

IACP 2022

OCTOBER 15-18 | DALLAS, TEXAS
Kay Bailey Hutchison Convention Center
theIACPconference.org

October 15-18 • Dallas, TX

WHO ATTENDS? The IACP's premier event attracts thousands of dedicated law enforcement professionals from federal, state, county, local, and tribal agencies to come together and participate in education sessions, networking opportunities, and learning from companies like yours about solutions offered by the private sector.

Total Attendance:

18,247

Number of Countries Represented:

79

Number of Workshops:

273

Exhibiting Companies:

668

*Based on 2019 statistics * (last in-person event)*

Learn more at www.theIACPConference.org

Industry Leader Sponsor.....**\$75,000**

7 Available

- Create an education session to be offered in the Leadership Track
- 60-second video, produced by sponsor, to be shown during one general assembly
- Opportunity for a sponsor representative to participate in the Official Ribbon Cutting Ceremony at the event
- Logo recognition during IACP's Chiefs Night Event as an Industry Leader Sponsor
- Opportunity to choose one custom branding opportunity at Chiefs Night
- Complimentary banner ad on the mobile app with custom landing page
- Fifteen (15) complimentary full conference registrations for to IACP 2022
- 15 invitations to a sponsor reception with IACP Board Members prior to IACP's Chiefs Night
- Recognition during the IACP Annual Banquet, including a reserved table for up to 10 people
- Opportunity to block up to 15 rooms at the VIP Hotel
- Logo recognition on sponsor signage throughout the convention center
- Logo recognition in footer of IACP 2022 attendee emails
- Recognition and web link on the IACP 2022 website
- Recognition in conference issues of the *Police Chief Magazine*, IACP's association magazine
- Complimentary pre and post conference opt-in attendee list

Attendee Engagement & Branding Opportunities.....\$18,000 - \$30,000

Signage PackageUpon Request

Opportunity to create a custom opportunity for hanging banners or floor decals within the convention center.

Attendee Experience\$20,000 for a half-day experience or \$35,000 for a full day

This short-term sponsorship allows your company to partner with IACP to provide a unique experience in a public space of the convention center. Choose from a list of pre-approved activities and help us build the experience to incorporate your specific message with an attendee engagement piece. While the experience cannot be used as a booth alternative, it can be used to drive traffic to your booth.

Walking Challenge \$30,000

One of the most popular activities of the conference for attendees. As the sponsor, you are included on pre-show promotions and daily e-mails to participants, as well as specific onsite signage and Leader Boards.

Lanyards \$30,000

Your company logo on the lanyards that every attendee receives and wears around the conference will keep your company front and center in the eyes of the attendees. Lanyard and imprint colors are chosen by IACP to match the conference look in 2022.

Mobile App Ad with Daily Push Notifications \$30,000

Opportunity for banner ad on the mobile app with custom landing page and the ability to have two push notifications sent during the conference.

Connect Lounges\$18,000 each or both for \$30,000

Connect Lounges offer attendees free Wi-Fi and charging tables, a place to catch up with each other, and to have the ability to check in with their offices. As a sponsor, you will have custom branding, the opportunity for literature in the lounge, and promotional ads (no sound) in a scrolling presentation shown on a monitor in the lounge.

First-Time Attendee Experience \$20,000

Be the first company to make an impression on IACP First Time Attendees and build a lasting relationship with these attendees by building an unforgettable experience. Sponsor will be able to participate in the pre- and post-conference e-mail to all first-time attendees. As well as deliver 5-minute welcome remarks during the new attendee meeting.

Entertainment Zone \$20,000

The Entertainment Zone offers football on Sunday and news on Monday and Tuesday. This area on the show floor is well used as a place for attendees to rest, relax and network while visiting over 600 exhibitors. Stand out with custom art on the monitor wall and table clings; opportunity for literature distribution; and use of monitor for sponsor presentation (no sound). We will also plan to have WiFi access here.

