

We provide our exhibitors and sponsors with superior marketing support:

Sponsor/Exhibitor Only Networking Lounge!

Exhibitors often do not have the needed one-on-one “face time” with potential customers during exhibitions. At the NLETC & Expo, we are giving you a unique opportunity to schedule just that — one-on-one, extended personal conversations with potential customers!....our Expo will feature a Sponsor/Exhibitor only NETWORKING LOUNGE (near the ballroom), where you can schedule appointments on a 15 minute to a half-hour basis with contacts you make at your booth during the conference. Simply check the Lounge Appointment Book at the Conference Office, schedule your appointment with your potential client and mark down your special time. Then, meet with your contact in the lounge to have a private, one-on-one networking session! Appointments are first-come, first-serve and there will be no limit on how many appointments you may schedule.

NLETC & Expo also offers the following marketing opportunities:

- Free company/organization listing in official conference program
- Free listing on conference webpage from date of exhibit contract to date of conference
- Free attendee e-mail list six weeks before conference; updated attendee mailing list at conclusion of conference
- All breaks will be in exhibit hall
- 2 Reserved exhibitor seats at each table during lunches and special dinners (extra lunch and dinner tickets may be purchased)

Prize-drawings are permitted and encouraged in booths — blank prize ballots will be given to vendors for distribution in their booths; announcements will be made periodically during exhibit hours of prizes available in each booth (this marketing tool is designed to draw attendees into your booth to sign up for the prizes...while they are there to fill out the ballots, you can easily engage them in conversation!)

Questions?

Call Sharon Blanchard toll free at (866) 280-7294 or email blanchardgroup@msn.com

Assignment of Space:

Assignment of booth space is on a first-come, first-serve basis (booth selection depends on date of receipt of contract and full payment).



CONTRACT FOR EXHIBIT SPACE

Contact Name _____

Company/Organization _____

Address _____ City _____

State _____ Zip _____ Phone Number () _____

Fax Number () _____ Email _____

Web site _____ Height of Display _____

Please advise us of any special requirements your display may have _____

Exhibitor Schedule*

Booth Setup: Sunday, Aug. 22, 1:00 pm - 6:00 pm

Exhibit Hall Open: Monday, Aug. 23, 10:00 am - 5:00 pm

Tuesday, Aug. 24, 10:00 am - 5:00 pm

*Show hours subject to change.

Exhibitor Space Rental

Commercial Firms, Agencies and

Non-profit organizations

8'x10' table top exhibit space

\$700

Hotel Reservations: Host hotel for National Law Enforcement Training Conference & Expo will be the Tampa Airport Marriott, Tampa International Airport, Tampa, FL. Exhibitors are entitled to our discounted NLETC & Expo hotel rate (\$107 per night). Please call Sharon Blanchard at The Blanchard Company, toll free (866)280-7294 or email at blanchardgroup@msn.com regarding further information on reserving hotel rooms.

Product or service description: Please give a brief description of the product or service be exhibiting so that we may list your product or service in our conference publication.

Remittance: Limited exhibit space is available for this conference. Rental is on a first-come, first-serve basis beginning June 1, 2010. Please send full payment when you return this contract. No refunds will be made after July 1, 2010 unless the space can be resold. Any cancellations prior to July 1, 2010, will be assessed 15% of the deposit. Please write checks to **AAST-NLETC & Expo**.

