



2017 | **FLORIDA SHERIFFS ASSOCIATION**

ANNUAL PARTNER INFORMATION

Sponsoring the Florida Sheriffs Association (FSA) Conferences provides your company premium exposure to sheriffs and other decision makers in law enforcement. The Florida Sheriffs Association brings together sheriffs, command staff and others in law enforcement from the 67 counties in Florida.

EXHIBITOR GUIDELINES & INFORMATION TABLE OF CONTENTS

PARTNERSHIP LEVELS.....	3
Bronze	3
Silver.....	3
Gold.....	3
Platinum.....	3
Diamond.....	3
ANNUAL PARTNER OPPORTUNITY	4
DATES & LOCATIONS.....	4
Winter Conference*	4
Summer Conference*	4
Executive Leadership Conference (includes Fleet Admin & Vehicle Expo).....	4
REGISTRATION	4
Annual Partner	4
Conferences	5
PAYMENT	5
HOTEL.....	5
OFFICIAL SERVICE CONTRACTOR	5
SPONSOR & EXHIBITOR PROSPECTUS.....	5
PHOTOGRAPHY	5
LOGO AND AD SPECIFICATIONS	6
Logo Specifications & Instructions	6
Ad Specifications & Instructions	6
ACKNOWLEDGMENT OF TERMS AND CONDITIONS	6
FSA CONTACT	6

PARTNERSHIP LEVELS	Bronze \$4,900	Silver \$9,400	Gold \$15,400	Platinum \$23,400	Diamond \$29,900
Use of Annual Partner logo	AP Only	AP Only	AP Only	AP Only	AP Only
Listed on FSA's Annual Partner website	AP Only	AP Only	AP Only	AP Only	AP Only
Attendee pre/post report	✓	✓	✓	✓	✓
Partnership level on name badge	✓	✓	✓	✓	✓
Recognition during kickoff luncheon	✓	✓	✓	✓	✓
Recognition during sheriffs Banquet <i>(Winter & Summer Conference Only)</i>	✓	✓	✓	✓	✓
Free Subscription: The Sheriffs Star	✓	✓	✓	✓	✓
Listed on Conference website	✓	✓	✓	✓	✓
Listed in Conference program	Logo	Logo	Logo	Logo	Logo
Listed on Conference signage	Name	Name	Name	Logo	Logo
Listed in luncheon session PowerPoint	Name	Name	Logo	Logo	Logo
# of complimentary registrations	2	3	4	4	6
Guaranteed premium Exhibit Booth	Exhibit Hall	Exhibit Hall	Exhibit Hall	Exhibit Hall or Foyer	Exhibit Hall or Foyer
Link to company website from FSA Annual Partner website		AP Only	AP Only	AP Only	AP Only
One marketing piece in Conference bag <i>(Item is provided by sponsor before the FSA deadline)</i>			AP Only	AP Only	AP Only
Listed in sheriff training PowerPoint <i>(Winter & Summer Conference Only)</i>			Logo	Logo	Logo
Link to company website from Conference website			✓	✓	✓
Color Ad in Conference program			¼ page	½ page	Full page
One (1) sponsored email per year <i>(Email is sent by FSA and will be scheduled during the year)</i>				AP Only	AP Only
Company profile (150 words) in The Sheriffs Star				✓	✓
Company introduction during Conference				Determined by FSA	Determined by FSA
Company introduction during lunch at Commanders Academy					AP Only
Video advertisement at Conference <i>(Video is provided by sponsor before the FSA deadline; max 1-2 minutes)</i>					AP Only
Company logo displayed at sheriffs banquet <i>(Winter & Summer Conference Only)</i>					✓
Logo or company name on one (1) official Conference item					Determined by FSA

ANNUAL PARTNER OPPORTUNITY

An Annual Partner commits to year-round sponsorship of all major FSA conferences. Exhibit space at FSA conferences usually sells out quickly, so partnership includes guaranteed premium exhibit space and registration at the three conferences listed below. (Our partnership levels are listed on the previous page.)

Winter Conference

- 550+ participants*
- Sheriffs; former Sheriffs; Command Staff; other Law Enforcement Agency Officials

Summer Conference

- 650+ participants*
- Sheriffs; former Sheriffs; Command Staff; other Law Enforcement Agency Officials

Executive Leadership (includes Fleet Admin & Vehicle Expo)

- 400+ participants*
- Sheriffs; Command Staff; Human Resources; Finance; Jail Administrators; IT; Fleet Managers; Purchasing Agents; Emergency Vehicle Technicians

*Participants include, but are not limited to: Exhibitors; Guests; Registered Conference Attendees; Sheriffs; Speakers; Sponsors; Staff.

DATES & LOCATIONS

Winter Conference*

January 29 – February 1, 2017
Hyatt Regency (Jacksonville)

Summer Conference*

July 23 – 26, 2017
Hyatt Regency (Coconut Point)

Executive Leadership Conference (includes Fleet Admin & Vehicle Expo)

November 6 – 8, 2017
Marriot Resort Sawgrass (Ponte Vedra Beach)

*Both the Winter and Summer Conferences will have schedule changes for the 2017 year. Once the agendas are confirmed, they will be published on the conference website.

REGISTRATION

Annual Partner

Annual Partnership registration should be completed online: <https://www.regonline.com/fsa2017ap>. Please note, FSA prints a Sponsor and Exhibitor Directory for each Conference. The person registered as the Annual Partner contact will be the person listed in each Conference Directory. Please review information to be sure names and addresses are spelled correctly. All Annual Partners must register by November 15, 2016. Annual Partners will not be accepted after the deadline.

