

EXHIBITOR PROSPECTUS

*California Police Chiefs Association
Annual Training Symposium and Trade Show*



March 18-22, 2018

The Westin Long Beach and the Long Beach Convention Center

CPCA Annual Training Symposium & Tradeshow

On behalf of the California Police Chief's Association welcome to the 40th Annual Training Symposium. Your host agency the Long Beach Police Department has brought you an educational and enjoyable experience. The ever changing landscape in which law enforcement operates requires that agencies no longer stand alone but instead band together to effect real change to make our communities safe. This time in the history of law enforcement will be remembered for its innovation. Today's law enforcement leaders have an opportunity to leave a legacy upon this noblest profession by reshaping the way law enforcement services are delivered, moving forward.

Our trade show exhibitors play a key role in helping law enforcement shape and deliver improved services by collaborating with us in developing cutting edge products and services and leading the way with innovative changes to how we do business. This partnership is critical to the public's safety, and we value the investment that our law enforcement equipment and service providers make in bringing our profession the tools we need to improve our services.

We hope you choose to participate in our tradeshow. Our show gives you the unique opportunity to renew your contacts with California's municipal police chiefs, the purchasing decision-makers for California's police departments, as well as many second-in-commands.

The information in this Exhibitor Prospectus should answer all of your questions regarding our show.

WELCOME!

Exhibitor Information

Dates to Remember

Friday, January 5, 2018

Registration Form/Contract due
Including a \$250 non refundable deposit

Friday, January 19, 2018

Payment due in full for space

Friday, March 9, 2018

Deadline to be listed in the Conference App.

Monday, March 19, 2018

Exhibitor Move-in
2:00 p.m. - 6:00 p.m.

Tuesday, March 20, 2018

Exhibitor Move-in
8:00 a.m. - 11:00 a.m.

Exhibit Hall Open
11:30 a.m. - 5:00 p.m.

Exhibitor Move-out
5:00 p.m. - 7:00 p.m.

Booth Fees:

\$1,200 per standard booth
\$1,300 per premium booth

Included in the Booth Fee:

- 10' x 10' exhibit space
- Standard booth sign
- Carpet
- (1) 6' Table
- (2) standard chairs
- (1) wastebasket
- Standard pipe and drape (blue & white)
- Listing in conference program
- Listing on conference mobile app
- Complimentary list of conference attendees in electronic format (one pre- and one post-show)
- Access to meals served in show hall (lunch served to exhibitors prior to doors opening to attendees)

Not included in the fee**:

- Attendance to the conference outside of the tradeshow (attendance limited to sponsors)
- Electricity
- Telephones/Internet Service
- Installation of displays
- Other furnishings besides the aforementioned

**This is only a partial list of items not included.

All items that must be purchased separately will be included in the Exhibitor Service Kit provided by Western Event Service.

Booth Assignments

Full payment is required to guarantee your space. Every attempt will be made to assign the booths that are requested on the application form; however, if the requested space is already assigned, CPCA will assign space based on the number of booths purchased, proximity of competitive firms' booths and the date of receipt of the Exhibit Application and payment. CPCA reserves the right to modify the exhibit floor layout.

Booth Payment

The total booth rental charge is due by January 19, 2018. Payments (check or credit card) and other communications should be sent to: CPCA, P.O. Box 255745 Sacramento, CA 95865. Exhibitors are not permitted to occupy assigned space until all booth costs are paid in full.

Installation & Dismantling

Installation of regular exhibits begins at 2:00 p.m. on Monday, March 19, 2018 and must be completed by 6:00 p.m. If you cannot move in on Monday, you can set-up on Tuesday, March 20, 2018 beginning at 8 a.m. and MUST be finished by 11:00 a.m. Exhibits will close at 5:00 p.m. on Tuesday, March 20, 2018. Dismantling may begin when the hall closes at 5:00 p.m. to 7:00 p.m. No packing materials or equipment are to be left in the exhibit hall following installation of the exhibit or brought into or removed from the exhibit space during exhibit hours.

Booth Equipment & Services

Western Event Service is the official general service contractor/show decorator for CPCA. An Exhibitor Service Kit will be emailed to confirmed exhibitors. Information and order

Exhibitor Information

forms for tables, chairs, additional carpeting, electrical outlets and other services will be included in this kit. An electronic version will also be available on the CPCA website at www.californiapolicechiefs.org. If you have questions prior to receiving your kit, contact Western Event Service at (510) 430-0510 or david@westerneventservice.com.

