

# Campus Safety CONFERENCE 2020

**WEST**

JUNE 15-17

**EAST**

JULY 12-14

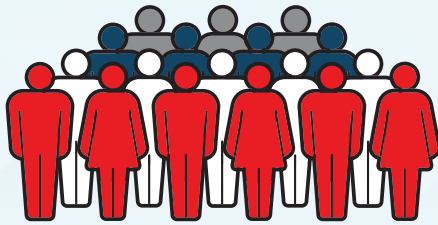
**TEXAS**

JULY 26-28

## SPONSOR PROSPECTUS



[CampusSafetyConference.com](https://CampusSafetyConference.com)



**900+**  
ATTENDEES OVERALL  
(300+ PER LOCATION)

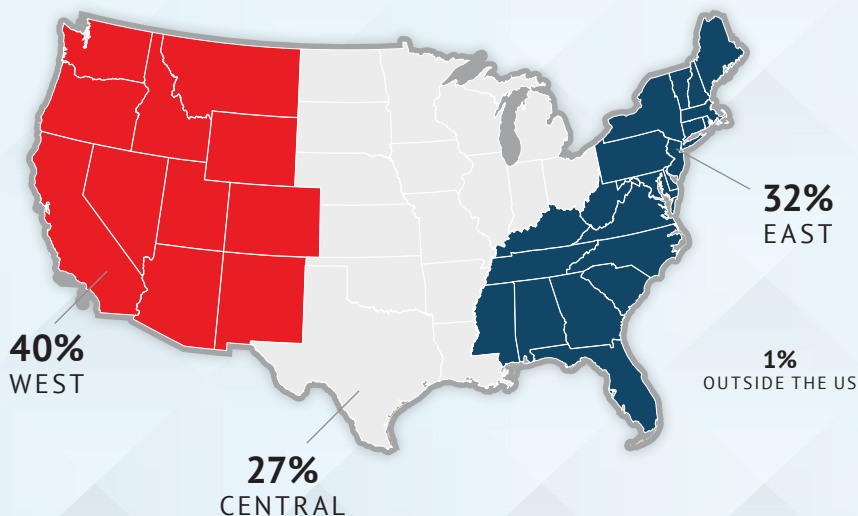


**47%**  
K-12

**53%**  
HIGHER ED



**70%**  
DECISION MAKERS



## CAMPUS SAFETY CONFERENCE (CSC)

Campus Safety Conference (CSC) is a 2½ day conference that features the latest training, tools, and resources for safety, security, technology, emergency management, and all those who are involved in the safety and security of their K-12 school or Higher Ed campus.

CSC brings together a variety of professionals representing schools and campuses from 1,000 to 50,000+ students from across the country and outside the US.

This conference provides educational and interactive sessions on real-life case studies, best practices, technology solutions, and topics such as mental health, threat assessments, active shooter response, emergency preparedness, and more!

### DATES AND LOCATIONS

**EAST:** July 12-14

**WEST:** June 15-17

**TEXAS:** July 26-28

### CSC20 SCHEDULE

**Day 1:** Pre-Conferences (optional add-on) followed by Welcome Reception

**Day 2:** Conference and Sponsor Showcase followed by Networking Reception

**Day 3:** Workshop Only

*\*To maximize networking opportunities, CSC highly recommends sponsors attend the conference and the networking events in addition to the Sponsor Showcase.*

### HOURS FOR SHOWCASE

**WEST:** June 15-17 in Las Vegas, NV

**EAST:** July 12-14 in Bethesda, MD

**TEXAS:** July 26-28 in San Antonio, TX

**5-7PM**

June 15

July 12

**10-5PM**

June 16

July 13

July 27 (10-7PM)





