



# 2024 NATIONAL ANNUAL TRAINING CONFERENCE & EXHIBITION

JULY 20 - 23, 2024 | KANSAS CITY, MO

## SPONSOR OPPORTUNITIES

### 60TH ANNUAL FBINAA NATIONAL TRAINING CONFERENCE

Attended by approximately 1,200+ elite law enforcement executives from across the nation and the world, alongside industry experts and executives in related fields, the FBI National Academy Association's National Annual Training Conference assembles the strongest law enforcement leadership network in the world. Held in Kansas City, Missouri, the 60th Annual FBINAA National Training Conference will bring key decision-makers and executives from hundreds of law enforcement agencies together for concentrated, relevant training and for exposure to advancements in emerging technologies, equipment, and innovative opportunities to improve public safety. We invite you to take advantage of this rare target demographic. We stand ready to create a conference experience tailored just for your organization – whatever your marketing budget may be.

Conference Event	<b>2024 FBINAA National Annual Training Conference</b>
Conference Date	<b>Saturday - Tuesday, July 20 - 23, 2024</b>
Venue & Location	<b>Sheraton Kansas City at Crown Center - Kansas City, Missouri</b>
What do Sponsor badges include?	<p>Each sponsor badge provides access to the following events and activities:</p> <ul style="list-style-type: none"> <li>• <b>Opening Ceremonies</b> - Saturday</li> <li>• <b>Welcome Reception in Exhibition Hall</b> - Saturday</li> <li>• <b>Social Mixer in Exhibition Hall</b> - Sunday</li> <li>• <b>Training Sessions</b> - Saturday, Sunday, Monday, Tuesday</li> <li>• <b>Lunches</b> - Sunday, Monday, Tuesday</li> </ul>
How do sponsors participate?	<p>Sponsors may attend <b>training sessions</b>, the <b>welcome reception</b> and attendee <b>lunches</b>. These sponsorships are designed to accommodate these groups:</p> <ul style="list-style-type: none"> <li>• <b>FBINAA National Alliance Partners</b> - upgrade opportunities at Conference</li> <li>• <b>Exhibitors</b> - upgrade booth order with additional sponsorship benefits</li> <li>• <b>Other Organizations</b> - attend and sponsor only without the need for exhibit space</li> </ul>
Sponsor Contact & Questions	<p><b>John J. DeVoe</b>, FBINAA Director of Strategic Partnerships, Session #252  <a href="mailto:JDeVoe@FBINAA.org">JDeVoe@FBINAA.org</a>   703.632.1921</p>

## SPONSOR ACCESS PACKAGES

The following two options are designed for groups requesting access badges only as a method to participate at the Conference. These options do not include exhibit space or sponsorship of a specific Conference event or activity.



PACKAGE	PRICE	BENEFITS & INCLUSION
<b>Conference Basic Sponsor Package</b> <i>Badge Only (no exhibit space)</i>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>• <b>Conference Badge - 1</b></li> <li>• <b>Logo on screen in general session theater</b> (<i>shared display</i>)</li> </ul>
<b>Conference Premium Sponsor Package</b> <i>Badges Only (no exhibit space)</i>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>• <b>Conference Badges - 2</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> <li>• <b>Sponsor Ad Banner</b> - color banner displayed in the foyer throughout the Conference (<i>Conference prints; sponsor provides artwork messaging</i>)</li> <li>• <b>Logo on screen in general session theater</b> (<i>shared display</i>)</li> </ul>

## EVENT SPONSORSHIP

Any of the following events or activities may be available for sponsorship. FBINAA National Alliance partners receive discount pricing. National Alliance partners and confirmed exhibitors may add on a sponsorship at the indicated price. All other groups must first select a Conference Basic Sponsor Package or Premium Sponsor Package (see above) to which an event or activity below may be added.

SPONSORSHIP	RETAIL PRICE	BENEFITS & INCLUSION
<b>Gala Entertainment Sponsor</b> <i>Title or Supporting</i>	<b>\$20,000</b> <i>Title</i>  <b>\$7,500</b> <i>Supporting</i> <i>min 2 / max 3</i>	<p><i>Opportunity for an exclusive or shared sponsor recognition in support of entertainment featured at the Conference Gala. Sponsorship will enable the Conference to secure higher quality entertainment and enhance the event status.</i></p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor - 5 minutes executive remarks to audience</b></li> <li>• <b>Sponsor recognition on screen during event</b></li> <li>• <b>Pre-conference Gala entertainment sponsor recognition promotion to all attendees</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>
<b>Lunch</b> <i>Title or Supporting – one of three lunches</i>	<b>\$15,000</b> <i>Title</i>  <b>\$5,000</b> <i>Supporting</i> <i>min 3 per day / max 9</i>	<p><i>Opportunity for an exclusive or shared sponsor promotion during a main attendee lunch.</i></p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor - 5 minutes executive remarks to audience</b> (<i>exclusive option only</i>)</li> <li>• <b>Title Sponsor - App push notification</b> promoting event and sponsor on event day</li> <li>• <b>Sponsor ad displayed on printed tent promotion displayed at each lunch table</b></li> <li>• <b>Sponsor ad slide displayed on-screen during lunch</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>
<b>Saturday Welcome Reception Sponsor</b> <i>Title - Exclusive</i>	<b>\$15,000</b> <i>Title</i>	<p><i>Opportunity for an exclusive sponsor promotion during this exhibition networking event.</i></p> <ul style="list-style-type: none"> <li>• <b>Custom specialty drink station at booth</b></li> <li>• <b>Pre-conference promotion E-blast</b> - Conference created E-blast to all attendees promoting event and sponsor</li> <li>• <b>App push notification</b> promoting event and sponsor on event day</li> <li>• <b>Greet attendees at event entrance</b></li> <li>• <b>Sponsor logo displayed on event sign</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>
<b>Sunday Social Mixer Sponsor</b> <i>Title or Supporting</i>	<b>\$15,000</b> <i>Title</i>  <b>\$2,500</b> <i>Supporting</i> <i>4 minimum</i>	<p><i>Opportunity for an exclusive or shared sponsor promotion during this exhibition networking event.</i></p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor - custom specialty drink station at booth</b></li> <li>• <b>Title Sponsor - App push notification</b> promoting event and sponsor on event day</li> <li>• <b>Supporting Sponsors</b> – 50 drink tickets to give away</li> <li>• <b>Pre-conference Promotion E-blast</b> – Conference created E-blast to all attendees promoting event and sponsor(s)</li> <li>• <b>Sponsor logo displayed on event sign</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list (<i>Title option only</i>)</li> </ul>

