

NDAA'S 2027 ANNUAL CONFERENCE

Advancing the Prosecution Profession *Together*



Stay ahead of the curve on emerging issues and trends impacting communities.



Support public safety through tools and technology that promote efficiency and effectiveness.

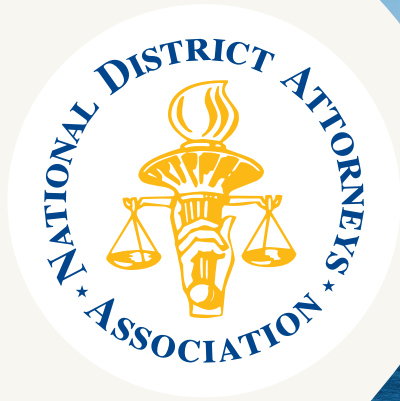


Network with prosecutors to address common challenges and share innovative solutions.



JULY 19–20, 2027
SAN DIEGO, CA

Advancing the Prosecution Profession Together



The National District Attorneys Association (NDAA) is the nation's oldest and largest association dedicated to serving prosecutors and the prosecution profession. For more than a century, NDAA has supported prosecutors through education, training, technical assistance, leadership development, research, and national engagement.

Every day, prosecutors make decisions that impact public safety, victims, communities, and the administration of justice. NDAA's mission is to support those professionals with the tools, resources, and knowledge they need to serve effectively and ethically.

NDAA Sponsorships are designed to create meaningful engagement between organizations and the prosecutors, investigators, office leaders, and justice professionals who shape the future of prosecution across the United States.

Whether supporting leadership development, emerging technologies, specialized practice areas, professional sustainability, or innovative approaches to prosecution, NDAA Sponsors play an important role in advancing the profession.

Together, we can strengthen public safety, improve outcomes, and support the professionals who serve their communities every day.

CONTACT INFORMATION

For questions regarding partnership opportunities, customized engagement strategies, and availability, please contact:

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Executive Director
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WHY INVEST IN NDAA?

NDAA provides organizations with direct access to one of the most influential professional audiences in the criminal justice system.

Through conferences, leadership programs, specialized trainings, virtual education, research initiatives, and national engagement opportunities, NDAA connects Sponsors with prosecutors and justice professionals from jurisdictions of every size across the country.

The following opportunities are designed to move beyond traditional sponsorship models and create meaningful opportunities for organizations to support the advancement of the prosecution profession while building authentic relationships with decision-makers and practitioners.

NDAA Sponsorships provide opportunities to:

ALIGN with nationally recognized educational programs

ENGAGE directly with prosecutors and office leaders

SUPPORT emerging leaders and future decision-makers

DEMONSTRATE thought leadership and innovation

BUILD visibility within specialized practice areas

CONTRIBUTE to research and professional development initiatives

SHOWCASE products, services, and solutions to a national audience



NDAA has a remarkable story to tell. We convene leaders, shape important conversations, support prosecutors across the country, and influence the profession in ways that often happen behind the scenes.

WHO ATTENDS NDAA PROGRAMS?

NDAA programs attract a diverse audience of criminal justice professionals from across the United States.



OPPORTUNITIES

NDAA offers multiple ways for organizations to engage with the prosecution profession based on their goals, interests, and desired level of involvement.

ATTENDEE EXPERIENCE SPONSORSHIPS

Attendee Experience Sponsorships support highly visible attendee experiences and conference infrastructure that help create meaningful and memorable events.

ENGAGEMENT ACTIVATION SPONSORSHIPS

Engagement Activation Sponsorships provide opportunities for organizations to create interactive attendee experiences that drive participation, connection, and engagement.

EXHIBITOR OPPORTUNITIES

Exhibitor Opportunities provide organizations with the ability to demonstrate products, services, and solutions directly to prosecutors, investigators, office leaders, and justice professionals attending NDAA's Annual Conference.

BRANDING OPPORTUNITIES

Branding Opportunities provide organizations with additional ways to increase brand visibility amongst prosecutors, investigators, office leaders, and justice professionals attending NDAA's Annual Conference.

