NATIA ANNUAL TRAINING CONFERENCE & TECHNOLOGY EXHIBITION
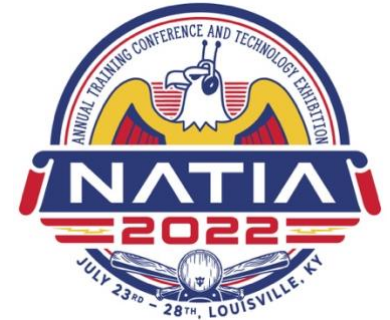
July 23 - July 28, 2022

Kentucky International Convention Center

Louisville, Kentucky, USA

Sponsorship Opportunities

NATIA'S ANNUAL TRAINING CONFERENCE & TECHNOLOGY EXHIBITION is

the only training and exhibition of its kind in existence, offering its members specialized training in techniques, procedures, equipment and issues and advanced training workshops that are not available anywhere else. The technology exhibition showcases over 155 manufacturers and distributors of state-of-the-art law enforcement and investigative support products. NATIA's 4,000 members consist of law enforcement, intelligence officers and support staff, who provide the technical operations and scientific support for hundreds of federal, state, and local agencies across the United States, Canada, as well as various foreign law enforcement agencies.

PREMIUM SPONSORSHIP BENEFITS

Elevate your exhibiting experience with awareness building conference sponsorships! Platinum, Gold, and Silver sponsorship levels cannot be purchased outright. Instead, select the sponsorship opportunities that meet your needs and you'll receive the benefits associated with your total spend below. The total value of your sponsorship investment will qualify your company for additional exposure through our premium sponsorship level benefits:

BENEFITS	PLATINUM Ⓟ $6,000+	GOLD Ⓖ $4,500+	SILVER Ⓢ $3,000+
Complimentary tote bag insert	♦		
Complimentary registrations	3	2	1
Sponsorship recognition in attendee emails	♦	♦	♦
Sponsorship recognition at main entrance	♦	♦	♦
Sponsorship recognition in exhibitor listing, mobile app and show website	♦	♦	♦
Sponsorship acknowledgement at Opening Session	♦	♦	♦
Sign placed in booth recognizing sponsorship level	♦	♦	♦
Priority points toward NATIA 2023 space selection	3	2	1

To reserve your sponsorship, please contact:
EMMA MCELHERNE | 312-265-9638 | EMCELHERNE@CORCEXPO.COM
MATT MCLAUGHLIN | 312-265-9655 | MATT@CORCEXPO.COM

PROMOTIONAL OPPORTUNITIES

TOTE BAG INSERT
$750

Include your promotional piece in the NATIA 2022 conference tote bags given out to attendees at registration. Restrictions apply.

NATIA EXHIBITION BINGO
$500, $750, $1,000

Increase foot traffic to your booth with this fun, traffic-building game! Attendees will receive a special NATIA Bingo card featuring your company's logo and booth number with their registration materials. After visiting all participating exhibitors and receiving stamps on their cards, attendees will be eligible to win a variety of prizes.
Multiple opportunities available based on investment tier:

- Sponsor Block: $500 (24 blocks available)
- Sub-sponsor: $750 (2 available)
- Main sponsor: $1,000 (1 available)

PASSPORT TO COFFEE
$2,000

Sometimes the smallest gestures can make the biggest impact! Distribute $5 Starbucks gift cards to your booth visitors and be remembered for enhancing their NATIA 2022 experience. Sponsorship includes 100 Starbucks gift cards (Value: $5.00 each) in a company- branded gift cardholder.

HAND SANITIZING STATIONS
$3,000 Ⓢ

Place your company artwork on highly frequented hand sanitizing stations throughout the exhibit hall. Add your company's name and logo to this new live event necessity. Includes double sided panels.

CONFERENCE PENS
$4,500 Ⓖ

Your company-branded pens will be distributed at registration and put to good use in the classrooms used during the training portion of the conference. Always a popular promotional item, a great pen ensures your brand makes it home with NATIA members!

MINI HAND SANITIZER
$4,500 Ⓖ

Help attendees feel safe and clean at the live conference, and put your company's name on the free, mini, branded hand sanitizer bottles given out from your booth. Sponsoring the hand sanitizer giveaway will be a smart way to get your name out to all the conference attendees during and well after the conference. Includes giveaway at your booth of 1,000 mini, branded hand sanitizers.

CONFERENCE NOTEPADS
$4,500 Ⓖ

Designed for use during NATIA 2022 training sessions, each 8.5" x 5.5" notepad will be watermarked with your company logo! Notepads will be distributed inside the conference tote bags at registration and available to attendees in session rooms.

CONFERENCE TOTE BAGS
$6,000 Ⓟ

Presented to each attendee at registration, conference tote bags will be used during and long after the conference—providing maximum marketing impact! As the sponsor, your company logo will be imprinted on all tote bags, along with NATIA 2022 logo, and you will have the option of providing one complimentary tote bag insert.

