

IASIR 2022 CONFERENCE

Huntsville, Alabama with Virtual Possibilities



SPONSOR PROSPECTUS

REGULATORY RESPONSE TO 2022 PRESSURE POINTS:
Firearms in the Field, Advanced Tech Expectations, New Markets to Consider

2022 IASIR CONFERENCE

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ABOUT IASIR

IASIR's membership is made up of state and provincial government regulators of the private security, investigation and alarm industries, as well as law enforcement and industry members from across North America and increasingly, other parts of the world. The annual conference is the Association's premier event focusing on collaboration between these groups to enhance public safety by promoting professionalism through effective regulation.

CONFERENCE DATES

October 12 - 14, 2022 *Virtual component to be determined*

TARGET AUDIENCE

Between 75 and 100 attendees are expected to participate.

AUDIENCE PROFILE

Registrars/regulatory leadership from most states, Canadian provinces and other countries
Executives from the private security, investigative, alarm and related industries
Representatives from law enforcement agencies

CONFERENCE SYNOPSIS

Under a general theme of ***Regulatory Response to 2022 Pressure Points: Firearms in the Field, Advanced Tech Expectations, New Markets to Consider***, we will look at how industry and cultural shifts are pushing re-examination of regulations and license administration. Rapidly changing concealed carry laws have implications for both the private security and investigative industries, as well as peripheral functions such as expanded K9 weapon detection and firearms training. Technological advances born during the pandemic have raised expectations for digital ID cards, online training and other means of streamlining processes. And the role of private security continues to expand into functions traditionally performed by law enforcement. Where do regulatory practices need to evolve to meet these societal changes?

We're inviting speakers and panelists who can share the high-level trends as well as the view on the ground. Real-world case studies and practical collaboration between representatives of government and the regulated industries will be emphasized in breakout sessions and full-group discussion of sensible strategies for regulatory and operational reform in the face of change.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$10,000

- Introduction during the opening session and acknowledgment throughout conference
- Opportunity to address attendees as arranged in advance
- Recognition on all live streams, recordings and virtual productions *as may be offered*
- Sponsorship of Welcome Reception, Friday Afternoon Tour Event, or other special events to be organized with conference coordinators
- *First Come*: Padfolio with your company logo
- Three complimentary registrations for all conference sessions and activities
- Send sponsor-created invite to all potential IASIR conference attendees
- Receive an attendee list prior to the start of the conference
- Contribute materials and/or branded merchandise for the goodie bag or attendee packet
- Respond to the conference experience with your post-meeting article or video eblast
- Linked logo on IASIR website and all email promotions

Panel Opportunity: Join government regulators and industry leaders for one of our panel discussions on technological advances born during the pandemic that have raised expectations for streamlined licensure processes. Educate attendees on consumer trends, implementation case studies and what the future may hold, as well as demonstrating product functions. Vendor opportunities are available for the following sessions:

- Virtual Training (Wednesday, October 12)
- Digital ID Cards (Thursday, October 13)

GOLD SPONSOR - \$7,500

- Introduction during the opening session and acknowledgment throughout conference
- Sponsorship of one conference luncheon with opportunity to address attendees immediately prior to luncheon
- Recognition on all live streams, recordings and virtual productions *as may be offered*
- Two complimentary registrations for participation in all conference sessions and activities
- Sponsor article or video featured in one meeting promotion or post-event newsletter
- Contribute materials and/or branded merchandise for the goodie bag or attendee packet
- Receive an attendee list prior to the start of the conference
- Linked logo on IASIR website and all email promotions
- *First Come*: Exclusive host of daily trivia or other contests/games

Panel Opportunity: Join government regulators and industry leaders for one of our panel discussions on technological advances born during the pandemic that have raised expectations for streamlined licensure processes. Educate attendees on consumer trends, implementation case studies and what the future may hold, as well as demonstrating product functions. Vendor opportunities are available for the following sessions:

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SPONSORSHIP OPPORTUNITIES CONTINUED

SILVER SPONSOR - \$5,000

- Introduction during the opening session and acknowledgment throughout conference
- One complimentary registration for all conference sessions and activities
- Provided article or video featured in one meeting promotion or post-event newsletter
- Sponsorship of one breakfast with logoed thank-you signage prominently displayed
- Linked logo on IASIR website and all email promotions
- Contribute materials and/or branded merchandise for the goodie bag or attendee packet
- *First come:* Provide lanyards worn by attendees or other promotional item with logo

Panel Opportunity: Join government regulators and industry leaders for one of our panel discussions on technological advances born during the pandemic that have raised expectations for streamlined licensure processes. Educate attendees on consumer trends, implementation case studies and what the future may hold, as well as demonstrating product functions. Vendor opportunities are available for the following sessions:

- Virtual Training (Wednesday, October 12)
- Digital ID Cards (Thursday, October 13)

BRONZE SPONSOR - \$2,500

- Introduction during the opening session and acknowledgment throughout conference
- One complimentary registration with opportunity to participate in all sessions
- Sponsor article or video featured in one meeting promotion or post-event newsletter
- Linked logo on IASIR website and all email promotions
- Contribute materials or branded merchandise for the goodie bag or attendee packet
- Sponsorship of one break with logoed thank-you signage prominently displayed

SUPPORTERS - \$100+

- Any support you can provide toward the production of the annual conference is truly appreciated
- Linked logo featured on IASIR website
- All donors \$100+ will be listed in email communications to the conference attendees

CONTACT US TO DEVELOP A CUSTOMIZED SPONSORSHIP TO MEET YOUR GOALS!

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SPONSOR APPLICATION

MY COMPANY WOULD LIKE TO BECOME A SPONSOR AT THE FOLLOWING LEVEL:

- | | |
|--|----------|
| <input type="checkbox"/> PLATINUM: Includes three (3) attendee registrations | \$10,000 |
| <input type="checkbox"/> GOLD: Includes two (2) attendees registrations | \$7,500 |
| <input type="checkbox"/> SILVER: Includes one (1) attendee registration | \$5,000 |
| <input type="checkbox"/> BRONZE: Includes one (1) attendee registration | \$2,500 |
| <input type="checkbox"/> SUPPORTER | \$100+ |

CONTACT INFORMATION:

Company/Organization Name: _____

Primary Sponsor Contact Name: _____

Company Address/City/State/Zip: _____

Email: _____

Phone: _____ Fax: _____

Names of individuals using sponsor attendee registrations (if applicable):

1. _____ 2. _____ 3. _____

Panel Opportunity: *Platinum, Gold and Silver Sponsors can serve on the following panels. Please indicate which panel you're interested in joining. Dates subject to change.*

- Virtual Training (Wednesday, October 12)
- Digital ID Cards (Thursday, October 13)

Will you provide items for attendee goodie bags? _____

Sponsor Signature: _____

Sponsor understands this is an application, subject to acceptance and approval.

Advance notice will be provided should any issue exist.

ALL SPONSORSHIPS ARE PAYABLE IN FULL AT THE TIME OF APPLICATION.

To pay by credit card, reach out to contact@iasir.org
for an electronic invoice with a secure link.

Checks payable to "IASIR" can be mailed to:

International Association of Security and Investigative Regulators
6919 Vista Drive, West Des Moines, IA 50266