



SPONSOR & EXHIBITOR PROSPECTUS

17TH ANNUAL
(SRO) School Resource Officer
Training Conference

June 22-24, 2027 | Appleton, WI

Thank you for your interest in partnering with us!

On behalf of the entire NCJTC team and our SRO Conference Planning Committee, we invite you to participate as a sponsor of the **17th Annual School Resource Officer Training Conference (SRO)**, taking place June 22 - 24, 2027 at the Hilton Paper Valley in Appleton, Wisconsin.

Sponsoring or exhibiting at this event gives your organization a direct line to **hundreds of school resource officers**, educators, law enforcement leaders, Tribal partners, families and survivors, and justice professionals from across the country. It's an effective way to put your solutions in front of active buyers while positioning your brand alongside a trusted leader in public safety.

For over 30 years, NCJTC has proudly served thousands of agencies and more than one million criminal justice professionals nationwide. Beyond the visibility and networking value, your support directly fuels the innovative training and technical assistance needed to tackle today's most pressing community safety challenges.

Take a look through the options, and let's talk about how we can build a package that fits your goals!

Warm Regards,

A handwritten signature in black ink that reads "Jason W. Sterling". The signature is written in a cursive, flowing style.

Jason Sterling

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Did You Know?

4.5 out of 5 attendees at the 2026 SRO Conference recommend this conference to others.

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WHO WE ARE

About NCJTC

The National Criminal Justice Training Center of Fox Valley Technical College (NCJTC) is a nationally recognized leader in criminal justice training and technical assistance. For more than 30 years, we have delivered innovative, high-quality programs to law enforcement, victim service providers, and community partners across the country. We proudly host several annual conferences, welcoming attendees from all 50 states and beyond, spanning multiple disciplines.



30+

YEARS OF PROVEN IMPACT

The NCJTC Mission

Our mission is to equip those on the front lines with the knowledge, skills, and resources needed to address today's most pressing public safety challenges.



1M+

PROFESSIONALS TRAINED



144k⁺

Subscribers on the
NCJTC email list



8,400⁺

Followers on NCJTC
social media channels



4.9/5 stars on Google
from training attendees

Past Sponsors and Exhibitors

We value the strong relationships we've built with our sponsors and exhibitors over the years. We've welcomed a wide range of organizations to partner with us at our events, including:

- Mobile Forensics
- Non-Profit Organizations
- Governmental Agencies
- Crime-Technology
- Security Providers
- Tactical Products
- Security Services
- Transportation, Traffic Safety
- Surveillance and Technology
- Major Retailers
- Mobile Device Providers
- Data and Analytics
- Law Enforcement Research Providers
- Safety Products
- Magazines and Online Publications
- Risk Management Firms
- Medical Organizations and Providers
- HR Consultants and Public Safety Business Service Providers
- Law Enforcement Software
- eLearning and Online Education
- Mobile Device Providers
- Emergency Response Products
- Veteran/Military Organizations
- Law Enforcement Simulators
- Digital Media Agencies
- Tribes and Tribal Partners
- Banks, Credit Unions and other Financial Institutions
- ...and more!

Sponsorship Type



* Custom Sponsorship Opportunities

Tailored packages built around your specific marketing goals—including sponsored networking breaks, app sponsorships, or student scholarship contributions.

* Conference Sponsorship (4 Tiers)

Designed for organizations looking for elevated brand awareness through tiered recognition, plenary visibility, and digital placement.

* Exhibitor Booth

Ideal for organizations seeking face-to-face interaction, product demonstrations, and direct networking on the expo floor.

ABOUT THE EVENT

17th
ANNUAL

2027 School Resource Officer Training Conference (SRO)

250+

AVERAGE # OF
ATTENDEES

12

STATES
REPRESENTED



Join us June 22-24, 2027



Appleton, WI | Hilton Paper Valley



Learn more at ncjtc.org/SRO

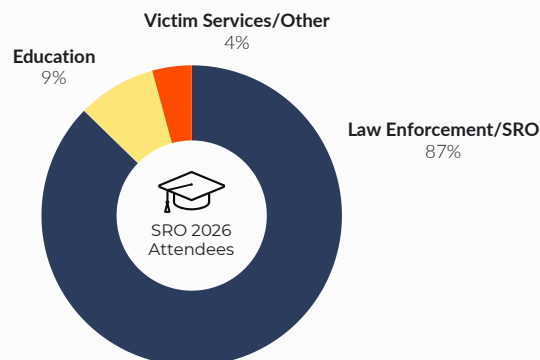
ABOUT THE CONFERENCE

This event brings together professionals on the front lines of school safety who are seeking practical tools, services, and partnerships to strengthen prevention and intervention efforts.

Connect with hundreds of law enforcement and school personnel as they explore strategies to address school violence and youth victimization, learn from real-world case studies, understand the impact of trauma on youth, and discuss effective approaches for supporting students with mental illness and learning disabilities.

AUDIENCE DEMOGRAPHICS

- School Resource Officers
- D.A.R.E. and G.R.E.A.T. Officers
- Crime Prevention Officers
- Law Enforcement
- Campus Safety and Security
- Mental Health Professionals
- School Administrators, Educators
- School Safety Industry Experts



I highly recommend NCJTC and the SRO conference to anyone in the criminal justice, public safety, or community service fields. It's a truly valuable resource for **professional growth** and **continued education**.

