



# Guide to Sponsorship, Exhibitor & Advertising Opportunities

The background of the lower half of the page is a photograph of a forest with tall evergreen trees and a mountain range in the distance. A large, semi-transparent white circle is overlaid on the center of the image, containing the text for the conference.

## **2021 ISA & IJAA SPRING CONFERENCE**

The Sun Valley Resort  
Sun Valley, Idaho

**MAY 3 - 7, 2021**

## **2021 ISA Spring Conference**

Unfortunately, while we are trying to get back to normal, due to COVID-19 the 2021 Idaho Sheriffs Association Spring Conference and New Sheriffs School are 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 Exhibit Hall expos.

Unfortunately, due to COVID-19 we were forced to cancel our December 2020 conference and we will be scaling back our May 2021 conference to provide our New Sheriffs School with a limited number of attendees to allow for social distancing. While we will be holding a **two day** Exhibit Hall, space is **extremely** limited with only **20 spaces** available. Business Association Members and Sponsors will have priority registration.

Despite the limited number of on-site vendors, we do still have plenty of sponsorship opportunities available for the conference that will put your company name and brand in front of attendees. New, for this conference we will also be printing a Vendor Directory which will include both vendor listings as well as ads.

All sponsorships, exhibit booths, directory listings and ads will be invoiced by ISA at the beginning of April to allow for any changes due to COVID-19 restrictions. Invoices must be paid in full by Tuesday, April 27. Any sponsorships, ads or listings submitted after Tuesday, April 27 will not be included in our printed conference documents, so please submit your registration 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

Gold, Silver and Bronze level sponsorships include the following:

- Tabletop Exhibit with draped table and (1) chair
- Premium logo placement in conference program
- Complimentary Ad or Listing in the 2021 ISA Vendor Directory, depending on sponsorship level

## **GOLD Level**

**\$5000**

Gold sponsors earn tremendous, sales-building exposure starting with your choice of one of three sponsorships: the Welcome Reception; our Conference Social Hour; or the Mask Sponsor. You will be able to bring an additional staff member to help with networking utilizing your (2) conference registrations. You'll gain top billing with your corporate logo in the conference program. You will also receive a complimentary Full Page Ad in the ISA Vendor Directory. With GOLD, there's no better way to build brand and look like a leader.

## **SILVER Level**

**\$3000**

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 (3 available); a Welcome Bag. You'll benefit from added brand exposure through a premium logo placement in the conference program. You will also receive a complimentary 1/2 Page Ad in the ISA Vendor Directory.

## **BRONZE Level**

**\$1500**

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 (4 available). You will also receive a complimentary Listing in the ISA Vendor Directory. Bronze is a GREAT value, and a chance to step up and market your company.

## **BUSINESS ASSOCIATE Membership**

\$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 sponsor, exhibitor and advertising registration for the ISA 2021Spring Conference and New Sheriffs School, or email Shari Fernandez at [sfernandez@idcounties.org](mailto:sfernandez@idcounties.org) and request to become a member.

## **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 SOCIAL HOUR** Sponsorship

From 5:30pm - 7:00pm the ISA is taking over The Ram Bar with heavy appetizers and drink tickets. This is an excellent opportunity to network and build relationships! (Limit 2)

### **MASK** Sponsorship

Social distancing and safety precautions will still be in place during the conference. 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.

## **SILVER** Level Options

**\$3000**

### **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.

### **WELCOME BAG** Sponsorship

You can provide welcome bags with your logo for all attendees. Welcome 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

**\$1500**

### **WATER BOTTLE** Sponsorship

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

### **REFRESHMENT BREAK** 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.

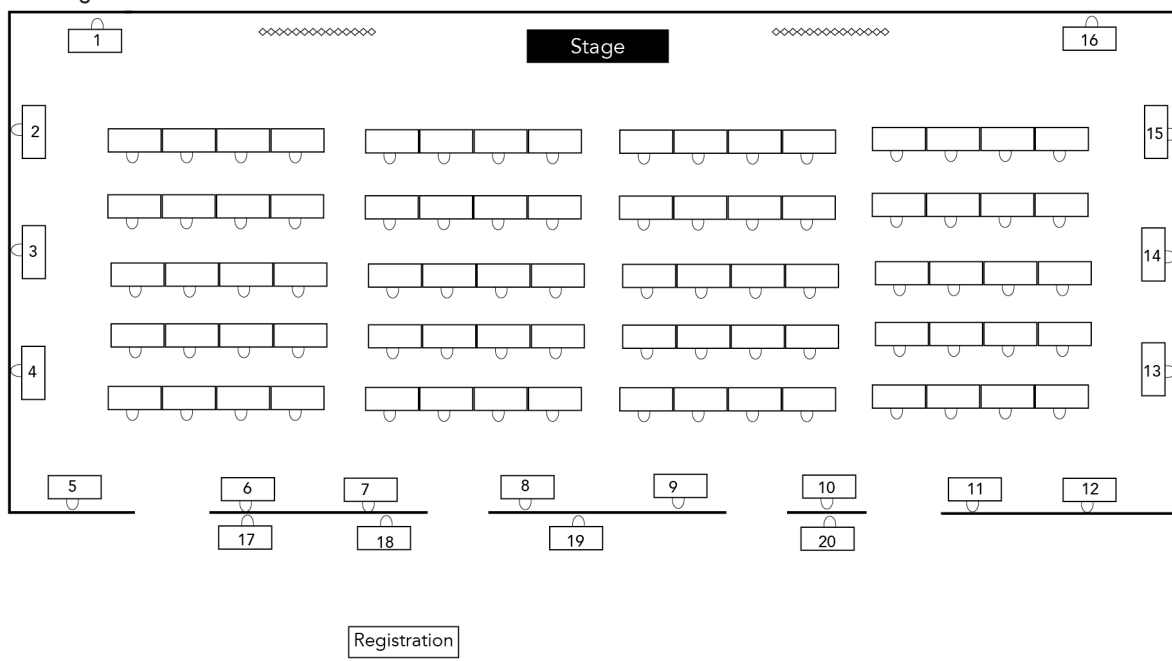
## EXHIBIT Table ONLY (May 4 & 5)

