

# **2023 NATIONAL CYBER CRIME CONFERENCE**

## **EXHIBITOR & SPONSOR PROSPECTUS**

**APRIL 25TH - 27TH • FOUR POINTS BY SHERATON • NORWOOD, MA**



**HUNDREDS OF LABS AND LECTURES • NETWORKING SESSIONS • DEMO SPACE**

# THE 2023 NATIONAL CYBER CRIME CONFERENCE

In 2007, the Attorney General's Office released the Massachusetts Strategic Plan for Cyber Crime, a plan that focused heavily on training initiatives for local, state and federal law enforcement. The Attorney General's Cyber Crime Initiative, the implementation mechanism for the Strategic Plan, followed closely thereafter. Since the creation of the **Cyber Crime Initiative**, the Massachusetts Attorney General has held over 400 training events with over 30,000 registered attendees. In 2012, the Massachusetts Attorney General's Office held its first National Cyber Crime Conference ("NCCC"), the flagship of the Cyber Crime Initiative.

Over the past eleven years, the NCCC has distinguished itself as one of the premier international cyber training events for law enforcement in the country. Offering hundreds of individual training sessions at the most cost-effective price for law enforcement, the NCCC has experienced significant annual growth in overall attendance since its inception. We are excited to announce that we will be hosting the 2023 NCCC between April 25th and April 27th. At the 2023 NCCC, police, prosecutors, and forensic examiners will take part in three full days of training that will help them face the challenges posed by digital evidence and technology in their criminal investigations.

The NCCC is a great opportunity for attendees to learn how to better investigate cases involving digital evidence. It is also a great opportunity for exhibitors and sponsors to meet the officers who are on the front line to understand their needs and help them accomplish their investigative goals. Over the past eleven successful years we have heard from many of our sponsors that the NCCC offers the best return on investment for vendors seeking opportunities to connect with clients. NCCC information, registration, and details can all be found on our website, [www.mass.gov/ago/nccc](http://www.mass.gov/ago/nccc).

## NEW TO NCCC 2023 Whova Lead Gen



NCCC will be offering Whova Lead Gen....what is that?

- An easy way to capture and qualify Leads onsite
- Quick and effective sales follow-up
- Complete exportable list of all retrieved Leads

Whova's Lead Gen enables exhibitors to create detailed profiles and retrieve attendees' contact information ("Leads") to form a thorough Leads list that can be exported to email, LinkedIn, Vimeo, and more! Users may collect Leads by scanning a QR code displaying on an attendee's badge or mobile device or by manually entering an attendee's information. Exhibitors will also have the ability to capture Leads from virtual attendees. All of this is done through the Whova app that can be downloaded onto your mobile device.

Visit <https://whova.com/resources/how-to-guide/leadgen-tutorial/> for more details.

## NCCC AT A GLANCE

The attendees of the National Cyber Crime Conference come from diverse backgrounds, experience levels, and jurisdictions. All ranks of law enforcement attend; the 2022 NCCC hosted almost 900 participants on site and over 400 virtually. Over the past eleven years the conference has had attendees from all around the world, including the UK, Japan, Scotland, Ireland, Canada, Australia, Estonia, Austria, the US Virgin Islands, Trinidad & Tobago and Turks and Caicos Islands.

“This is always a top-notch training.

“Your NCCC is one of the best we have attended as a sponsor.

“The experience was easy and seamless. Thank you for a great event.

“A very professionally run conference. Everything was on point. All the classes I took were helpful and informative, I learned so much.

“I already can't wait for next year.



# WHAT YOU NEED TO KNOW ABOUT EXHIBITION

## EXHIBIT HALL SCHEDULE

	Tuesday, April 25	Wednesday, April 26	Thursday, April 27
7:15 AM to 8:30 AM	Attendees will have breakfast in the exhibit hall and arrive for the day in the vicinity of the Tiffany ballroom.	Attendees will have breakfast in the exhibit hall and arrive for the day in the vicinity of the Tiffany ballroom.	Attendees will have breakfast in the exhibit hall and arrive for the day in the vicinity of the Tiffany ballroom.
9:45 AM to 5:00 PM	Exhibitor booths should remain open, conference attendees filter through throughout the day.	Exhibitor booths should remain open, conference attendees filter through throughout the day.	Conference attendees filter through throughout the day, if you must breakdown during the day please avoid doing so between 12:45-2:15pm.
5:00 PM to 7:00 PM		Booth should remain open for the NCCC Exhibitor Networking Session.	

