



# 2024 National School Safety Conference

Featuring the 36th Annual D.A.R.E. International Training Conference

## Exhibitor Prospectus



### Conference Partners



[www.schoolsafety911.org](http://www.schoolsafety911.org)

# BECOME A CONFERENCE SPONSOR

## Set Yourself Apart from the Competition

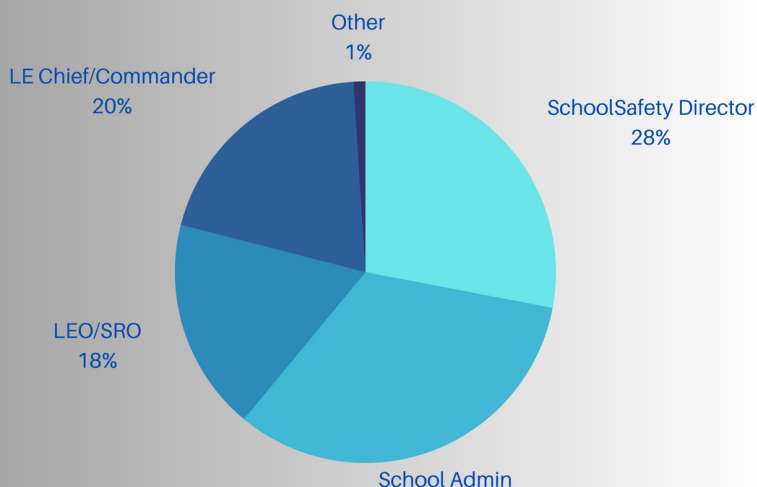
Becoming a sponsor at the 20th Annual 2024 National School Safety Conference, host of the International D.A.R.E Training Conference in Orlando, Florida July 29 – August 2, builds visibility for your brand, connects you with the nation's school safety leaders, and gives you a forum to share your company's expertise. Whether you are trying to reach school districts and law enforcement agencies at the national or international level, aligning your company with the largest school safety conference in the nation will win your brand valuable exposure to over a thousand attendees, including school security leaders, school administrators, law enforcement leaders, DARE Officers and SRO's.

Sponsors of the 20th Annual 2024 National School Safety Conference are a valuable resource for our attendees to gain insight to the latest knowledge and solutions in school safety, security, and crisis response. We work personally with all our sponsors to design and develop a personalized sponsorship plan to meet your marketing and advertising growth goals and budget. Whatever your marketing goal is, we can personalize a sponsorship plan to best suit your needs. View our current sponsorship opportunities and please contact us if you are interested in sponsoring or have any questions.

### All Conference Sponsorships Include:

- Your company's logo and name are prominently displayed on conference signage.
- Your company's logo projected in rotation on the screen during the conference.
- Listing in the conference app
- Sponsor tabletop plaque for exhibit booth
- Article or (1) page insert in registration material.
- Onsite sponsor ribbons

### ATTENDEE BREAKDOWN



# Sponsorship Packages

## 20th Anniversary Pool Party Sponsorship

**\$45,000**

**Tuesday July 30th (Dedicated Sole Sponsorship)**

The main conference reception provides your company with unmatched and exclusive exposure with this premiere kick-off to the conference. This event will offer attendees from all over the world from both conferences the chance to network, connect with the sponsor, and enjoy hors d'oeuvres, entertainment, and drinks following the official conference kick off day.

### Sponsorship Includes:

- Complimentary premium 10x10 exhibit booth space in VIP Area
- Welcome remarks at conference opening ceremony (5 min. max)
- Speaking time during reception
- Company co-branding on reception materials and advertising
- Conference educational breakout session
- Company logo and hyperlink in (4) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during opening ceremony and at other times during conference.
- Conference signage identifying company as reception sponsor.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference
- Social media acknowledgement of sponsorship

**SPONSORSHIP SOLD**

## Exhibit Hall / Welcome Reception Sponsors

**\$7,500**

**Monday July 29th (Multiple Available)**

Immediately following the pre-conference sessions, be a sponsor of the event that kicks off the 20th Annual 2024 National School Safety Conference. Energy is at a conference high during this exhibit hall reception where all attendees are welcomed. Be the sponsor of this event to increase branding and visibility, interact with attendees, and most importantly, let attendees know you are there!

