

# Campus Safety CONFERENCE 2021

BE VIGILANT

## SPONSOR PROSPECTUS



**"CSC puts on great events that bring the right decision makers and influencers together. These are *must attend* events."**

—Kevin Fleming, Higher Education Vertical Accounts, Edwards Detection & Alarm



**"CSC has top-quality leads and great networking opportunities."**

—Keith Drummond, Senior Director of Sales, IDIS America

Ask us  
about special  
bundle rates!

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

## ABOUT CAMPUS SAFETY CONFERENCE (CSC)

For over 20 years, the Campus Safety Magazine (CSM), has been the go-to-source for all news, content, and events for K-12, Higher Ed, and Healthcare safety and security leaders. With 100K+ monthly users, 30K+ product showcase and editorial newsletters, 18K+ magazine distributions, CSHQ Online Resources, and Campus Safety Conferences (CSC), there is no where else you need to go for all of your K-12, Higher Ed, and Healthcare safety and security needs!

The Campus Safety Conferences (CSC), continues to be the leading educational event for security, public safety, emergency management, administration, facilities, business, and IT professionals responsible for protecting K-12 and Higher Education campuses and districts.

Join us for the 7<sup>th</sup> Annual CSC and showcase your company's latest products, solutions, and announcements to schools and colleges who are looking to upgrade the safety and security on their campuses.

## DATE AND LOCATION

**TEXAS:** July 21-23, 2021 | San Antonio, TX | San Antonio Marriott Rivercenter

## SCHEDULE

Day 1: **Registration/Setup**, Conference, **Welcome Reception**, **Sponsor Showcase**

Day 2: **Registration/Setup**, Conference, **Sponsor Showcase (10:00 am - 4:00 pm)**, **Breakdown**, Networking Reception

Day 3: Conference, **No Sponsor Showcase**

### *Sponsor Showcase Schedule*

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

*\*\*Schedule is subject to change.*



## WHO WILL YOU SEE?

- ✓ Chief/Assistant Chief/Deputy Chief/Lieutenant/Sergeant
- ✓ Director/Assistant Director – Emergency and Risk
- ✓ Director/Assistant Director – Facilities and Operations
- ✓ Director/Assistant Director – IT/Technology
- ✓ Director/Assistant Director – Safety and Security
- ✓ Director/Assistant Director – Administrative Services/Finance/Communications
- ✓ Director/Assistant Director – Student Affairs/Student Services/Residence Life
- ✓ Director/Assistant Director – Transportation/Traffic/Parking
- ✓ Superintendent/Assistant Superintendent
- ✓ Principal/Assistant Principal
- ✓ Title IX Coordinator
- ✓ Clergy Coordinator
- ✓ Police Officer/School Resource Officer
- ✓ Supervisor/Manager/Coordinator – Safety and Security
- ✓ Emergency and Risk Managers
- ✓ Specialist/Advisor – Student Affairs/Student Services/Residence Life
- ✓ Supervisor/Manager/Coordinator – Transportation/Traffic/Parking
- ✓ Teacher/Professor/Adjunct/Counselor/Program Manager/Administrative Assistant/Faculty
- ✓ Plus more!

# TEXAS SPONSORSHIP PACKAGES

## INTERACT

## PROMOTE

## EXPOSURE

	Keynote Day 1	General Session	Keynote Day 2	Registration	Wifi	Session	Hot Topics & Networking	Tabletop
	\$10,000	\$8,000	\$7,000	\$5,000	\$7,000	\$6,000	\$5,000	\$3,780
Availability	<b>SOLD</b>			<b>SOLD</b>		<b>SOLD</b>		
Tabletop with 2 chairs, carpet, and shared wifi	VIP LOCATION	VIP LOCATION	VIP LOCATION	VIP LOCATION	✓	✓	✓	✓
Company logo and description with link to homepage on website	VIP RECOGNITION	VIP RECOGNITION	VIP RECOGNITION	VIP RECOGNITION	✓	✓	✓	✓
Company logo on the sponsor page of the attendee guide	✓	✓	✓	✓	✓	✓	✓	✓
Staff passes with access to sessions, meals, and networking events	2	2	2	2	2	2	2	2
Access to discounted hotel rates at the host hotel	✓	✓	✓	✓	✓	✓	✓	✓
Full attendee list (post-conference)	✓	✓	✓	✓	✓	✓	✓	✓
Discounted Conference and Express passes	✓	✓	✓	✓	✓	✓	✓	✓
Opening Keynote Sponsor	EXCLUSIVE		EXCLUSIVE					
Company logo associated with all marketing and signage for the session/event being sponsored	✓	✓	✓	✓	✓	✓	✓	
Recognition and testimonial in the save the date press release	EXCLUSIVE		EXCLUSIVE					
Speaking engagement (upon approval)	20 Minutes before opening keynote	Panelist (K-12 or Higher Ed)	10 Minutes before opening keynote			One-hour breakout session		
Registration sponsor: Company logo on CSC's registration website, portal, confirmation e-mails, and name badges				EXCLUSIVE				
Panel sponsor		✓						
Company logo on the schedule page of the website and the attendee guide	✓	✓	✓	✓	✓	✓	✓	
Opportunity to participate in 1:1 meetings with attendees	✓	✓		✓				
List of attendee's e-mails 1 week before the conference	✓	✓	✓	✓				
Co-Sponsor the Welcome and Networking Receptions (Up to 6)							OPTION 1	
Dedicated interview hosted on CSM	✓	✓	✓	✓	✓			
Logo recognition in the know before you go e-mail	✓	✓	✓	✓	✓			
Logo recognition in the invitation e-mail							OPTION 1	
Hot Topic Roundtable Discussion Sponsor*** (seat at table with CS Expert)							OPTION 2	
List of attendees that went to the session						✓	OPTION 2	
Exclusive WIFI sponsor: customized login credentials					✓			
Networking Breaks sponsor					OPTION 1		OPTION 1	
Seat drop	✓	✓	✓					
Insert(s) in attendee's show bag	✓	✓	✓	✓	✓			
Social media shoutout	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to participate in raffles.	✓	✓	✓	✓	✓	✓	✓	✓

