

FLORIDA SHERIFFS ASSOCIATION



ANNUAL PARTNERSHIP

REGISTER ONCE FOR 2025!

When you register as a 2025 Annual Partner with the Florida Sheriffs Association, you guarantee your conference attendance throughout the year. Stay connected with, get in front of your target audience, and receive exclusive exposure to sheriffs and other decision makers in law enforcement. The Florida Sheriffs Association hosts the only two conferences each year which bring together sheriffs, command staff and others in law enforcement from all 67 counties in Florida.

CONFERENCES

Sheriffs 2025 Winter Conference

February 9-12, 2025

Hyatt Regency Jacksonville Riverfront | Duval County

Attendee Profile: Sheriffs; former Sheriffs; Command Staff; other Law Enforcement Agency Officials

Over 90% of sheriffs typically attend the Sheriffs Winter Conference

Sheriffs 2025 Summer Conference

July 27-30, 2025

Omni Orlando Resort at ChampionsGate | Osceola County

Attendee Profile: Sheriffs; former Sheriffs; Command Staff; other Law Enforcement Agency Officials.

Over 90% of sheriffs typically attend the Sheriffs Summer Conference

2025 Executive Leadership Conference & Fleet Exposition

November 17-19, 2025

Renaissance Orlando at SeaWorld | Orange County

Attendee Profile: Sheriffs, command staff, finance and human resource personnel, jail administrators, fleet managers, information technology personnel, purchasing agents, executive assistants, teen driver challenge instructors, chaplains, and public information officers.

Annual Partnership does not include hotel reservations. FSA does contract group rates for all conference events. Hotel information is sent prior to each conference.

VENDOR PROSPECTUS

Prior to each conference, FSA releases the Vendor Prospectus. The prospectus contains important, conference specific information, as well as, general conference policies and procedures. Vendors must agree to all terms within the prospectus prior to each conference.

PACKAGE ADD-ON

Commanders Academy Reception Package

Available during online registration to Platinum and Diamond Annual Partners.

\$2,500/company/night (Limit 2 per date: 5/25/25 or 7/10/25).

Purchase both nightly spaces for maximum exclusivity! Package includes:

- Dinner and non-alcoholic beverages. (Items are determined and ordered by FSA.)
- Signage with your company logo. (Signage is provided by FSA.)
- Ability to place two retractable banners inside the room. (Maximum size per banner: 33' w x 81" h. Banners are provided by the Annual Partner.)
- Ability to place custom cups, koozies, and napkins at event. (Items are provided by Annual Partner before the deadline.)

REGISTRATION AND PAYMENT

Annual Partnership registration will open on Monday, October 14, 2024 at 2:00pm eastern.

Registration is online only: <https://flsheriffs.org/get-involved/upcoming-events/annual-partners-sponsors/>. Registration must be completed by Friday, November 15, 2024. The person registered as the Annual Partner will be the person listed in the 2025 Annual Partnership directory. Annual Partners will not be accepted after the deadline. Due to partner capacities, FSA is subject to selling out of Annual Partnerships before the deadline.

FSA will register the main contact for each conference throughout the year and then notify the Annual Partner his/her registration has been set up. Prior to the conference, it is the responsibility of the Annual Partner to register all remaining company representatives for the conference via the online registration.

Full payment is due by Monday, December 16, 2024.

Credit Card

Please call Jan Raymond or Kaliente' Dixon to pay via credit card, 850-877-2165.
Please note: a 3% processing fee will be applied to credit card payments.

Check

Checks should be made payable to the Florida Sheriffs Association. Please mail checks to:
Florida Sheriffs Association
Attn: 2025 FSA Annual Partnership
2617 Mahan Drive
Tallahassee, FL 32308

ACH

Florida Sheriffs Association's Banking Information is as follows:
Checking Account
Capital City Bank
Routing Number: 063100688
Account Number: 0010867001

Please remember, this is not for wire transfers, but for ACH. Please email any payment remittance information to accounting@flsheriffs.org. If you have any questions at all, please contact Trish Eldridge at teldridge@flsheriffs.org, or call 850-559-5668.

