



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...

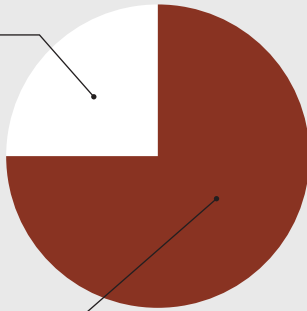
- | | | |
|---------------------------------|--|------------------------------------|
| • Jail / Corrections Products | • Emergency Trailers & Tents | • Lighting Equipment & Accessories |
| • Vehicles | • Drones, Unmanned Vehicles & Robots | • Power, |
| • Weapons & Ammunition | • Communications & Satellite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

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%

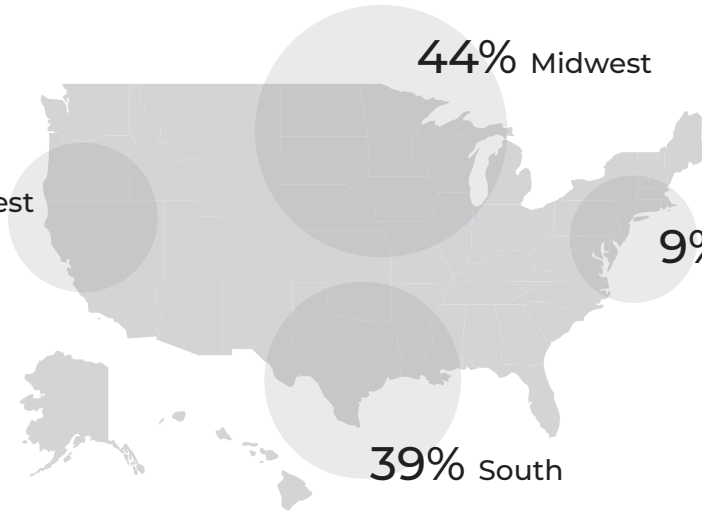
of NSA attendees were satisfied with the value of their show floor / exhibit hall experience.

8% West

44% Midwest

9% Northeast

39% South



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





**2024 Annual Conference
Sponsorship Prospectus**

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

Kathy Maguire

(770) 432-8410 ext. 153

kmaguire@sheriffs.org