### Sponsorship Includes:

- Upgrade of paid booth to premium 10x10 exhibit booth space in VIP Area
- Speaking time during reception
- Company co-branding on reception materials and advertising
- Company logo and hyperlink in (4) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during opening ceremony and at other times during conference.
- Conference signage identifying company as reception sponsor.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference
- (10) Reception premium drink tickets to be distributed to clients

# Sponsorship Packages

## National School Safety Town Hall Meeting Sponsor

**\$30,000**

**Wednesday July 31st (Dedicated Sole Sponsorship)**

The National School Safety Town Hall Meeting is the cornerstone of the conference where the most important and timely topics in school safety, emergency management, and school violence prevention are discussed with between our esteemed panel of experts and our attendees.

### **Sponsorship Includes:**

- Company representative seat on the expert panel
- Company ability to collaborate on discussion topics.
- Upgrade of paid booth to premium booth in VIP Area
- Company co-branding on town hall meeting materials and advertising
- Company logo and hyperlink in (4) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during opening ceremony and at other times during conference.
- Conference signage identifying company as town hall meeting sponsor.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

## Keynote Session Sponsor

**\$15,000**

**(3 Sponsorships Available)**

Become the sponsor of one of our (3) keynote general sessions and your company's representative will have the opportunity to address the attendees while introducing one of the nation's top keynote speakers.

### **Sponsorship Includes:**

- Upgrade of paid booth to premium booth in VIP Area
- Company co-branding on keynote presentation promotions and advertising
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during opening ceremony and prior to sponsored keynote presentation.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

# Sponsorship Packages

## Conference Attendee Registration Bags

**\$10,000**

**(Dedicated Sole Sponsorship)**

Our convenient conference bags are distributed to every attendee of both conferences during registration, serving as a practical way to transport materials throughout the conference as well as use when the conference is over. Your logo will be prominently featured on one side, while the conference logo will adorn the other. Plus, you'll have the opportunity to include one bag insert, such as a flyer, promotional item, coupon, etc. in each bag.

**Sponsorship Includes:**

- Upgrade of paid booth to premium booth in VIP Area
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo is displayed on presentation screen during the opening ceremony and at additional times during the conference.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

## Pre-Conference Session Sponsor

**\$ 7,500**

**(1 Sponsorships Available)**

Become the sponsor of one of our very popular and attended pre-conference sessions and your company's representative will have the opportunity to address the attendees while introducing the session speaker.

**Sponsorship Includes:**

- Upgrade of paid booth to premium booth in VIP Area
- Company co-branding on selected pre-conference promotions and advertising
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during opening ceremony and prior to sponsored pre-conference presentation.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

# Sponsorship Packages

## Conference Registration Area Sponsor

**\$5,000**

**(Dedicated Sole Sponsorship)**

Do you want attendees to know your organization is at the 2024 National School Safety Conference when they make their way to registration to receive their name badges? Be the exclusive sponsor of the registration area! Your logo will be prominently displayed throughout the registration area to welcome our attendees and have the opportunity to provide a promotional item on all registration counters.

**Sponsorship Includes:**

- Company co-branding on select conference promotions and advertising.
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during the opening ceremony.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

## Exhibit Hall Ice Cream Social

**\$10,000**

**Tuesday July 30th (Dedicated Sole Sponsorship)**

Your company signs will be placed at the front of the exhibit hall while attendees' stream in to enjoy an afternoon sweet treat. If desired, your staff can personally be in hand out the ice cream bars. You'll be able to relax and chat with them while you're being thanked in the exhibit hall!

**Sponsorship Includes:**

- Company co-branding on ice cream social promotions and advertising
- Company will have the option to provide branded napkins for use during the event.
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on the presentation screen during the opening ceremony.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

**SPONSORSHIP SOLD**

## ***CUSTOMIZE YOUR CONFERENCE SPONSORSHIP***

***DO YOU HAVE SPECIFIC NEEDS OR AN IDEA TO SHOWCASE YOUR COMPANY OR PRODUCT AT THE LARGEST NATIONAL SCHOOL SAFETY CONFERENCE IN THE NATION? WE CAN CUSTOMIZE A SPONSORSHIP PACKAGE TO FIT ANY BUDGET OR NEED.***

***PLEASE CONTACT US AT [ADMIN@SCHOOLSAFETY911.ORG](mailto:ADMIN@SCHOOLSAFETY911.ORG) TO DISCUSS YOUR NEEDS.***

# Sponsorship Packages

## Exhibit Refreshment Breaks

**\$4,000**

### Throughout Exhibit Hall (Dedicated Sole Sponsorship)

We all know that attendees run on coffee. Be the one that gives them this fuel by sponsoring coffee, iced tea, and lemonade breaks during the exhibit hall. Relax with attendees in the exhibit hall while your signs are at each station and you're recognized verbally over the speakers.

