

NOV 9, 2021

EQUIPPED

PREPARED TOGETHER.

A VIRTUAL EVENT

2021 SUPPLIER OPPORTUNITIES

You won't want to miss this opportunity to learn, engage and exchange ideas with experts in the field of public safety.

Known for being the first on the scene, first responders face dangerous, challenging and exhausting situations. Whether local incidents or national tragedies such as 9/11 or COVID-19, these situations continue to have a defining impact on the resiliency of the first responder community. Managing sustained trauma also exposes gaps in areas such as technology, resources, infrastructure and physical and mental health. At Equipped 2021, we will explore these and other issues through leading industry experts, unique collaborations and the latest tools and resources to keep communities safe.

Why Attend?

There are many events that target specific groups within the first responder community. However, we designed Equipped 2021 as a central hub for Law Enforcement, Fire, and EMS to discover the latest innovations and trends, explore collaborations, and expand industry knowledge to empower and promote professional development. There is no better way to connect with leaders in public safety and be fully equipped to strengthen your emergency response.



Topical Networking and Collaborative Engagement



Product Demonstrations



Sourcing of New Products and Services



Thought-provoking Micro-sessions

Keynote Sponsors

3 available at \$5,000/each

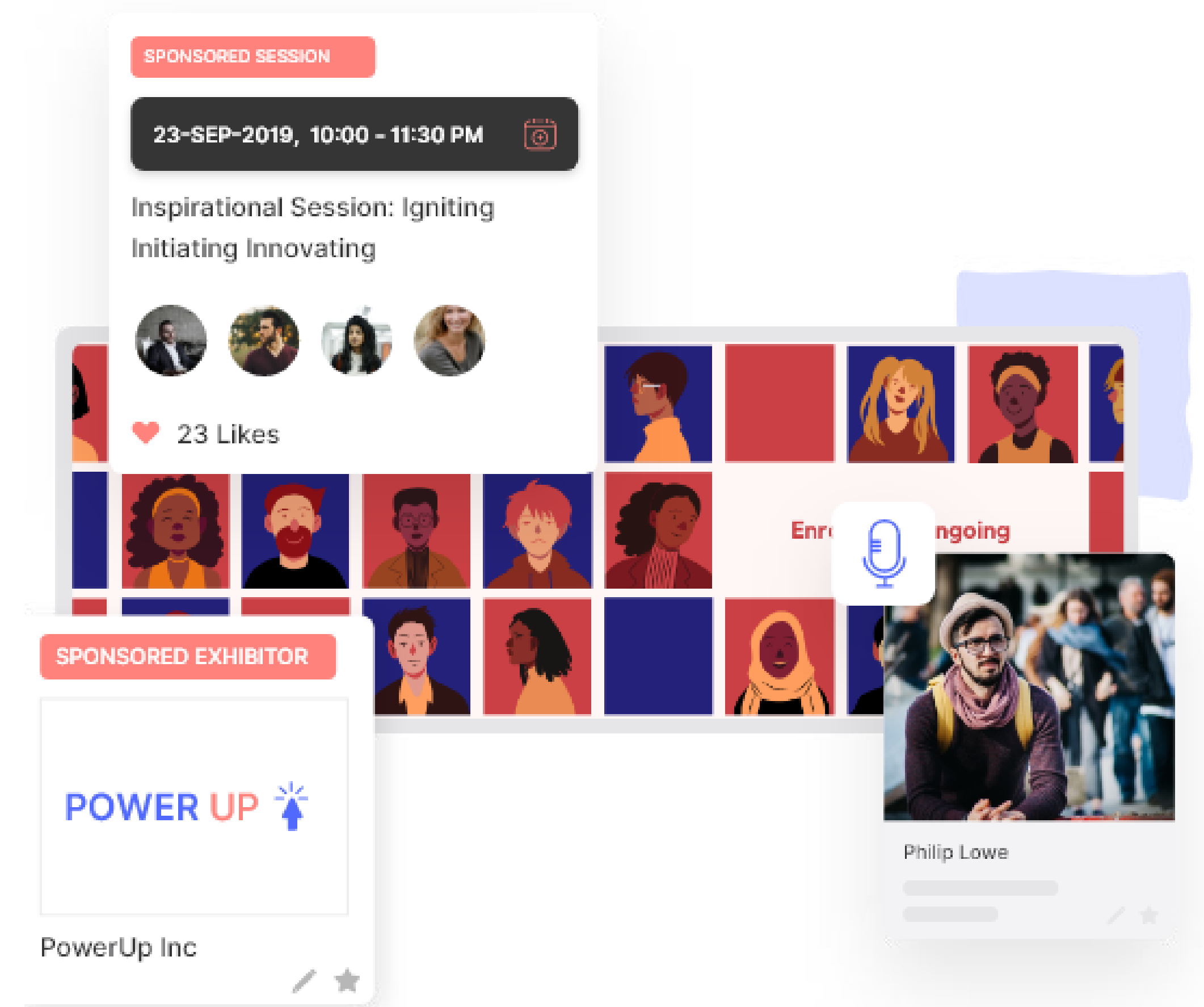
Pre-Equipped

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's Keynote & Equipped Supplier Showcase Listing (if applicable).
- Acknowledgment (logo or company name) in one pre-event e-newsletter.
- Company logo and link on Equipped website.
- Five complimentary event registrations for Company reps.

