

Exhibitor and Sponsor Prospectus



The Campus Safety Conference is the premier event for K-12 schools and university police agencies, administrators and campus stakeholders. Conference attendees will learn new techniques to prevent, detect and respond to many types of safety and security-related incidents on educational campuses.

Campus Safety Conference

Jul 31–Aug 1, 2014
Radisson Hotel
Los Angeles Midtown
Los Angeles, CA



The Nation's Number One Authority on Safety for Academic Campuses

Campus Safety integrated media reaches more than 56,000 decision makers evaluating the safety and security needs of our nation's K-12 schools and universities. These markets represent some of the best growth opportunities for any company looking to expand their business, and *Campus Safety Magazine* is the only publication focusing on these sectors. In addition, *Campus Safety Magazine* is a respected source of information for local and national news media.



Brought to you by

Campus Safety
HOSPITAL / SCHOOL / UNIVERSITY
SECURITY • MANAGEMENT • PLANNING • TECHNOLOGY

 **USC University of Southern California**

CampusSafetyConference.com

Why Sponsor?

The Campus Safety Conference is a 1-day intensive training for Schools, Universities, Colleges and K-12 provided by *Campus Safety Magazine*, the only publication exclusively serving the public safety and security needs of schools and universities.

This conference reaches frontline members of law enforcement and school administrators responsible for student and faculty lives.

There will be dedicated time for you to meet face to face with attendees at your booth and at networking events.

Who Attends?

The Campus Safety Conference is attended by K-12 school and university police agencies, public safety departments, emergency managers, IT managers, administrators and other campus stakeholders from all over the country.

94% Make recommendations for purchasing decisions.

53% Make recommendations for purchasing decisions

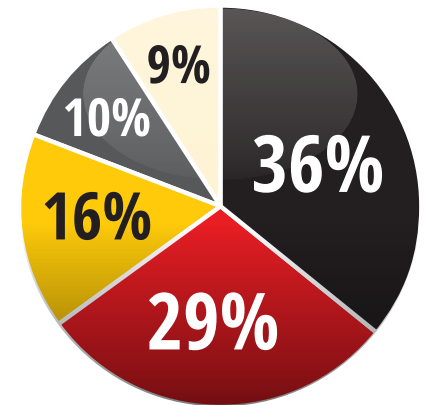
41% Directly responsible for purchasing decisions

Attendee Profiles

35.3% School districts (K-12) with total enrollment of 4,000+

34.4% Colleges and universities with total enrollment of 1,000+

Job Functions



- Police & Security
- School Superintendent
- Administrative & Finance
- Facilities & Operations
- Technology & Communications

Your Investment Includes:

- Pre-show marketing by the Campus Safety Conference. More than 100,000 impressions of marketing will be sent via email/direct mail/print ads and co-marketing with associations and other trade magazines
- Each table-top display space includes FREE carpet, one (1) 6' x 30" elegantly draped table with two (2) chairs, one (1) wastebasket, and one (1) 8 1/2" x 11" identification sign showing your company logo
- Face-to-face time with Campus Safety Conference attendees within the exhibit hall and during networking events
- Two full exhibitor passes allowing access to keynote, seminars, special events, networking receptions, and complimentary continental breakfast and lunch
- Company name and link on event website
- Company listing in the Official Conference Guide
- A special 10% discount to advertise in the June/July show issue of Campus Safety Magazine, with circulation of over 20,000 readers plus additional distribution at the event
- An attendee post-show roster, including names, organizations, cities and states

Table-Top Fee: \$3,500

Contact

WEST SPONSORSHIP CONTACT



Dynise Hiebert
Advertising Sponsorship
& Exhibit Sales
760-519-5541
dhiebert@ehpub.com

EAST SPONSORSHIP CONTACT



Steve Nesbitt
Campus Safety
Publisher
774-256-1101
snesbitt@ehpub.com

Sponsorship Opportunities

UPGRADE YOUR PARTICIPATION WITH A SPONSORSHIP PACKAGE AND MAKE A LASTING IMPRESSION!

