



Social Media the **Internet** and **Law Enforcement** Conference

And introducing....

Investigators' Social Media the **Internet** and **Law Enforcement** Conference

November 1st – 5th, 2021 in Scottsdale, Arizona

At the 4-Diamond Scottsdale Plaza Resort

Sponsor & Exhibitor Package

Sponsors will be considered sponsors of both conferences. Exhibitors may exhibit at one or both.

The SMILE Conference® is the leading conference devoted to Social Media, the Internet and Law Enforcement initiatives. Since 2010, the SMILE Conference® has pioneered the adoption of social media by law enforcement agencies across the world for public outreach, crime prevention, and forensics. 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 during meals, and social events.

The SMILE Conference® and the *Investigators'* SMILE Conference are expected to attract at least 300 attendees who are agency influencers or decision makers. From the Chief to crime analysts, 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 investigation and prevention.

This sponsorship and exhibition is limited to 30 vendors and includes one-on-one personal interaction with all delegates inside the exhibit area, meal -functions and evening social events.

About the SMILEcons and LAWS Communications

The SMILE Conferences are produced by LAWSCOMM LLC, dba LAWS Communications, which has provided interactive media advice to law enforcement since 2007. LAWS Communications works with law enforcement professionals to help them make sense of the tools available, to assist agencies with communications strategy and social media policy as well as to provide the requisite training. LAWS Communications helps law enforcement organizations understand why an agency should take advantage of social media technologies and how to leverage these vast resources.

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Sponsorship Opportunities

The SMILE Conference Mon-Wed, Nov 1 st -3 rd	The iSMILE Conference Wed-Fri, Nov 3 rd -5 th
Description	Description
<p>The SMILE Conference® is the globally recognized leader in #lesm training. Our delegates come from all over the world and our speaker lineup is diverse as well; allowing for phenomenal sharing of best practices.</p> <p>Now in our 12th year, this is the 17th SMILEcon.</p>	<p>We've had a large amount of investigative content at the last several SMILEcons. It's time for an entire conference focused solely on Investigators' use of social media and OSINT. iSMILE = <i>Investigators'</i> SMILEcon</p> <p>This is the first iSMILEcon!</p>
Who Attends	Who Attends
<ul style="list-style-type: none"> • Public Safety PIO's – we are focused on LE but PIOs from other disciplines are with us as well • School Resource Officers • Tele-communicators – 911 call-takers are our biggest growing demographic! • Commanders/Chiefs – Several leadership takeaways and special sessions 	<ul style="list-style-type: none"> • Police detectives and investigators • Federal law enforcement investigators in the areas of human-trafficking, gangs, fraud and more • Crime Analysts • Private-sector investigators • Commanders/Chiefs – many sessions on leadership and risk management
Content	Content
<p>Our lineup of expert speakers will cover *topics such as strategy, policy, campaigns, legal issues, training, recruitment, SoMe in PSAPs, crisis and event management.</p>	<p>Our lineup of expert speakers will cover *topics such as gang investigations, facial recognition, human trafficking, dark web, financial fraud, cat-fishing, cold-cases, risk management and more.</p>
*Check SMILEcon website for final agenda	*Check SMILEcon website for final agenda

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<p>Sponsor Levels and Opportunities – special arrangements available</p>	<p>PLATINUM - \$10,000 - Includes Lunch Sponsorship + general session presentation; admission for 6 and guest discount; logo placement on step-and-repeat. Limit of 2</p> <p>GOLD - \$7,500 - Includes Town Hall Sponsorship + break-out presentation; admission for 5 and guest discount; plus logo placement on step-and-repeat. Limit of 3</p> <p>SILVER - \$5,000 - Includes Break Sponsorship + break-out presentation; admission for 4 and guest discount. Limit of 4</p> <p>BRONZE - \$2,500 - Includes Break Sponsorship; admission for 3 and guest discount. No limit.</p> <p>Conference Bag - \$500 - provide pre-approved bag to include SMILEcon logos, at sponsor's expense.</p> <p>Lanyards - \$500 - provide pre-approved lanyards at sponsor's expense.</p>
<p>Other Sponsor Promotional Perks</p>	<p>Complimentary 20' x 8' exhibit space – Platinum and Gold</p> <p>Complimentary 10' x 8' exhibit space – Silver and Bronze</p> <p>Logo on the Conference website (placement priority based on level)</p> <p>Premium location of name and logo in SMILE Conference® Program</p> <p>Ad in the Conference Program (Platinum & Gold – full page, Silver – ½ page, and Bronze – 1/4 page)</p> <p>Sponsor logo on Conference signage</p> <p>On-screen sponsor logo during the Conference</p> <p>Sponsor Presentations to attendees (Platinum, Gold and Silver)</p> <p>Logo placement on banner on conference website (Platinum, Gold and Silver)</p> <p>Promotional material in delegate bag</p> <p>Early Bird registration rate for sponsor guests and potential customers</p> <p>Access to attendee list (All levels)</p> <p>Sponsor logo included the post-conference email to attendees</p> <p>Logo on conference emails to attendees.</p>
<p>Space Ordering</p>	<p>Contact: lauri@lawscomm.net or 978-764-9887</p>