Post-Equipped

- Data analytics for sponsored Keynote
- Acknowledgment (logo or company name) in post-event e-newsletter

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Keynote Sponsors

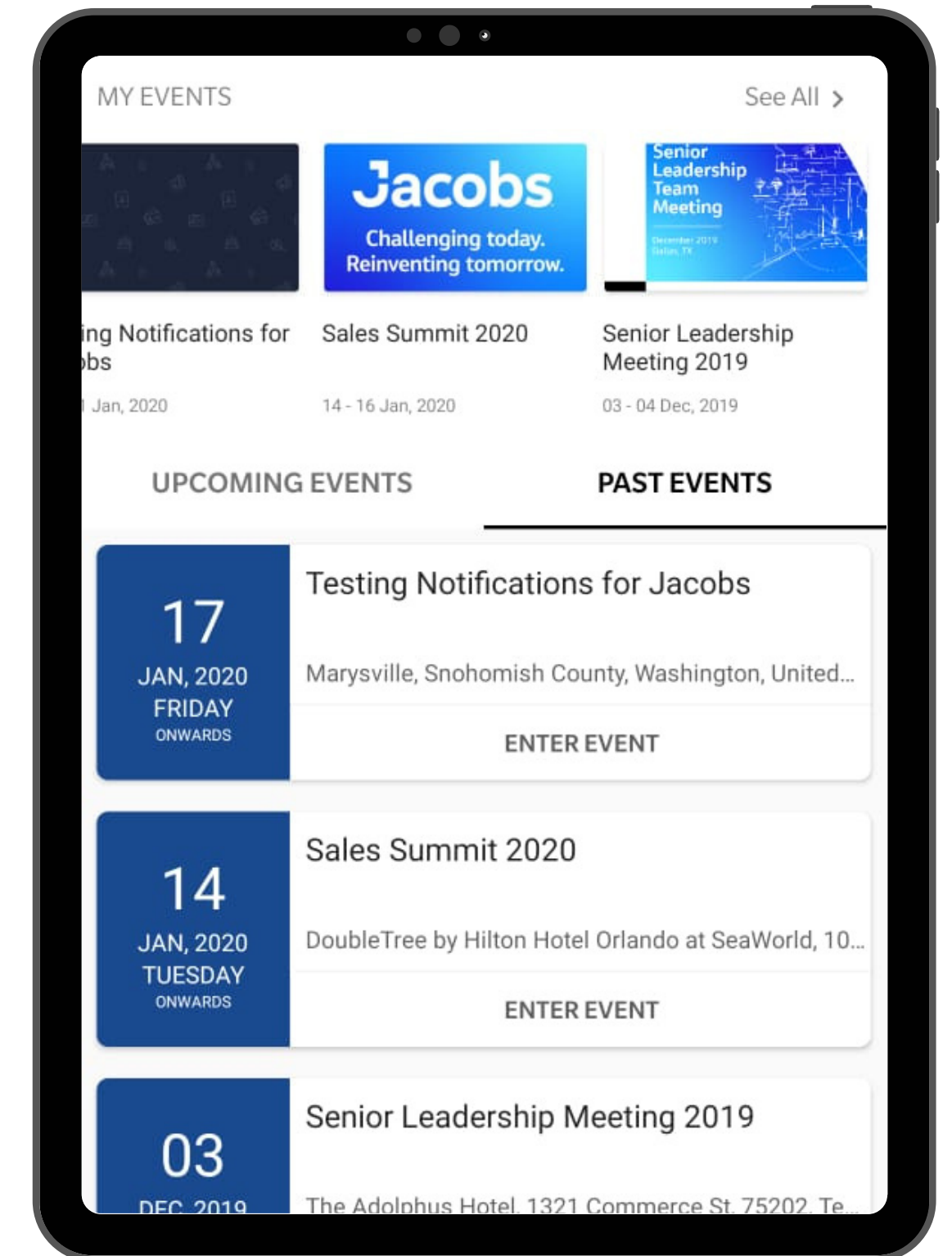
3 available at \$5,000/each

During Equipped

- **Exclusive executive speaking opportunity:** 90-second pre-recorded Keynote introduction.
- **Exclusive advertising opportunity:** 30-second pre-recorded sponsor sizzle to play prior to Keynote.
- **Mention in the event press release.**
- **Promotion on social media outlets during event** (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of sponsor's post).
- **Custom Branding:**
 - Prominent logo placement on home page
 - Logo placement on agenda next to sponsored Keynote – visible to all attendees

Attendee Engagement:

- One networking lounge for use by Sponsor throughout the event.
- All registered company representatives included in Networking Directory.
- One live push notification sent to all attendees promoting sponsored Keynote.
- One live polling question during the sponsored Keynote to be used as market research with results provided post-event.
- Content for inclusion on the event social stream.