## EVENT SPONSORSHIP (CONT.)



SPONSORSHIP	RETAIL PRICE	BENEFITS & INCLUSION
<b>Coffee Sponsor</b> <i>Title or Supporting – one of two morning coffee stations in exhibition hall</i>	<b>\$10,000</b> <i>Title</i>  <b>\$2,500</b> <i>Supporting min 2 per day / 4 total</i>	<p>Opportunity for an exclusive title or shared supporting sponsor recognition featuring one-hour coffee service at the start of the exhibition hours on Sunday or Monday.</p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor - Main coffee station to be located next to sponsor booth</b></li> <li>• <b>Title Sponsor - App push notification</b> promoting event and sponsor on event day</li> <li>• <b>Title Sponsor - Sponsor ad banner displayed at coffee station</b></li> <li>• <b>Pre-conference Promotion E-blast</b> – Conference created E-blast to all attendees promoting event and sponsor(s)</li> <li>• <b>Sponsor logo on event entry sign</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list (<i>Title option only</i>)</li> </ul>
<b>Hotel Keycard Sponsor</b>	<b>\$10,000</b> <i>Exclusive</i>	<p>Opportunity for a sponsor logo imprinted on hotel keycards provided at the main host hotels. Sponsor approves the artwork (Conference designs) and the Conference purchases the keycards.</p> <ul style="list-style-type: none"> <li>• <b>Conference designed / sponsor approved keycard artwork</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>
<b>Lanyard Sponsor</b> <i>Attendee Lanyard Sponsor – law enforcement badges</i>  <i>Guest Lanyard Sponsor – guest badges</i>	<b>\$7,500</b> <i>Attendee Lanyard</i>  <b>\$3,000</b> <i>Guest Lanyard</i>	<p>Opportunity for a sponsor logo imprinted on all law enforcement attendee or guest badge lanyards. Sponsor provides the single-color logo and the Conference purchases the lanyard.</p> <ul style="list-style-type: none"> <li>• <b>Single-color logo printed on lanyards</b></li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list (<i>Attendee Lanyard only</i>)</li> </ul>
<b>Product &amp; Services Solutions Session Sponsor</b> <i>One of three sessions as available</i>	<b>\$7,500</b> <i>Exclusive</i>	<p>Opportunity to host a 45-minute presentation. Sponsor creates the content and Conference schedules and promotes session. Presentation room for up to 150 attendees with stage and basic audio-visual services.</p> <ul style="list-style-type: none"> <li>• <b>Selection of session slot</b> (based on availability)</li> <li>• <b>Pre-conference session promotion</b> (with sponsor artwork)</li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>
<b>High Profile Ad Window Cling</b>	<b>\$2,500</b>	<p>Opportunity for display of your full-color brand ad in a prime traffic wall of windows, illuminated by natural light for attendee eyes to see – all day, every day. Sponsor provides the artwork and the Conference prints and installs the window cling. The perfect addition to your brand marketing effort.</p> <ul style="list-style-type: none"> <li>• <b>Full-color custom window cling</b> (Conference prints; sponsor provides artwork)</li> </ul>
<b>National Board Dinner Sponsor</b> <i>Title or Supporting</i>	<b>\$10,000</b> <i>Title</i>  <b>\$5,000</b> <i>Supporting 2 required</i>	<p>Opportunity for sponsor support of the dinner with FBINAA National Board Members, national office staff and guests on Friday, July 19 prior to the start of Conference.</p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor - 10 guest seats</b></li> <li>• <b>Supporting Sponsor - 5 guest seats</b></li> <li>• <b>Executive remarks to audience</b> - Title 7 minutes / Supporting 3 minutes</li> <li>• <b>Attendee Opt-in Contact List</b> - Post-conference list</li> </ul>

Click Here to Request a Sponsorship

For Sponsorship Opportunities inquiries, please contact:

**John J. DeVoe,**

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