

SMILE CONFERENCE

Social Media the Internet and Law Enforcement Conference

October 5-8, 2015
Niagara Falls, Ontario, Canada

Sponsor & Exhibitor Package

The SMILE Conference® is the leading conference devoted to **Social Media**, the **Internet** and **Law Enforcement** initiatives. The SMILE Conference® has pioneered the adoption of social media by law enforcement agencies across the world for public outreach, crime prevention, and forensics. In conjunction with the ConnectedCOPS™ blog, The SMILE Conference® has become both the go-to and most trusted source by law enforcement agencies worldwide.

Sponsors and exhibitors interact one-on-one with all delegates in the exhibit area and during all delegate training sessions, meal functions and evening social events.

Conference Dates	Monday-Thursday, October 5-8, 2015
Venue & Location	Hilton Niagara Falls/Fallsview Hotel & Suites, Niagara Falls, ON, Canada
Conference Co-Hosts	<p style="text-align: center;">SMILE Conference®</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
Attendee Profile	The SMILE Conference® is expected to attract more than 200 attendees who are agency decision makers . From the Chief to the newest officer in the agency, Investigators, PIOs, SROs and Community Policing Officers, The SMILE Conference® is appropriate for anyone who is interested in social media and its many applications in the field of law enforcement, community engagement and crime prevention.
Extraordinary Opportunity & Value	This sponsorship and exhibition is limited to 50 vendors and includes one-on-one personal interaction with all delegates inside the exhibit area and during all delegate training sessions, meal functions and evening social events.
Reach Your Audience	The first six exhibitors to book and pay for their booth will receive a 30 minute breakout session during the conference. The content of this session will be at the discretion of the confirmed six companies.
About the SMILE Conference® and LAWs Communications	The SMILE Conference® is presented by LAWs Communications , which has provided interactive media advice to law enforcement since 2005. LAWs Communications works with law enforcement professionals to help make sense of the tools available, help agencies craft a plan and social media policy as well as provide the training needed. LAWs Communications helps law enforcement organizations understand why an agency should take advantage of social media technologies and how to leverage these vast resources. Agencies using these tools are shrinking their communities, improving communication with citizens and enhancing their reputations through the transparency and accountability. They are developing sophisticated methods for investigation, crime solving and prevention, and have an opportunity to better educate their communities about who they are and what they do and to therefore increase and improve communication with the public they serve.

Sponsor Opportunities

Sponsor Levels and Opportunities	<p>PLATINUM - \$10,000+ (includes Lunch Sponsorship + 30 minute presentation)</p> <p>GOLD - \$7,500+ (includes Town Hall Sponsorship + 15 minute presentation)</p> <p>SILVER - \$5,000+ (includes Break Sponsorship + 5 minute presentation)</p> <p>BRONZE - \$2,500+ (includes Break Sponsorship)</p> <p>Conference Bag - \$750 (provide pre-approved bag at sponsor's expense)</p> <p>Lanyards - \$750 (provide pre-approved lanyards at sponsor's expense)</p>
Sponsor Promotional Perks	<p>Sponsors receive valuable promotional and branding benefits at the Conference (Platinum, Gold, Silver and Bronze):</p> <ul style="list-style-type: none"> • Complimentary Registration – Platinum (3), Gold (2), Silver (1), Bronze (1) • Full access to all delegates, sessions and events • Complimentary 20' x 8' exhibit space – Platinum and Gold • Complimentary 10' x 8' exhibit space – Silver and Bronze • Logo on the Conference website (placement priority based on level) • Premium location of name and logo in SMILE Conference® Program • Ad in the Conference Program (Platinum – full page, Gold – ½ page) • Recognition with sponsor logo on Conference signs • Recognition with on-screen sponsor logo during the Conference • Sponsor Presentations to attendees (Platinum, Gold and Silver) • Banner Ad on conference website (Platinum and Gold) • Promotional material in delegate bag • Early Bird registration rate for sponsor guests and potential customers • Access to attendee list (Platinum and Gold only) • Sponsor logo included the post-conference email to attendees • Logo on conference emails to attendees
Showcase Your Company	<p>The SMILE Conference® will feature a special VVIP opportunity for sponsors to showcase products and services during 30-minute presentations to the attendees. Space is limited and on a first-come-first served basis only. \$5,000 per showcase.</p>
Contact	David Anderson at david@eventivegroup.com