CANCELLATION BY VENDOR

Emailed cancellation must be received by Friday, November 15, 2024 to be refunded fees less a \$250 cancellation fee. Cancellations after this date will not receive a refund. Please email conferences@flsheriffs.org.

CANCELLATION OF CONFERENCE

In the event one or more of the FSA conferences must be cancelled, postponed, or relocated on account of fire, strike, government regulations, casualties, acts of God, pandemic or other causes beyond the control of the FSA, the vendor waives any and all claims for damages, losses, expenses and costs of any kind. Furthermore, if the conference is cancelled, the vendor agrees that the sole liability of the FSA will be to refund the partnership fee related to the cancelled conference not the entire 2025 partnership fee.

PHOTOGRAPHY

All conference photography is carried out by the official photographer of the Florida Sheriffs Association. All vendors agree that FSA may utilize all images, including images of the vendor's products, and employees, as they see fit in communication and marketing materials for future conferences. If you want to promote images of your company, don't forget to tag us: @floridasheriffsassociation (Facebook); @FLSheriffs (X); @floridasheriff (Instagram).

RESPECT

Rude behavior and inappropriate actions toward FSA Staff, attendees and/or Sheriffs, and other sponsors/exhibitors, at any time will not be tolerated. Reports or sightings of misconduct will be evaluated, and at FSA's discretion, those involved may be subject to immediate dismissal from the conference and will not be allowed to attend or exhibit at future FSA conferences or events. No refunds will be provided.

VENDOR RESPONSIBILITY & INSURANCE

Vendors should include in, or have a rider attached to, their insurance policies covering the period of time from the date of shipment of merchandise/display to the show through and including the return arrival date of the merchandise/display at the vendors' home base. The Vendor understands that neither the Group nor the Hotel maintains insurance covering the Vendor's property and it is the sole responsibility of the Vendor to obtain such insurance. Vendor assumes responsibility and agrees to indemnify, defend and hold harmless Hotel, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and FSA from and against any claims or expenses arising out of the use of exhibition premises. Vendors should have a copy of the policy in their possession at each conference.

VENDOR REPRESENTATION

The vendor represents and warrants that it is authorized to conduct business in the state of Florida, and, if required, is registered in accordance with Florida law. The vendor further represents and warrants that all products or services to be exhibited are safe and effective.

ADDITIONAL INFORMATION

- Only one company per partnership—no exceptions.
- Promotion of products or services that are in direct competition with the Florida Sheriffs Association (FSA), FSA Programs and/or the Cooperative Purchasing Program is prohibited. Additionally, vendors who are not currently on the FSA Cooperative Purchasing Program contract are not permitted to attend FSA conferences.
- Delegates may place orders with exhibitors for goods or services, but vendors may not directly sell products from the exhibit floor.
- The Florida Sheriffs Association does not permit or support ride and drive as part of the conference. Vendors may elect to schedule post-conference meetings with attendees for purposes of test driving.

DIAMOND | \$35,000

Participant Access

Pre/post conference attendee list

Four (4) complimentary registrations to attend the Winter Sheriffs Conference (includes all conference meals)

Six (6) complimentary registrations to attend the Summer Sheriffs Conference and Executive Leadership Conference & Fleet Exposition (includes all conference meals)

Guaranteed premium booth at both the Summer and Executive Leadership Conference & Fleet Exposition

Attendance and reserved table at Sheriffs' Summer Conference Banquet (includes 8 seats)

Branding

Link to company website from conference website

Listed on FSA's Annual Partner website

Use of Annual Partner logo

Listed on conference website

Partnership level on name badge

Logo in conference program

Logo on conference digital displays

Logo on conference signage

Logo or 30-second video rotating, during conference, in break area

Link to company website from FSA Annual Partner website

Logo on sheriff training digital displays at conference

Custom conference name tag emphasizing Diamond Annual Partnership

Logo displayed at Sheriffs' Summer Conference Banquet

Marketing

Contribution to conference swag bag (marketing piece is provided by partner by the deadline)