Please sign below to reserve your exhibit space for the 2nd Annual 2010 National Law Enforcement Training Conference & Expo. This application becomes a contract when signed by you and accepted by the Association. By signing the contract you also agree to abide by the National Law Enforcement Training Conference & Expo regulations. Set-up and shipping information will be forwarded to exhibitors following processing of contract. **Please make a copy of your contract and exhibitor regulations to retain for your records and information.**

Accepted by the Exhibitor: _____
Print Signature

Payment Method: Check Credit Card: MasterCard Visa Discover Amex

Card No.: _____ Expiration Date: _____

NLETC Representative: _____

Send this contract to: Sharon Blanchard, NLETC Exhibits, P.O. Box 7062, Fredericksburg, VA 22404
Fax Number 540-899-2624

National Law Enforcement Training Conference & Expo

Exhibitor Regulations

1. A. The American Association of State Troopers acts for exhibitors and their representatives in the capacity of agent—not as principal. The association assumes no liability for any act of omission or commission in connection with this agency. Exhibitor and his / her representatives hereby release and, in addition, agree to hold harmless AAST from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause.
B. All parties involved in the exhibit, including specifically, but without limiting the generality thereof, the exhibit hall, the owner, the leasing association, the sponsor and the individual exhibitor, severally agree to assume full responsibility for, and shall pay any and all claims arising out of their own negligence, or that of their respective employees or agents.
C. Each party agrees to be responsible for its own property, through insurance or self-assurance, and shall hold harmless, any and all other parties from any damage caused by theft, and other perils normally covered by fire and extended coverage policies.
D. Exhibitor hereby agrees to protect, indemnify, defend and save the Marriott Corporation and their officers, directors, employees and agents harmless against all claims, losses and damages to person or property, governmental charges or fines and reasonable attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition area of the Tampa Airport Marriott Hotel or a part thereof excluding any such liability caused by the sole negligence of the Marriott Corporation.
2. The association's annual conference committee determines eligibility of any company or product for exhibit. The committee may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of the association.
3. The association does not guarantee and expressly disclaims any and all liability for any and all loss or damage of any kind, but will endeavor to assist in the protection of exhibitors by providing guard service.
4. The assignment or subletting of any part or all of the exhibit space is not permissible.
5. Exhibits should be constructed so that no structure exceeds the height of eight feet.
6. Exhibits should not project beyond space allotted. They should not obstruct the view or interfere with traffic to exhibits of others. The wings of an exhibit should come out more than five feet from the back of the wall.
7. No part of any exhibit and no signs should be posted, nailed, or otherwise affixed to walls, doors, etc., in any way that might cause defacement. Any and all damage, losses, expenses, and / or costs resulting (including, but not limited to attorney's fees) from failure to observe this notice shall be payable by exhibitor.
8. Interviews, demonstrations, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of rights and privileges of other exhibitors. Selling is not permissible.
9. Motion picture projectors and apparatus must conform to fire regulations of the hotel. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.
10. Exhibitors with audible electric sound motion pictures, or other exhibits or devices which the association in sole discretion deem objectionable to other exhibitors, will be required to discontinue this method of promotion.
11. Copyrighted music may not be played at this exhibit event.
12. Exhibit displays must be in compliance with the Americans with Disabilities Act, as applicable.
13. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by firms that have engaged from the association space to exhibit and then only in the space assigned.
14. Prize contests and drawings must be approved by AAST in advance of the meeting.
15. Before any exhibit may be removed from the building, exhibitors must make arrangements satisfactory to the association and the hotel for the payment of any charges incurred by the exhibitor in connection with his exhibiting therein.
16. Exhibit setup and teardown: Exhibitors abide by the set up and teardown schedule published for this year's conference. Any materials left on the floor after the teardown period will be stored and charged to the exhibitor at prevailing rates.
17. Any independent contractor requests must be made 15 days in advance to the exhibit manager. Electrical and telephone service must be ordered from the conference hotel. All other rental equipment and labor requirements must be requested through the conference's official decorator.
18. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of the association, conduct themselves unethically, may be dismissed without refund or appeal for redress.

SPONSORSHIP OPPORTUNITIES

If you have a sponsorship in mind that is not listed here, we can work with you to create a custom designed opportunity that better meets your marketing objectives.