## WHO WILL YOU SEE?

- ◆ Chief/Assistant Chief of Police
- ◆ Deputy Chief
- ◆ Lieutenant
- ◆ Sergeant
- ◆ Liaison
- ◆ Program and Intelligence Analyst
- ◆ Supervisory Special Agent (SSA)
- ◆ Emergency/Risk Manager
- ◆ Director/Assistant Director - Facilities
- ◆ Director/Assistant Director - Operations
- ◆ Director/Assistant Director - IT/Technology
- ◆ Director/Assistant Director - Communications
- ◆ Director/Assistant Director - Safety and Security
- ◆ Director/Assistant Director- Administrative Services
- ◆ Director/Assistant Director - Purchasing
- ◆ Director/Assistant Director - Finance
- ◆ Director/Assistant Director – Residence
- ◆ Chief/Director/Assistant - Business Offices Services
- ◆ Police Officer
- ◆ School Resource Officer (SRO)
- ◆ Security Officer/Supervisor
- ◆ Public Safety Officer/Supervisor
- ◆ Coordinator – Safety and Security
- ◆ Superintendent/Assistant Superintendent
- ◆ Chief Information Officer (CIO)
- ◆ Dean/Assistant Dean/Director/VP – Students Affairs
- ◆ Dean/Assistant Dean/Director/VP – Residence Life
- ◆ Principal/Assistant Principal
- ◆ Title IX Coordinator
- ◆ Clery Coordinator
- ◆ Counselor
- ◆ Plus more!

## 2019 SPONSORS SAID

### REASON THEY SPONSORED

- 52%** LEAD GENERATIONS
- 27%** BRAND AWARENESS
- 21%** NETWORKING OPPORTUNITIES

### FEEDBACK

- 99%** OVERALL SATISFACTION
- 90%** QUALITY TABLETOP TRAFFIC
- 88%** VALUABLE NETWORKING OPPORTUNITIES

“

**I found the attendees to be both engaging and of a level where real decision could be made within reasonable time frames that make shows like this worth every dollar invested.**

—Ian Bannister, Director of Business Development,  
Window Film Depot

”

## ◆ PACKAGE UPGRADES ◆

After purchasing your tabletop, consider upgrading to any of the following packages ►



### ◆ EVENT

Package Price: \$26,220 (per location)

1 Available (for all locations)

- ◆ Headline as the Event and Wifi Sponsor
- ◆ Headline as the Registration Sponsor
- ◆ Features above PLUS exclusive logo recognition registration website, portal and confirmation e-mails.
- ◆ Testimonial in the save the date press release
- ◆ Exclusive logo recognition and testimonial in the keynote announcement e-mail.
- ◆ Logo recognition on attendee's name badges
- ◆ Exclusive logo recognition in pre-event attendee e-mail (1 week prior)
- ◆ 2 Inserts in the Conference bag (sponsor to provide and get approval)
- ◆ 20-Minute presentation on the main stage at the conference kick-off prior to the Keynote (presentation must be approved by CSC)
- ◆ 1 Seat drop at the session (sponsor to provide and get approval)
- ◆ Logo recognition on the wifi tent cards
- ◆ Logo Recognition on "Thank You" signage
- ◆ Dedicated interview with CSC
- ◆ Logo recognition and shout out in the post-conference e-mail
- ◆ Social media shout out
- ◆ 4 Staff passes to the conference plus meals and networking events
- ◆ Logo recognition on schedule website page and attendee guide
- ◆ 1 tabletop in VIP location with access to Wi-Fi

### ◆ DAY 2 KEYNOTE

Package Price: \$6,220 (per location)

3 Available (1 per location)

- ◆ Headline as the Day 2 Keynote Sponsor
- ◆ Exclusive recognition and testimonial in the keynote press release
- ◆ Exclusive recognition and testimonial in keynote announcement e-mail.
- ◆ 10-Minute presentation on the main stage on day 2 of the conference prior to the Keynote (sponsor to provide and get approval)
- ◆ 1 Seat drop at the session (sponsor to provide and get approval)
- ◆ 4 Staff passes to the conference plus meals and networking events
- ◆ Logo recognition on schedule website page and attendee guide
- ◆ 1 tabletop in VIP location with access to Wi-Fi

### ◆ CONFERENCE TRACK

Package Price: \$6,220 (per location)

12 Available (4 per location)

Or Session only for \$2,000

- ◆ Headline as the track sponsor
- ◆ 8-Minute presentation before the first session OR a 2 Minute Video before every session in that track (sponsor to provide and get approval)
- ◆ Logo recognition on all presenter's cover slides in that track
- ◆ Materials at tables
- ◆ 1 Insert in the show bag (sponsor to provide and get approval)
- ◆ 4 Staff passes to the conference plus meals and networking events
- ◆ Logo recognition on schedule website page and attendee guide
- ◆ 1 tabletop in VIP location with access to Wi-Fi