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Exhibitor Opportunities

The SMILE Conference Mon-Wed, Nov 1 st -3 rd	The iSMILE Conference Wed-Fri, Nov 3 rd -5 th
Exhibition Dates	SMILEcon – Mon-Tue, Nov 1/2 iSMILEcon – Wed-Thu, Nov 3/4
Conference Program Overview	<p>The conferences feature the following major programs and activities:</p> <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 • 2-day Exhibition featuring products and services (3rd day optional) • Delegate featured networking events and activities (welcome reception, lunches, breaks)
Exhibition Hours	<p>Sponsors and exhibitors will have an opportunity to visit with delegates throughout all three days of each conference and are invited to join all attendees for lunches and the welcome reception. Welcome receptions and booth times are as follows:</p> <p>SMILE Conference - \$800, \$1,400 for both conferences Sunday, Oct 31 – 6:00 pm to 8:00 pm (Delegate Welcome Reception) Monday, Nov 1 – 8:00 am to 4:00 pm Tuesday, Nov 2 – 8:00 am to 4:00 pm Wednesday, Nov 3rd – 8:00 am to 4:00 pm (optional and only if signed-up in advance). Spots are very limited. There is no additional charge.</p> <p>Move-in Sunday evening or Monday morning. Move Out, Tuesday at 4 PM unless staying Wednesday (by advanced arrangement).</p> <p>iSMILE Conference - \$800, \$1,400 for both conferences Tuesday, Nov 2 – 6:00 pm to 8:00 pm (Delegate Welcome Reception) Wednesday, Nov 3 – 8:00 am to 4:00 pm Thursday, Nov 4 – 8:00 am to 4:00 pm Friday, Nov 5th – 8:00 am to 4:00 pm (optional and only if signed-up in advance). There is no additional charge.</p> <p>Move-in Tuesday evening after 6 PM or Wednesday morning. Move Out, Thursday at 4 PM unless staying Friday (by advanced arrangement).</p>
Space Ordering	Contact: lauri@lawscomm.net or 978-764-9887

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Important Dates	September, 2020 Sept 30, 2021 Oct 1st, 2021	Open for exhibit space orders Last day for space cancellation subject to 50% fee Exhibit space cancelled subject to 100% fee
Booth & Display Fees	\$800 – 10’ wide x 8’ deep space; \$1,400 for both conferences	
Booth Amenities	Each exhibit space includes one 6’ skirted table and two chairs, as well as basic Internet and power.	
Add-on Options	Power and Internet – Basic internet is complimentary and power outlets are generous. However, vendors may need to make special arrangements with the resort (at additional charge) for extra Internet bandwidth or additional power.	
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. 	

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<p>Vendor Promotional Perks</p>	<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
<p>Exhibitor Registration & Badges</p>	<p>Each 10' wide x 8' deep exhibit booth includes one (1) complimentary exhibitor registration (\$600 value – see below for registration inclusions). Each additional exhibitor registration for a vendor in excess of the complimentary registration is charged at \$399.00. 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>
<p>Exhibit Move-In & Move-Out</p>	<p>SMILE Conference Move-In – Sunday evening, Oct 31st or Monday morning, Nov 1st. Move-Out – Tuesday, Nov 2nd, 4 pm unless staying 3rd day by advanced arrangement</p> <p>iSMILE Conference Move-In – Tuesday evening, Nov 2nd or Wednesday morning, Nov 3rd Move-Out – Thursday, Nov 4th, 4 pm unless staying 3rd day by advanced arrangement.</p>
<p>Exhibitor Access to Conference Events & Networking Opportunities</p>	<p>Each exhibitor registration includes the following benefits and access to the Conference at no additional charge (\$600 value):</p> <ul style="list-style-type: none"> • Access to the exhibit area • All-access to delegate training sessions, with few possible exceptions during iSMILE • Lunches with delegates • Welcome reception with delegates • Exhibitor badge

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Past Sponsors and Exhibitors

