

# 2024 NATIONAL CYBER CRIME CONFERENCE

## EXHIBITOR PROSPECTUS



**APRIL 23RD - 25TH • MASSACHUSETTS**



## **WELCOME TO THE 2024 NATIONAL CYBER CRIME CONFERENCE**

Welcome to the 2024 National Cyber Crime Conference. And thank you for your interest in participating this year as an Exhibitor. Our goals with the NCCC are simple. First, we provide our attendees with the as much high-quality training as we can on a wide spectrum of topics. Second, we keep the training condensed in light of their work demands. Last, we keep training costs as low as possible to make it accessible. Our attendees are in dire need of this training. And it can't happen without our Exhibitors. For that they, and we, are grateful to you.

In 2008, the Massachusetts Attorney General's Office launched the Cyber Crime Initiative. This Initiative was designed to enhance law enforcement's ability to deal with digital evidence and cyber crime. Since the creation of the Cyber Crime Initiative, the Massachusetts Attorney General has held over 500 training events with over 32,000 registered attendees. The flagship of these events

Over the past eleven years, the NCCC has distinguished itself as one of the premier international cyber training events for law enforcement. 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 2024 NCCC between April 23rd and April 25th. At the 2024 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, network with peers and exhibitors, and receive instruction from the top cyber minds in the world. It is also a great opportunity for exhibitors 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 exhibitors 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).

Thank you again for your interest. And we hope to see you at the 2024 NCCC.

Sincerely,  
Attorney General Andrea Joy Campbell

# NEW TO NCCC 2024



This year, exhibitors at the NCCC will have access to 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. We will work with you to make sure that all the booth staff have access.

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

## NEW FOR THE 2024 NCCC

The attendees of the National Cyber Crime Conference come from diverse backgrounds, experience levels, and jurisdictions. All ranks of law enforcement attend; the 2023 NCCC hosted over 800 participants onsite and over 400 virtually. Over the past twelve years the conference has hosted attendees from all around the world, including the UK, Japan, Scotland, Ireland, Canada, Australia, Estonia, Austria, the US Virgin Islands, Trinidad and Tobago, and Turks and Caicos.

“Always a great event. This is a must for any investigator.

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

“The filtering through the exhibitor  
hall gave us great exposure.

“It was my first time and I truly enjoyed it. Hopefully I can  
come back next year.

“I already can't wait for next year.



# EXHIBITOR SCHEDULE - WHAT YOU NEED TO KNOW

## EXHIBIT HALL SCHEDULE DURING THE CONFERENCE

	Tuesday, April 23	Wednesday, April 24	Thursday, April 25
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 6:00 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 22 7:00 PM to Tuesday, April 23 7:00 AM.
Breakdown	Thursday, April 25 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 9	Registration form, fee, high-res logo, and company bio due.
April 15-22	Shipment of exhibit items to Four Points by Sheraton Norwood.

## ACCOMODATIONS DURING THE CONFERENCE

Please review our event website for a list of hotels for accomodations.

