

IAWP
— 2022 —

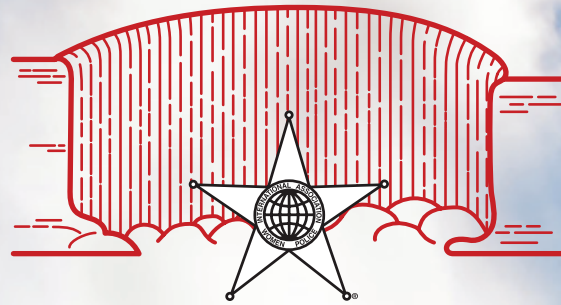
Connect. Empower. Lead.

SEPTEMBER 12 - 16
NIAGARA FALLS, CANADA



INVITATION TO SPONSOR

**59th International
Association of Women Police
CONFERENCE**



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— 2022 —

Connect. Empower. Lead.

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NIAGARA FALLS, CANADA

ChristyChess

WELCOME

The Ontario Women in Law Enforcement (OWLE), the Niagara Regional Police Service and the Hamilton Police Service are delighted to host the 59th International Association of Women Police (IAWP) Conference September 12-16, 2022 in Niagara Falls, Ontario, Canada.

This is the first time in the history of IAWP that this global conference will be in Niagara Falls, and delegates are expected from affiliates in 70+ countries. This conference has come to Ontario only once every twenty years, and we are offering sponsors this once-in-a-generation chance to profile your products and services.

This conference is an excellent opportunity for your organization to showcase your commitment to diversity and inclusion and support women provincially, nationally, and internationally.

The IAWP is renowned for delivering world class events to promote women and law enforcement. This conference will incorporate cutting-edge research, in-depth training, and leadership recognition. Experts from national and international law enforcement agencies, academics, researchers, along with senior decision makers, will all collaborate to make this global event a success.

The theme of the conference is **Connect. Empower. Lead.** Focus will be placed on the importance of trends and issues that impact law enforcement organizations.

As a sponsor, your organization will be able to promote its product or services to the international policing community, as well as give you an opportunity to learn and be engaged.

We invite and challenge you to join us on this journey to bring the largest international women in police conference to Canada and demonstrate your support of our future leaders.

Andrea Torrie and Sarah Rose
Co-Directors



ABOUT THE CONFERENCE

The 2022 IAWP Conference will host renowned speakers from across the globe to share their knowledge and insights on trending topics, such as: recruitment and retention, with a critical lens devoted to increasing diversity and inclusion within the workforce; virtual and digital evidence; artificial intelligence (AI); leadership; employee wellness; integrated responses to crime; building relationships with external agencies; and, fostering stronger community partnerships.





THE INTERNATIONAL ASSOCIATION OF WOMEN POLICE

The IAWP is an organization of international law enforcement officers who strive to increase professionalism in criminal justice.

Each year, the IAWP hosts an international conference that provides a strong network of support and training for the women and men of law enforcement. The IAWP is a forum for research conducted by universities and other professional organizations. Experts from all fields of criminal justice are brought together to share views and information. The conference provides all delegates an opportunity to broaden their knowledge in operations, leadership, and personal development through a series of lectures and case studies. In addition, the conference provides an international venue for the promotion of excellence and advancement in policing.

Mission of IAWP

- To strengthen, unite, and raise the capacity of women in policing internationally

Goals of IAWP

- To provide training conferences, programs, educational events, and learning opportunities relating to policing worldwide.
- To encourage and provide mentoring and leadership for police officers in all aspects of career development.
- To strive towards true professionalism through education & training and to keep apprised of the current trends and techniques in the interest of better service to the public.
- To encourage the application of the highest ethical standards of the law enforcement profession.
- To identify, recognize and reward performance, distinction, and achievement among law enforcement.