## EXHIBIT HALL SET UP & BREAKDOWN

The exhibit hall is a high traffic area; for the safety of our guests and the appearance of the facility we respectfully request that exhibitors set up and dismantle during the designated hours only. The facility asks that items of value be secured by the exhibitor. There is a secure area where items can be stored while tables are not staffed.

Set Up	Monday, April 24 9:00 PM to Tuesday, April 26 7:00 AM.
Breakdown	Thursday, April 27 9:30 AM to 11:30 AM or after 2:15 PM

*For the safety of our guests, breakdown is only permitted during the allotted times.*

Are you considering distributing printed materials to attendees? Consider sending a PDF version to our team to upload to the NCCC website to eliminate costs and be environmentally friendly.

## IMPORTANT DEADLINES

April 11	Registration form, fee, high-res logo, and company bio due. Logo must be submitted by this date to appear on NCCC t-shirt.
April 18-24	Shipment of sponsorship items to hotel.

## CONTACT THE HOTEL TO BOOK YOUR STAY

Four Points by Sheraton Norwood  
(781) 769-7900

## SPONSORSHIP LEVELS

	DIAMOND Starting at \$15,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$4,000	BRONZE \$3,000	NON-PROFIT \$1,000
Number of conference passes for sponsor personnel	5	4	3	2	2	2
Product showcase*	2 hour	1 hour	1 hour	30 minutes	30 minutes	30 minutes
Number of tables at booth (6-foot tables at 30 inches high)	3	2	2	1	1	1
Agenda Sessions	10+	5	4	3	2	2
Prerecorded Content	10 sessions	8 sessions	6 sessions	4 sessions	2 sessions	2 sessions
In-app profiles with potential for enhanced photos, info, and videos (Virtual Booth)	✓	✓	✓	✓	✓	✓
Company name and logo on conference website	✓	✓	✓	✓	✓	✓
Exhibitor profile on conference platform	✓	✓	✓	✓	✓	✓
Ability to capture leads via LeadCapture	✓	✓	✓	✓	✓	✓
Booth hours for NCCC Exhibitor Network Event	✓	✓	✓	✓	✓	✓
Table skirt, power, free Wi-Fi	✓	✓	✓	✓	✓	✓
Company logo with link included in event email campaign	✓	✓	✓	✓	✓	✓
Digital Banner on conference app	✓	✓	✓	✓	✓	✓
Livestream for virtual attendees	✓	✓	✓	✓	✓	✓
Preconference email blasts to conference attendees to notify of your attendance and participation at the conference	Dedicated**	3 sessions	2 sessions	1 session		
Priority booth selection***	2	1	1			
Name included in news releases, press announcements, and posts	✓	✓	✓			
Invitations to the VIP reception	✓	✓	✓			
Dedicated training room	✓	✓	✓			
Recognition from the podium at the opening keynote session from the Attorney General	✓					

\* In staying true to our mission, training rooms are only to be used for instruction. Time allotted for product showcase is your opportunity to demonstrate new products and engage with clients.

\*\* The NCCC will provide a microphone, camera and laptop setup for streaming if needed, but we highly recommend the sponsor furnish their own equipment to maximize value and appearance of streamed session.

\*\*\* While we do our best to accommodate, this is first come, first serve, respective to sponsorship level.

## PREMIUM SPONSORSHIPS

Premium Sponsorships are cost effective and time saving. Order the sponsored item at your cost with your company logo, using your vendor and ship the sponsorship item to the hotel by Tuesday April 18, 2023 for inclusion in the conference materials. The NCCC team will manage distribution of the sponsored item to conference attendees. Acknowledgement of your sponsorship will be included in the 2023 NCCC Conference App.