# SPONSORSHIP LEVELS/PACKAGES

## GETTING THE BEST RETURN ON YOUR INVESTMENT

	<b>Diamond</b> \$15,000	<b>Platinum</b> \$7,500	<b>Gold</b> \$5,000	<b>Silver</b> \$4,500	<b>Bronze</b> \$4,000	<b>Non-Profit</b> \$1,000
Number of conference passes for sponsor personnel*	6	5	4	3	2	2
Continental Brekfast and Lunch included for booth personnel	✓	✓	✓	✓	✓	✓
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	14 sessions	8 sessions	6 sessions	4 sessions	2 sessions	2 sessions
In-app sponsor site on conference app with potential for enhanced photos, info, and videos (Virtual Booth)	✓	✓	✓	✓	✓	✓
Company name and logo on conference website	✓	✓	✓	✓	✓	✓
Exhibitor logo on conference app	✓	✓	✓	✓	✓	✓
Ability to capture leads via Whoova Lead Gen	✓	✓	✓	✓	✓	✓
Booth hours for NCCC Exhibitor Network Event	✓	✓	✓	✓	✓	✓
Table skirt, power strips, free Wi-Fi (at no additional charge)	✓	✓	✓	✓	✓	✓
Company logo with link included in event email campaign	✓	✓	✓	✓	✓	✓
Livestream for virtual attendees	✓	✓	✓	✓	✓	✓
Preconference email blasts to conference attendees to notify of your attendance and participation at the conference	2	1	1			
Priority booth selection***	✓	✓	✓			
Name included in conference press release	✓	✓	✓			
Invitations to the VIP reception	✓	✓	✓			
Recognition from the podium at the opening keynote session from the Attorney General	✓	✓				
Dedicated training room	✓					

\* A conference pass provides admission to one (1) personnel from your company to the conference PER pass.

\*\* New for the 2024 conference, product showcases will be held virtually.