\*\*\*The Hot Topics are 30-minute intimate roundtable discussions limited to small group of attendees about a specific topic with no slides/presentations involved.

## CUSTOM PACKAGE OPTIONS/ADD-ONS

Check out some of CSC's customized packages! If you would like to customize your own package, contact us for more information.

	\$4000.00	\$2,700.00	\$2,000.00	\$995
Show bags	✓			
Notepads and pens		✓		
Lanyards - <b>SOLD</b>			✓	
Featured E-blast to attendees (pre or post show)				✓
Tabletop share fee: tabletop add-on				✓
Bag insert				✓



An influx of technology is presenting new avenues of learning for students of all ages, while also promoting collaboration and inclusivity in the classroom. Your team can open new doors to billions of dollars in the Pre K-12 and college markets, as bond-funded and capital projects have been on hold during the pandemic. Construction, technology, safety/ security, and capital projects will be underway in the coming year. Make plans now to connect with educational design professional, leaders, and schools and colleges while gaining exposure and new customers.

- **K-12 School Superintendents and Principals**
- **College and University Adminsitrators**
- **Safety and Security Directors**
- **Public Safety Officials**
- **Emergency Mangers**
- **Facilities Managers**
- **A/V Distributors**
- **And much more!**

## PACKAGES:

### Turnkey Booth Package – \$4,500

- 10x5 in CS Pavillion @ EDspaces
- Carpeted space, table, 2 chairs waste basket.
- Basic Wifi is available in hall. Bandwidth for streaming/demos would need to be purchased.
- 2 Staff badges that includes access to CSC sessions and receptions
- Electrical and Material Handling (not provided)
- Leads delivered after event

### Keynote Sponsor – \$10,000 (Day 1 and Day 2 Available)

#### *Everything included with Turnkey Package Plus:*

- 20-minute speaking slot prior to CSC Keynote (to be approved by CS)
- Logo included with CSC Keynote on materials, website and signage
- Dedicated CS Press Release announcing keynote and sponsorship
- Interview at EDspaces with CS editor

### General Session Sponsor – \$8,000 (1 K-12 and 1 Higher Ed Available)

#### *Everything included with Turnkey Package Plus:*

- Participation in Panel Topic Discussion
- Logo included with CSC Keynote on materials, website and signage
- Dedicated CS Press Release announcing General Session and sponsorship
- Interview at EDspaces with CS editor
- Attendee roster from session
- Seat Drop or CSC Attendee Bag Insert

### Session Sponsor – \$6,000 (3 available)

*Everything included with Turnkey Package Plus:*

- 1 hour speaking session (to be approved by CS)
- Logo included with CSC session on materials, website and signage
- Attendee roster from session
- Seat Drop or CSC Attendee Bag Insert
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### Hot Topic Sponsor – \$5,000

*Everything included with Turnkey Package Plus:*

- 30-minute CS expert led small discussion groups
- Participate in discussion with group
- Handouts can be placed at tables
- Logo included with CSC session on materials, website and signage
- Attendee roster from session (class size is limited)

### Networking Sponsor – \$5,000 (not exclusive)

*Everything included with Turnkey Package Plus:*

- Branding on CSC materials, website and signage as CSC Networking Sponsor
- Insert in CSC Attendee Bag
- Pre-Event CSC Email sent highlighting sponsoring companies



