

SMILE CONFERENCE



Social Media the Internet and Law Enforcement Conference

May 21-23, 2018 • Miami, Florida

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 May 21-23, 2018, 4th optional day on 24th
Venue & Location	Kimpton Epic Hotel, Miami, Florida
Conference Co-Hosts	<p style="text-align: center;">SMILE Conference®</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p style="text-align: center;">LAWSCOMM</p>
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 investigation and prevention.
Extraordinary Opportunity & Value	This sponsorship and exhibition is limited to 15 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.
About the SMILE Conference® and LAW Communications	The SMILE Conference® is presented by LAW Communications , which has provided interactive media advice to law enforcement since 2007. LAW 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. LAW 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 increase and improve communication with the public they serve.

Sponsor Opportunities

Sponsor Levels and Opportunities	<p>PLATINUM - \$10,000+ (includes Lunch Sponsorship + keynote presentation) GOLD - \$7,500+ (includes Town Hall Sponsorship + keynote presentation) SILVER - \$5,000+ (includes Break Sponsorship + 30 min lunch presentation) BRONZE - \$2,500+ (includes Break Sponsorship) Conference Bag - \$750 (provide pre-approved bag at sponsor's expense) 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 (5), Gold (4), Silver (3), Bronze (2) • 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 & Gold –full page, Silver and Bronze –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, Gold and Silver) • Promotional material in delegate bag • Early Bird registration rate for sponsor guests and potential customers • Access to attendee list (All levels) • Sponsor logo included the post-conference email to attendees • Logo on conference emails to attendees
Contact	Lauri Stevens at lauri@lawscomm.net





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Exhibitor Opportunities

Exhibition Dates	Exhibition – Monday-Wednesday, May 21-23, 2018
Conference Program Overview	<p>The conference features 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 ○ 3-day Exhibition featuring products and services ○ 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 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> <p>Sunday, May 20 – 6:00 pm to 8:00 pm (Welcome Reception) Monday, May 21 – 8:00 am to 4:00 pm Tuesday, May 22 – 8:00 am to 4:00 pm Wednesday, May 23 – 8:00 am to 3:00 pm</p>
Space Ordering	Exhibit spaces are ordered online at http://smileconference.com/exhibit-sponsor/
Important Dates	<p>August, 2017 Open for exhibit space orders April 30, 2018 Last day for space cancellation subject to 50% fee After May 10, 2018 Exhibit space cancelled subject to 100% fee</p>
Booth & Display Fees	\$1,000 – 10’ wide x 8’ deep Space
Booth Amenities	<p>Each exhibit space includes the following amenities:</p> <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 \$449.00 (paid by March 31) and \$499.00 (paid after March 31). 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 – Sunday, May 20 - 2:00 - 5:00 pm Move-Out – Wednesday, May 23 – 3:00 - 5:00 pm* * Vendors will be allowed to move-out earlier than Wednesday 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 (Monday-Wednesday) ○ Welcome Reception with delegates (Sunday) ○ Exhibitor badge
Exhibit Schedule	<p>The exhibition schedule is to be designed to encourage attendees to engage in the exhibition.</p> <p><u>Sunday, May 20</u> 2:00 pm – 5:00 pm – Exhibit Move-In 6:00 pm – 8:00 pm – Welcome Reception (exhibitor access)</p> <p><u>Monday, May 21</u> 8:00 am – 4:00 pm – Exhibit Areas Open Session Breaks in Exhibit Area Vendors attend lunch</p> <p><u>Tuesday, May 22</u> 8:00 am – 4:00 pm – Exhibit Areas Open Session Breaks in Exhibit Area Vendors attend lunch</p> <p><u>Wednesday, May 23</u> 8:00 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