ATTENDEE INFORMATION DISTRIBUTION

Eligible partners, sponsors, and exhibitors may receive attendee information in accordance with the benefits associated with their selected opportunity, subject to attendee consent, NDAA policy, and applicable privacy requirements.

- **Strategic Partners** (Diamond, Platinum, and Gold) receive advance attendee information approximately fourteen (14) business days prior to eligible sponsored programs.
- **Experience Sponsors** and **Activation Sponsors** may receive participant information associated with their sponsored experience or activation, where voluntarily provided by attendees and permitted by attendee consent and NDAA policy.
- Annual Conference **Exhibitors** receive post-event attendee information within fourteen (14) days following the conference.
- NDAA reserves the right to modify distribution timelines when necessary to support event operations, attendee preferences, privacy requirements, or other operational considerations.

ATTENDEE EXPERIENCE SPONSORS

Power the Conference Experience

Attendee Experience Sponsors support the highly visible moments, services, and touchpoints that help create exceptional attendee experiences.

Unlike Strategic Sponsorships, which align with educational content and mission-driven programming, Attendee Experience Sponsors focus on the attendee journey itself. These opportunities provide organizations with meaningful visibility through conference infrastructure, hospitality, networking, and attendee-focused services.

Attendee Experience Sponsors are designed for organizations seeking broad visibility and engagement with conference attendees while supporting experiences that foster connection, learning, and community.

ATTENDEE EXPERIENCE SPONSORSHIP INVESTMENT SUMMARY

Opportunity	Investment
Welcome Reception	\$45,000
Arrival & Welcome Experience	\$35,000
Continuous Beverage Service	\$25,000
Photography	\$20,000
Attendee Lounge	\$20,000
Recharge Lounge	\$20,000
Wi-Fi	\$15,000

EACH ATTENDEE EXPERIENCE SPONSORSHIP INCLUDES

Sponsorship Benefits

- Exclusive ownership of the designated experience
- Recognition on applicable event webpages
- Recognition in attendee communications
- Recognition on event signage
- Recognition in sponsor listings
- Co-branding opportunities where appropriate and approved by NDAA
- One (1) complimentary Annual Conference registration

Welcome Reception Sponsor

*Exclusive Opportunity |
One Available Annually | 1.5 Hours*

INVESTMENT: \$45,000

The Annual Conference Welcome Reception serves as the official opening gathering for NDAA's premier event and brings together prosecutors, investigators, office leaders, justice professionals, faculty, exhibitors, and Sponsors from across the country.

As the exclusive Welcome Reception Sponsor, your organization will be associated with one of the most highly attended and visible networking experiences of the conference.

The Welcome Reception provides attendees with an opportunity to reconnect with colleagues, establish new professional relationships, and begin conversations that continue throughout the conference.

SPONSORSHIP INCLUDES

- Exclusive Welcome Reception Sponsor designation
- Recognition during Welcome Reception remarks
- Recognition across Welcome Reception promotional materials
- Prominent signage throughout the reception venue
- Opportunity to provide branded cocktail napkins, cups, or reception materials, subject to NDAA and venue approval
- Opportunity to feature a signature beverage or activation, subject to venue approval

EXPERIENCE INCLUDES

- Approximately 350 attendees
- Hosted networking reception
- Passed hors d'oeuvres
- Hosted bar service
- High-visibility branding opportunities



Arrival & Welcome Experience Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$35,000

The attendee experience begins long before the first session starts. As the Arrival & Welcome Experience Sponsor, your organization will be prominently integrated into the conference arrival journey—from pre-conference communications and registration to the conference bag attendees carry throughout the event.

This sponsorship places your brand at the center of the conference welcome experience while providing visibility that continues throughout the conference and beyond.