Sponsored Event Opportunity – Tier 3 (see page 13)

Ability to post up to ten (10) positions on FSA's Job Board

One (1) sponsored email per year (email is sent by FSA during the year to sheriffs and chief deputies)

Company profile (150 words) in The Sheriff's Star

Social media post on FSA's platforms (1 per conference)

Opportunity to send marketing collateral for distribution at FSA events throughout the year

Short video/commercial that runs on loop in sheriffs training room during a break (video provided by partner)

Logo or company name on one (1) official conference item

DIAMOND | \$35,000 *(continued)*

Advertising

Listed in 2025 Annual Partner Directory, a year-round resource for sheriffs' office personnel

20% discount on print ads: The Sheriff's Star and All Points Bulletin

40% discount on digital ads: Weekly Insight and Daily News Clips

Social Text ad in the FSA Weekly Insight

Promotion of five company trainings on FSA training calendar (webinars and in-person)

Full page color ad in conference program

FSAcast host-read spot, in-episode advertisement (3 at 30-seconds each)

Florida Sheriffs Training Institute Advertisement (Commercial and Logo | 1 course)

Florida Sheriffs Training Institute Training (partner provides a 30-minute educational course)

Speaking Engagements

Speaking opportunity to address attendees during Commanders Academy

Speaking opportunity to address attendees at every conference

Bonus

1-year Platinum Business Membership, includes a one-year subscription of The Sheriff's Star

Complimentary Wi-Fi access during Vendor Hall hours

PLATINUM | \$30,000

Participant Access

Pre/post conference attendee list

Two (2) complimentary registrations to attend the Winter Sheriffs Conference (includes all conference meals)

Five (5) complimentary registrations to attend the Summer Sheriffs Conference and Executive Leadership Conference & Fleet Exposition (includes all conference meals)

Guaranteed premium booth at both the Summer and Executive Leadership Conference & Fleet Exposition

Attendance and reserved table at Sheriffs' Summer Conference Banquet (includes 8 seats)

Branding

Link to company website from conference website

Listed on FSA's Annual Partner website

Use of Annual Partner logo

Listed on conference website

Partnership level on name badge

Logo in conference program

Logo on conference digital displays

Logo on conference signage

Logo or 30-second video rotating, during conference, in break area

Link to company website from FSA Annual Partner website

Logo on sheriff training digital displays at conference

Marketing

Contribution to conference swag bag (marketing piece is provided by partner by the deadline)

Sponsored Event Opportunity – Tier 2 (see page 13)

Ability to post up to five (5) positions on FSA's Job Board

One (1) sponsored email per year (email is sent by FSA during the year to sheriffs and chief deputies)

Company profile (150 words) in The Sheriff's Star

Social media post on FSA's platforms (1 per year)

Opportunity to send marketing collateral for distribution at FSA events throughout the year

PLATINUM | \$30,000 *(continued)*

Advertising

Listed in 2025 Annual Partner Directory, a year-round resource for sheriffs' office personnel

20% discount on print ads: The Sheriff's Star and All Points Bulletin

35% discount on digital ads: Weekly Insight and Daily News Clips

Social Text ad in the FSA Weekly Insight

Promotion of three (3) company trainings on FSA training calendar (webinars and in-person)

Half page color ad in conference program

FSAcast host-read spot, in-episode advertisement (2 at 30-seconds each)

Florida Sheriffs Training Institute Advertisement (Logo | 1 course)

Florida Sheriffs Training Institute Training (partner provides a 30-minute educational course)

Speaking Engagements

Speaking opportunity to address attendees during Commanders Academy

Speaking opportunity to address attendees at every conference

Bonus

1-year Gold Business Membership, includes a one-year subscription of The Sheriff's Star

Complimentary Wi-Fi access during Vendor Hall hours

GOLD | \$20,000

Participant Access

Pre/post conference attendee list

Two (2) complimentary registrations to attend the Winter Sheriffs Conference (includes all conference meals)

Four (4) complimentary registrations to attend the Summer Sheriffs Conference and Executive Leadership Conference & Fleet Exposition (includes select conference meals)