CONFERENCE LANYARDS
$6,000 Ⓟ

Lanyards provide highly visible recognition throughout NATIA 2022. Your company logo (1-color) will appear on all conference lanyards distributed to attendees at registration who are required to wear them for the duration of the conference.

HOTEL KEYCARDS
$8,000 Ⓟ

Increase your brand visibility among NATIA members with branded hotel keycards! Distributed at check-in where NATIA exhibitors and attendees are staying, the keycards will feature your company logo alongside the NATIA conference logo.

SESSIONS & EVENTS

PRODUCT SPECIFIC TRAINING
$3,000 Ⓢ
Showcase your company's latest product or service in industry technology with an exclusive 30-minute classroom session. Use this unique opportunity to represent cutting-edge opportunities for agency improvement and present the most innovative thinking in the field. A commercial pitch of your product in the classroom setting among NATIA's session training rooms is the most direct and engaging way to reach attendees. Benefits include session listing in agenda and on mobile app.

REGISTRATION BRANDING
$6,000 Ⓟ
Your company logo will appear on the NATIA 2022 Registration Unit, offering you high branding visibility as attendees arrive at the conference! Your company artwork will also be placed on every on-site registration kiosk in the registration area.

OPENING SESSION
$6,000 Ⓟ
Make your mark by sponsoring the most highly attended session of the conference, the Opening Session held on Tuesday, July 26. Benefits include signage with your company logo as attendees enter and exit the session, verbal recognition for your company from the podium, company logo next to the program listing on the NATIA member website, and your company logo will be displayed on large screens at the front of the stage during the beginning/end of session.

WELCOME RECEPTION
$8,000 Ⓟ
Offer NATIA attendees a warm welcome to this year's conference by hosting the Welcome Reception on Tuesday, July 26. Exclusive benefits include signage at all food and beverage stations, branded napkins at the bars and table tents scattered throughout.

EXHIBITOR HAPPY HOUR
$7,500 Ⓟ
Sponsor the Exhibitor Happy Hour that leads into the Exhibitor Reception. Held on Wednesday, July 27 from 4-6 pm, attendees enjoy light appetizers and refreshments in the registration area while the exhibit hall is prepared for the Exhibitor Reception. Exclusive benefits include signage at all food and beverage stations, branded napkins at the bars and table tents scattered throughout.

EXHIBITOR RECEPTION &
"RUNNING OF THE BULLS"
$10,000 Ⓟ
Easily the most fun and most highly anticipated tradition of the NATIA conference, the "Running of the Bulls" is the ceremonial opening of the Exhibitor Reception where exhibitors give away their best swag. Directly after the Exhibitor Happy Hour on Wednesday, July 27, attendees corral at the main entrance to the exhibit hall, then head in to enjoy the best the exhibitors have to offer, as well as full, open bars and heavy hors d'oeuvres. Exclusive benefits include signage at all food and beverage stations, branded napkins at the bars and table tents scattered throughout, and the opportunity to speak to the audience just before the doors to the exhibit hall are opened.

DIGITAL OPPORTUNITIES

VIRTUAL UPGRADE: COMPANY LISTING ON NATIA MEMBER WEBSITE & MOBILE APP
$1,000

Only available to exhibiting companies, this listing includes your company logo, contact details, description, and opportunity to upload collateral such as video or white papers. Your listing will be posted on the NATIA member website and on the conference mobile app to ensure maximum exposure to attendees. This activation will launch in July 2022 for new companies, or simply renew your listing from last year.

KNOW BEFORE YOU GO EMAIL
$4,000 ⓢ

Sponsor the most highly anticipated attendee email of the conference. The Know Before You Go email is sent to NATIA attendees one week before the conference and includes key information the attendees will refer back to as they navigate the event. Include your hyperlinked banner ad at the top of this email. Performance analytics will be available.

EMAIL MARKETING
$4,500 ⓖ

Send a personalized company email to all NATIA 2022 pre-show attendees. Direct email to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads, and enhance your company's exhibit experience. Your custom html will be sent on NATIA's behalf, and performance analytics will be available.

MOBILE APP PUSH NOTIFICATION
$1,500

Push notifications deliver instant results on the tradeshow floor and are a proven, proactive way to drive traffic to your booth. Send your custom message with optional hyperlinks to the entire NATIA mobile app attendee base during exhibit hall hours. Use the push notification to alert attendees to your company promotions and booth giveaways. Limited quantity available.

MOBILE APP BANNER AD
$2,000

Welcome attendees with an ad on the NATIA 2022 mobile app! Your company logo will be displayed in rotation on the top or bottom banner and will include a button that clicks directly to your site (or URL of choice). Limited number of ads are available.

MOBILE APP
$7,500 ⓟ

Sponsoring the official NATIA 2022 Mobile app is a great way to expand your opportunities to drive brand awareness at the conference. As the exclusive sponsor of the mobile app, your company logo will appear on the splash screen every time an attendee opens the app and home screen, and your banner ad with a hyperlinked URL to the website of your choice will rotate on the bottom of the screen as attendees browse different pages on the app. You'll also receive logo recognition in sponsorship page on the app, and attendee analytics will be provided after the event.