### SPONSORSHIP OPPORTUNITIES

#### Standard Sponsor Package – \$2,000 – 25 Available

- Logo displayed on CSOS website
- Virtual profile to include: logo, contact info, description, up to (3) product pictures/videos, and (3) downloadable PDFs
- Included in Campus Safety Product Showcase Newsletter (28k + subscribers) – Prior to Summit (Nov)
- Downloadable PDF (up to 3) per sponsor hosted in virtual booth
- Insert (1 PDF) into the virtual attendee bag send at conclusion of Summit
- 350 leads
- Logo on Thank you to our Sponsors ad in Jan/Feb print issues of CS Magazine
- Virtual booth stays online for 6 months
- Logo on thank you slide/video with ALL sponsor logos displayed prior to each session
- Opportunity to participate in Raffles
- Contact Form on page delivers top leads directly to your contact.

#### Silver Sponsor – \$4,500 – Only 3 Available

- Includes all deliverables in Standard Sponsor package plus an additional 100 leads (450 total)
- 30-minute recorded featured session in Summit (to be approved by Campus Safety)
- Session hosted on CSHQ (24/7 online free video resource library) after May 2022

#### Registration Sponsor – \$5,000 – Exclusive

- Includes all deliverables in Standard Sponsor package – total of 475 leads
- Logo on registration page and email confirmation and reminder emails sent to ALL registrants

#### Session Video - \$3,500

- Includes all deliverables in Standard Sponsor package plus an additional 50 leads (400 total)
- 2 minute featured video to be played before session (to be approved by Campus Safety)

#### General Session Exclusive Sponsor K-12 OR Higher Ed – \$5,000

- Includes all deliverables in Standard Sponsor package – total of 475 leads
- Participation in Live Industry Expert Panel for the General Session (pick K-12 or Higher Ed)
- Logo promotion during presentation, on CSOS website, and in promotions
- General Session hosted on CSHQ after the Summit

#### Keynote Sponsor – \$5,500 - Day 1 and Day 2 Available

- Includes all above deliverables in the Standard Sponsor package – Total of 500 leads per event
- Logo prominently displayed on CSOS website as Exclusive Keynote Sponsor
- Logo prominently displayed on all promotions of the Keynote session
- 2-minute company video to play prior to start of live Keynote session

### MONTHLY

#### CSC GroupProjects – \$3,000 – 1 per month available



- One-hour interactive webinar led by a Campus Safety industry expert
- 2 minute brief intro of company or video played before start of session
- Sponsor logo prominently displayed in promotions, confirmation emails and post-webinar follow up
- Leads given from online participants (limited attendance)

# Campus Safety **HQ** EXCLUSIVE THOUGHT LEADERSHIP OPPORTUNITY

**\$8,000**

### INCREASE EXPOSURE AND VISIBILITY

Campus Safety HQ is a free online resource. With approximately 107,000 K-12 schools, 7,000 universities, and 7,000 hospitals, security minded readers all need education and training. Campus Safety HQ will be a go-to source for thought leadership information designed to keep open campuses safe.

### *Place Your Company at the Forefront of the Industry*

This EXCLUSIVE opportunity will be offered on a first-come, first-served basis to JUST 5 companies!

### One-Year Sponsorship Includes:

- ROS Banners on CSHQ
- One downloadable whitepaper
- Full page ad in Campus Safety magazine
- Logo on every page with a direct link to your website
- 2-minute product video included in the library (produced by sponsor and must be approved by CS)
- Video interview posted on HQ with CS Editor
- Logo in monthly newsletter – (30k + subscribers)

**\$2,500**

### BRANDING OPPORTUNITY

15 minute product training video posted on site under Technology.

For over 20 years, the Campus Safety Magazine (CSM), has been the go-to-source for all news, content, and events for K-12, Higher Ed, and Healthcare safety and security leaders. With 100K+ monthly users, 45K+ product, showcase, and editorial newsletters, 18K+ magazine distributions, Online Resources, and Conferences (CSC), there is nowhere else you need to go for all of your K-12, Higher Ed, and Healthcare safety and security needs!

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# TOP 5 REASONS TO SPONSOR!

- 1. INCREASE BRAND VISIBILITY** by promoting your company in an intimate setting.
- 2. MEET FACE-TO-FACE** with decision makers – 72% of attendees!
- 3. DISCOVER AND BUILD** relationships with attendees and your peers.
- 4. NETWORK BEYOND THE TABLETOP** at the sessions, breaks, meals, and receptions.
- 5. GENERATE HIGH QUALITY LEADS** with decision makers that will help improve your bottom line.



## BECOME A SPONSOR TODAY!

Contact Laura for more information!



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“

We always enjoy seeing the sponsors and keeping up with the new changes.

—Scott Leven,  
Director of Safety and Security,  
Ozarks Technical Community College

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