



Increase your impact – and gain market momentum – across the U.S. law enforcement, justice and homeland security markets.

Effective answers to our nation's law enforcement and security challenges are rare. Yet these markets are flooded with status-quo offerings. The most successful solutions are those shaped and guided by experts with a front-line understanding of cutting-edge trends in these markets, emerging standards and protocols, and complex issues such as privacy, information sharing and civil liberties.

Hillard Heintze helps companies bring innovative products and services to the law enforcement, justice and homeland security markets. The national prominence and reputations of our team of experts help our clients foster strong brand awareness, establish critical relationships with buyers, and build sustainable business models and long-term revenue streams.



www.hillardheintze.com

STRATEGIC RELATIONSHIP AND BUSINESS DEVELOPMENT SERVICES



- Stronger brand awareness and brand equity in the markets you are strategically targeting
- Development and enhancement of relationships with key decision makers at relevant federal, state, local and commercial entities
- Broader pipeline of opportunities, including sponsorship or advocacy by a key third party, strategic partnerships with other organizations, and pilot programs and evaluations

SCOPE OF SERVICES

Brand Stewardship and Advocacy

Close collaboration with clients and their executive teams to position their corporate brand - as well as those of their individual products and services - carefully within the target markets that represent the greatest sources of current and future demand. Scope includes priorities such as formal and informal communication with brand influencers, development of strategies to avoid or counter negative perceptions, and the multi-channel communication of brand differentiators.

Strategic Networking and Relationship Building

Assistance in building relationships with critical buyers and decision makers across the nation's law enforcement, justice and homeland security community - via introductions, relationship facilitation, ongoing liaison and the creation of innovative "win-win" scenarios for potential partners with complementary offerings.

Counsel and Insights on Opportunities

Insider perspective on which opportunities are the most viable; which will mostly likely benefit from future government funding and emerging priorities; and which will have the most impact on the company's financial, operating and administrative priorities.

CLIENTS WHO TURN TO US FOR STRATEGIC RELATIONSHIP AND BUSINESS DEVELOPMENT SERVICES

- Entrepreneurial Firms with Innovative Products or Services
- Mature Organizations Intent Upon Penetrating the Law Enforcement, Justice or Homeland Security Markets
- Global Corporations Unfamiliar with the U.S. Market

For more information, contact:

Arnette Heintze, Chief Executive Officer, arnette.heintze@hillardheintze.com
Kenneth A. Bouche, Senior Vice President, ken.bouche@hillardheintze.com

Corporate Headquarters

30 South Wacker Drive
Suite 1730
Chicago, Illinois 60606
(312) 869-8500
www.hillardheintze.com