SPONSORSHIP INCLUDES

- Exclusive registration experience sponsorship
- Branding within attendee pre-conference communications, including the Know Before You Go email
- Branding at attendee check-in and badge pickup
- Registration area signage
- Queue and directional signage
- Digital registration screen recognition (where applicable)
- Recognition at attendee information stations
- Logo placement on official conference bags, subject to production specifications
- Distribution of conference bags to attendees during registration
- Opportunity to include one approved promotional item in conference bags
- Recognition in conference materials, onsite signage, conference website, and mobile app (as applicable)



Networking Breaks Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$25,000

Networking Breaks often become the center of some of the most meaningful conversations at a conference. As the Networking Breaks Sponsor, your organization will support the informal interactions where attendees exchange ideas, discuss challenges, and build professional relationships.

This highly visible opportunity places your organization at the center of attendee engagement throughout the conference.

SPONSORSHIP INCLUDES

- Recognition at all conference beverage stations
- Recognition in conference marketing materials
- Signage throughout designated coffee areas
- Visibility across multiple conference days

Photography Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$20,000

Photographs tell the story of the conference long after attendees return home. As the Conference Photographer Sponsor, your organization will support professional event photography that captures educational sessions, networking experiences, keynote presentations, awards, and memorable moments throughout the conference.

SPONSORSHIP INCLUDES

- Recognition as the Official Photography Sponsor
- Recognition in post-event photo galleries
- Sponsor logo on the photo gallery landing page
- Recognition in post-event photo distribution communications
- Recognition in the post-event photo release email
- Recognition on photography-related materials
- Social media photo credits where appropriate
- Opportunity to receive a curated gallery of approved conference images for sponsor event-recap and partnership communications, subject to NDAA usage guidelines
- Co-branding opportunities where appropriate and approved by NDAA
- Recognition in conference sponsor listings
- One (1) complimentary Annual Conference registration

Attendee Lounge Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$20,000

The Attendee Lounge serves as a gathering space where prosecutors, investigators, office leaders, and justice professionals can connect, continue conversations, and build relationships throughout the conference.

As the exclusive Attendee Lounge Sponsor, your organization will be associated with one of the most highly visible and frequently visited networking spaces at the Annual Conference. Unlike scheduled receptions and formal networking events, the Attendee Lounge provides attendees with a flexible environment to meet colleagues, exchange ideas, and foster professional connections throughout the event.

SPONSORSHIP INCLUDES

- Exclusive Attendee Lounge Sponsor designation
- Recognition throughout the Attendee Lounge area
- Recognition in conference marketing materials
- Recognition on the conference website
- Recognition in attendee communications
- Opportunity to display branded signage within the lounge area
- Recognition in sponsor listings and conference signage
- One (1) complimentary Annual Conference registration
- Opportunity to purchase exhibit space at the sponsor rate
- Lounge furniture and conversational seating



Recharge Lounge Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$20,000

Located immediately outside the conference ballroom, the Recharge Lounge provides attendees with a convenient place to pause between sessions, connect with colleagues, charge devices, and prepare for the next learning experience.

As the exclusive Recharge Lounge Sponsor, your organization will receive visibility in one of the conference's most heavily trafficked gathering spaces. Attendees naturally congregate in this area throughout the day, creating repeated opportunities for brand exposure and engagement.

This sponsorship aligns your organization with one of the most practical and frequently utilized amenities at the conference while creating meaningful exposure throughout the event.

SPONSORSHIP INCLUDES

- Exclusive Recharge Lounge Sponsor designation
- Branding throughout the Recharge Lounge area
- Recognition on charging stations and related signage
- Recognition in attendee communications
- Recognition on the conference website and mobile app
- Opportunity for branded messaging within the lounge area
- Recognition in sponsor listings and conference signage
- One (1) complimentary Annual Conference registration
- Built-in charging stations and power access
- Soft seating and informal gathering space

Wi-Fi Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$15,000

Reliable internet access is essential to the modern conference experience. As the Wi-Fi Sponsor, your organization will support the connectivity attendees rely upon throughout the event.

Attendees use conference Wi-Fi to access schedules, educational materials, communications, digital resources, and professional tools throughout the conference.

SPONSORSHIP INCLUDES

- Recognition on Wi-Fi access materials
- Recognition in attendee communications
- Opportunity for branded login messaging where available
- Recognition on conference signage

ENGAGEMENT ACTIVATION SPONSORS

Create Memorable Moments

Engagement Activations provide organizations with the opportunity to create interactive, experience-driven moments that attendees actively participate in throughout the conference.

