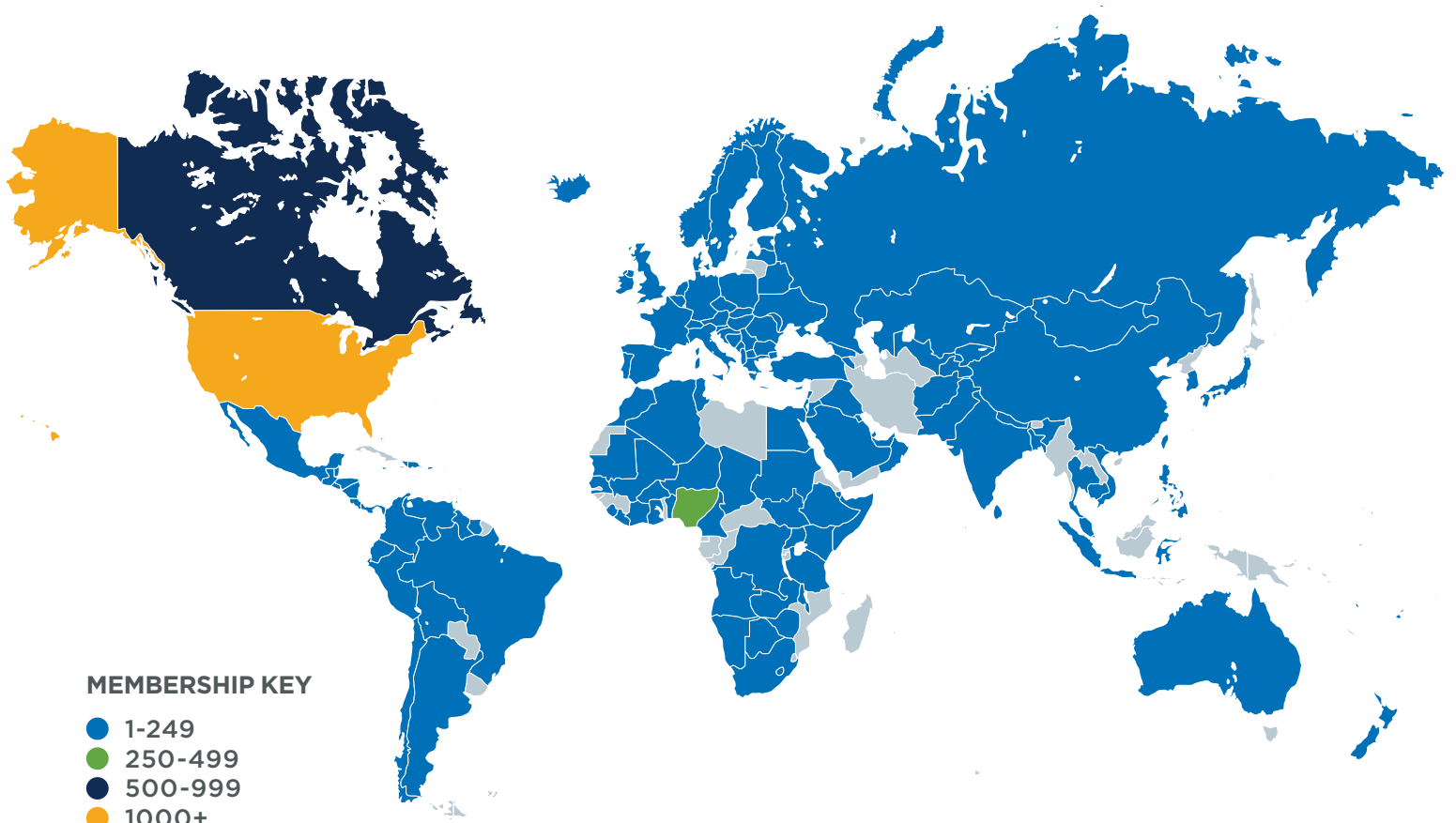


# 2024

## Sponsorship Opportunities



# IACP Presence Around the Globe



## MEMBERSHIP STATISTICS AS OF APRIL 30, 2023

  
**33,102**  
TOTAL MEMBERS

  
**19,774**  
ACTIVE MEMBERS

  
**8,268**  
ASSOCIATE MEMBERS

  
**5,060**  
LIFE MEMBERS

  
**171**  
TOTAL COUNTRIES  
REPRESENTED

For Sponsorship & Marketing Opportunities: **Nicole Buraglio**

 214-728-1851

 [sponsorship@theIACP.org](mailto:sponsorship@theIACP.org)