Facilities & Display Information

Booths are 10' x 10' (see the exhibit map hall on back page) and are equipped with standard framing materials, 8' high flame-proof drapery back wall and 3' high side dividers. Each exhibitor receives a 1'x3' identification sign indicating the company name and booth number.

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the number of booth spaces purchased. Exhibit displays shall not exceed 8' in height in the back and shall not exceed 4' in height beyond 5' from the back wall. If your display does not meet these specifications, contact CPCA for approval of any exceptions.

Exhibit signs, materials or displays are limited to the assigned space and shall not be permitted in any public space or elsewhere in the meeting facility. All exhibits and demonstrations are to be within the bounds of the assigned exhibit space and shall not interfere with aisle space or be outside of the exhibit space.

Exposed, unfinished sides of exhibit backgrounds must be draped or covered to present an attractive appearance. Back walls shall be 8' high and sidewalls shall be 4' maximum height. No part of an exhibit or its signage may be nailed, taped or otherwise attached to columns, walls, doors or floors in such a manner as to deface or destroy them. If the premises of the facility are defaced or otherwise destroyed by the exhibitor, its agent or representatives, the exhibitor will be liable to the facility for the amount necessary for restoration to its previous condition.

All exhibit material must be flameproof and fire resistant to conform to local fire ordinances and regulations and insurance carriers.

All aisles and exits shall be kept clear at all times. Fire extinguisher equipment shall not be covered or obstructed in any manner.

CPCA provides for cleaning of aisles and common areas. Exhibitors must maintain their assigned spaces in good order.

Shipping & Material Handling

The Long Beach Convention Center has no facilities for receiving and handling advance shipments. Western Event Service will store your freight for up to 30 days prior to the CPCA Annual Training Symposium and deliver your freight to your booth space to be ready for your arrival. Please refer to the Exhibitor Service Kit for rate information and the order for service. Late shipments that must go directly to the Center must be consigned to WES for unloading. All shipping information will be included in the Service Kit. Exhibitors who are bringing their own materials, and can unload without assistance, may do so during scheduled exhibitor move-in only.

Rules & Regulations

Each exhibitor is bound by the CPCA Exhibit Rules and Regulations contained in this prospectus. CPCA reserves the right to decline or prohibit any exhibit or part thereof which, in its opinion, is not in keeping with the character and spirit of the Exhibit Contract.

CPCA reserves the right to expel or refuse admittance to any representative of the exhibit whose conduct is, in its opinion, not in keeping with the character and spirit of CPCA.

Exhibitors may not assign or sublet any portion of their booth(s), nor may they display or advertise goods or services other than those provided by them in the regular course of business.

Sale or Distribution of Merchandise

Exhibitors may show, display, discuss, explain, or demonstrate items or services in their exhibit space only. Orders for merchandise may be taken; however, no sales (cash or credit) are permitted.

Prohibited Activities

No interviews, demonstrations, solicitation or distribution of literature will be permitted except in the exhibitor's space. Samples or souvenirs may not be sold and only those which relate directly to merchandise in the exhibitor's booth may be distributed. No sideshows, raffles or lotteries which distract from the dignity of the exposition may be held. Exhibitors may not solicit attendees at any time other than the trade show. Violators may be asked to leave the show and will forfeit the right to exhibit at future shows.

Exhibitor Staffing Regulations

Exhibits must be staffed at all times during posted exhibit hours. CPCA assumes no responsibility for exhibit space

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during set-up and dismantling.

Exhibitors can pick-up name badges on site during move-in. Exhibitors receive four complimentary Exhibit Hall Only badges with each booth purchased. If more than four people will be staffing the booth during the conference, additional Exhibit Hall Only badges must be purchased for \$75 each. Information about registering staff for your booth will be sent out in January 2018.

Only employees of the company purchasing booth space may be registered as exhibitors. Badges will be issued only to personnel staffing the booth, as indicated by the designated representative in the Exhibit Contract. Badges must be worn while exhibitor personnel are in the exhibit area.

False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons to gain entry to the exhibit floor will be cause for expelling the violator from the floor with no obligation on the part of CPCA whatsoever.

Each exhibitor must identify one authorized representative to be responsible for the exhibit for the duration of the trade-show. A preconference contact person must also be identified.

Delayed Occupancy

Space not occupied by 11:00 a.m. on Tuesday, March 20 will be forfeited and the space will be reassigned by CPCA without refund.