Unlike traditional sponsorships, Engagement Activations are designed to foster participation, create memorable experiences, encourage networking, and generate meaningful brand interactions.

These opportunities help transform conference spaces into destinations where attendees gather, connect, recharge, learn, and engage.

Engagement Activation Sponsorships are ideal for organizations seeking experiential engagement, participant interaction, and opportunities to create lasting impressions.

ENGAGEMENT ACTIVATION SPONSORSHIP INVESTMENT SUMMARY

Opportunity	Investment
Professional Sustainability & Wellness Lounge	\$30,000
Mocktail Bar	\$20,000
Headshot Studio	\$20,000
Professional Branding Studio	\$20,000
Photo Booth	\$15,000
Custom Engagement Activation	Custom

EACH ENGAGEMENT ACTIVATION SPONSORSHIP INCLUDES

Sponsorship Benefits

- Exclusive ownership of the selected activation
- Recognition on applicable event webpages
- Recognition in attendee communications
- Recognition in sponsor listings
- Co-branding opportunities where appropriate and approved by NDAA
- Opportunity to engage directly with activation participants
- Activation participant information where voluntarily provided by attendees and permitted by NDAA policy

Professional Sustainability & Wellness Lounge Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$30,000

Prosecutors and justice professionals routinely work in demanding environments that require resilience, sound judgment, and sustained performance. The Professional Sustainability & Wellness Lounge provides attendees with a dedicated space to recharge, decompress, and prioritize personal wellbeing throughout the conference experience.

Designed to support professional sustainability, this activation offers attendees a restorative environment where they can step away from the pace of the conference, engage in wellness-focused experiences, and return refreshed and ready to learn, connect, and lead.

As the exclusive Professional Sustainability & Wellness Lounge Sponsor, your organization will be associated with one of the conference's most distinctive and memorable attendee experiences while demonstrating a commitment to the long-term wellbeing of the prosecution profession.

SPONSORSHIP INCLUDES

- Exclusive Professional Sustainability & Wellness Lounge Sponsor designation
- Recognition throughout the Wellness Lounge area
- Recognition in attendee communications
- Recognition on the conference website and mobile app
- Recognition in conference materials and sponsor listings
- Opportunity to display approved branded signage within the activation space
- Opportunity to provide approved wellness-related giveaways or resources
- One (1) complimentary Annual Conference registration
- Opportunity to purchase exhibit space at the sponsor rate
- Comfortable lounge seating and relaxation-focused environment
- Chair massage services during designated conference hours (6–8 total service hours)
- Scheduled Comfort Dog Experience featuring certified therapy dogs and handlers (4 total hours)

Mocktail Bar Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$20,000

The Mocktail Bar creates a unique networking experience that encourages attendees to gather, socialize, and engage in a relaxed environment.

This activation offers a modern alternative to traditional beverage experiences while supporting inclusive networking opportunities.

ACTIVATION INCLUDES

- Specialty non-alcoholic beverage experience
- Branded networking space
- High-visibility activation area
- Social engagement opportunities

Headshot Studio Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$20,000

Professional headshots are one of the most practical and enduring benefits attendees can take home from a conference.

As the Headshot Studio Sponsor, your organization will support prosecutors, investigators, and justice professionals as they update professional profiles, biographies, leadership materials, and social media accounts.

ACTIVATION INCLUDES

- Professional photography station
- Dedicated attendee appointments
- High-traffic activation space
- Recognition throughout activation area

Professional Branding Studio Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$20,000

The Professional Branding Studio helps attendees strengthen their professional presence through profile reviews, biography support, networking guidance, LinkedIn optimization, and leadership branding resources.

ACTIVATION INCLUDES

- Professional branding consultations
- Career-focused resources
- High-engagement attendee experience
- Dedicated activation space

Photo Booth Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: \$15,000

The Photo Booth creates a fun, shareable experience that encourages networking, social media engagement, and attendee participation.