CONFERENCE THEMES

Renowned keynote speakers will present each morning with delegates participating in break-out sessions throughout the day covering the conference themes of:

Leadership – focusing on retention, diversity and engagement

Equity, Diversity & Inclusion – exploring the challenges, benefits and strategies to successfully implementing an equity, diversity & inclusion lens in policing

Wellness & Resilience – strategies for tackling post-traumatic stress, mindfulness and tapping into emotional intelligence

Technology – exploring the new demands of AI, blockchain, and drones present in policing

Investigations – understanding the strategies, data and analytics required to solve some of the most notorious crimes

SPONSORSHIP

Exclusive Platinum Sponsor
\$50,000

Gold Sponsor
\$25,000

Silver Sponsor
\$10,000

WHY SPONSOR?

The 2022 IAWP Conference is a means to access a wide range of audiences including senior decision makers, government entities and, of course, customers. Through sponsorship, you will receive:

- **Brand Visibility** – Brings wide visibility to your brand, giving your organization the chance to profile its products or services.
- **Lead Generation** – The Platinum and Gold levels of sponsorship bring the opportunity to staff a booth in the Exhibitors' Hall which is expected to be widely attended by conference attendees and senior decision makers.
- **Target Marketing** – Your organization can gain opportunities to engage one-on-one with people looking for relevant product solutions and exposure to new global markets.
- **Customer Insights** – The research and training sessions offered throughout the conference offer you a unique view into the needs of the police and security sectors.
- **Social Responsibility** – Aligns with your diversity and inclusion mandate.

The 2022 IAWP Conference is expected to attract over 1,000 delegates from 70+ countries. As the largest gathering of female law enforcement globally, sponsorship of this event offers opportunities to connect directly with a cross-section of professionals including, but not limited to:



Senior Decision
Makers



Government
Policy Creators



Thought Leaders



Academics



Law Enforcement
Agencies



Customs and
Immigration



Private Security



Transit & Freight
Rail Professionals



SPONSORSHIP AT A GLANCE

	EXCLUSIVE PLATINUM	GOLD	SILVER
CORPORATE SIGNAGE	Four (4) pull-up banners* Logo on conference signage*	Two (2) pull-up banners* Logo on conference signage*	Two (2) pull-up banners* Logo on conference signage*
GLOBAL ADVERTISING ON CONFERENCE WEBSITE	Corporate message and logo included on conference website with link to your website*	Logo included on conference website with link to your website*	Logo included on conference website
SPONSOR ENTITLEMENTS	Table at Awards Luncheon Four (4) full registrations including all activities, reception and gala	Two (2) full registrations Two (2) event tickets to Reception and Gala	Two (2) full registrations
PREMIER EXPOSURE ON PRINTED AND PROMOTIONAL MATERIAL	Corporate message to be included in the conference handbook* Full page colour advertisement in conference handbook* Logo printed in conference handbook*	Half page colour advertisement in conference handbook* Logo printed in conference handbook*	Logo printed in conference handbook*
PROMOTION OF PRODUCT	One (1) complimentary Exhibit booth	One (1) complimentary Exhibit booth	
CONFERENCE	Announcement of platinum sponsorship at the Official Opening Logo included on the slideshow during breaks Platinum Sponsorship status identified on sponsor's delegate accreditation	Announcement of gold sponsorship at the Official Opening Logo included on the slideshow during breaks	
OTHER OPPORTUNITIES	Other opportunities negotiable		

*NOTE: Sponsor's logos, advertisements, banners, inserts, and corporate messages to be provided by sponsor within the required timeframes.



PLATINUM SPONSOR

CATEGORY EXCLUSIVE
OPPORTUNITY

\$50,000



CORPORATE SIGNAGE

Placement of two (2) freestanding pull-up banners in the conference room for the duration of the conference (approx. 2m high x 1m wide)*

Placement of two (2) freestanding pull-up banners at the conference registration desk or at the entrance of the conference*