Security & Liability

The Trade Show area will be secured during non-exhibit hours, and no entrance by any person will be allowed. The exhibitor assumes all responsibility for any and all loss, theft and/or damage to exhibitor's displays, equipment and other property while on Long Beach Convention Center premises, and hereby waives any and all claims and/or demands it may have against Long Beach Convention Center, its parent and/or any of its affiliate companies arising from such loss, theft and/or damage. In addition, the exhibitor agrees to defend (if requested by The Long Beach Convention Center with counsel satisfactory to The Long Beach Convention Center), indemnify and hold harmless Organization and The Long Beach Convention Center and their respective parent, subsidiary and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys' fees, costs of court and costs of other professionals,

arising from directly and/or indirectly and/or in connection with the exhibitor's occupancy and/or use of the exhibition premises and/or any part thereof and/or any act, error and/or omission of the exhibitor and/or its employees, subcontractors and/or agents.

CPCA shall provide security service throughout the hours of installation, exhibit hours, non-exhibit hours and dismantling and shall exercise reasonable care for the protection of the exhibitor's materials and displays. Beyond this, neither CPCA, the Long Beach Police Department, the Long Beach Convention Center, or any officer, director or staff member thereof, will be responsible for the safety of the property or the exhibitor from any cause. If desired, the exhibitor should obtain, at its own expense, appropriate insurance to cover against losses.

Booth Cancellations

Written cancellations of prepaid exhibit space received by January 12, 2018, will receive a full refund (less the \$250 non refundable deposit). No refund shall be made for cancellations received after January 19, 2018, unless booth is resold.

Conference Cancellation

Should any contingency prevent the holding of the CPCA Conference, CPCA will not be held liable for any expenses (other than the exhibit fee) incurred by the exhibitor; however, exhibit space fees will be refunded.

Exceptions

You must have all exceptions to the rules and regulations of this prospectus granted in writing to CPCA before February 2, 2018.

Food/Beverage

The Long Beach Convention Center retains the exclusive right to provide, control and maintain all food and beverage services within the exhibit hall. Please note that no food or beverages (including bottled water) of any kind may be brought into the exhibit hall by any exhibitor. The provision of alcoholic or non-alcoholic beverages, snacks or treats are included under these exclusive rights. All food and beverage samples brought into these premises must have the approval of The Long Beach Convention Center in writing prior to the event and adhere to the published Sampling Guidelines. For more information, please contact them directly at (562) 499-7565.

Volume

Any exhibit producing sound at a volume that is objectionable to other exhibitors will be asked to lower the volume. If

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this cannot be done to the satisfaction of all, sound production will have to cease.

Music

The playing of live or prerecorded music in your booth may require an individual licensing agreement signed by a representative or your company with either BMI, ASCP (musical licensing associations), or both. Call either association to check on your liability.

Participant Materials

All cylinders containing compressed gasses must be secure to prevent tip-over; exhibitors not complying with this regulation will not be permitted to have such cylinders in the Exhibit Hall

Sell Outs

It is possible that the number of requests for booth spaces will exceed available space. If space runs out and you have submitted a payment, you can be put on a waiting list or your payment can be returned. You will be notified for your decision.

Door Prizes

Each exhibitor will be responsible for conducting their own specific drawings in their booths and informing CPCA staff at the exhibit hall of the winners if they so choose. If you have questions, please contact Shannon Mahoney at (916) 481-8000 or smahoney@californiapolicechiefs.org

Conference Attendees Lists

Exhibitors may receive a complimentary electronic list of attendees one month prior to the conference and a final list following the show.

Hospitality Suites

Exhibitors are responsible for coordinating any hospitality suites or other social functions and CPCA does NOT endorse or advertise such events. Events may not occur during official CPCA events during the times listed below.

Sunday, March 18	8:00 a.m. - 5:00 p.m.
Monday, March 19	8:00 a.m. - 9:00 p.m.
Tuesday, March 20	8:00 a.m. - 5:00 p.m.
Wednesday, March 21	8:00 a.m. - 10:00 p.m.
Thursday, March 22	8:00 a.m. - 10:30 a.m.

Please contact the Westin Long Beach at (562) 436-3000 to reserve a suite.

CPCA Exhibit Hall Staffing

If you have questions, CPCA staff will be in the exhibit hall at all times during set-up and hall hours, in addition to Western Event Service personnel.

