

# NENA 2020

## Long Beach

**EXHIBITOR PROSPECTUS**  
[nena.org](http://nena.org)

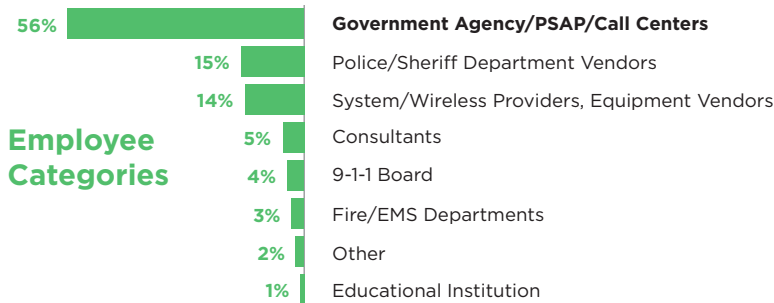
### NENA 2020: Where Buyers & Sellers Meet

**NENA 2020 is *the place to be*** if you want to connect with high-ranking public-safety professionals in charge of making purchasing decisions and shaping the future of 9-1-1. Over the last 5 years, the single largest category of NENA conference attendees (50-60% of all attendees) has been “Directors, Agency Heads, Supervisors, 9-1-1 Coordinators, and County Officials.”

**Your competitors are there, and you should be, too.** 12% of all attendees are c-suite executives from other private sector companies and that number is growing every year. Why are executives attracted to the NENA expo? Because NENA is where they hear about the latest trends in emergency communications and develop strategies to engage their clients and boost their sales. If your company provides products or services used by PSAPs, you need to be at NENA 2020. It’s where you can talk to actual users and buyers, find out what PSAPs need, and cultivate relationships that yield bottom-line results.

**NENA 2020 is the largest and most cost-effective opportunity that you will have in 2020** to get in front of the full range of 9-1-1 professionals – from telecommunicators to state-level program administrations. The entire width and breadth of 9-1-1 community will be there... Will you?

#### Who Attended NENA 2018?



**~20%**  
**Attendance Increase**  
**from NENA 2017**  
**to NENA 2018**



“ I attend three conferences each year and NENA is the best....jam packed, informative and fun. ”

— NENA Conference Exhibitor

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#### Survey Results for NENA 2018 Exhibitors

- \* **80%** of NENA 2018 exhibitors rated the floor traffic as Good/Excellent.
- \* **88%** of exhibitors rated the quality of the NENA attendees as Good/Excellent.
- \* **86%** rated the quality of sales leads generated as Good/Excellent.
- \* **60%** of NENA 2018 exhibitors had exhibited for 5 years or more and 38% had exhibited 10 years or more.
- \* **85%** of exhibitors rated their overall NENA 2018 exhibitor experience as Good/Excellent.
- \* **81%** rated the effectiveness of the exclusive hours as Good/Excellent.

#### Survey Results for NENA 2018 Attendees

- Attendees were asked what role they held in their agency in making decisions to purchase products or services from vendors/suppliers:
  - Initiator—9%
  - Buyer—7%
  - Influencer—31%
  - User—20%
  - Decider—23%
- \* **76%** of attendees indicated that they were likely to purchase goods or services they saw on the NENA 2018 expo floor.
- On average, each attendee spent 4.2 hours in the expo hall.
- When asked about the importance of various factors in making a decision to attend NENA 2018, 65% reported that they were in the market for new products/services.
- \* **99%** of attendees rated their overall NENA 2018 experience as Good/Excellent.
- \* **55%** of said the NENA Annual Conference & Expo was better than other public safety conferences that they attend.

#### Exhibit Space Rates

- \$25 per square foot before 12/31/2019
- \$27 per square foot after 12/31/2019
- Exhibit booths are sold in units of 100 square feet (10x10)

#### Exhibit Space Includes

- Two full exhibitor registrations for every 10x10 space. Exhibitor registrations include exhibitor gift, welcome reception ticket, and access to breakout sessions.
- Company listing in the NENA 2020 Conference and Expo Guide and conference app.
- 24-hour perimeter security from move in to move out.
- 9 exclusive expo-only hours. No NENA breakout programming during these hours.

#### Sponsor Events, Innovation Theatre Sessions, Wi-Fi, Webinars, & Much More

NENA 2020 is the premier emergency communications event of the year, and our customizable sponsorship packages offer a variety of ways for you to showcase your commitment to the 9-1-1 industry and extend your reach to decision makers pre-show, on-site, and post-show.

#### For More Information:

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#### About NENA

NENA: The 9-1-1 Association improves 9-1-1 through research, standards development, training, education, outreach, and advocacy. Our vision is a public made safer and more secure through universally-available state-of-the-art 9-1-1 systems and trained 9-1-1 professionals.