



December 8-10, 2020
The Best Western Plus Burley
Inn & Convention Center
Burley, Idaho

Guide to Conference Sponsorship & Advertising Opportunities



2020 ISA Winter Conference

Unfortunately, due to COVID-19 the 2020 Idaho Sheriffs Association Annual Conference and New Sheriffs School is going to look different....

The Idaho Sheriffs Association looks forward to its two conferences each year as an opportunity to meet and network with the many companies who participate in our Vendor Day expos.

Unfortunately, due to COVID-19 we were forced to cancel our May conference and we will be scaling back our December conference to provide a truncated schedule with a limited number of attendees to allow for social distancing. We will not be holding Vendor Day at the 2020 ISA Annual Conference and New Sheriffs School.

Despite the cancellation of Vendor Day, we do still have several sponsorship opportunities available for the conference that would put your company name and brand in front of attendees. New, for this conference we will also be printing a Vendor Directory. If you would like to be a part of this conference, which is targeted at newly-elected sheriffs, please complete our online registration form to reserve your sponsorship or directory listing or ad.

Any registrations submitted after Tuesday, Dec. 1st will not be included in our printed conference documents, so please submit your sponsorship as soon as possible!

If you have any questions, please contact Shari Fernandez at ISA by phone (208.514.0636) or email (sfernandez@idcounties.org).

We thank you for your continued support of the Idaho Sheriffs Association!

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.

SPONSORSHIPS

All conference sponsorships include the following:

- Premium logo placement in conference program
- Slide in Sponsor PowerPoint presentation shown each morning prior to the general session
- Complimentary Listing in the 2020 ISA Vendor Directory

GOLD Level

\$2500

Gold sponsors earn tremendous, sales-building exposure starting with your choice of one of three sponsorships: the Welcome Reception; our Annual Conference Banquet; or the Tote Bag. 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

\$1500

Show your market leadership with a Silver level sponsorship. As a Silver sponsor, you will choose from one of three sponsorships: the Conference Lanyards; a Conference Luncheon (2 available); a Breakfast Sponsor. You'll benefit from added brand exposure through a premium logo placement in the conference program.

BRONZE Level

\$500

As a Bronze sponsor, you'll receive greater brand exposure than is possible with a directory listing alone. Bronze sponsors choose from either the Water Bottle Sponsor (3 available), a Refreshment Break Sponsor (3 available) or a Coffee Break Sponsor (3 available). . Bronze is a GREAT value, and a chance to step up and market your company.

DIRECTORY LISTING

\$200/\$400

Not interested in sponsoring? New this year we will be printing a Vendor Directory to be handed out to attendees, and mailed to Sheriffs in each county. A standard Directory Listing – including company name, logo, sales contact and up to 500 characters of copy – can be purchased without a sponsorship for \$200 if you are an ISA Business Associate Member and \$400 for non-members. Want to upgrade your listing? Buy an ad space!

GOLD Level Options

\$2500

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 is 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. The annual banquet sponsor can send one representative to attend the dinner speak to the group for 5 minutes.

MASK Sponsorship

Your corporate identity gets maximum exposure on reusable masks for all attendees. Masks will be used during the conference and long afterwards as many attendees take them home for use after the conference

SILVER Level Options

\$1500

LANYARD Sponsorship

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

LUNCHEON Sponsorship

Prominent signage on each table highlights your sponsorship. And you'll look like a winner to all who enjoy a quality luncheon between sessions. You'll also have a brief opportunity to address the attendees during their lunch. A luncheon sponsor can send one representative to attend the lunch speak to the group for 5 minutes.

TOTE BAG Sponsorship

You can provide totes with your logo for all attendee. Tote bags are carried and used during the conference and long afterwards as many attendees take their bags home or to the office.

BRONZE Level Options

\$500

WATER BOTTLE Sponsorship

Always appreciated by conference attendees, bottled water is labeled with your company's logo and made available to attendees.

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.

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.

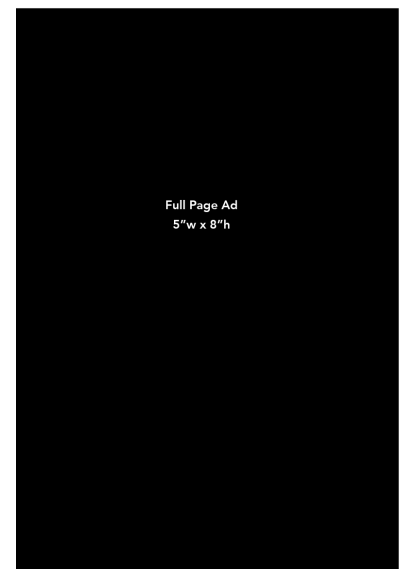
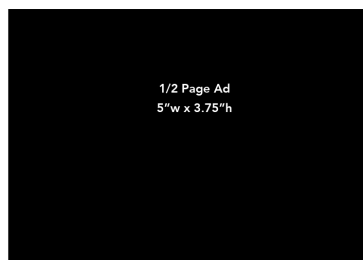
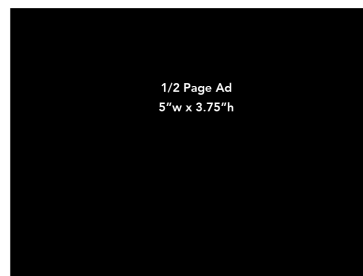
DIRECTORY Ad Options

1/2 PAGE Ad \$250/\$450

Design your own 1/2 page ad!
The 1/2 page ad is: 5"w x 3.75"h

FULL PAGE Ad \$500/\$700

Design your own Full page ad!
The Full page ad is: 5"w x 8"h



Preferred ad format is .pdf or .indd. Ads can be submitted as .png or .jpg as long as they are high resolution. Ads need to be emailed directly to: sfernandez@idcounties.org.

The 2020 ISA Vendor Directory will be distributed to all conference attendees as well as will be mailed to the Sheriffs in each county. *All Vendor Directory Listings and Ads must be approved by the ISA prior to printing.*

BUSINESS ASSOCIATE PROGRAM

\$250 Annual Fee for the membership program provide benefits to companies including:

- Company name and logo featured on ISA website
- Associate Membership status listed in conference programs
- Priority in reserving exhibitor booth space at conferences
- Exhibitor space and directory ad discounts
- Conference attendee list emailed after each conference

Renew your Business Associate membership or become a new Business Associate member through the sponsorship and advertising registration for the ISA 2020 Annual Conference and New Sheriff School, or email Shari Fernandez at sfernandez@idcounties.org and request to become a member.