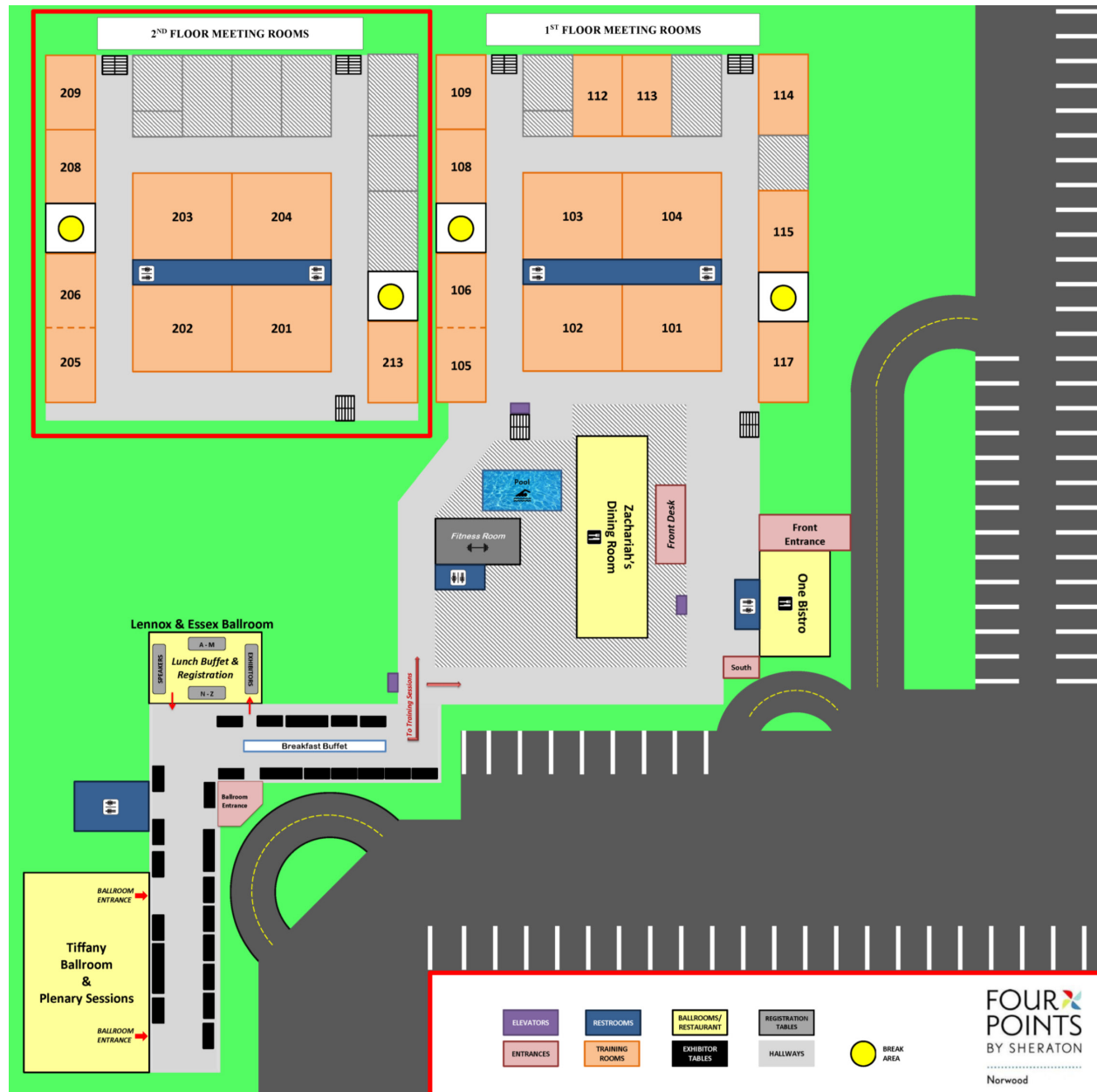
- Masks (Note: Sponsor will work with NCCC team to include NCCC logo)
- Portfolio Notebook
- USB Drive
- Attendee Bags
- Lanyards (Note: Sponsor will work with NCCC team to include their logo on NCCC pre-designed lanyards.)
- VIP Sponsorship - Yeti Mug (Note: Sponsor will work with NCCC team to include NCCC logo) \* \*

***Limit 1 sponsor per item. Exhibitors may have to purchase up to 800 of each item to accommodate all NCCC participants.***