ACTIVATION INCLUDES

- Interactive photo experience
- Branded photo opportunities
- Social sharing opportunities
- Attendee engagement space

Custom Engagement Activation Sponsor

*Exclusive Opportunity |
One Available Annually*

INVESTMENT: Custom

NDAA welcomes creative activation concepts that enhance the attendee experience and align with the mission and audience of the event.

Examples may include:

- Custom networking experiences
- Interactive demonstrations
- Creative attendee engagement concepts
- Local experiences
- Emerging technology showcases
- Wellness-focused activities

All custom activations are subject to NDAA review, venue approval, and operational feasibility.



BRANDING OPPORTUNITIES

Increase Visibility Throughout the Event

Branding Opportunities provide organizations with prominent visibility throughout the attendee experience.

Unlike Strategic Sponsorships, Attendee Experience Sponsorships, and Engagement Activation Sponsorships, Branding Opportunities focus primarily on awareness and brand exposure. These opportunities place an organization's message in highly visible locations throughout the conference environment and help reinforce brand recognition among prosecutors, criminal justice professionals, and justice system leaders.

Branding Opportunities may be purchased independently or combined with other Sponsorship opportunities to create a broader engagement strategy.

Availability is limited.

IMPORTANT INFORMATION

Branding opportunities are subject to venue approval, production timelines, and NDAA review.

Artwork specifications, production requirements, installation procedures, and deadlines will be provided upon confirmation of sponsorship.

Unless otherwise specified, production, installation, shipping, venue fees, and related branding expenses may be the responsibility of the sponsoring organization.

Branding Opportunities may be combined with Strategic Sponsorships, Experience Sponsorships, Engagement Activations, Marketing Opportunities, Research & Insights Sponsorships, and Annual Conference Exhibitor Opportunities to create a customized engagement strategy.

BRANDING OPPORTUNITY INVESTMENT SUMMARY

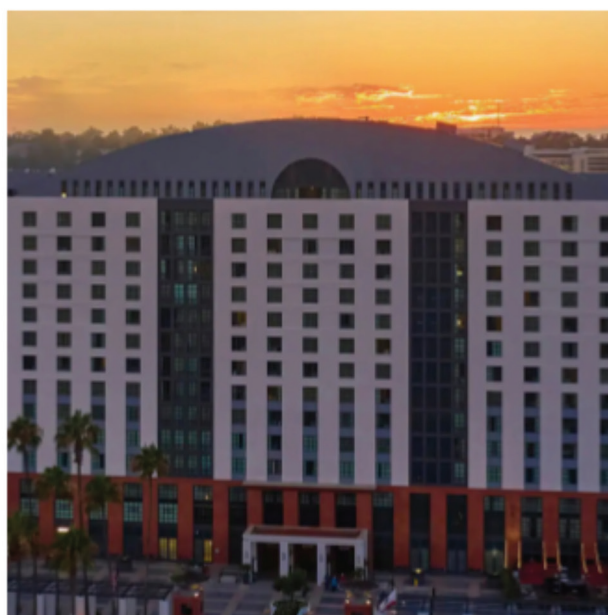
Opportunity	Investment
Front Drive & Entrance	\$17,500
Hotel Key Card	\$15,000
Digital Signage	\$12,500
Lower Lobby Entrance	\$12,500
Grand Staircase	\$12,500
Ballroom Entrance (Pre-Conference Board Meeting)	\$10,000
Covered Walkway	\$10,000
Window Graphics Package	\$10,000
Wall Graphic Package	\$10,000
Floor Graphic Package	\$10,000
Freestanding Displays Package	\$10,000

Front Drive & Entrance Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$17,500

Create a powerful first impression with prominent branding at the primary arrival point for conference attendees.



Hotel Key Card Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$15,000

Place your brand in attendees' hands throughout the conference experience with customized hotel key card branding.

Digital Signage Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$12,500

Deliver continuous visibility through conference digital displays located throughout meeting and networking spaces.

Lower Lobby Entrance Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$12,500

Position your brand in a highly visible gathering space frequented throughout the conference.