SRO Conference Attendee

[More Info](#)



Custom Sponsorship Opportunities

For organizations seeking a more strategic presence at this conference, custom sponsorship opportunities offer added flexibility and impact beyond our traditional sponsorship packages. Each opportunity is designed to increase brand exposure, support meaningful attendee interactions, and create targeted networking opportunities.

Networking Social Host

This highly-attended 2-hour reception takes place on night 1 or 2 of the conference and is open to all attendees, exhibitors and presenters. You will sponsor food, beverage and have 5 minutes to address the crowd. Brand recognition in app, onsite posters, and within NCJTC event marketing materials.

\$7,500

2 AVAILABLE

Exhibitor/Presenter Networking Sponsor

Exclusively for event exhibitors and presenters, you will have the opportunity to sponsor this intimate 90-minute networking event, including recognition throughout the conference and an opportunity to address the crowd.

\$5,000

1 AVAILABLE

Training Break Food Sponsor

Sponsor a refreshment break throughout the conference. 6 slots are available (AM break and PM break for each day of the conference). Price is per break sponsored.

\$4,000

6 AVAILABLE

Passport Contest Sponsor

Logo on the conference contest passport distributed to all attendees and recognition in the event program/app as the sponsor of the top prize.

\$1,200

1 AVAILABLE

Pre-Conference Webinar Sponsor

Be the name sponsor of a pre-conference webinar, offering prime visibility to hundreds of webinar attendees, logo placement on the website and a slide within the presentation. You will also be recognized in marketing emails, reaching tens of thousands of inboxes.

\$2,000

1 AVAILABLE

Student Scholarship Sponsor

Your contribution provides aspiring individuals with the opportunity to attend the conference to gain the skills needed to make a meaningful impact in their communities. Dedicated acknowledgement in event app and sponsorship materials. Price is per student sponsored.

\$395

Sponsor SRO 2027



Have another creative idea? Let's work together to tailor a strategic plan that meets your promotional goals - contact [Jason Sterling](#) to learn more.



SRO Conference Sponsor

Designed for organizations looking for elevated brand awareness through tiered recognition, plenary visibility, and digital placement. Sponsorships are broken down into four tiers: Platinum, Gold, Silver, and Bronze.

All conference sponsors receive the same benefits as Exhibitors plus:

	PLATINUM 3 AVAILABLE	GOLD 3 AVAILABLE	SILVER 10 AVAILABLE	BRONZE 25 AVAILABLE
Waived Exhibitor Fee	✓	✓	✓	✓
Logo on 24"x30" Poster SHARED OR INDIVIDUAL	Individual poster in highest traffic location	1/2 poster near Exhibit hall (with other Gold)	Shared Silver & Bronze poster near Exhibit hall	Shared Silver & Bronze poster near Exhibit hall
Recognition in digital event materials (event app)	✓	✓	✓	✓
Logo displayed on ncjtc.org and front page of event app	✓			
Booth location	Premium	Preferred	Standard	Standard
Rack card included in attendee bags	✓			
Total # of free seats (waived registration fee)	4	3	2	1
Promotion of sponsorship level on social media and via email	✓ Dedicated post	✓	✓	✓
60-90-second promo video played during plenary slideshow	✓ Day 1	✓ Day 2 or 3		
Slide in the running slide presentation	✓	✓		
Recognition of sponsorship level at opening ceremony	✓ + throughout event	✓ + throughout event	✓	✓
	\$5,000 *Best Value	\$4,000	\$2,500	\$2,000



Exhibitor Booth

Ideal for organizations seeking face-to-face interaction, product demonstrations, and direct networking on the expo floor.

What You Get:

- High-traffic exhibitor space each day of the conference
- One draped table with two chairs
- Logo displayed in the event app directory
- One booth representative is included

\$395/per additional booth representative

STANDARD
ORGANIZATION

\$1,000

FEDERAL, STATE OR
NON-PROFIT

\$395

Exhibit at SRO 2027



NEXT STEPS

Explore Additional NCJTC Conferences

NCJTC has a long-standing history of bringing industry professionals and speakers together for our annual conferences, which have provided participants with comprehensive training from a variety of subject matter experts and valuable networking opportunities with other participants.

 *In addition to the School Resource Officer Training Conference, we also hold several other annual training conferences, including:*



Court Safety and Security Conference

- March 23-25, 2027 | Appleton, WI
- Held annually since 2009
- [Learn more](#) about this event



National Missing & Unidentified Persons Conference

- April 13-15, 2027 | Las Vegas, NV
- Held annually since 2006
- [Learn more](#) about this event



Law Enforcement Administrative Professionals Conference

- October 19-21, 2027 | Oshkosh, WI
- Held annually since 2001
- [Learn more](#) about this event



Serving Victims of Crime Conference

- August 17-19, 2027 | Appleton, WI
- Held annually since 2010
- [Learn more](#) about this event

Get Started

1

Fill out this [brief form](#) to let us know which sponsorship opportunity best suits your needs.

2

Once the form is submitted, a member of the NCJTC team will reach out to you to confirm details.