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Cost	\$20,000	\$14,000	\$10,000	\$5,000
Quantity Available	1	3	4	unlimited
Exhibit Space	1 table top in premier location of exhibit hall	1 table top in premier location of exhibit hall	1 table top in premier location of exhibit hall	1 table top in premier location of exhibit hall
Event Guide Advertising	1 cover page ad (\$1,250 value)	1 full page ad (\$750 value)	1 half-page ad (\$500 value)	
Event Guide Listing	100 words	75 words	50 words	40 words
Event Guide Logo	● (plus inclusion in special "thank you" ad)	●	●	●
Campus Safety Magazine Show Issue	1 full-page ad (\$4,300 value)	1 half-page ad (\$3,013 value)		
Logo on Website, Email Promos and Printed Marketing Materials	●	●	●	●
Email Marketing	● 1 pre show 1 post show	● 1 pre show		
Complimentary Passes for Customers	4	2	2	0
Exhibitor Passes	4	2	2	2
Web Banner	● (\$495 value)	● (\$495 value)	● (\$495 value)	● (\$495 value)
On-site Sponsor Signage	● (top recognition and prominent signage at registration)	●	●	●
Show Bag Insert	complimentary	complimentary	complimentary	half off posted rate
Exclusive Sponsor of ? Keynote or Networking Reception?	●			
Exclusive Lunch Sponsor		●		
Exclusive Continental Breakfast Sponsor			●	
Breakout Session Sponsor with Seat Drop and Logo Display				●
Post -Event attendee mailing list	complimentary	complimentary	complimentary	complimentary

A-la-Carte Sponsorship Items

Networking Reception & Welcome Announcement	\$10,000 (limit 2)
Continental Breakfast Sponsorship	\$3,000
Lunch Sponsorship	\$4,000
Break Sponsor	\$1,000 (limit 2)

CONFERENCE GUIDE AD RATES

Belly Band	\$8,000
Full-page Ad	\$2,000
Half-page Ad	\$1,500
Logo Listing	\$800

More Sponsorship Opportunities

Exclusive Show Bag Sponsorship

\$5,000

Every attendee will receive an official keepsake canvas Campus Safety Conference bag that will include the logo of the bag sponsor.

Show Bag Insert

\$395 each (6 available)

Every attendee will receive your one page company literature inserted into their conference bag.

Registration Lanyards

\$2,550 SOLD

This is the ultimate in achieving brand awareness. See your company name/logo holding the name badge of virtually every attendee, exhibitor, and speaker.

All Sponsorship Include:

- Logo featured on all pre-conference print and email promotions
- Logo and link on the sponsor page of Campus Safety Conference website and Conference Guide
- Inclusion in special "thank you" ad in the official event guide

Registration Sponsor

\$3,000

Logo included on registration pages of website and registration confirmation emails. Logo included on registration sign at hotel.

Notepads/Pens

\$2,500

Provide conference attendees with a notepad and pen to use at the conference with your branding!

Keynote Seat Drop

\$850

Place your collateral material on all seats of the highly attended Keynote/General Session. You provide the material and we will provide the labor!

Session Seat Drop

\$395 each (6 available)

Place your collateral material on all seats of a breakout session. You provide the material and we will provide the labor!



Travel Information

Radisson Hotel Los Angeles Midtown

3540 S Figueroa Street
Los Angeles, CA 90007
(213) 748-4141

Rate: \$125

DISCOUNT CUT-OFF DATE: XXX

The Radisson Hotel Los Angeles Midtown is owned and operated by the renowned University of Southern California, offering a convenient location on the east side of the University Park Campus. During your stay, you will be ideally situated just across the street from the LA Memorial Coliseum and the California Natural History Museum, five minutes from downtown Los Angeles, three minutes from the Los Angeles Convention Center, 20 minutes from LAX and just a quick, easy exit off the I-110 Freeway.

Visit CampusSafetyConference.com/travel for more information.

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