Guaranteed premium booth at both the Summer and Executive Leadership Conference & Fleet Exposition

Branding

Link to company website from conference website

Listed on FSA's Annual Partner website

Use of Annual Partner logo

Listed on conference website

Partnership level on name badge

Logo in conference program

Logo on conference digital displays

Name on conference signage

Logo rotating, during conference, in break area

Link to company website from FSA Annual Partner website

Logo on sheriff training digital displays at conference

Marketing

Contribution to conference swag bag (marketing piece is provided by partner by the deadline)

Sponsored Event Opportunity – Tier 1 (see page 13)

Advertising

Listed in 2025 Annual Partner Directory, a year-round resource for sheriffs' office personnel

20% discount on print ads: The Sheriff's Star and All Points Bulletin

30% discount on digital ads: Weekly Insight and Daily News Clips

Social Text ad in the FSA Weekly Insight

Promotion of one (1) company training on FSA training calendar (webinars and in-person)

Quarter page color ad in conference program

FSAcast host-read spot, in-episode advertisement (1 at 30-seconds)

Bonus

1-year Gold Business Membership, includes a one-year subscription of The Sheriff's Star

Complimentary Wi-Fi access during Vendor Hall hours

SILVER | \$15,000

Participant Access

Pre/post conference attendee list

Two (2) complimentary registrations to attend the Winter Sheriffs Conference (includes all conference meals)

Three (3) complimentary registrations to attend the Summer Sheriffs Conference and Executive Leadership Conference & Fleet Exposition (includes select conference meals)

Guaranteed booth at both the Summer and Executive Leadership Conference & Fleet Exposition

Branding

Link to company website from conference website

Listed on FSA's Annual Partner website

Use of Annual Partner logo

Listed on conference website

Partnership level on name badge

Logo in conference program

Name on conference digital displays

Name on conference signage

Logo rotating, during conference, in break area

Link to company website from FSA Annual Partner website

Marketing

Contribution to conference swag bag (marketing piece is provided by partner by the deadline)

Advertising

Listed in 2025 Annual Partner Directory, a year-round resource for sheriffs' office personnel

15% discount on print ads: The Sheriff's Star and All Points Bulletin

25% discount on digital ads: Weekly Insight and Daily News Clips

Bonus

1-year Silver Business Membership, includes a one-year subscription of The Sheriff's Star

BRONZE | \$5,000

Participant Access

Pre/post conference attendee list
Two (2) complimentary registrations to attend the Summer Sheriffs Conference and Executive Leadership Conference & Fleet Exposition (includes select conference meals)
Guaranteed booth at both the Summer and Executive Leadership Conference & Fleet Exposition

Branding

Link to company website from conference website
Listed on FSA's Annual Partner website
Use of Annual Partner logo
Listed on conference website
Partnership level on name badge
Logo in conference program
Name on conference digital displays
Name on conference signage

Advertising

Listed in 2025 Annual Partner Directory, a year-round resource for sheriffs' office personnel
10% discount on print ads: The Sheriff's Star and All Points Bulletin
20% discount on digital ads: Weekly Insight and Daily News Clips

Bonus

1-year Bronze Business Membership, includes a one-year subscription of The Sheriff's Star

CONFERENCE SPECIFIC INFORMATION

A full list of package details can be found on the preceding pages. The information below is package specific information for each of the three FSA Conferences.