Grand Staircase Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$12,500

Transform a prominent architectural feature into a high-impact branding opportunity.



Ballroom Entrance Branding Sponsor (Pre-Conference Board Meeting Location)

Exclusive Opportunity | One Available Annually

INVESTMENT: \$10,000

Welcome attendees as they enter keynote sessions, general sessions, and conference events.



Covered Walkway Branding Sponsor

Exclusive Opportunity | One Available Annually

INVESTMENT: \$10,000

Create a branded attendee journey along a primary pathway connecting conference spaces.



Window Graphics Branding Package

Limited Availability

INVESTMENT: \$10,000 (per window)

Utilize large-format window graphics to create bold, high-visibility brand recognition.

Each window in package includes 4 vertical panes of glass. (Please note: rendering at right depicts 4 vertical 4-pane windows.)

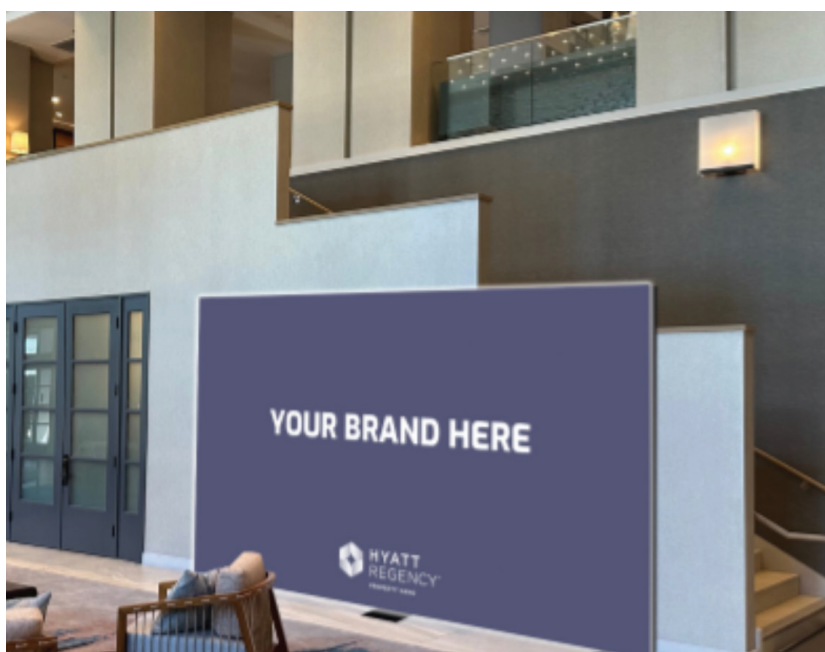


Wall Graphic Branding Package

Exclusive Opportunity | One Available

INVESTMENT: \$10,000

Transform the conference lobby space through strategically placed environmental branding.



Floor Graphic Branding Package

Exclusive Opportunity | One Available

INVESTMENT: \$10,000

Increase visibility through a branded floor graphic positioned in an attendee traffic area.



Freestanding Displays Branding Package

Limited Availability

INVESTMENT: \$10,000

Showcase your organization through prominent freestanding visual displays within approved conference spaces.



EXHIBITOR OPPORTUNITIES

Showcase Products, Services & Solutions

The NDAA Annual Conference Exhibit Hall provides organizations with a unique opportunity to engage directly with prosecutors, investigators, elected prosecutors, office leaders, justice professionals, and decision-makers from jurisdictions across the country.

The Exhibit Hall serves as the central marketplace for innovative solutions, emerging technologies, professional services, training resources, investigative tools, and products that support the prosecution profession.

Exhibitors have the opportunity to build relationships, demonstrate solutions, generate leads, and engage directly with professionals responsible for evaluating and implementing resources within prosecutor offices.



Standard Exhibitor Package

11 Available

INVESTMENT: \$3,500

The Standard Exhibitor Package provides organizations with a professional presence within the Annual Conference Exhibit Hall and access to conference networking opportunities.

POST-EVENT ATTENDEE INFORMATION

Exhibitors receive post-event attendee information following the conference.