Station locations TBD.

### Sponsorship Includes:

- Company will have the option to provide branded napkins for use during the event.
- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during the opening ceremony.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference

## Conference Lanyards/Badge Holders

**\$5,000**

### (Dedicated Sole Sponsorship)

Put your company name on prominent display on our conference badge holders. Badges are worn by all attendees and exhibitors throughout the conference and are required to enter any conference event.

### Sponsorship Includes:

- Company logo and hyperlink in (2) conference promotional email blasts (est. 105,000)
- Company logo displayed on presentation screen during the opening ceremony.
- Company logo displayed on conference page with hyperlink.
- Push notification on mobile app during conference





# ***SCHOOL SAFETY ADVOCACY COUNCIL CORPORATE PARTNERSHIP PROGRAM***

The School Safety Advocacy Council (SSAC), the recognized national leader in school safety services and training, was established in 2005 with the goal of providing the highest quality school safety consulting, training, and emergency management services to school districts, law enforcement agencies and communities.

The School Safety Advocacy Council is the host of the largest conference in the nation addressing all aspects of school safety, the Annual National School Safety Conference and Exposition, which in 2024 will be our twentieth anniversary conference. As part of our effort to include all stakeholders in solutions we partner with D.A.R.E, and the National Association of School and Campus Police Chiefs for this annual conference, which draws approximately 1,400 professionals from around the world. In addition to the National School Safety Conference, we are also the host of the National Conference on Active School Threats, which we will host three across the nation in 2024, and the National School Safety Executive Leadership Academy, both focused on education and law enforcement working together to improve school safety and emergency response. We are the only school safety organization to be selected to proudly partner with the Federal Bureau of Investigations National Academy Associates (FBINA) to present active school shooter training nationwide.

The School Safety Advocacy Council partners with some of the largest school districts in the nation and has become the “go-to” experts in assisting school districts, law enforcement agencies, and communities improve their school safety. Having successfully partnered with districts such as Los Angeles Unified School District ( 1st largest district in nation), Clark County School District (4th largest district in nation), Hawaii Department of Education (13th largest school district in the nation), Wake County Public Schools (14th largest district in nation), and Washoe County School District (59th largest district in nation) exemplifies the reach and reputation the School Safety Advocacy Council possess.

Our team strives to make certain that your investment in becoming a School Safety Partner brings you the visibility and competitive edge your organization/company deserves. Imagine, your CEO/President welcoming our attendees on a National Stage? Your Corporate Banners and Logos displayed on the [Schoolsafety911.org](https://www.schoolsafety911.org) website? An article announcing your becoming an Approved School Safety Partner, e-mailed out to over 100,000 school safety professionals? This is just a small part of what becoming a “Approved School Safety Partner” includes.





# **SCHOOL SAFETY ADVOCACY COUNCIL CORPORATE PARTNERSHIP PROGRAM**

As an Approved School Safety Partner, you would receive upgraded status and benefits at.

## **2024 20th Annual National School Safety Conference featuring the DARE International Training Conference**

- Listed on all conference related publications and signage as conference partner.
- Discounted sponsorship opportunities
- (1) Conference breakout session
- Welcome speaking time during opening general session.
- Complimentary Premiere exhibit booth space
- (4) Full Conference Registrations
- (1) insert in conference registration bag
- Company listed as partner on conference email blasts (Approx. 110,000+)
- Conference app push notification during conference
- Partnership plaque to display at conference exhibit booth.