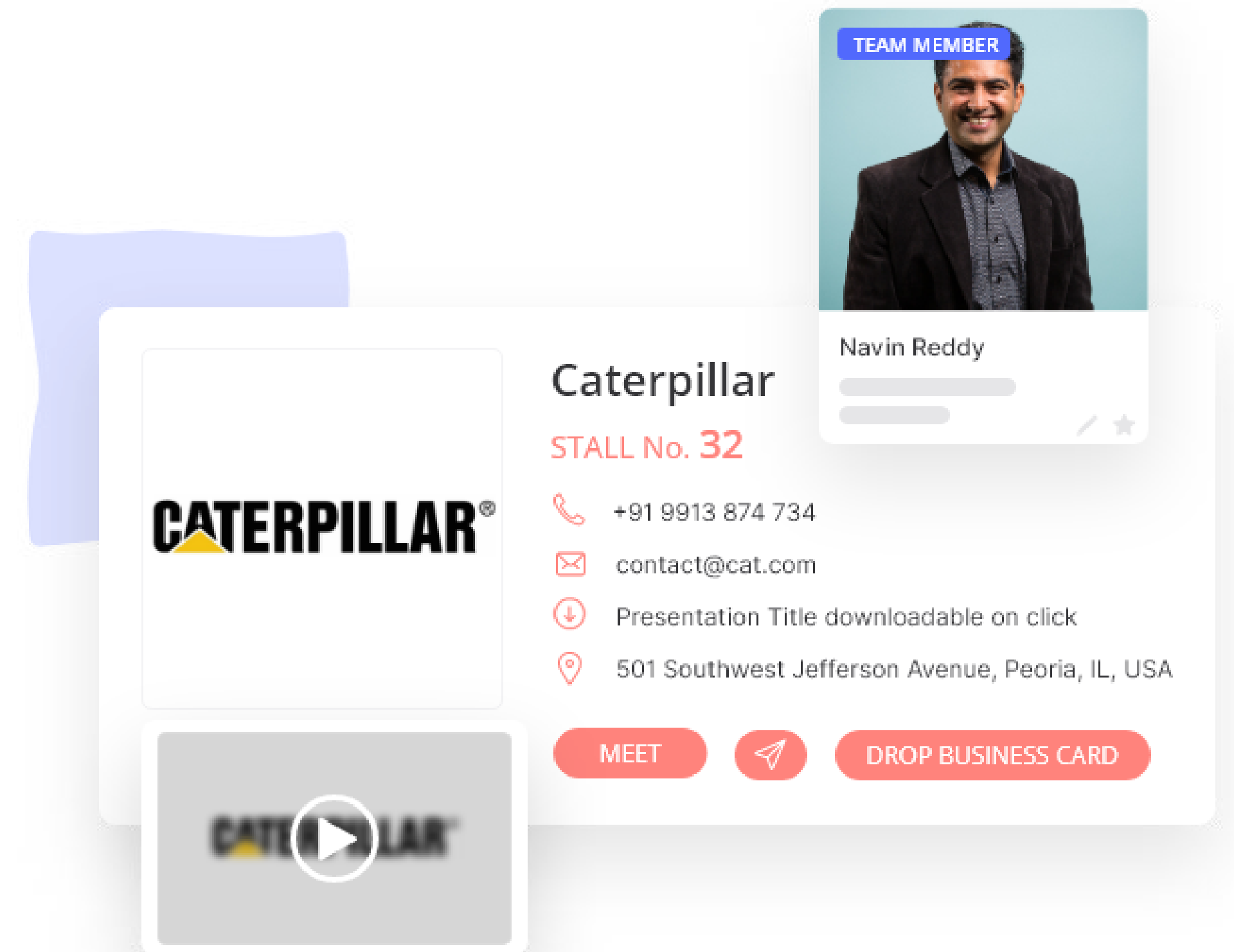


Supplier Showcase

\$900/each

- Company listing under Equipped Supplier Showcase, including:
 - Logo
 - Description
 - Website
 - Contact information
 - Meet: Attendees can send a request for a 1-1 meeting to Company reps.
 - Chat: Attendees can chat live with Company representatives.
 - Promo videos
 - Image gallery for products and services
 - Clickable and downloadable resources (PDFs)
 - Company rep listings linked directly to the networking directory
 - Social media channels
 - Lead retrieval
 - Customizable keyword filters
 - Data analytics
 - Supplier dashboard (build your own listing)