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

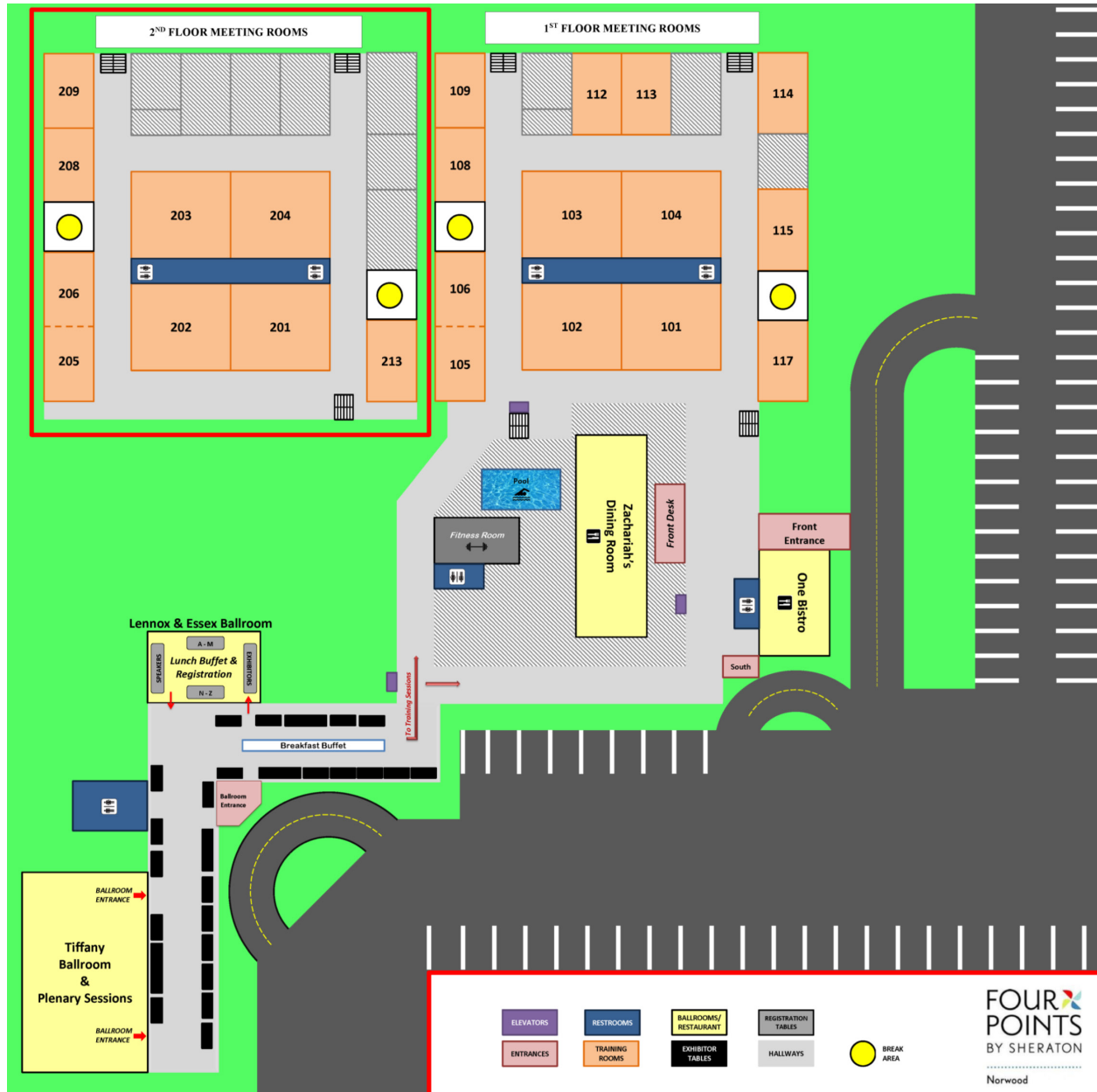
# PREMIUM SPONSORSHIPS

Premium Sponsorships are cost effective and time saving. Silver and bronze exhibitors who provide a premium sponsorship will be elevated to the next exhibition level. 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 16, 2024 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 2024 NCCC Conference App.

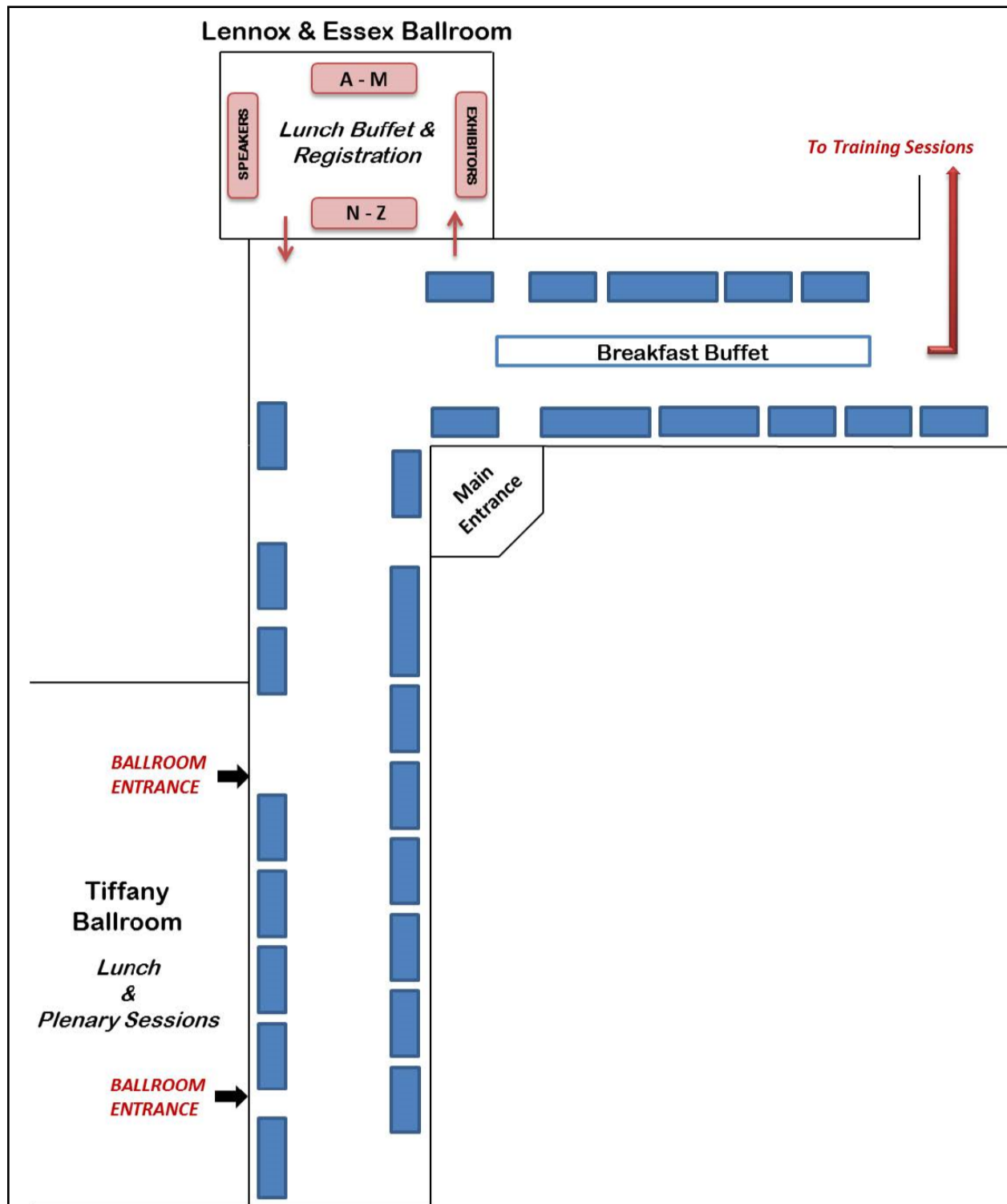
- Portfolio Notebook
  - USB Drive
  - Attendee Bags
  - T-Shirts
  - Lanyards (Note: Exhibitor will work with NCCC team to include their logo on NCCC pre-designed lanyards)
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- Limit 1 sponsor per item
  - Exhibitors may have to purchase up to 800 of each item to accommodate all NCCC participants