## **2024 National Conference on Active School Threats (3 scheduled in 2024)**

- Listed on all conference related publications and signage as conference partner.
- Welcome speaking time during opening general session.
- Discounted sponsorship opportunities
- Complimentary premiere exhibit booth space
- (4) Full Conference Registrations
- (1) insert in conference registration bag
- Company listed as partner on conference email blasts (Approx. 110,000+)
- Conference app push notification during conference
- Partnership plaque to display at conference exhibit booth.

## **Approved School Safety Partners would also receive:**

- Company listed as partner with logo and link on main page of SSAC website.
- Preferred product recommended to all SSAC assessment and training customers.
- Complimentary exhibit space at any regional conferences or events
- Company literature available out at all SSAC training events
- Use of SSAC as subject matter experts for product assistance (amount TBD)
- Availability of SSAC staff for press comments regarding product/company
- Discounted use of SSAC experts for training, consultation, or appearances
- Discounted customized promotion and marketing services.

## CONFERENCE RULES & REGULATIONS

**RESERVING EXHIBIT SPACE** To register for exhibit space, select your desired booth and complete the Exhibitor Registration form at [www.schoolsafety911.org](http://www.schoolsafety911.org) and submit a credit card for payment in full.

**CONTRACT FOR SPACE** By completing the registration for Exhibit Space for the 2024 National School Safety Conference, the company, organization, association and management company (collectively referred to as “exhibitor” or “exhibit”), acknowledge they have fully read and agree to comply with all information provided in the Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the registration process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of SSAC and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SSAC.

**CANCELLATIONS AND REDUCTIONS** Cancellations must be made in writing and sent to School Safety Advocacy Council, PO Box 1225 Salem, NH 03079 Any exhibitor who wishes to cancel or reduce space before April 1, 2024, will be charged 50% of the booth fee for the space reduced or the booth cancelled. Requests for cancellation or reduction of space received on or after April 1, 2024, will result in no refund.

**NO SHOWS** Exhibitors with reserved exhibit space, who do not inform SSAC in writing of their inability to exhibit prior to the exhibit hall opening, will, forfeit all payments for booth rental and may not be eligible to exhibit at future SSAC conferences.

**RELOCATION OF EXHIBITS AND FLOOR PLAN REVISIONS** SSAC reserves the exclusive right to revise the exhibit hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by SSAC. .

**PRESENTATION** All exposed parts of displays must present an attractive appearance when viewed from the aisles or from adjoining exhibits and must not be objectionable to other exhibitors or SSAC. The exhibit room is carpeted. No roofing or floor covering may be used to span an aisle without special prior permission and approval from SSAC.

**SIGNAGE** Exhibit signs are permitted only within the confines of the booth. SSAC strictly prohibits the display of signage of any type by exhibitors throughout the official conference hotel(s). The general contractor can handle advance orders of signs.

**FIRE REGULATIONS** All material used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances and meet regulations established by the National Association of Fire Underwriters.

**CONDUCT** The conduct of each exhibit is subject to the approval of SSAC, which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate to the 2024 National School Safety Conference. This regulation also applies to displays, literature, advertising, novelties, souvenirs and the conduct of representatives, etc. All exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations.

**NOISE** Electric or other mechanical apparatus must be muffled so any noise does not interfere with other exhibits. Exhibit representatives must keep their messaging and voice to a level that is not disruptive to neighboring exhibits and does not discourage attendees.

**EXHIBIT/PROMOTIONAL ACTIVITY** · All exhibits must be constructed or arranged so as to accommodate their visitors within the booth area. Aisles must be kept free of obstructions. · No person, firm or agency who is not an official exhibitor may display or demonstrate products or services, solicit orders or distribute advertising material within any facility contracted by SSAC for its 2024 National School Safety Conference. · Subletting, assignment or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitor may permit any other party to exhibit any goods or services other than those manufactured or handled by the contracting exhibitor in its space nor permit the solicitation of business by others within that space. · No exhibitor may enter another exhibitor’s booth without permission. · Each exhibiting company has only a terminable license to exhibit. If SSAC determines that an exhibitor has failed to comply with any rule, or that the exhibit is not in good taste to SSAC, SSAC can terminate this license and close the exhibit without notice and no refund of fees will be paid.

**DISTRIBUTION OF MATERIALS** No canvassing or distributing of advertising matter will be allowed outside an exhibitor’s own booth space without pre-approval by SSAC Exhibit Management. Instructions on how to submit your materials distribution request for approval will be included with your exhibit booth assignment confirmation.