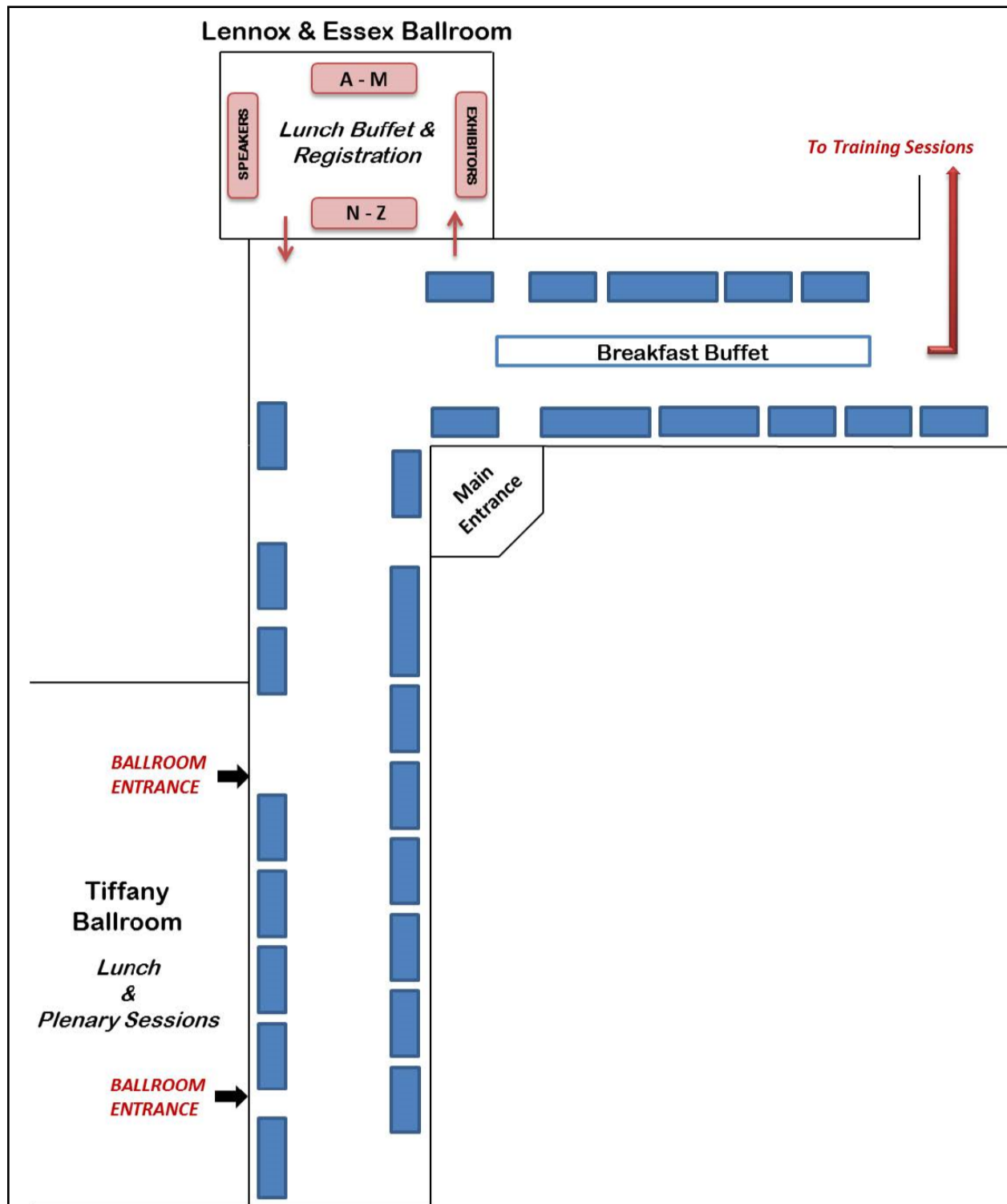
***\*\*VIP Sponsorship - Only 120 Yeti mugs are needed.***



# TRAINING AND CONFERENCE AREA



# SAMPLE OF EXHIBITOR HALL FLOOR PLAN



## EXHIBITOR HALL FLOOR



## EXHIBITOR HALL



Single booth.



Double booth.

## ELIGIBILITY & POLICIES

**DEADLINE FOR REGISTRATION & PAYMENT  
TUESDAY, APRIL 11, 2023**

### ELIGIBILITY

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The Massachusetts Attorney General's Office shall determine the eligibility of any sponsor. Selection as a sponsor is not an endorsement by the Massachusetts Attorney General's Office, or any of its partners, of a sponsor or product.

### EXHIBITION SPACE

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The exhibition area will be open the evening of Monday, April 24 for set up. Set up and dismantling of booths are the responsibility of the sponsor.

If you are planning to ship materials prior to the first day of the event, please contact Lisa Caputo at [lcaputoNCCC@mass.gov](mailto:lcaputoNCCC@mass.gov).

### CANCELLATION POLICY

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- Upon written notification 60 days prior to the event the sponsor will be refunded 100% of the registration fee.
- Upon written notification 30 days prior to the event the sponsor will be refunded 50% of the registration fee.
- Upon written notification 15 days prior to the event the sponsor will be refunded 25% of the registration fee.

### LIABILITY

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The Massachusetts Attorney General's Office, and its partners, are not liable for any reason, including but not limited to, negligence, personal injury, theft, damage, or loss of goods, resulting from the participation of any organization with the National Cyber Crime Conference.