Exhibitor Opportunities

Exhibition Dates	Exhibition – Monday-Thursday, October 5-8, 2015						
Conference Program Overview	The conference features the following major programs and activities: <ul style="list-style-type: none"> ○ Quality training sessions and presentations ○ Special Town Hall for an opportunity to explore and discuss at length issues concerning social media and law enforcement ○ 3-day Exhibition featuring products and services ○ Delegate featured networking events and activities (welcome reception, lunches, breaks) 						
Exhibition Hours	Sponsors and exhibitors will have an opportunity to visit with delegates throughout all three days of the Conference and are invited to join all attendees for lunches and the welcome reception. Sponsors and exhibitors also may attend training sessions. As a result, exhibitors are not required to be at the vendor booth at all times during the Conference. Attendees will have the opportunity to visit the exhibition booths during the following days and times (but exhibitors are not required to be stationed at the booth). <p>Monday, October 5 – 6:00 pm to 9:00 pm (Welcome Reception) Tuesday, October 6 – 9:00 am to 5:00 pm Wednesday, October 7 – 9:00 am to 5:00 pm Thursday, October 8 – 9:00 am to 3:00 pm</p>						
Space Ordering	Exhibit spaces are ordered online at http://smileconference.com/exhibit-sponsor/						
Important Dates	<table> <tr> <td>June, 2015</td> <td>Open for exhibit space orders</td> </tr> <tr> <td>September 5</td> <td>Last day for space cancellation subject to 50% fee</td> </tr> <tr> <td>After September 5</td> <td>Exhibit space cancelled subject to 100% fee</td> </tr> </table>	June, 2015	Open for exhibit space orders	September 5	Last day for space cancellation subject to 50% fee	After September 5	Exhibit space cancelled subject to 100% fee
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After September 5	Exhibit space cancelled subject to 100% fee						
Booth & Display Fees	\$1,000 – 10' wide x 8' deep Space						
Booth Amenities	Each exhibit space includes the following amenities: <ul style="list-style-type: none"> ○ ballroom conference carpet (<i>no additional carpet order necessary</i>) ○ one 6' skirted table ○ two chairs 						
Add-on Options	<ul style="list-style-type: none"> ○ Power and Internet – vendor orders through the hotel (there may be a charge depending on need) 						
Booth Selection Criteria & Payment	<ul style="list-style-type: none"> ○ The SMILE Conference® will assign exhibit space based on availability (vendors may request specific areas) ○ Booths may be ordered on a first come first served basis ○ Premium exhibit space is reserved by the SMILE Conference® for sponsors ○ Payment is required at time of ordering via credit card online 						

Vendor Promotional Perks	<p>Exhibitors receive the following promotional benefits:</p> <ul style="list-style-type: none"> ○ Vendor and booth visibility throughout the entire Conference ○ Vendor representative networking with delegates during lunches and welcome reception ○ Vendor Directory Listing - company and contact description ○ Vendor listing on Exhibition Directory sign
Exhibitor Registration & Badges	<p>Each 10' wide x 8' deep exhibit booth includes one (1) complimentary exhibitor registration (\$500 value – see below for registration inclusions). Each additional exhibitor registration for a vendor in excess of the complimentary registration is charged at \$500.00 (paid by September 5) and \$600.00 (paid after September 5). All exhibitor representatives must register and obtain an official Conference exhibitor badge. Badges must be displayed at all times during the Conference (including training sessions, networking/social events and meal functions). Vendor representatives must pick up badges on-site at the exhibitor registration booth and must show proof of affiliation with the exhibiting company.</p>
Exhibit Move-In & Move-Out	<p>Move-In – Monday, October 5 - 2:00 pm to 5:00 pm Move-Out – Thursday, October 8 – 3:00 pm to 5:00 pm* * Vendors will be allowed to move-out earlier than Thursday if needed</p>
Exhibitor Access to Conference Events & Networking Opportunities	<p>Each exhibitor registration includes the following benefits and access to the Conference at no additional charge (\$500 value):</p> <ul style="list-style-type: none"> ○ Access to the exhibit area ○ All-access to delegate training sessions ○ Lunches with delegates (Tuesday-Wednesday) ○ Welcome Reception with delegates (Monday) ○ Exhibitor badge
Exhibit Schedule	<p>The exhibition schedule is to be designed to encourage attendees to engage in the exhibition.</p> <p><u>Monday, October 5</u> 2:00 pm – 5:00 pm – Exhibit Move-In 6:00 pm – 9:00 pm – Welcome Reception (exhibitor access)</p> <p><u>Tuesday, October 6</u> 9:00 am – 5:00 pm – Exhibit Areas Open Session Breaks in Exhibit Area Vendors attend lunch</p> <p><u>Wednesday, October 7</u> 9:00 am – 5:00 pm – Exhibit Areas Open Session Breaks in Exhibit Area Vendors attend lunch</p> <p><u>Thursday, October 8</u> 9:00 am – 3:00 pm – Exhibit Areas Open Session Break in Exhibit Area Vendors attend lunch 3:00 pm – 5:00 pm – Exhibit Move-Out</p>

Past Sponsors and Exhibitors

