LAW ENFORCEMENT SHOPS HERE

Exposition June 24-26
Annual Conference June 23-27
Oklahoma City, Oklahoma, USA

www.Sheriffs.org
Profound Change Continues in 2024

So much change continues to occur in the world and in every community throughout America. Our law enforcement officials and enforcers must stay ahead of the learning curve to maintain safe cities, towns and municipalities.

The National Sheriffs Association is THE organization with its fingers on the pulse of the latest trends and industry challenges. NSA's Annual Conference features education, data, training, experiences and solutions to help navigate the future and its constant state of transformation.

NSA 2024 EXPOSITION = LAW ENFORCEMENT SOLUTIONS

NSA is seeking manufacturers, suppliers and service providers with products and equipment relevant to police work, jails, prisoner transport and courtroom safety.

What is the “Product Zone”?
This dedicated section on the Exhibit Hall floor will feature innovative and sought-after products, aiming to provide attendees with the latest and best compelling offerings in the market. Your product will be showcased prominently exposing it to attendees as they enter the hall!

How does it work?
Attendees will enter the “Product Zone” and scan your product's QR code. As they exit, they will be provided a printout with the below information for all scanned products:

- Company Name
- Booth Number
- Product Category
- Product Description
- Company Contact

Participants can stop by your booth for additional information. You receive a list of everyone who scanned your code after the event!

Why participate?
Our audience actively seeks new and innovative products, presenting a high potential for engagement and increased sales for featured items to a wider audience.

The “Product Zone” will be heavily promoted via the conference app, bag inserts, emails, and texts ensuring maximum visibility for the featured products.

Exhibit Here If You Sell...

- Jail / Corrections Products
- Vehicles
- Weapons & Ammunition
- Awards, Badges & Coins
- AI
- Training & Simulator Products
- Apparel
- Armor & Protective Gear
- Emergency Trailers & Tents
- Drones, Unmanned Vehicles & Robots
- Communications & Satellite Equipment
- Testing Equipment
- ID and Biometrics
- Technology & Software
- Emergency Response Products
- Fitness, Mental Health & Wellness
- Lighting Equipment & Accessories
- Power,
- Cameras, Video and CCTV
- Surveillance and Antennas
- K9 and Related Products
- Security
Meet Attendees Who Purchase Law Enforcement & Jail Products

Meet Sheriffs and More
- 25% work in other law enforcement agencies
- 75% work in a sheriff’s department

Other Law Enforcement Organizations in Attendance
- Jails
- Criminal Investigation
- Court Security
- Law Enforcement Patrol (Multiple Organizations)
- Special Operations / SWAT
- K9 and Related Organizations

Representation from All Regions of the Country
- 98% of NSA attendees were satisfied with the value of their show floor / exhibit hall experience.
- 44% Midwest
- 39% South
- 8% West
- 9% Northeast

Top 3 Objectives of Law Enforcement Officials Who Attend
1. Attend conference/sessions
2. Network with suppliers & attendees
3. See new products & innovations

New Prospects and Established Customers Visit the Exhibit Hall
- 40% of 2023 attendees have attended NSA 3 or more times
- 22% of 2023 attendees have attended NSA 1-2 times
- 38% of 2023 attendees attended NSA for the first time

Law Enforcement Buyers Spend Time in the Exhibit Hall
- 63% Visit the Exhibit Hall Everyday
- 34% Visit the Exhibit Hall 2 Days
- 3% Visit the Exhibit Hall 1 Day
Purchasing Power that Drives Results

89% of NSA attendees play an important role in purchasing
66% of NSA attendees met a supplier on the NSA show floor they would not have met anywhere else
49% of NSA attendees plan on making a purchase with NSA exhibitors in 2023
13% of NSA attendees made a purchase with an exhibitor(s) on the show floor

Exhibitor Opportunities

Exhibit Space Rates
$2,750 per 100 square feet (10’x 10’)
Exhibit spaces available in all sizes and dimensions – see floorplan
Corner Charge(s) – open corners are $200 each

What’s Included

• Pre-show attendee registration list including emails
• Post-show attendee registration list including emails
• One 2024 print edition of NSA Official United States Sheriffs Directory
• Company name and booth number listed on show website
• Company name and booth number listed on show mobile app
• Booth company ID sign with name and booth number
• Multiple networking events connecting exhibitors and attendees
• Exhibit hall food & beverages during special events
• 2 Conference Registrations per 100 square feet (10 x 10 booth)
• Booth drape (linear not island) booths 8’ back drape and 32” siderails
• 24 exhibit hall security
• Daily show floor aisle cleaning

Contact Me to Secure Your Strategic Booth Location Today
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