**2024 Sponsorship Opportunities**

# IACP 2024

OCTOBER 19-22 | BOSTON, MA

October 19-22 • Boston, MA

**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.



*\*Based on 2022 statistics*

Learn more at [www.theIACPConference.org](http://www.theIACPConference.org)

**Industry Leader Sponsor** .....**\$78,750**  
**8 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 IACP 2024
- 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 2024 attendee emails
- Recognition and web link on the IACP 2024 website
- Recognition in conference issues of the Police Chief Magazine, IACP’s association magazine
- Complimentary pre- and post-show attendee list (includes only those who select the opt-in option)

**Attendee Engagement & Branding Opportunities.....\$21,000 – \$31,500**

**Signage Package .....Upon Request**

Opportunity to create a custom opportunity for hanging banners or floor decals within the public areas of the convention center. (Exhibit Hall not included)

**Attendee Pop-Up/Engagement Experience ..... \$21,500 for a half-day experience or \$35,000 for a full day**

This sponsorship allows your company to partner with the IACP to provide a unique experience in a public space of the convention center. Whether it is a city street type of concept, such as a food truck or newsstand, or a hands-on demonstration of a product, service or technology, this opportunity will allow you to execute an immersive experience for attendees with your branding front and center. IACP must approve concept. While the experience cannot be used as a booth alternative, it can be used to drive traffic to your booth.

**Wellness Challenge.....\$31,500**

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 .....\$31,500**

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 branding in 2024.

**Event App Ad with Daily Push Notifications .....\$31,500**

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 .....\$21,000 each or both for \$31,500**

Connect Lounges offer attendees free WiFi 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 ..... \$21,000**

Be the first company to make an impression on IACP 2024 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.....\$21,000**

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). IACP plans to have WiFi access in this area.

**Wellness Lounge on Show Floor.....\$31,500**

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. IACP will provide healthy snacks and massage stations. Sponsor responsible for additional amenities.

**Conference Notebooks/Journals ..... \$31,500**

Conference Notebooks with your logo are distributed to all event attendees.

**International Delegate Lounge ..... \$21,000**

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 ..... \$21,000**

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

**Education Track Sponsor ..... \$21,000**

**Categories include: Technology, Smaller Agency, Wellness**

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 ..... \$21,000**

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 ..... \$31,500**

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 ..... \$21,000**

**1 Available**

The Concession Area on the Show Floor allows attendees to have lunch in the exhibit hall during show days. 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 ..... \$15,750**

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 Boston!**

August 16, 2024 - Sponsorship Sales Deadline (unless noted, deadline subject to change and based on availability)

## Sponsor Benefits

based on investment level at  
Annual Conference

**\$78,750    \$31,500    \$21,000    \$15,750**

	<b>\$78,750</b>	<b>\$31,500</b>	<b>\$21,000</b>	<b>\$15,750</b>
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	15	8	4	2
Tickets to Annual Banquet	10			
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 attendee list (includes only those who select the opt-in option)	Included	Included	Included	Included
Enhanced profile listing online (for exhibiting sponsors only)	Product Spotlight Package	Level 2 Package	Level 1 Package	Level 1 Package

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## Exhibitor-Only Advertising and Marketing Opportunities

(must have confirmed booth space to participate)

### Event App Banner Ad ..... \$3,675

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

### Solutions Presentation Theater (Demo) ..... \$3,675

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, on-site guide, and event app.

- One (1) 30-minute time slot reserved in the Solutions Presentation 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 app

#### Standard AV set provided includes:

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

### Client Suites (20x20) ..... \$4,200

Reserved 20x20 enclosed 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. Sponsor can choose from 3 furniture layout options.

### Bag Insert ..... \$5,000 each

Distribute your literature in bags to every attendee. Insert cannot be promo item and IACP must approve submissions. Deadlines apply. Shipping to fulfillment vendor not included. 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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