REGISTRATION cont.

Conferences

FSA will register the main contact for each conference and notify the Annual Partner his/her registration has been set up. Prior to the Conference, it is the responsibility of the Annual Partner to register all remaining company representatives for the Conference via the online registration. Name badges are required at all conference functions, including meals. The registration website is available at least 60 days prior to each Conference. Please review information to be sure names and addresses are spelled correctly. Onsite registration for staff will be an additional \$50/person.

PAYMENT

In committing to partner, Annual Partners must register by November 23, 2016. Payment is due by December 23, 2016. When registering online, please provide a credit card. You may also mail a check to:

Florida Sheriffs Association
Attn: 2017 FSA Annual Partnership
2617 Mahan Drive
Tallahassee, FL 32308

HOTEL

Annual Partnership does not include hotel reservations. FSA does contract group rates for all conference events. Information is available on the conference website at least 60 days prior to the conference.

OFFICIAL SERVICE CONTRACTOR

At least 60 days prior to each conference, Sponsors & Exhibitors can download the Exhibit Service Manual from the official Service Contractor, Gilbert Exposition Management Services (GEMS) online. The manual contains complete information and order forms for all exhibit services, including electricity and internet. Arrangements and additional fees are coordinated directly through GEMS.

SPONSOR & EXHIBITOR PROSPECTUS

Prior to each Conference, FSA releases the Sponsor & Exhibitor Prospectus. The prospectus contains important, conference specific information, as well as, general conference policies and procedures. A sponsor and exhibitor must agree to all terms within the prospectus prior to each Conference. The Florida Sheriffs Association will no longer accept vendor no booth registrations; vendors who show up without a confirmation and booth number prior to the conference, will no longer be accommodated onsite.

PHOTOGRAPHY

All conference photography, including inside the exhibit hall, is carried out by the official photographer of the Florida Sheriffs Association. Sponsors & Exhibitors agree that FSA may utilize all images, including images of the exhibitor's booth, products, and employees, as they see fit in communication and marketing materials for future conferences. If you want to promote images of your company on Twitter, don't forget to tag us @FLSheriffs.

LOGO AND AD SPECIFICATIONS

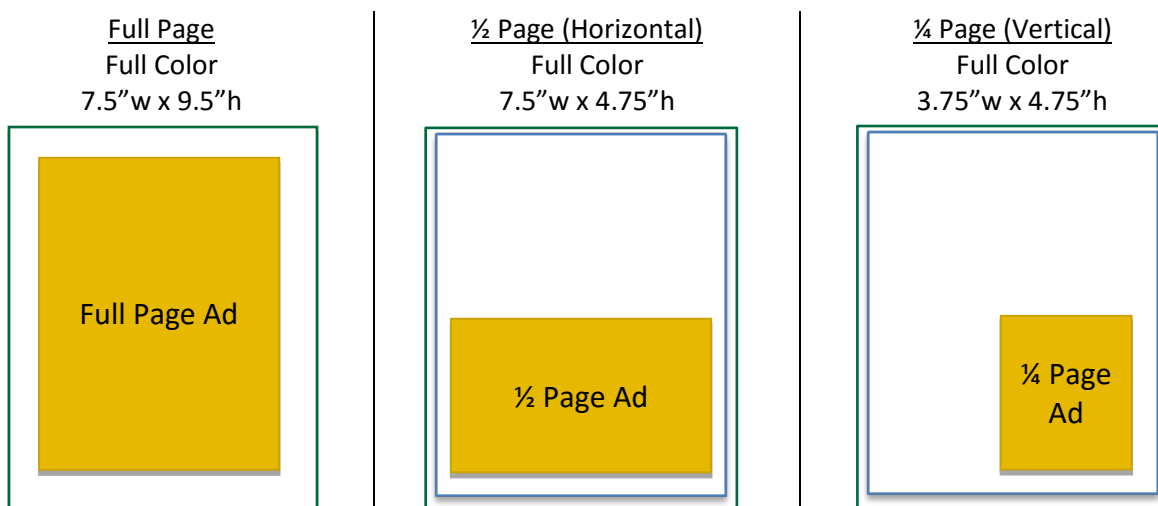
Logo Specifications & Instructions

FSA requests two logos for the following specifications:

1. Printed materials
 - a. A logo converted to CMYK color space
 - b. Commercial print quality (300 PPI) vector graphic (either Adobe Illustrator or EPS formats)
2. Web and Electronic Media
 - a. A logo with RGB color space
 - b. Full size, rather than pre-sized (at least 400 pixels wide) in high-quality (or better) JPG, GIF or PNG format
 - c. Transparent background if possible

Ad Specifications & Instructions

- Ads do not bleed
- Ads will be accepted in PDF format or high resolution JPG only
- Resolution must be at least 300 dpi
- Embed or outline all fonts
- All ads for printed materials should be full color and converted to CMYK color space; no spot colors



ACKNOWLEDGMENT OF TERMS AND CONDITIONS

By registering as an Annual Partner, all terms and conditions included in this Annual Partnership package are acknowledged and accepted.

FSA CONTACT

Abby Andersen, CMP
Meetings and Conference Manager • Florida Sheriffs Association
850.877.2165 • aandersen@flsheriffs.org