# TRAINING AND CONFERENCE AREA



# SAMPLE OF EXHIBITOR HALL FLOOR PLAN



# EXHIBITOR HALL



*Exhibitor Hall Floor*



*Continental Breakfast*

*Single Booth*



*Double Booth*



# ELIGIBILITY & POLICIES

**DEADLINE FOR REGISTRATION & PAYMENT  
TUESDAY, APRIL 9, 2024**

## ELIGIBILITY

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

## EXHIBITION SPACE

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The exhibition area will be open the evening of Monday, April 22 for set up. Set up and dismantling of booths are the responsibility of the exhibitor.

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

## CANCELLATION POLICY

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

# **FREQUENTLY ASKED QUESTIONS (FAQs)**

## **1. I intend to bring more people to work the Exhibit booth. Is**

Yes. We are happy to accommodate your exhibition needs by allowing additional personnel at a reduced cost of \$275 per person. For the purposes of the event, additional personnel include anyone representing the Exhibitor including speakers and exhibition personnel. NCCC staff will work with exhibitors to assist with registration, which will be available through Whova.

## **2. What is a conference pass?**

A conference pass covers admission to the event as well as all meals. Every attendee, speaker, VIP, exhibitor, etc. in attendance at the NCCC must have their own conference pass. All personnel with a conference pass will receive official NCCC credentials for the three-day event. For the safety of our guests, NCCC personnel must wear their credentials at all times.

## **3. When can I submit product videos for**

Upon confirmation of receipt of payment, you will be able to submit videos to the NCCC team for upload to your virtual booth on the conference app for all attendees to see.

## **4. What is a virtual booth?**

A virtual booth is a feature offered by Whova that allows you to interact with virtual attendees, collect contact information, upload videos, distribute promotional or marketing materials, and set up live showcases. Every Exhibitor will get their own virtual booth, to supplement the physical onsite booth. This will allow you to have greater outreach during, and after the NCCC as the conference app will remain live for several months after the event.

## **5. My question hasn't been answered through the prospectus! What do I do?**

Simple, just send us an email. Our NCCC@mass.gov email is monitored by the NCCC team Monday through Friday from 9 am - 5 pm. We are happy to answer any questions you may have regarding the conference.