Relaxation Zone on Show Floor \$20,000

Attendee break area, including free Wi-Fi, sponsor can provide an experience to attendees to engage and offer a break from walking the exhibit floor. IACP will work with sponsor for approved engagement idea.

International Delegate Lounge \$20,000

Your custom art on signage and the opportunity for literature distribution in the International Delegate Lounge creating a VIP experience for our international attendees.

International Lunch..... \$20,000

Logo recognition on lunch backdrop on stage; opportunity for 5 company personnel to attend the luncheon; opportunity for company representative to make brief welcome address at the luncheon; opportunity for literature distribution at the luncheon.

Education Category Sponsor..... \$20,000

Categories include: Technology, Smaller Agency

As a Category sponsor, your company will benefit from custom branding opportunities on walk-in slides for the presentation as well as logo recognition on signage outside the room.

Aisle Signs \$20,000

Your custom art on all exhibit hall aisle signs allows your company to advertise products, promote booth activities or simply deliver a message. Utilize a single piece of art or include multiple messages to build your brand and drive traffic to your booth.

Shuttle Sponsor \$20,000

This sponsorship offers recognition at the convention center as well as all hotels with shuttle service including custom art on convention center shuttle stops and shuttle bus clings. Also includes logo recognition on hotel signage.

Concession Area.....\$20,000 each

2 Available

Concession Areas on the Show Floor are the primary places in the convention center for attendees to have lunch each day of the trade show. Sponsorship includes naming rights on the hanging banner, a \$3,000 credit in vouchers for you to use at your booth for customers and prospects, and tabletop signage.

Supporting Sponsorship \$15,000

For companies looking to support the annual conference and gain access to IACP events and networking opportunities, the Supporting Sponsorship is available with conference registration packages and logo recognition online and onsite.

Keep Checking Our Website for New Opportunities in Dallas!

August 12, 2022 - Sponsorship Sales Deadline (unless noted)

Sponsor Benefits

based on investment level

\$75,000 \$30,000 \$20,000 \$15,000

	\$75,000	\$30,000	\$20,000	\$15,000
Registration packages (number based on level)	15	8	4	2
Invitations to a Sponsor Reception with IACP Board Members prior to IACP's Chiefs Night (event TBD based on local guidelines)	15	8	4	2
Tickets to Annual Banquet (event TBD based on local guidelines)	10	4	2	
Logo recognition in footer of IACP Annual Conference Attendee Emails	Included			
Logo recognition on general sponsor signage	Included	Included	Included	Included
Logo and web link on conference website	Included	Included	Included	Included
Logo recognition in <i>Police Chief</i> , IACP's member magazine	Included	Included	Included	Included
Complimentary pre- and post-show opt-in only attendee lists	Included	Included	Included	Included
Enhanced profile listing online (for exhibiting sponsors only)	Product Spotlight Package	Level 2 Package	Level 1 Package	Level 1 Package

Exhibitor-Only Advertising and Marketing Opportunities

Mobile App Banner Ad..... \$3,500

Only 10 companies will have the opportunity to have a banner ad on the event mobile app. The opportunity includes a custom landing page.

Solutions Presentation Theater (Demo) \$3,500

Present a custom 30-minute session in front of a captive audience right on the show floor. Package includes basic AV, seating for 50 people and session information on the website, onsite guide, and mobile app.

- One (1) 30-minute time slot reserved in the Solutions Showcase Theater located on the exhibit floor with seating for up to 50 people
- Session Title and company name listed on the Solutions Presentation Theater signage, event website and event mobile app

Standard AV set provided includes:

- Single wireless lavalier microphone
- Podium Mic
- Screen
- Laptop
- Projector

Internet access and additional AV needs are NOT included but may be ordered at an additional fee.

Client Suites (20x20)..... \$4,000

Create your own meeting space, conveniently located in the convention center. Client suites can be a basic conference set up for your private meetings or can be upgraded to include branding opportunities.

Hotel Branding Options..... Access Fee Plus Production Costs

For smaller, targeted branding opportunities and message delivery, exhibiting companies may choose to participate at specific hotels with items like key cards, door hangers or room drops.

