

Campus Safety CONFERENCE 2020

WEST JUNE 15-17

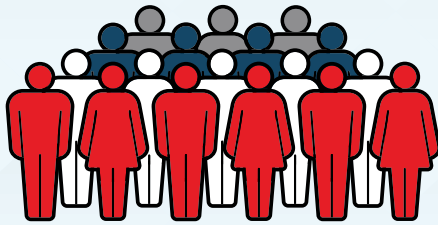
EAST JULY 12-14

TEXAS JULY 26-28

SPONSOR PROSPECTUS



CampusSafetyConference.com



900+
ATTENDEES OVERALL
(300+ PER LOCATION)



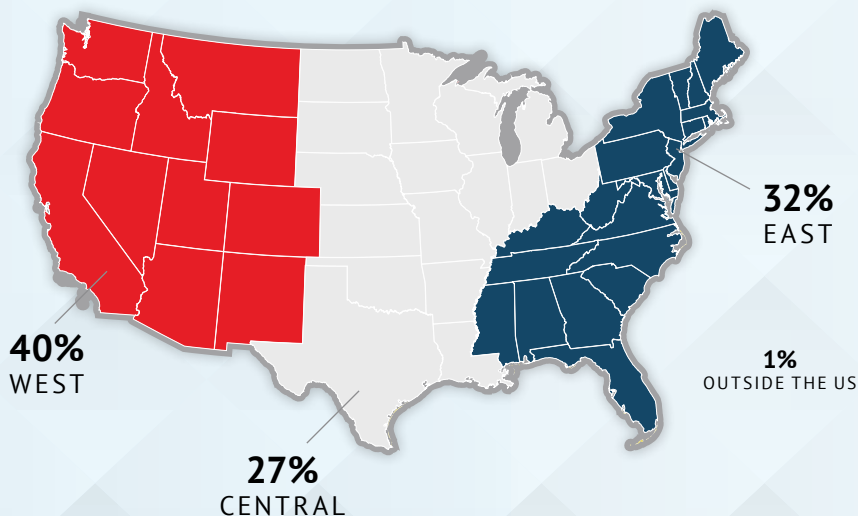
47%
K-12



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

WEST: June 15-17

TEXAS: July 26-28

EAST: July 12-14

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

TEXAS: July 26-28 in Dallas, TX

EAST: July 12-14 in Charlotte, NC

5-7PM

June 15

July 12

10-5PM

June 16

July 27 (10-7PM)

July 13





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



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#CSC20



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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!**



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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.

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“

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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