Partnership Levels	Bronze \$5,000	Silver \$15,000	Gold \$20,000	Platinum \$30,000	Diamond \$35,000
Link to company website from conference website	AP Only	AP Only	AP Only	AP Only	AP Only
Pre/post conference attendee list	✓	✓	✓	✓	✓
Listed on conference website	✓	✓	✓	✓	✓
Partnership level on name badge	✓	✓	✓	✓	✓
Listed in conference program	Logo	Logo	Logo	Logo	Logo
Listed in conference digital displays	Name	Name	Logo	Logo	Logo
Listed on conference signage	Name	Name	Name	Logo	Logo
Guaranteed booth at both the Summer and Executive Leadership Conference & Fleet Exposition	✓	✓	✓	✓	✓
Number of complimentary registrations to the Sheriffs 2025 Winter Conference	N/A	2	2	2	4
Number of complimentary registrations to the Sheriffs 2025 Summer Conference	2	3	4	5	6
Number of complimentary registrations to the 2025 Executive Leadership Conference & Fleet Exposition	2	3	4	5	6
Includes conference meals	Select	Select	Select	All	All
Logo or 30-second video rotating, during conference, in break area		Logo	Logo	Logo or Video	Logo or Video
Contribution to Conference Swag Bag		✓	✓	✓	✓
Complimentary Wi-Fi Access at every conference			✓	✓	✓
Listed on sheriff training digital displays			✓	✓	✓
Color ad in conference program			¼ page	½ page	Full page
Attendance and Reserved table at Sheriffs' Summer Conference Banquet (includes 8 seats)				✓	✓
Speaking opportunity to address attendees at every conference				✓	✓
Custom conference name tag emphasizing Diamond Annual Partnership					✓
Short video/commercial that runs on loop in sheriffs training room during a break (short video provided by partner)					✓
Logo displayed at Sheriffs' Summer Conference Banquet					✓
Logo or company name on one (1) official conference item					✓

SPONSORED EVENT OPPORTUNITY

Tier 1 – Gold Annual Partner

Many companies desire to host their own events in conjunction with FSA conferences.

- Prior to each conference, FSA will send an email to conference attendees to advertise the Gold Annual Partner's private event during the conference.
- Partner is required to submit all information to FSA before the deadline, including date, time, location, company point of contact for the event, RSVP information, etc.
- Partner event may not conflict with FSA's conference schedule (except for the hospitality suite).
- Partner is responsible for coordinating and managing the event details and RSVPs.
- Partner is responsible for the event cost.
- Limit: 1 per year

Tier 2 – Platinum Annual Partner

FSA will assist your company to coordinate an event in conjunction with FSA conferences.

- Prior to each conference, FSA will send an email to conference attendees (or a select group of conference attendees) to advertise the Platinum Annual Partner's private event during the conference.
- Partner is required to submit all information to FSA before the deadline, including date, time, location, company point of contact for the event, RSVP information, etc.
- Partner event may not conflict with FSA's conference schedule (except for the hospitality suite).
- Partner is responsible for coordinating and managing the event details and RSVPs.
- Partner is responsible for the event cost.
- FSA will assist partners with event ideas, proposals and in providing local contact information.
- Limit: 2 per year

Tier 3 – Diamond Annual Partner

In addition to conferences, FSA hosts many events and trainings for sheriffs and sheriff's office personnel throughout the year. These include but are not limited to: Crime Intelligence Analyst Academy, Sheriffs Summit, Women's Leadership Academy, Internal Affairs Training, Court Security Class, Gaming Commission Violation Classes, Cold Homicide Class, Jail Summit, Teen Driver Challenge Summit, and Preventing Suicides in Jails Class. FSA will make you aware of the opportunities as they arise. You will be given an opportunity to take advantage of the event package. Packages include:

- Single day registration for one (1) representative to attend event.
- Speaking opportunity to address attendees.
- Ability to provide a company marketing item to attendees (Item is brought to the event and provided by partner.)
- Ability to place a retractable banner at the event. (Banner is brought to the event and provided by partner.)
- Partner is permitted to take photos of representative with attendees.
- Partner is permitted to use the photos mentioned above in Social Media posts. Photos must be approved by FSA's Director of Communications.
- An email list of all attendees will be sent to partner after the event concludes. Partner is permitted to email attendees one time.

ACKNOWLEDGEMENT OF TERMS AND CONDITIONS

By registering as an Annual Partner, all terms and conditions included in the Annual Partnership package are acknowledged and accepted.

FOR MORE INFORMATION

Abby Andersen, CMP

Director of Events and Marketing

Florida Sheriffs Association

850-877-2165

aandersen@flsheriffs.org

