



May 15th-17th, 2018
The Coeur d'Alene Resort-
Coeur d'Alene, Idaho

Guide to Conference Sponsorship and Exhibit Opportunities



2018 ISA Summer Conference

Build your brand; increase sales and market share through exhibits and sponsorships at the 2018 ISA Summer Conference.

We invite you to join the Idaho Sheriffs Association in Coeur d'Alene, Idaho May 15th-17th, 2018 at The Coeur d'Alene Resort. This conference brings together Idaho's sheriffs, deputies, and jail administrators from counties across Idaho.

The 2018 ISA Summer Conference kicks off Tuesday morning with a full day of training for the sheriffs and jail administrators. Our one-day trade show is open from 9am-4:30pm on Wednesday, May 16th. The conference closes on Thursday, May 17th at noon.

The ISA Summer Conference is a great opportunity to tell the story of your company and increase market awareness of your products and services by addressing an interested audience of law enforcement officials. There are several sponsorship opportunities available, as well as our traditional exhibit tables. The ISA Conferences have continued to grow every year. If you would like to be a part of this exciting meeting, please complete our online application to reserve your exhibit table or sponsorship.

Any applications submitted after May 10th will not be included in our printed conference documents, so please register as soon as possible!

If you have any questions, please contact Mike Swain at ISA by phone (208.514.0363) or email (mswain@idcounties.org).

We look forward to seeing you in Boise!

WHO ARE WE?

The Idaho Sheriffs Association exists for the purpose of lessening the burden of government by facilitating communications between 44 county sheriff's offices, federal, state and local governments and community groups. ISA provides training to sheriffs, victim services, jail inspections, drug enforcement, college scholarships and advocates for laws to protect the community.

The Idaho Sheriffs Association strives:

- to protect citizens;
- to maintain constitutional standards for the care of offenders incarcerated in Idaho jails;
- to support victim's rights by informing victims of every aspect of their offender's criminal justice process;
- to provide equal justice and fair treatment to all citizens;
- to support incarcerating habitual offenders and provide treatment to offenders thereby lowering recidivism rates and improving their chances to lead productive lives; and
- to advocate for public safety by pursuing new laws that make Idaho a safer place to live.

Register Today!!!

SPONSORSHIPS

All conference sponsorships include the following:

- Tabletop exhibit with draped table and two chairs
- Additional full conference registrations
- Premium listing in conference program, with logo and contact information
- Slide in Sponsor PowerPoint presentation shown each morning in general session.

GOLD Level

\$5000

Gold sponsors earn tremendous, sales-building exposure starting with your choice of one of four sponsorships: the Welcome Reception; a Luncheon; or the Tote Bag. You'll bring additional staff to help with networking using your total of 4 conference registrations, and you'll gain top billing with your corporate logo in the conference program. With GOLD, there's no better way to build brand and look like a leader.

SILVER Level

\$2500

Show your market leadership with a Silver level sponsorship. As a Silver sponsor, you will choose from one of five sponsorships: a Refreshment Break; the conference lanyards; our WiFi Sponsor; a breakfast sponsor; or a luncheon sponsor. You'll add to your networking ability with a total of 3 conference registrations and benefit from added brand exposure through the premium listing in the conference program.

BRONZE Level

\$1000

As a bronze sponsor, you'll receive greater brand exposure than is possible with an exhibit alone. Bronze sponsors choose from either the water bottle sponsor or a coffee break sponsor. You'll earn the right to bring 2 staff members to network with attendees using your 2 conference registrations. Bronze is a GREAT value, and a chance to step up to market leadership.

EXHIBIT TABLE Only (May 16th)

\$450/\$500

Not interested in sponsoring? Exhibit tables can be purchased without a sponsorship for \$450 if you are an ISA Associate Members and \$500 for non-members. Exhibit tables include one conference registration. Need two tables? ISA Associate Members can snag an additional table for \$300 and Non-Members \$350.

