



December 11-13, 2018

The Grove Hotel

Boise, Idaho

# Guide to Conference Sponsorship and Exhibit Opportunities



**2018 ISA Winter Conference**

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

We invite you to join the Idaho Sheriffs Association in Boise, Idaho Dec. 11-13, 2018 at the Grove Hotel. This conference brings together Idaho's sheriffs, deputies, and jail administrators from counties across Idaho.

The 2018 ISA Winter 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, December 12. The conference closes on Thursday, December 13 at noon.

The ISA Winter 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 Tuesday, Dec. 5th will not be included in our printed conference documents, so please register as soon as possible!

If you have any questions, please contact Kristin Cundiff at ISA by phone (208.514.0403) or email ([kcundiff@idcounties.org](mailto:kcundiff@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 at

[http://idcounties.org/evrplus\\_registration/?action=evrplusegister&event\\_id=86](http://idcounties.org/evrplus_registration/?action=evrplusegister&event_id=86)

# 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 prior to the general session.

## **GOLD** Level

**\$5000**

Gold sponsors earn tremendous, sales-building exposure starting with your choice of one of four sponsorships: the Welcome Reception; our Annual Conference Banquet; 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; a conference luncheon (2 available); a breakfast sponsor; or a dessert 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 and market your company.

## **EXHIBIT TABLE** Only (December 12)

**\$500/\$600**

Not interested in sponsoring? Exhibit tables can be purchased without a sponsorship for \$500 if you are an ISA Associate Member and \$600 for non-members. Exhibit tables include one conference registration. Need two tables? ISA Associate Members can snag an additional table for \$400 and Non-Members \$450.

## **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.

### **ANNUAL BANQUET** Sponsorship

Our annual banquet 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

### 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.

### BREAKFAST 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 breakfast to start their day.

### DESSERT Sponsorship

A buffet 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, December 12 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

\$500 - Member Table

\$600 - Non-Member Table

\$400 - Additional Member Table

\$450 - Additional Non-Member Table

\*Electricity is complimentary upon request

## HOTEL RESERVATIONS

The conference will take place at The Grove Hotel (245 S Capitol Blvd, Boise ID 83702). Please call them directly to make your room reservations at (208) 333-8000. To receive a discounted rate, please mention that you are with the Idaho Sheriffs Association.