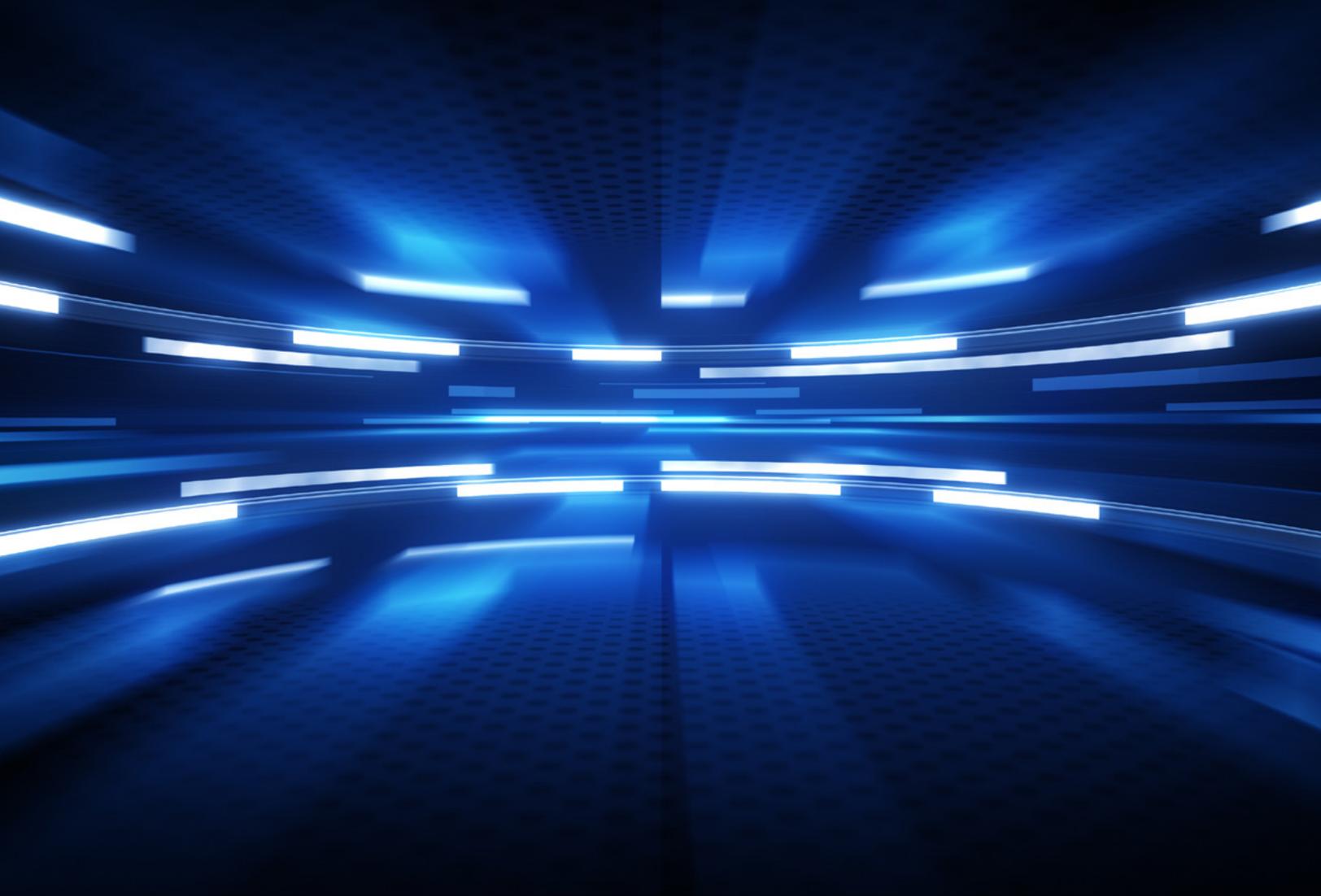
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