



Sponsorship Opportunities



*Sponsor responsible for all costs associated with sponsorship. Payment must accompany request.
NOTE: Only current exhibiting companies may be a sponsor for the 154th Congress of Correction.

General Session Keynote Speaker \$25,000

Sponsoring the General Session Keynote Speaker puts you and your business at the very forefront of the conference experience. It is the most well attended event at the Congress of Correction and gives you a unique opportunity to mark you and your company as an industry leader. Our keynote speakers are specially chosen to attract a broad section of conference attendees who will fill the room to hear our speakers motivate and move them to positive action both at work and at home. Previous speakers include Terry Bradshaw, Misty Copeland and Henry Winkler. Sponsorship of the General Session is limited.

E.R. Cass Banquet \$25,000

Sponsoring The E.R. Cass Award Banquet gives you and your business the opportunity to be front and center when corrections leaders

nationwide gather to honor their own. The E.R. Cass Award is the most prestigious award in corrections and the E.R. Cass Award Banquet attracts top corrections leaders from around the country. As part of your sponsorship, you and your company will be recognized on stage, as well as in the event program book and other promotional material.

Ice Cream Welcome Social 1 sponsor \$10,000 or Co-sponsor \$5,000

Our Ice Cream Welcome Social on Wednesday, August 14th is an exciting new sponsorship opportunity that is sure to put you in front of a bunch of happy attendees. Your company's logo will be displayed on a banner at the event and you will have the opportunity to network with a wide variety of very happy corrections professionals. In addition, you will receive recognition throughout the convention center. Start your Congress of Correction out with a

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flourish and help us provide a variety of delicious ice cream flavors, toppings galore and refreshing treats to the corrections professionals you do business with.

Health Care Luncheon

Cost is based on the final price of the luncheon

Want to stand out with every health care professional at the Congress of Correction? The best way is to sponsor our exclusive Health Care Luncheon. This highly attended event gathers top correctional health care professionals together in one room and provides both an educational and social forum. This event has been a part of our conferences for years and is always highly anticipated and warmly received.

Health Care Networking Reception

Cost is based on the final price of the reception

Start your Congress of Correction experience right by becoming the exclusive sponsor or a

co-sponsor of our Health Care Reception. This event kicks off the Congress and by being a sponsor you will be among the first to meet and greet key attendees. Grab this opportunity to network in a relaxed and comfortable atmosphere as correctional leaders from across the country arrive ready to meet other professionals and exchange ideas.

Military Reception

Cost is based on the final price of the reception

This sponsorship opportunity gives you the chance meet with and to honor the women and men of our armed forces who are currently serving or have served. ACA co-sponsors this Military Reception at each Congress and it's a tradition to show our appreciation for their service and dedication to our country and to the field of corrections. At this event, military personnel meet and greet in a social setting with their peers and the exhibitors and agents they work with throughout the year.

Conference App — Exclusive Sponsorship \$7,500

Become the exclusive sponsor of our Congress of Correction app. During the Congress, thousands of attendees will be using our app to navigate their way through the multitude of events. As the exclusive sponsor, your logo will appear as a scrolling banner ad within the app and on the landing page ensuring your presence will always be in front of conference attendees. In addition, you will be able to send up to two push notifications a day, allowing you to invite attendees to visit your booth or remind them of your events. Finally, your company name will be listed as a top sponsor on the exhibitor directory within the app.



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*Hotel Room Key Cards \$6,000

This sponsorship involves providing hotel room key cards to all of the attendees of the conference, which will have your company name and logo as well as ACA's logo on each key. It's a great way to advertise your company at the conference.

Lanyards \$6,000

This sponsorship involves providing lanyards with your company logo. The lanyards will hold the conference name badge.

E.R. Cass Signature Drink Sponsorship — Co-Sponsorship (2 available) \$6,000

Sponsor the Signature Drink in a Commemorative Glass for the 154th Congress of Correction.



Conference Name Badges \$5,000

Your company logo will appear on the bottom of each attendee's name badge.

Exhibit Hall Lunch (Sat.) or Exhibit Hall Breakfast (Sun.) — Co-Sponsorship \$5,000

Sponsorship of the Exhibit Hall Lunch or Exhibit Hall Breakfast will provide a lunch or breakfast for attendees. Logos on tables and conference signage.



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Exhibit Hall Open House Reception (5 available) \$5,000

This sponsorship is open to multiple sponsors. The “Grand Opening” reception in the exhibit hall will allow you and your staff to participate in this festive event. All companies participating will be recognized and participate in the prize drawing. Every attendee will visit your booth during the opening reception.

Exhibitor Aisle Hanging Signs \$5,000

With this exclusive sponsorship, your company will have the opportunity to have your brand highlighted throughout the entire exhibit hall. Help direct the traffic on the exhibition floor with your company logo on each of the numbered hanging signs at the beginning of each aisle. There will be approximately 13 hanging aisle signs.



Exhibit Hall Snack Station (Saturday) \$5,000

Keep attendees engaged with exhibitors by providing snacks during their exploration of the exhibit hall.