**PHOTOGRAPHY / VIDEOTAPING** Photographing or videotaping of any SSAC conference activities is prohibited without prior written approval by SSAC. Photographing or videotaping another exhibitor’s equipment or display without that exhibitor’s permission is forbidden. SSAC, its agent or security will confiscate the recorded or captured images of any exhibitor who violates these rules. SSAC  
**NAME AND LOGO** The SSAC name and logo are the exclusive property of SSAC. They may not be used in any way, e.g. promotional literature, giveaways, by anyone else for any purpose without specific written approval from SSAC. SSAC

**ENDORSEMENT** Distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by SSAC.

**EXHIBIT STAFF REGISTRATION** All personnel affiliated with an exhibit must be pre-registered for an exhibitor staff badge. Instructions on how to submit your exhibitor staff badges registration are in the online registration form. Admission to the exhibit hall and sessions will be by SSAC conference badge only Each representative who is issued an exhibitor's badge must be employed by the exhibitor. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered for an exhibit booth staff badge. Exhibitor badges are not to be issued to registrants who should pay the registration fee.

**EXHIBITOR SERVICE KITS** An Exhibitor Service Kit, which includes forms for ordering the following services: furniture, electric, telephone, plants, booth cleaning, audiovisual and labor, as well as regarding shipping and material handling, will be forwarded to each exhibiting company. Online login information for the ordering of services and equipment will be included in this Exhibitor Service Kit. Booth cleaning services are the responsibility of the exhibitor. This includes vacuuming and garbage remove, which, if required, must be ordered using the form that will be provided in the Exhibitor Service Kit. Arrangements will be made by SSAC Exhibit Management to have aisles cleaned.

**CONTRACT OBLIGATIONS** By completing the 2024 National School Safety Conference Exhibit Space registration for the 2024 National School Safety Conference, the exhibitor and management company (collectively referred to as "exhibitor" or "exhibit"), acknowledge that they have fully read and agree to comply with all information provided in this Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the registration process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of SSAC and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SSAC under terms of this agreement and no booth space will be provided.

**RELEASE OF LIABILITY** The School Safety Advocacy Council and each of their officers, directors, agents and employees (individually and collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, including exhibits, equipment, personal belongings, etc. except for personal injury, death or loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and all claims, losses, or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises and agrees to indemnify and hold harmless the Released Parties against any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties. To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed.

**INSURANCE** Exhibitors who wish to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident or loss of any kind, must do so at their own expense. The School Safety Advocacy Council does not carry insurance of any sort on the exhibit or other property of exhibitors and the above referenced entities assume no liability for loss or damage thereto from any cause.

**INDEMNIFICATION** The exhibitor agrees to indemnify, protect, save and keep the School Safety Advocacy Council (SSAC), subsidiaries and affiliates and each of their officers, directors, agents, and employees (individually and collectively the "Indemnified Parties") forever harmless from any and all claims for personal injury or death, or losses or damages to property in connection with the exhibitor's participation in the SSAC 2024 National School Safety Conference and any and all losses, damages or charges imposed for violation of any law or ordinance by the exhibitor or exhibitor's employees or agents, as well as to strictly comply with the applicable terms and conditions contained in the agreement(s) regarding the exhibition premises except for any claims or losses that arise from the gross negligence or willful misconduct of SSAC. Further, exhibitors shall at all times protect, indemnify, save and keep harmless the Indemnified Parties from any and all loss, cost, damage, liability or expense which arise out of, from or by reason of any act or omission of the exhibitor or exhibitor's employees or agents.

**FORCE MAJEURE** It is mutually agreed that in the event that SSAC should find it necessary to cancel or postpone the SSAC 2022 National School Safety Conference for any reason, including but not limited to low registration, disease, strikes, acts of nature, war, terrorist acts or other circumstances beyond SSAC's control, this agreement will be terminated immediately and SSAC shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible or credit towards future conference, after due consideration of expenditures and commitments already made.

**CANCELLATION OF EXHIBITORS** SSAC reserves the right to cancel any exhibitor from attending its conference if it deems the exhibitor is inappropriate for the participants. SSAC reserves the right to refuse any exhibit application and/or exhib