Information provided may include:

- Name
- Title
- Organization
- City/State

Email addresses will only be provided where permitted by attendee consent, NDAA policy, and applicable privacy requirements.

PACKAGE INCLUDES

- Standard exhibit booth space
- Two exhibitor registrations
- Company listing on conference webpage
- Company listing within conference mobile app, where applicable
- Recognition in exhibitor materials
- Participation in exhibit hall networking opportunities
- Post-event attendee information, subject to NDAA policy

Premium Exhibitor Package

20 Available

INVESTMENT: \$5,000

10 Reserved for National Partners

DISCOUNTED INVESTMENT: \$3,500

The Premium Exhibitor Package provides enhanced visibility through preferred booth placement within the Exhibit Hall. Premium placement increases visibility, foot traffic, and attendee engagement opportunities throughout the conference.

PACKAGE INCLUDES

Everything included in the Standard Exhibitor Package, plus:

- Preferred exhibit location
- Enhanced exhibitor recognition
- Priority exhibit selection
- Premium placement within exhibitor listings

Government & Nonprofit Exhibitor Package

INVESTMENT: \$2,000

NDAA recognizes the important role government agencies, nonprofit organizations, educational institutions, and mission-focused organizations play in supporting the prosecution profession.

ELIGIBILITY

Available to qualifying government agencies, nonprofit organizations, educational institutions, and approved mission-driven organizations.

PACKAGE INCLUDES

- Standard exhibit booth space
- Two exhibitor registrations
- Listing on conference webpage
- Listing in conference materials
- Access to designated exhibit hall hours

Additional Exhibitor Registrations

INVESTMENT: Non-Member Standard Rate

Additional exhibitor staff may be added based on booth needs and available conference capacity.

REGISTRATION INCLUDES

- Exhibit Hall access
- Networking event access where applicable
- Conference materials



EXHIBITOR GUIDELINES

Exhibit Hall Participation

Exhibitors are expected to maintain a professional presence throughout designated exhibit hours and comply with all conference, venue, and exhibitor requirements.

NDAA reserves the right to approve or deny exhibitor participation based on relevance to the prosecution profession, attendee interests, and organizational mission.

Ballroom Meal Functions

Exhibitors are welcome to participate in exhibit hall activities, networking functions, receptions, and designated sponsor-inclusive events. However, to preserve seating capacity and ensure adequate space for registered conference attendees, exhibitor registrations do not include any activities conducted within the general session ballroom.

Attendee Information Use Policy

Attendee information provided through exhibitor participation may be used solely for post-conference follow-up and business development activities directly related to the conference, unless otherwise specified.

Exhibitors may not:

- Sell attendee information
- Transfer attendee information to third parties
- Share attendee information with affiliated organizations
- Use attendee information for unrelated marketing activities
- Add attendees to ongoing marketing campaigns without appropriate consent

NDAA reserves the right to address suspected misuse of attendee information. NDAA does not sell attendee information.

Organizations determined to have violated attendee information policies may lose future attendee information access, exhibitor privileges, sponsorship eligibility, marketing opportunities, and participation rights at future NDAA events.

Looking for More Than Booth Space?

Organizations seeking deeper engagement with prosecutors and justice professionals are encouraged to explore Attendee Experience Sponsorships, Engagement Activation Sponsorships, Branding Opportunities, Strategic Partnerships, National Visibility Partnerships, and Research & Insights Partnerships to create a customized engagement strategy.

These opportunities provide expanded visibility, advance attendee engagement opportunities, year-round exposure, and meaningful alignment with the advancement of the prosecution profession.

SPONSORSHIP POLICIES & TERMS

Attendee Information Policy

NDAA is committed to balancing meaningful Sponsor engagement with attendee privacy and trust.

Information sharing is governed by attendee consent, NDAA policy, applicable laws, and the Sponsorship level selected.

Information provided may include:

- Name
- Title
- Organization
- City/State
- Business mailing address, where available

Email addresses and other contact information will only be shared when permitted by attendee consent, NDAA policy, and applicable privacy requirements.