Grand Prize (5 available) \$5,000

This sponsorship is open to multiple sponsors and helps provide a spectacular Grand Prize to the attendees. The sponsorship includes attendees going to each sponsor’s booth to have a card stamped before they can enter to win the Grand Prize, guaranteeing a large volume of foot traffic to your booth. Also, with this sponsorship, during the drawing itself, a representative from your company will participate in the drawing on stage.



Infused Water Station (3 available) \$5,000

Infused water is created by adding fruits, vegetables, and/or herbs to the water. These combinations not only add natural flavor to the water, but also provide various health benefits. Water stations will be set throughout the convention center. Your company logo will be displayed at the stations.

Exhibit Hall Floor Map \$3,000

Your company logo will be displayed on the exhibit hall floor map.

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Level 2 LED Wall

\$3,000 per 15 second video (No audio)

\$2,000 per still image (10 second intervals)

A single screen towers overhead on Level 2 near the 6th Avenue and Demonbreun Street entrance. The 16'W x 9'H LED display offers more than 252" of screen coverage that can be divided into sections. This wall accommodates still images and video.



Exhibit Hall Dormers

**\$2,000 per still image
(10 second intervals)**

Three vertical dormers tower above Exhibit Halls C and D. The 7'W x 14'H LED displays are visible inside the building from Levels 3 and 4, as well as outside the building from the adjacent Demonbreun Street. The screens can be displayed full size or divided into three different sections. In addition to supporting still images and video, the dormers can also display live video feeds with audio.

General Session

Refreshment

\$3,000

Sponsorship is open to multiple sponsors to provide some light refreshments and snacks to the attendees prior to the General Session. The audience will be most appreciative.

Wellness Step

Challenge App

\$2,500

The aim of a wellness challenge is to encourage and inspire the workforce to adopt a healthy lifestyle and make better choices in life. Attendees will use an activity tracker, like a fitbit device, to track their daily steps. The top three winners will win a prize.

E.R. Cass Table Sponsorship

— Co-Sponsorship

(15 available) \$1,500

This sponsorship includes premium seating in the front half of the dining hall, a signature cocktail in the ACA commemorative glass, a table tent card, escorted valet seating and event signage throughout the convention center.

Wellness Expo

\$1,000

Become a sponsor of our Heath and Wellness Expo

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where attendees will receive free health screenings, nutrition and dietary information and much more. In addition to aligning your company with correctional staff wellness, your company logo will be prominently displayed on the Tower of Support at the event location and will also be featured in a future edition of ACA's Corrections Today magazine. Nearly every conference attendee stops by this Expo and that's why this is a prime sponsorship opportunity.

thanks
FOR YOUR SUPPORT

We encourage you to become an integral part of the American Correctional Association's 154th Congress of Correction. Without support from you, we could not continue to provide educational and professional opportunities to the field of corrections. These are the people that allow us to have the quality of life we enjoy in this country. Don't let them down. Support this event and help ACA continue its mission.

Exhibit Hall Lunch Table & Tote Bag Placement

\$900

Sponsor a lunch table in the exhibit hall. Your company logo will be on the tables in the ACA Lounge during lunch service. This sponsorship involves placing a flyer or promotional item from your company in all ACA tote bags.

*Tote Bags

Cost of the bags

This sponsorship involves providing tote bags to all of the attendees of the conference, which will have your company name and logo as well as ACA's logo on each bag. Your company name will be in front of everyone in attendance on a daily basis.



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Sponsorship Benefits

Benefits of Being a Sponsor at the Conference

(For all sponsorships over \$1,000)



- **Ribbon on Badge** — Each member of your booth staff will receive a “Sponsor” ribbon to place at the bottom of their name badge.
- **Recognition in Program Book** — Your company’s name, booth number and logo will be listed under the item you are sponsoring in ACA’s conference Program Book.
- **Recognition in Promotional Materials** — Along with being recognized in the conference

Program Book, there will also be signs onsite around the convention center as well as a sign at your booth indicating your company as a sponsor.

- **Pre-Registration List of Attendees** — Exhibitors who sponsor will receive a complimentary pre-show attendee list. This list can be used to send out an email to the attendees BEFORE the conference and invite them to stop by your booth.
- **Post-Registration List of Attendees** — Exhibitors who sponsor will receive a complimentary pre-show attendee list. This list can be used to send out an e-mail to the attendees AFTER the conference thanking them for visiting your booth.
- **Recognition in Corrections Today Magazine** — There will be conference highlights in our Corrections Today magazine. In these highlights we will include the logos of all the companies who have sponsored thanking them for their participation at the conference.
- **Floor Stickers at Exhibit Booth** — Each sponsor will have a sticker with their company’s logo placed on the floor in front of their booth. This will increase your visibility and bring attendees to your booth.
- **Recognition on ACA’s Conference Web Page** — All conference sponsors will have their company logos displayed on ACA’s conference web page for visitors to see.

ACA Sponsorship Form



ACA 154th Congress of Correction

Nashville, Aug. 15–18, 2024

Company Name: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsorship Type: _____

Amount: _____

Terms and Conditions:

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Signature: _____ Date: _____

Printed Signature: _____

Payment:

Credit Card Number: _____

Expiration Date: _____ Security Code (on back of credit card): _____

Name on Card: _____

Please return form with payment to American Correctional Association Fax: 703-224-0040 Email: marym@aca.org