Your logo on conference signage throughout venue*



PROMOTION OF PRODUCT

One (1) complimentary Exhibit booth located in the exhibit hall



GLOBAL ADVERTISING ON CONFERENCE WEBSITE

Corporate message to be included on the conference website*

Logo included on conference website with link to your website*



SPONSOR ENTITLEMENTS

Table at Awards Luncheon

Four (4) complimentary sponsor (full delegate) registrations to the conference including all associated activities including the Welcome reception and the Farewell Gala



PREMIER EXPOSURE ON PRINTED AND PROMOTIONAL MATERIAL

Corporate message to be included in the conference handbook (subject to printing deadlines)

Full page colour advertisement in conference handbook (subject to printing deadlines)

Logo printed in conference handbook (subject to printing deadlines)



CONFERENCE EXPOSURE

Announcement of platinum sponsorship at the Official Opening

Logo included on the slideshow during breaks

Platinum Sponsorship status identified on sponsor's delegate accreditation



OPPORTUNITIES

Other sponsorship opportunities are negotiable

* NOTE: Sponsor's logos, advertisements, banners, inserts, and corporate messages to be provided by sponsor within the required timeframes.



GOLD SPONSOR

\$25,000



CORPORATE SIGNAGE

Placement of one (1) freestanding pull-up banner in the conference room for the duration of the conference (approx. 2m high x 1m wide)*

Placement of one (1) freestanding pull-up banner at the conference registration desk or at the entrance of the conference*

Your logo on conference signage throughout venue*



PROMOTION OF PRODUCT

One (1) complimentary Exhibit booth located in the exhibit hall



GLOBAL ADVERTISING ON CONFERENCE WEBSITE

Logo included on conference website with link to your website*



SPONSOR ENTITLEMENTS

Two (2) complimentary sponsor (full delegate) registrations to the conference including all associated activities including the Welcome reception and the Farewell Gala.

Two (2) additional tickets to the Welcome Reception and Farewell Gala



PREMIER EXPOSURE ON PRINTED AND PROMOTIONAL MATERIAL

Half page colour advertisement in conference handbook (subject to printing deadlines)

Logo printed in conference handbook (subject to printing deadlines)



CONFERENCE EXPOSURE

Announcement of gold sponsorship at the Official Opening

Logo included on the slideshow during breaks

Gold sponsorship status identified on sponsor's delegate accreditation

* NOTE: Sponsor's logos, advertisements, banners, inserts, and corporate messages to be provided by sponsor within the required timeframes.

SILVER SPONSOR

\$10,000



CORPORATE SIGNAGE

Placement of one (1) freestanding pull-up banner in the conference room for the duration of the conference (approx. 2m high x 1m wide)*

Placement of one (1) freestanding pull-up banner at the conference registration desk or at the entrance of the conference*

Your logo on conference signage throughout venue*



PROMOTION OF PRODUCT

One (1) complimentary Exhibit booth located in the exhibit hall



GLOBAL ADVERTISING ON CONFERENCE WEBSITE

Logo included on conference website with link to your website*



SPONSOR ENTITLEMENTS

Two (2) complimentary sponsor (full delegate) registrations to the conference including all associated activities



EXPOSURE ON PRINTED AND PROMOTIONAL MATERIAL

Logo printed in conference handbook (subject to printing deadlines)



CONFERENCE EXPOSURE

Announcement of silver sponsorship at the Official Opening

Logo included on the slideshow during breaks

Silver sponsorship status identified on sponsor's delegate accreditation

* NOTE: Sponsor's logos, advertisements, banners, inserts, and corporate messages to be provided by sponsor within the required timeframes.



PROFITS & DONATIONS

International Association of Women Police & Ontario Women in Law Enforcement

All profits made from the 2022 IAWP Conference will be donated to IAWP and OWLE; these donations will be used to enhance female directed programming.



2022 International Association of Women Police Conference
Niagara Falls, Ontario, Canada
September 12-16, 2022

**To discuss sponsorship opportunities and for further information,
please contact the Conference Sponsorship Committee Chair
Dr. Jo-Ann Savoie, DBA. (905) 869-3107
jsavoie@iawp2022niagarafalls.org**

www.iawp2022niagarafalls.org

