will be able to design the charging cubes with your ad.

## Exhibit Hall Floor Guide \$8,000

Place your logo on 6 large floor stickers that will guide 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. Your booth will be starred to highlight your location in the Exhibit Hall.

## Demo Den

### Sponsor and Demo Slot: \$8,500

### Demo Slot: \$3,500

The Demo Den is where exhibitors will provide demos of their products in the Exhibit Hall. As the full sponsor, your company logo will be on the signage on stage and featured on all applicable marketing for the Demo Den. The full sponsor will also receive one 18-minute Demo Slot to highlight your product or service. As a Demo Slot holder, you will receive one 18-minute demo slot only.

## Water Bottle Dispenser \$7,000

This large, branded fixture will have you offering water bottles to thirsty attendees with your logo on it! There will be 2 water coolers located next to the fixture to encourage use on-site! This is a great way to have your logo walking the hall. This dispenser will be placed in the registration area. **IMPORTANT NOTE:** Water bottles are not included. These are to be provided by the sponsor. Suggested quantity is 1,500 and the venue will ensure the dispenser is refilled.

## Conference Notepad \$6,500

Have your logo on the official conference notepad! These notepads will be placed at registration for all attendees to take and use throughout the show. A great way to have your logo in the hands of your customers.

## Sponsor a Sheriff \$6,500

Looking for a way to give back that will directly impact a Sheriff? With your sponsorship support, one Sheriff will have airfare, registration and housing costs covered for NSA's 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 \$6,500

Showcase your commitment by sponsoring one of the scheduled NSA 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 \$6,500

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. You will also be able to distribute materials.

## Prayer Breakfast \$6,500

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 \$6,500 for 3 stations

Have your company featured on hand sanitizer stations 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.

## Conference Pen \$5,500

Have your logo on the official conference pen! These pens will be placed at the registration desk for all attendees to take and use throughout the event. A great way to have your logo in the hands of your customers.

## Donut Breakfast in the Hall \$5,250/sponsor

This event is donuts and coffee in the Exhibit Hall with leadership, attendees, 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 \$4,500/sponsor

Have your ad displayed in front of users of the Conference App on a banner ad on the homepage of the App. This is where the Passport and other information on the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted.

## Video Ads \$3,000 (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.

## Drone Competition Outdoor "Expo Area" (5 max) \$1,500

Have a product that you would like to demo outdoors? An outdoor expo area will be sectioned off near the outdoor Drone Competition. You will have a table and tent to allow attendees to test and/or view your product. This outdoor area allows for more space to allow hands-on interaction! Includes: tent, table, 2 chairs in "expo area". (Open only to Exhibitors).

## Passport Booth (Digital) \$1,200

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).

## Bag Insert \$1,100

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.)

## Welcome Reception Pub \$1,000

Have your logo displayed on 1 of the 6 pubs placed throughout the Exhibit Hall (along with the title sponsor logo). These high traffic areas ensure attendees see your message. Your booth number can also be included to drive traffic to you during the Welcome Reception. Your logo will also be listed on the "pub guide" given to all attendees as they enter the event to highlight the locations of each pub.

## Text Message to Attendees \$750 for 1, \$1,400 for 2

Have your message sent to all conference attendees during the show! Highlight your giveaway, direct traffic to your booth, promote your product, etc.! (140-character limit. Time/Date subject to NSA approval.



# 2024 Annual Conference Sponsorship Opportunities

## Packages

### Traffic Package \$1,700 (\$1,950 value)

- Passport Booth
- Text to Attendees

### Signage Package \$6,200 (\$6,825 value)

- 5 Floor Stickers (in Exhibit Hall)
- 3 High Top Table Clings (in Exhibit Hall)

### Digital Package \$7,000 (\$7,750 value)

- Conference App Banner Ad
- Video Ad
- Text to Attendees

### Pen and Notepad Package \$11,000 (\$12,000 value)

- Official Conference Pen
- Official Conference Notepad

## Signage & Branding

### Exhibit Hall Hanging Aisle Signage \$15,750 sole sponsor or \$8,500 for half

Put your company on prominent display by having your logo on the numbered 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).

### Exhibit Hall Floor Stickers \$5,250 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 Cling \$5,250

Have your company name, logo and booth number displayed on one (1) large pillar cling in the convention center (locations TBD). This is an eye-catching opportunity to gain exposure.

### Convention Center Floor Stickers \$5,250 for 5 stickers

Have your company ad featured on various stickers throughout the convention center (locations TBD).

### 12ft Lighted Tower \$3,000

This tall eye-catching tower can be branded on all sides ensuring attendees see your message from every direction in the registration area. Use this opportunity to promote your brand or product, direct traffic to your booth, or promote a giveaway!