NDAA does not sell attendee information.

PERMITTED USES

Attendee information may be used for:

- Event-related outreach
- Scheduling meetings and demonstrations
- Follow-up communications related to NDAA events
- Business development and relationship-building activities
- Educational resource sharing

PROHIBITED USES

Attendee information may not be:

- Sold
- Licensed
- Shared with third parties
- Transferred to affiliated organizations
- Published or distributed
- Combined with third-party databases for resale purposes
- Used for unrelated marketing activities
- Added to ongoing marketing campaigns without appropriate consent

ATTENDEE INFORMATION ENFORCEMENT

NDAA reserves the right to address suspected misuse of attendee information. Organizations determined to have violated attendee information policies may be subject to:

- Immediate revocation of attendee information access
- Removal of future attendee information privileges
- Suspension of Sponsorship eligibility
- Suspension of exhibitor eligibility
- Suspension of marketing opportunities
- Removal from current or future NDAA events
- Ineligibility for future NDAA opportunities for a period determined by NDAA
- Permanent exclusion in cases involving significant or repeated violations

All determinations regarding violations and enforcement actions remain solely within NDAA's discretion.

Co-Branding & Recognition

Where appropriate, NDAA may recognize Sponsors through co-branded materials, signage, communications, reports, event resources, digital assets, surveys, educational resources, and marketing campaigns.

Co-branding opportunities vary by Sponsorship level, event, and opportunity type.

All uses of:

- NDAA name
- NDAA logo
- Event names
- Program names
- Trademarks
- Intellectual property require prior written approval from NDAA.

Sponsorship with NDAA does not constitute endorsement of any organization, product, service, position, or viewpoint.

Content & Message Approval

All Sponsorship-related content is subject to NDAA review and approval.

This includes:

- Advertising materials
- Signage
- Marketing content
- Webinar content
- Demonstration content
- Activation concepts
- Printed materials
- Promotional items
- Survey language
- Sponsored resources

NDAA reserves the right to reject, modify, or remove content that does not align with conference objectives, educational standards, attendee interests, venue requirements, or organizational policies.

Exhibitor Policies

Exhibitors must maintain professional conduct throughout all conference activities.

NDAA reserves the right to deny, remove, or restrict exhibitor participation when an organization, product, service, or activity is determined to be inconsistent with the interests of attendees or the mission of NDAA.

Exhibitor participation does not imply endorsement by NDAA.

Payment Terms

Payment terms will be outlined in individual Sponsorship agreements.

Unless otherwise specified:

- Sponsorship opportunities are reserved upon execution of an agreement.
- Full payment is due prior to the associated event or activation.
- Benefits may be withheld until payment obligations are satisfied.

Cancellation Policy

Cancellation requests must be submitted in writing. Because there is a reserved inventory that often requires production, marketing, and operational commitments, refunds may not be available after certain deadlines. Specific cancellation terms will be outlined in individual agreements.

Force Majeure

NDAA shall not be responsible for delays, modifications, or cancellations caused by circumstances beyond its reasonable control, including but not limited to:

- Natural disasters
- Public health emergencies
- Federal government actions
- Labor disruptions
- Venue closures
- Acts of terrorism
- Severe weather events
- Technology failures
- Other force majeure events

NDAA reserves the right to modify Sponsorship benefits when necessary under such circumstances.

Right to Modify

NDAA reserves the right to make reasonable modifications to benefits, event formats, schedules, locations, activations, and associated opportunities when necessary to support event operations and attendee experience objectives. Whenever possible, comparable replacement benefits will be provided.

CONTACT US

Contact Information

For questions regarding Annual Conference sponsorship and branding opportunities, customized engagement strategies, or sponsorship availability, please contact:

National District Attorneys Association
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Executive Director
nbunn@ndaajustice.org
703-519-1666

Building the Future of Prosecution Together

Thank you for your interest in Sponsoring with NDAA.

Together, we can strengthen the prosecution profession, support professional excellence, and help ensure prosecutors and justice professionals have the tools, knowledge, and resources they need to serve their communities effectively.