GOLD Level Options

\$5000

WELCOME RECEPTION Sponsorship

You'll create big news and brand exposure on the first night of the conference. Your company name or logo is prominently displayed on signage and in the conference program. Everyone will appreciate your corporate support of the conference and the reception! This sponsorship definitely positions you as a leader in the field.

CONFERENCE DINNER Sponsorship

Our off-property dinner will be the highlight of the conference. Prominent signage highlights your sponsorship at the dinner site. You'll look like a winner to all who enjoy a quality event after the conference session.

TOTE BAG Sponsorship

Your corporate identity gets maximum exposure on the side of all attendees tote bags - as these bags are carried and used during the conference and long afterwards as many attendees take their bags home or to the office.

SILVER Level Options

\$2500

REFRESHMENT Sponsorship

Connect your brand with ISA attendees during one of the refreshment breaks during the conference. Prominent signage displays your corporate logo for all to see as they enjoy networking, good food, and drinks. Many breaks are "themed" and offer corporate name tie-ins.

LANYARD Sponsorship

Have attendees "wear" your corporate logo all-conference long! Imagine all of the ISA Conference attendees as walking advertisements promoting your brand.

SILVER Level Options

\$2500

WIFI Sponsorship

Associate your brand with wireless internet capability for all attendees! Your corporate name and logo appear on signs at each of several WiFi hotspots throughout the conference, and on business cards that show the log-in information.

LUNCHEON Sponsorship

Your promotional material is distributed throughout the room - a rare opportunity to display your material outside of your booth - and prominent signage highlights your sponsorship. And you'll look like a winner to all who enjoy a quality luncheon between sessions. Company will also have the opportunity to address attendees during the lunch to speak about their company and products.

DESSERT Sponsorship

Sit-down lunch is a standard offering at ISA conferences. With this sponsorship, we take the dessert course out of the dining hall and into the exhibit hall, and serve it at your exhibit table! And, we name the dessert after your company whenever possible. For example, signage might say, "(Company Name) Ice Cream." Always a lot of fun, this sponsorship builds brand and booth traffic!

BRONZE Level Options

\$1000

WATER BOTTLE Sponsorship

Always appreciated by conference attendees, bottled water is labeled with your company's logo and placed in each attendee's tote bag.

COFFEE BREAK Sponsorship

Connect your brand with ISA attendees during one of the coffee breaks during the conference. Prominent signage displays your corporate logo for all to see as they enjoy networking and a hot cup of coffee.

ADDITIONAL Information

EXHIBIT Hours

Setup will occur on Wednesday, May 16th from 7:00am-9:00am. Tear down will be the same day at 4:15pm. This is a one-day show.

SPECIFICATIONS

Each 8-foot by 6-foot space comes with a 6-foot draped table and two chairs. All exhibits include one complimentary registration, as well as a listing in the conference program. NOTE: If your equipment or backdrop doesn't fit in the 8x6 space, you will need to purchase an additional exhibit table.

TABLE Location

Please select an exhibit location during the registration process. The registration form includes a link to the current exhibit map and the exhibits that are currently available.

EXHIBIT HALL Events

This year, attendees will all receive a game card in their registration materials to complete and turn in for a chance to win a door prize. As part of the exhibit hall game, each attendee will have to visit each exhibitor to complete their card. Once they have completed their game card, they can turn it in to be eligible for door prizes.

DOOR Prizes

We're asking that each exhibitor bring a door prize to donate for our exhibit hall activity (less than \$50). During the final exhibit break, you will have the opportunity to introduce your company, draw a completed game card and award your door prize.

COST

\$450 - Member Table

\$500 - Non-Member Table

\$300 - Additional Member Table

\$350 - Additional Non-Member Table

*Electricity is complimentary upon request

HOTEL RESERVATIONS

The conference will take place at The Coeur d'Alene Resort Please call them directly to make your room reservations at (208) 209-5031. To receive a discounted rate, please mention that you are with the Idaho Sheriffs Association Conference.