\$650/\$850

The Exhibit Hall will be open on BOTH Tuesday, May 4 and Wednesday, May 5. With space extremely limited, with only twenty booth spaces, you will have an excellent opportunity to build relationships with attendees. Sales will start on February 15 for ISA Business Associate Members; February 22 for Sponsors; and March 15 for any remaining booths. Sponsors will have priority securing sponsorship and booth, then Business Members on the exhibitor waiting list will be placed at a booth. Any remaining booths will be opened up for sale on a first-come, first-served basis utilizing the waiting list first. You do not have a space until you receive confirmation, with a booth number, from Shari Fernandez. Exhibit tables include one conference registration. Due to space limitations additional registrations are not available.

## EXHIBITOR Map

Limelight Ballroom



## SECURING Sponsorship & Exhibits

The ISA & IJAA 2021 Spring Conference will be a cozy opportunity to network and build relationships with sheriffs and jail administrators from throughout Idaho. ISA Business Associate Members and sponsors, will have priority when securing booths. Here is how it will work:

Sales will start on February 15 for ISA Business Associate Members. They will have until February 22, 2021 to secure their sponsorship or get placed on the exhibitor waiting list. Sponsors will have from February 22 - March 15, 2021 to secure their sponsorship and booth, then Business Members on the exhibitor waiting list will be placed at a booth. On March 15, 2021 any remaining booths will be opened up for sale on a first-come, first-served basis. You do not have a space until you receive confirmation, with a booth number, from Shari Fernandez.



# DIRECTORY Listing

\$150/\$300

Not interested in sponsoring or exhibiting but still want to get your company in front of the Sheriffs?

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 \$150 if you are an ISA Business Associate Member and \$300 for non-members. Want to upgrade your listing? Buy an ad space!

## What's the difference between an Ad and a Listing?

An Ad is a full color design of your creation. A Listing is your logo, company name, and contact information, with up to 500 characters of copy.



### Idaho Sheriffs Association

Shari Fernandez, Event Manager

208.345.9126 | [sfernandez@idcounties.org](mailto:sfernandez@idcounties.org)

[idahosheriffs.org](http://idahosheriffs.org)

The Idaho Sheriffs' Association holds two yearly conferences where vendors are invited. Our June conference rotates between north and south Idaho, typically Coeur d'Alene and Sun Valley. Vendors are important to our organization and we try to make each and every vendor participant welcome. We include vendors in our social gatherings at all events. Many strong relationships have developed over the years between vendors and sheriffs.

# 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 4"h

## FULL PAGE Ad \$500/\$700

Design your own Full page ad!

The Full page ad is: 5"w x 8"h

1/2 Page Ad  
5"w x 4"h

Full Page Ad  
5"w x 8"h

1/2 Page Ad  
5"w x 4"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](mailto:sfernandez@idcounties.org).

The 2021 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.*

# ADDITIONAL Information

## COVID-19 Restrictions

The ISA is working with gathering restrictions from the State of Idaho as well as South Central Public Health and the Sun Valley Resort. As of Monday, February 8 the Sun Valley resort is still limiting gatherings to 10 people or less. We are hopeful this will change before our May Conference - and we're planning on it! However, it is possible that the ISA will not be able to have vendors, or will have to further reduce the number of on-site vendors. We will work to provide as much advance notice as possible.

## COVID-19 Protocols

The Sun Valley Resort will have hand sanitizing stations set-up throughout the venue. Please wash your hands and sanitize regularly. Masks are to be worn when 6' social distancing cannot be maintained. Due to space limitations meals will be served/eaten at your vendor booth.

## EXHIBIT HALL Hours

Setup will occur on Tuesday, May 4 from 7:00am-8:00am. Tear down will be Wednesday, May 5 at 5:00pm. This is a two-day show.

## EXHIBIT Specifications

Each 8-foot by 6-foot space comes with a 6-foot draped table and one chair. Booths are socially distanced from one another. All exhibits include one complimentary registration, as well as a listing in the conference program.

NOTE: Due to limited space your equipment or backdrop must fit in the 8x6 space. Due to limited space additional vendor registrants will not be allowed. Electricity is available upon request.

## EXHIBIT Location

A map of the Exhibit Hall is located on page 5 of this brochure. Please select your top three exhibit locations during the registration process. ISA staff will work to place you in one of those spots, or close to it.

## EXHIBIT HALL Events

Attendees will all receive an Exhibit Hall passport 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 on Wednesday, you will have the opportunity to introduce your company, draw a completed game card and award your door prize.

## HOTEL Reservations

The conference will take place at The Sun Valley Resort. Please call them directly to make your room reservations at (800) 786-8259. To receive the discounted block rate, please mention that you are with the Idaho Sheriffs Association Conference.