Platinum Sponsor (1 available) \$5,000

This sponsor will be recognized as the only Platinum Level conference sponsor. In addition to general sponsorship benefits listed (to the right), this primary conference sponsor will

- ★ have “top billing” and be prominently featured on the NLETC web site
- ★ corporate logo will be placed on any pre-conference e-mails to potential or registered attendees
- ★ complimentary full-color one page ad (choice of front inside cover or back inside cover) in the official Conference Program and Sponsor/Exhibitor Guide
- ★ special recognition (and introduction of two corporate executives) at the Opening General Session, luncheons and dinners
- ★ prominent top billing on all conference signage
- ★ two seats for corporate representatives at head table for lunches and all dinners/special events
- ★ complimentary full conference registrations for an additional eight guests
- ★ eight additional tickets to daily luncheon
- ★ a complimentary ad in the association’s quarterly publication, the “Trooper Connection”
- ★ a marketing insert of sponsor’s choice (up to five pages, two-sided) in each attendee’s conference bag
- ★ complimentary room for use as a hospitality suite for duration of conference (sponsorship does not include food, beverages or setup fees)

Gold Sponsor (4 available) \$3,000

In addition to the general conference sponsorship benefits listed above (right), each Gold Sponsor

- ★ will be featured on the NLETC web site
- ★ each sponsor’s corporate logo will be on the bottom of any pre-conference e-mails to potential or registered attendees
- ★ a complimentary full-color one page ad (inside pages) in the official Conference Program and Sponsor/Exhibitor Guide
- ★ recognition at the Opening General Session
- ★ complimentary full conference registrations for an additional six guests
- ★ an additional six tickets to daily luncheon
- ★ corporate logo on all conference signage
- ★ a complimentary ad in the association’s quarterly publication, the “Trooper Connection”

General Conference Sponsorship Benefits:

All conference sponsors of \$2,500 and over will receive complimentary:

- ★ One 8’x10’ exhibit space (w/two chairs, one 6ft. draped table and one wastebasket)
- ★ Two tickets to daily luncheon (extra tickets available at Vendor’s 25% discount)
- ★ Two full conference registrations for exhibit booth staff (allowing them to attend the Opening General Session, and any of the daily training sessions)
- ★ Vendor’s 25% off tickets to any additional conference event and/or tour



- ★ a marketing insert of sponsor’s choice (two page, two-sided) placed in each attendee’s conference bag

Dinner \$10,000 for “each” dinner

Sponsor one or both of the dinners offered during the conference. Your corporate banner will be prominently displayed in the room, a corporate representative will be introduced and allowed to present a five minute welcoming speech and an optional two minute corporate video. A corporate marketing piece will be placed at each place setting, and two seats will be reserved for corporate representatives at the head table.

Luncheon \$5,000 for “each” luncheon

Sponsor one, two or all three luncheons to be held during the conference. Your corporate banner will be prominently placed in the room, a corporate representative will be introduced and allowed to present a five minute welcoming speech and a corporate marketing piece will be placed at each place setting.

Official Conference Bag . . \$5,000

A tactical law enforcement officer’s bag will be the official “conference bag” of the NLETC & Expo...put your name in the hands of every attendee at NLETC! Sponsor will provide logo, NLETC will provide bags. Bags will be distributed at registration and will be loaded with conference essentials. Conference Bag sponsor will also be able to have one free marketing insert placed into each bag.

Welcome Reception \$5,000

Your brand is “front and center” as you host the Early Bird Welcome Party on Sunday night, the day before the conference starts.

- ★ Corporate logo banners hung above Party Bars
- ★ Branded free drink tickets
- ★ Corporate logo on napkins and drink glasses/cups
- ★ Company representative hosts the party and can make brief remarks
- ★ Opportunity to have a materials table at the event
- ★ Marketing sponsorship announcement on all pre-event promotion

Opening General Session \$3,000

Sponsor the Opening General Session and prominent guest speaker that will set the tone for the rest of the conference. The Opening General Session sponsor’s corporate representative will be introduced from the podium and a welcome 60-second commercial spot will be played before the program begins. Commercial spot to be provided by sponsor and must be approved by association agent, Sharon Blanchard.