### 12ft Inflatable Column \$2,800 for 1, \$5,000 for 2, \$7,000 for 3

This inflatable column can be lit by multiple colors and highlight your logo and/or message to all attendees. With prominent placement in the registration area it is sure to capture the attention of your customers. Another bonus is that you can keep it after the show!

### High-Top Table Clings \$1,575 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)

## Precision Cup: Drone Competition

### Drone Competition Title Sponsor \$6,500

As the title sponsor you will have maximum exposure throughout the competition with your own 10-minute demo, expansive branding, and a speaking opportunity!

- Tent and table the duration of the event (approximately 5 hours).
- 10-minute demo of product during competition.
  - Signage at your tent.
  - Demo to be announced to attendees.
  - No other challenges or demos happening at same time.
- 2 minutes to speak before winner of competition is announced at the end of the event.
- Listing on all sponsor signage and marketing for event.
- Listing on conference website and Drone Competition landing page.
- Listing on app page with all Drone Competition details.

### “Fly-it-Yourself Field” Sponsor \$4,000

An area will be sectioned off near the Drone Competition. This is an interactive demonstration to allow attendees to test fly your drone for the duration of the event.

- Table, 2 chairs, and tent in the “expo area” to showcase your product.
- Area named after company on all marketing.
- Logo on area signage.
- Listing on all sponsor signage.
- Listing on conference website and Drone Competition landing page.

### Drone Competition Challenge Sponsor (3 max) \$2,500

3 challenges will comprise the Drone Competition (Obstacle Course, NIST Bucket Challenge, and a Drop Challenge). All competition participants must complete all 3 challenges.

- Ability for 2 reps to be at challenge location with product.
- Logo on challenge sign.
- Announce winner of sponsored challenge (2 minutes).
- Listing on all sponsor signage.
- Listing on conference website and Drone Competition landing page.

### Outdoor “Expo Area” Sponsor (5 max) \$1,500

An area will be sectioned off near the Drone Competition for the “Expo Area”. You will have a table and tent to allow attendees to test and/or view your product. This outdoor area allows for more space to allow hands-on interaction!

- Table, 2 chairs, and tent in the “expo area” to showcase your product.
- Ability for attendees to test your product.
- Listing on all sponsor signage.
- Listing on conference website and Drone Competition landing page.

### SWAG Bag Sponsor (exclusive) \$750

SWAG bags will be given to the first 50 attendees to arrive to the event. You will create and provide both the bags and the gifts inside!

- Bag of your choice (plastic, tote etc.)
- Ability to brand the bag with company logo.
- Minimum 3 different gifts in each bag (i.e. t-shirt, stress ball, coupon, pen, etc.).
- Ability to include company information in the bag.
- All items and bag must be approved by NSA.

### Drone Competition Prize Sponsor In Kind

Donate a product and/or service to be presented as the grand prize to event winners!

- All prizes subject to NSA approval.
- Verbal acknowledgment when prize is presented.
- Be listed as a sponsor on all signage.
- Listing on conference website and Drone Competition landing page.

## 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: \$15,750

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: \$10,500

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

### TRIPLE CROWN AWARD: \$10,500

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: \$5,250

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: \$5,250

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

### CORRECTIONS/JAIL INNOVATION OF THE YEAR AWARD: \$5,250

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 area of jail operations.

### COURT SECURITY AGENCY/PROFESSIONAL OF THE YEAR AWARD: \$5,250

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 area in court security operations.

### RESERVE DEPUTY OF THE YEAR AWARD: \$5,250

This award recognizes 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: \$5,250

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

All sponsorships are subject to NSA approval.  
Please note: these sponsorships do not include exhibit space or hotel accommodations.

For more information, please visit [www.nsaconference.org/sponsor](http://www.nsaconference.org/sponsor) or contact Lindsay Hopkins at [lhopkins@sheriffs.org](mailto:lhopkins@sheriffs.org)



## 2024 Annual Conference Sponsorship Prospectus

# 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 2024 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 public safety techniques.

## Seminars and Training

There are over 65 seminars and workshops covering all aspects of the duties and responsibilities for Sheriff's Offices including, but not limited to, leadership, jail operations, officer wellness, IT, recruitment and retention, traffic safety, victim services, and the future of law enforcement.

## Benefits of Sponsoring:

- Brand Visibility and Recognition
- Lead Generation
- Relationship Building
- Increase Sales
- Support of Sheriffs and the National Sheriffs' Association

## 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

## Free Full Conference Registrations by Sponsorship Level:

TIER NAME	SPONSORSHIP LEVEL	FREE REGISTRATIONS
Deputy	\$4,000-\$6,999	1
Captain	\$7,000-\$9,999	2
Major	\$10,000-\$19,999	3
Chief Deputy	\$20,000-\$29,999	4
Sheriff	\$30,000+	6

*Please note: The "sponsorship level" does not include exhibit booth spend or corporate partner spend. "Sponsorship level" includes only those items listed in this prospectus.*