### ◆ PRE-CONFERENCE

Package Price: \$6,220 (per location)

3 Available (1 per location)

- ◆ Pre-Conference list 1 week prior (name, title and school)
- ◆ Opportunity to have a representative on the panel of the Pre-Conference
- ◆ Full Pre-Conference attendee list (post conference)
- ◆ Materials at tables

- ◆ Logo recognition in the pre and post Pre-Conference e-mail (1 week prior)
- ◆ 4 Staff Passes to the Pre-Conference
- ◆ 1 Handout at the Pre-Conference (sponsor to provide and get approval)
- ◆ Headline as the Welcome Reception Sponsor
- ◆ Logo recognition in the Welcome Reception invitation e-mail
- ◆ 1 Downloadable document on the Pre-Conference resource page
- ◆ 4 Staff passes to the conference plus meals and networking events
- ◆ Logo recognition on schedule website page and attendee guide
- ◆ 1 tabletop in VIP location with access to Wi-Fi

## ◆ NETWORKING RECEPTION

Package Price: \$11,220 (per location)

3 Available (1 per location)

- ◆ Headline as the Networking Reception Sponsor
- ◆ Logo recognition in reception e-mail invitation to attendees
- ◆ Materials at tables
- ◆ Specialty beverage named after sponsor
- ◆ Signage and specialty beverage with logo recognition at bar
- ◆ Opportunity to deliver the toast at beginning of reception
- ◆ Opportunity to provide glassware, napkins, additional signage at reception
- ◆ Opportunity to be the Exclusive Grand Raffle Prize Sponsor Provider (*sponsor to provide prize and get approval*)
- ◆ Recognition in the post reception e-mail
- ◆ 4 Staff passes to the conference plus meals and networking events
- ◆ Logo recognition on schedule website page and attendee guide
- ◆ 1 tabletop in VIP location with access to Wi-Fi

## ◆ WORKSHOP

Package Price: \$6,220 (per location)

12 Available (4 per location)

- ◆ Workshop list 1 month prior (name, title and school)
- ◆ 10-Minute presentation before the Workshop (*must get approval*)
- ◆ 1 Handout at the Workshop (*sponsor to provide and get approval*)
- ◆ Materials at tables
- ◆ Recognition in the Workshop e-mail (1 week prior)
- ◆ Workshop list 1 week prior (name, title and school)
- ◆ Full Workshop list (post conference)
- ◆ 1 Downloadable document on the Conference resource page

## ◆ HOT TOPICS

Package Price: \$2,000 (per location)

18 Available (6 per location)

- ◆ Participate in lively discussion with expert presenter
- ◆ Materials at tables
- ◆ Logo recognition on schedule website page
- ◆ Logo recognition on signage
- ◆ Logo recognition on the schedule page in the attendee guide
- ◆ 2 Staff Passes to the Conference plus meals and networking events
- ◆ 1 Tabletop display with access to wifi
- ◆ Full attendee list (post conference)

## ◆ TABLETOP DISPLAY

Package Price: \$3,780 (per location)

156 Available! (52 per location)

- ◆ 2 Staff Passes to the Conference plus meals and networking events
- ◆ 1 Tabletop display with access to wifi
- ◆ Full attendee list (post conference)

## ◆ SAFETY APP ZONE

Package Price: \$2,520 (per location)

27 Available! (7-10 per location)

- ◆ 1 Highboy table with access to wifi
- ◆ 1 Staff Pass to the Conference plus meals and networking events

# ALL UPGRADES INCLUDE

- ◆ Logo recognition on the sponsor page with company description and link to company's website
- ◆ Logo recognition on schedule website page
- ◆ Logo recognition on the sponsor page of the attendee guide
- ◆ Recognition on the schedule page of the attendee guide.
- ◆ Logo recognition on event signage
- ◆ Opportunity to submit a "selfie" video
- ◆ VIP prices to invite prospects
- ◆ Access to discounted rates at the host hotel (conference location)
- ◆ Opportunity to participate in raffles (*Logo recognition on signage, attendee guide and sponsor floor plan, raffle tickets to hand out to attendees and opportunity to draw and present the prize during the Networking Reception (sponsor to provide and get approval)*)

