

POLICE

TECHNOLOGY

EXPERIENCE



ONLINE

**June 21-25
& 4th Quarter
2021**

policetechnologyexchange.com/Experience

DEVELOPED BY:

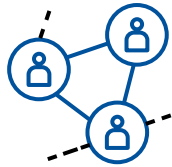
POLICE
LAW ENFORCEMENT SOLUTIONS

PTX
POLICE TECHNOLOGY
EXCHANGE

CONNECTING YOU **WITH** **QUALIFIED LAW ENFORCEMENT LEADERSHIP**

Introducing A **Powerful Digital Experience** For Those **Law Enforcement Leadership** Overseeing **Technology**

The team behind the trusted source for police & law enforcement knowledge and best practices - *POLICE* - AND - the nation's leading police buyer exchange - Police Technology eXchange is excited to extend an uncompromising virtual counterpart. **Developed for immediate industry needs** but **built as a long-term solution for business growth** – this unique opportunity for audience connection and revenue generation is designed to *complement* the trusted in-person option.



EXPANDED REACH

Travel restrictions and budgetary-based roadblocks for a standard in-person event are removed – allowing for a larger potential percentage of the marketed universe to attend.

IN-PERSON ATTENDANCE POTENTIAL

POLICE
EXPERIENCE
ATTENDANCE POTENTIAL

TOTAL REACH* (BRANDING EXPOSURE)

267K
AVG.
Monthly
Unique
Website
Visitors

35K
Total
Unique
Newsletter
Circulation

46K
Total
Unique
Magazine
Circulation



Targeting Law Enforcement Leadership

You'll be reaching those who have indicated the ability to recommend, specify, and/or purchase technology for their agencies around the country.



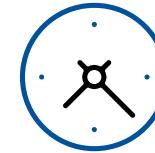
EXPANDED INFLUENCE

Some departments with a finite budget that may have traditionally had to pick and choose only key individuals to attend can now expand the opportunity to more of their team – across multiple disciplines.

IN-PERSON DEPT ORGANIZATION EXPOSURE



POLICE DEPT EXPERIENCE ORGANIZATION EXPOSURE



LONG-TERM EXPOSURE

Your investment stretches across a 12-month exposure cycle. Garner leads and engagement well after your content is introduced to the initial registered audience.



NEW & IMPROVED FOR 2021:

Easy Registration Process!



View the 2020 Solution Provider Categories

www.policetechnologyexchange.com/experience/solution-providers



View the 2020 sessions

www.policetechnologyexchange.com/experience/schedule

UNCOMPROMISED GOALS

Virtual certainly doesn't mean intangible – it means measurable when it comes to achieving business development goals. Use these indicators for quick insight on how each of our investment packages serve your needs.



**BRAND & PRODUCT
MARKETING**



**THOUGHT
LEADERSHIP**



**DEMAND & LEAD
GENERATION**



BRAND & PRODUCT MARKETING



THOUGHT LEADERSHIP



DEMAND & LEAD GENERATION

- + 30-Minute Keynote Speech*
(Must be State of the Industry, not product presentation, includes leads of those who register and attend session).
- + 45-Minute Panel Participation Webinar*
(Your customer sits on a panel with a maximum of 2 other supplier customers discussing best practices related to your solution category. You receive all leads of those who register and attend session).
- + 15-Minute Solution Roundtable*
(15 minute sales presentation. You receive all leads of those who register and view session).
- + Innovations in Police Technologies for 2022
eSupplement delivered in July 2021: One-Page Ad, Two-Page Case Study/Whitepaper and Directory Inclusion
(Promoted for 6 Months via website and email with over 250k+ impressions. You receive all leads of those who download guide).

- + List of Leads with Contact Info of Attendees Who Express Interest in Your Solution Category
- + 1x Email Promotion to Targeted list of 10,000 Chiefs, Sheriffs, and Investigator titles
- + Enhanced Listing in Solution Provider Directory for 12 Months
- + Logo Placement With All Sponsors During Experience, on Website and on Key Marketing

***Session abstracts including proposed title, description and speaker is due for review within 2 weeks of contract signing.** Please send to: david.griffith@policemag.com and pamela.hudak@bobit.com. All sessions will be pre-recorded. Pre-recordings facilitated by Bobit will take place between April 14-May 14, 2021. If providing your own video, final MP4 file due to us by May 15.

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**We're ready to
enhance your digital
and event
marketing today!**



BRAND & PRODUCT MARKETING



THOUGHT LEADERSHIP



DEMAND & LEAD GENERATION

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SILVER

\$7,000



BRAND & PRODUCT MARKETING



THOUGHT LEADERSHIP



DEMAND & LEAD GENERATION

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