General Russel Honoré at the 2010 NLETC Expo

Shuttle Bus Service \$3,000

Your corporate banner will be placed prominently on each shuttle bus that provides local shuttle service to conference attendees for the duration of the 3-day conference. Shuttle buses will leave the hotel once every hour to areas of interest in Tampa and return to the hotel from those designated stops. Shuttle service will be available to conference attendees and their spouses/guests. Sponsor will be allowed to place corporate marketing materials and/or catalogs in each shuttle bus.

Conference Pen \$2,500

NLETC & Expo attendees participate in multiple training sessions during the conference. Take advantage of this sponsorship and let them see your company’s logo every time they take notes with their official conference pen during the training sessions. Sponsor will provide logo, NLETC will provide pens.

Exhibit Hall “Popcorn Machine”. \$2,500

A free popcorn machine for attendees will have a prominent place in the exhibit hall. Proudly sponsor this “favored” break station for conference attendees. This sponsorship includes:

- ★ Corporate logo branded stand
- ★ Corporate branded popcorn bags
- ★ You may provide a corporate “staff/host” for the stand during exhibit hours and promote your product or service with brochures or other corporate promotional material

- ★ Free logo ad on conference web site
- ★ Corporate sponsorship brand credit on all pre-conference promotions

Water Bottle \$2,500

An essential accessory for the hot summer months and a favorite of every attendee! Sponsor the official conference water bottle, which will be placed in each attendee’s conference bag at registration. Attendees will see your corporate logo every time they use this essential “sports” accessory while exercising, running or riding their bikes. Sponsor will provide corporate logo and message, NLETC will provide water bottle.

Badge Lanyards \$2,500

Badge holder lanyards are popular among Expo attendees. Given out at registration, you will see your logo on all NLETC attendees! The price of sponsorship includes the lanyards with one-color logo. Sponsor will provide logo, NLETC will provide badge lanyards.

Conference Legal Pad \$2,500

Your corporate logo will be placed on the very top of this quality 8 ½ x 11, white paper, lined legal pad; attendees will appreciate the convenience of having this pad with them as they take notes during the training sessions, and your corporate brand will be right there with them! One of these pads will be placed in each attendee’s conference bag.

Hotel Room Key Cards \$1,500

Put your logo on this important item for attendees! Every time they reach for their hotel room key, your corporate message will be seen. All keys will be distributed to attendees when they register at the hotel’s front desk. Sponsorship price includes keys and printing costs. Your corporate logo will also be featured on the conference web page.

Luggage I.D. Tags \$1,500

These attractive and bright Luggage Tags will be printed with your corporate logo and/or message. Easily seen attached to luggage on the airport baggage claim carousel, the attendees will be reminded of your product and/or service every time they pick up their bags! NLETC will provide the luggage tags; sponsor will provide corporate logo and/or message.

OFFICIAL CONFERENCE PROGRAM ADS

All ads are sold on a first-come first-served basis. Positions are confirmed upon receipt of full payment. Camera-ready advertisements are due to Sharon Blanchard on or before May 1, 2010.

Ad Placement

(no bleeds, measurements in inches)

Inside front cover (8.5x11)	\$900
Inside back cover (8.5x11)	\$700
Full page (8.5x11)	\$500
Half page vertical (4.25x11)	\$250
Half page horizontal (8.5x5.5)	\$250
Business card size (3.5x2)	\$100

Marketing Insert in Official Conference Bag \$300 per insert

Place your corporate message directly into the hands of each conference attendee by having us place your marketing piece into each conference bag at registration. five pg max insert: \$500.

Publishing Bins \$300 per bin

Your corporate logo will be prominently displayed in the exhibit hall with this sponsorship!

- ★ Company flyers, magazines, newspapers or catalogs placed in bin directly in the exhibit hall lobby near registration
- ★ Corporate logo prominently displayed on the bin signage
- ★ Free listing in the official conference program, on the conference web site and on sponsorship signage throughout the conference