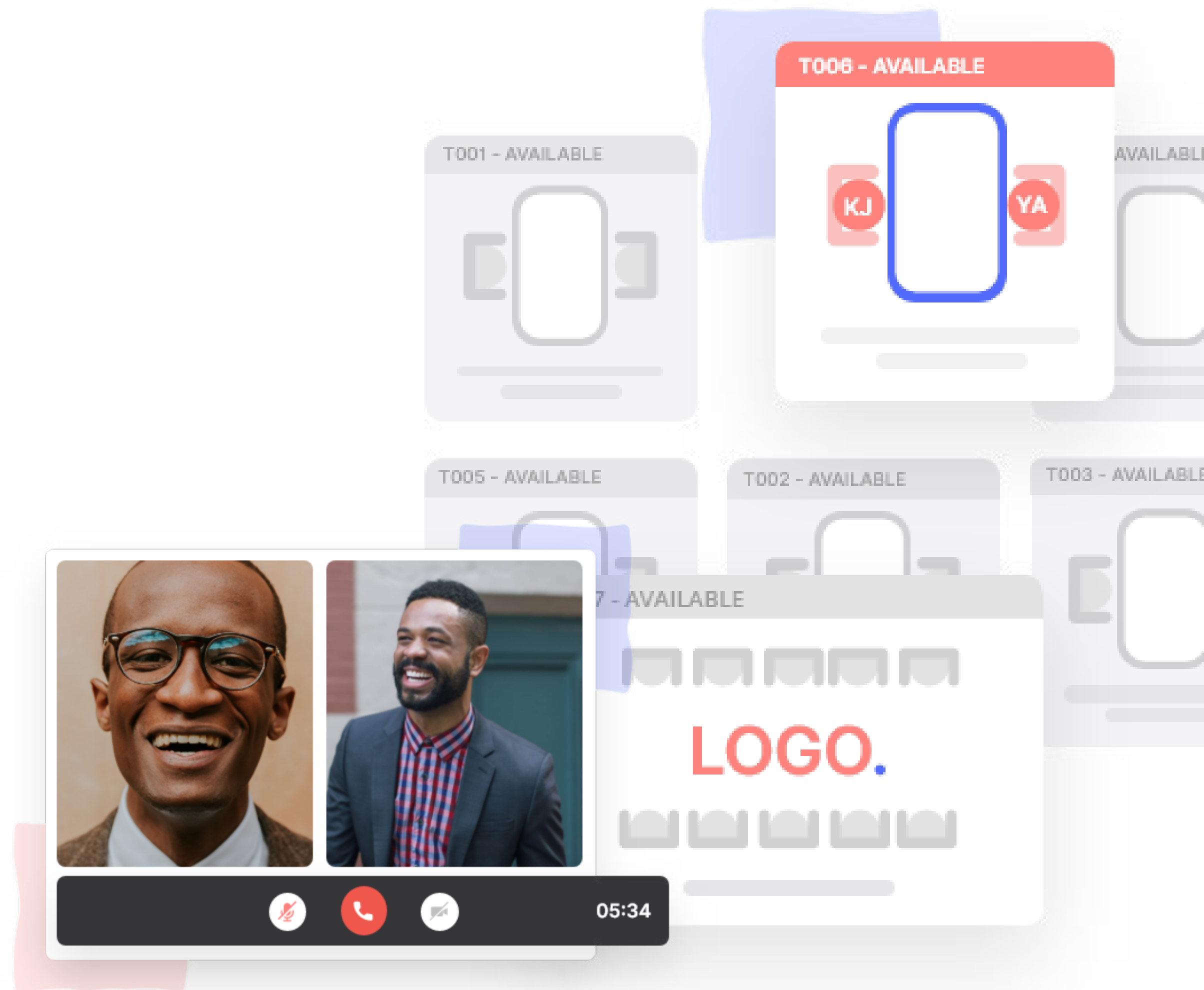
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Supplier Showcase

\$900/each

- Three complimentary event registrations for Company reps.
- **Speaking Opportunity:**
 - Includes one branded demo room for use by Supplier throughout the event.
 - Demo room to appear and be promoted on the main agenda.
- **Networking Opportunity:**
 - Includes one branded networking lounge for use by Supplier throughout the event. Company to provide lounge facilitator.
- **Attendee Engagement:**
 - All registered company representatives included in Networking Directory.
 - Content for inclusion on the event social stream.



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