

# SHARPSHOOTER CLASSIC & DEMO DAY

May 12, 2023 El Paso, TX

## Exhibit & Sponsorship OPPORTUNITIES

Held in conjunction with



**BORDER  
SECURITY  
EXPO**

May 10-11, 2023 | EL PASO, TEXAS

[www.DemoDay-BSE.com](http://www.DemoDay-BSE.com)





# PUT YOUR PRODUCT IN THEIR HANDS

The annual **Sharpshooter Classic & Demo Day**, held in conjunction with **Border Security Expo**, is a highly anticipated, day-long event featuring hundreds of active-duty Customs & Border Patrol agents, Coast Guardsmen, and local law enforcement competing in a host of shooting contests.

Taking place at an outdoor firing range, the day is also filled with live action demos, test drives, and opportunities for the men and women in the field to get up-close and hands-on with your security vehicles, products and technologies.

Don't miss this one-of-a-kind opportunity to showcase how your product or technology can help attendees in their jobs, as well as provide you with valuable insight from actual end users.

BENEFITTING

**Border Patrol**  
FOUNDATION





From live fire activities and drone flights to off-road test drives, the Sharpshooter Classic & Demo Day now provides ample opportunities for attendees to get up-close and hands-on with your border security products and technologies. Get your brand in front of this captive audience with a variety of sponsorships that fit every budget.



## Participants from 25+ federal and local agencies were on hand in 2022 including:

- Corpus Christi (TX) Police Dept.
- Enforcement and Removal Operations | ICE
- Homeland Security Investigations | ICE
- Laredo (TX) Police Dept.
- Laredo Sector Intelligence Unit | USBP
- Law Enforcement Safety and Compliance | CBP
- Ministère de la Fonction Publique (Ivory Coast)
- Ministry of Interior (Saudi Arabia)
- Naval Information Warfare Center (NIWC) Atlantic
- Office of Inspector General | DHS
- Texas Department of Public Safety
- U.S. Air Force
- U.S. Army Counterintelligence
- U.S. Border Patrol
- U.S. Coast Guard
- U.S. Customs & Border Protection
- U.S. Department of Defense
- U.S. Department of Homeland Security
- U.S. Department of State
- U.S. Immigration and Customs Enforcement
- U.S. Navy Information Warfare Center
- U.S. Navy Surface Warfare Center
- U.S. Secret Service
- UAE Ministry of Defense
- Webb County Sheriff's Office
- Zapata County Sheriff's Office

... just to name a few!

# EXHIBIT OPPORTUNITIES

Don't miss this opportunity to showcase your products and services to federal, state, and local law enforcement agents with these two unique venues:

## The Field Showcase

**\$1,800**

Designed for vehicles, radar systems, lighting towers, and other large equipment, the Field Showcase gives you a large outdoor footprint to bring your technology directly to agents. Pair this with a Live Action Demo to take attendees from the technical details of your product to an actual test drive!

## Tent Showcase

**\$850**

Situated under a large tent, the Tent Showcase is more like the traditional tradeshow model, with each 10' x 10' space receiving a 6' table and two chairs.

### Both venues include:

- Onsite signage at Demo Day
- Company logo and listing on DemoDay-BSE.com
- Company listing on BorderSecurityExpo.com and in the printed Show Guide (deadlines apply)
- Four exhibitor badges\*

*\* Border Security Expo exhibitor badges are valid to use at Demo Day*



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# SPONSORSHIP OPPORTUNITIES

## Lunch Sponsor

**\$2,000**

Lunch is provided to all attendees and is a great way to get in front of a highly qualified, attentive group. Your company will receive extensive signage recognition with Sharpshooter Classic & Demo Day participants and the option to provide branded napkins.

## Water Bottle Sponsor

**\$1,500**

Your company will be the official provider of bottled water, refreshing attendees throughout the day. Sponsorship includes your logo imprinted on bottles for all attendees and signage recognition.

## T-Shirt Sponsor

**\$1,200**

Place your brand on the back of every Sharpshooter Classic & Demo Day participant! These one-color t-shirts include the Demo Day logo on the front and your company message on the back. 500 shirts will be ordered; sponsor responsible for production and shipping of t-shirts. For an additional \$500, you can also sponsor the shirts worn by all Demo Day Safety Officers on day of event.

## Shooting Bay Sponsor

**\$750/bay**

Gain high-impact exposure by placing your company's logo in the pistol and rifle bays during the Sharpshooter Classic. This sponsorship provides a great photo opp of your brand name in a live-action environment. **Sponsor to provide the banners and/or signs; must be approved by show management.**

## Live Action Demo

**\$500**

From live fire activities and drone flights to off-road test drives, the Sharpshooter Classic & Demo Day now provides ample opportunities for attendees to get up-close and hands on with your border security products and technologies. Don't miss this one-of-a-kind opportunity to showcase how your product or technology can help them in their jobs as well as provide you with valuable insight from actual end users. **Please call for scheduling and space availability.**

## Banner Sponsor

**\$500/banner**

Strategically place your brand in the line of sight of potential buyers as a Banner Sponsor. There are numerous prime spots throughout the range to promote your company/products on one or more 3' x 6' banners. **Sponsor to provide banner; must be approved by show management.**



**HURRY, OPPORTUNITIES ARE LIMITED. CONTACT US TO FIND THE RIGHT OPPORTUNITY FOR YOUR BUDGET AND GOALS!**

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