## CUSTOM PACKAGES AND ADD-ONS

*Gain exposure BEYOND THE TABLETOP!*

- ◆ Shared Tabletop Fee: Price of package **PLUS** \$1,000 (per location)
- ◆ Networking Breaks: \$5,220
- ◆ Notebooks and Pens: 3 available (1 per location) \$2,500
- ◆ E-blast: \$1,000 per e-blast
- ◆ Conference Bags: \$1,200
- ◆ Lanyards: \$6,000
- ◆ Lunch: \$8,220
- ◆ Plus more!

## IMPORTANT

All sponsors  
**MUST** buy one  
◀ of these

### THOUGHT LEADERSHIP PROGRAM

#### Longest Exposure Opportunity!

#### Contact Us for Pricing Limited to 5 Sponsors!

- ◆ Exposure from January - December 2020
- ◆ Logo on CSHQ home page
- ◆ ROS Banner on CSHQ
- ◆ Logo recognition on the sponsor page with company description and link to company's website
- ◆ One downloadable whitepaper
- ◆ Logo in monthly newsletter
- ◆ 2 Minute product video included in the library  
(produced by sponsor and must get approval)
- ◆ Video interview posted on CSHQ (must get approval)
- ◆ Logo on the CSHQ insert at the Campus Safety Conference



## FOLLOW US ON SOCIAL MEDIA



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#CSC20



**Campus Safety Magazine**  
[linkedin.com/groups/1836305/](https://linkedin.com/groups/1836305/)



## WHO SHOULD SPONSOR?

Access Control/Key Management/Locks  
Surveillance Systems  
Mass Notification  
Emergency Communication/Two-Way Radios  
ID Badging/Visitor Management  
Personal Safety App  
Emergency Lighting  
Parking Management/Traffic Control  
Electronic Security Systems Integration  
Dispatch Systems and Software  
Central Stations  
Gates/Turnstiles/Bollards/Barriers  
Window Film  
Narcotics Theft Prevention Equipment  
Backup Generators and Power Management  
Call Boxes

Patrol Vehicles (Cars, Bicycles etc.)  
Metal/Explosive/Radiation/Substance  
Detection  
Laptops, PDAs and Other Mobile Equipment  
Fire Alarms/Sprinklers/Carbon Monoxide  
Detection  
Architectural/Engineering/Construction  
Services  
Background Checks  
IT Infrastructure  
Panic Alarms  
Uniforms/Apparel/Gear  
Weapons (Lethal/Less-Lethal)  
Loss Prevention/Asset Tracking Solutions  
Plus more!



**BECOME A  
SPONSOR TODAY!**  
**CONTACT THE CSC  
SALES TEAM FOR MORE INFO!**



**Steve Nesbitt**  
Publisher  
774.256.1101  
steve.nesbitt@  
emeraldexpo.com



**Dynise Hiebert**  
Associate Publisher  
760.519.5541  
dynise.hiebert@  
emeraldexpo.com



**Sarah Flanagan**  
Sales Manager  
207.847.0581  
sarah.flanagan@  
emeraldexpo.com



**Laura McDermott**  
Account Executive  
774.505.8016  
laura.mcdermott@  
emeraldexpo.com

## BECOME A SPONSOR TODAY!

**CONNECT** with the top decision makers in the industry

**LEARN** what their biggest challenges are and how you can help

**ESTABLISH** your market presence face-to-face

**BUILD** new and current relationships

**INCREASE** your ROI

**DISCOVER** Solutions to Making Campuses Safer — **TOGETHER**



“

CSC was a great opportunity to showcase our equipment and services to a client base that works in a market that is perfectly aligned with where our product belongs.

—Brandon Lawson, Chief Technician,  
CASE Systems, Inc.

”

“

If you want to meet end users from K-12, higher education, campus police and fire personnel. Then you need to attend this show.

—Jay Foster, CTS, Area Systems Engineer  
Southern US, TOA Electronics, Inc.

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