CPCA Exhibit Hall Staffing

Shannon Mahoney
CPCA Member Services Manager
P.O. Box 255745
Sacramento, CA 95865
(916) 481-8000
Fax: (916) 481-8008
smahoney@californiapolicechiefs.org
www.californiapolicechiefs.org

2017 Exhibitors

3M
Accident Support Services International Ltd.
Adamson Police Products
Alarm Program Systems LLC.
All Traffic Solutions
American Military University (AMU)
Apex Mobile
AT&T
Atkinson Andleson Loya Ruud & Romo
ATS Armor
Blauer
Brother Mobile Solutions
California Department of Alcoholic Beverage Control
- TRACE Program
CAPE
Cardiac Science Corporation
Cobert Safety Professionals
Copware
Cyrus
Data 911
Datalux Mobile Computers
Digital Ally, Inc.
Dodge
ecoATM
Elbeco Inc.
Emergency Vehicle Specialists, Inc.
Federal Signal
Flying Cross
FORD
Fujitsu
GM
Harley-Davidson Motor Company
Harris
HMC Architects
IBM
IntegenX, Inc.
InterMotive Vehicle Controls
InTime Solutions Inc.
Kustom Signals, Inc.
LC Action Police Supply
LEFTA Systems
Lexipol LLC
Liebert Cassidy Whitmore
LogicTree IT Solutions Inc
Mark43
MobileView
Motorola
MPH Industries
Nationwide
Nuance Communications, Inc.
Off Duty Services
Pacific Gas & Electric
PF Distribution Center, Inc.
Pileum Corp.
PM AM Corporation
Point Emblems
ProForce Law Enforcement
Public Safety Corporation
Radarsign
Saltus Technologies/ digiTICKET
Security Lines US
SF Police Credit Union
Sig Sauer
SMARTGEOTECH, INC.
SpeakWrite
SPIDR Tech
Spillman Technologies
STALKER RADAR
Sun Badge Company
Sun Ridge Systems
SunGard Public Sector
Surveillance Grid
T3 Motion Inc
The BPAD Group
The Counseling Team International
The Ed Jones Company
Thin Blue Line Reporting
Tiger Tactical Solutions, LLC
TracNet
Tyler Technologies
U.S. Armor
Uncharted Software Inc.
United Reporting Publishing Corp.
University of California, Irvine MAS Program
University of San Diego
V and V Manufacturing
Verizon
Vigilant Solutions
Visual Labs Inc.
Watch Guard
Wellness Solutions/Pinnacle Training Systems
Whelen Engineering Co. Inc.

Sponsorship Opportunities

Host Chief Night (exclusive to 2 sponsors) \$20,000

Audience: 500+ | Monday, March 19 7:00 pm – 8:00 pm

The Host Chief Night brings together participants with a casual networking opportunity while enjoying complimentary beverages and food. Sponsor will receive the following:

Logo on signage inside reception room
5 networking passes
CPCA mobile app recognition
List of attendees

Official Hotel Key Cards (exclusive to 1 sponsor) \$7,500

Audience: 400+ Registrants

Get your company information in the hands of every person staying at the host hotel.

Sponsorship Includes:

- Custom key card distribution to all registered guests at the Portola Hotel & Spa
- Card Holder with Schedule at a glance on the inside of the holder
- CPCA pays hotel distribution fees

Wi-Fi Sponsor (exclusive to 1 sponsor) \$7,500

Help all conference attendees get connected at the annual conference as the official Wi-Fi sponsor. Sponsorship includes:

Signage throughout the conference “Complimentary Wi-Fi provided by:”
CPCA mobile app recognition
Workshop introduction
List of attendees

Lanyard Sponsorship (exclusive to 1 sponsor) \$4,000

Audience: 400+ Registrants

Place your company logo and/or name on the official conference lanyard worn by every attendee.

Sponsorship Opportunities

Mobile App Sponsorship (exclusive to 3 sponsors) \$3,000

Stay in front of attendees all week long by being the official conference app sponsor. The conference app will be a central hub for attendees to connect, build their schedule, and stay up to date on conference events throughout the week. Your organization will be branded as the official sponsor of the app with plenty of logo and ad placement within the app itself and signage during the event. The app will be in front of nearly all attendees, meaning great return on sponsor dollar investment!

Exclusive company branding of CPCA mobile app which includes:

Company ad on the mobile app agenda

1 push notification per day featuring company product (limited to 140 characters)

Exclusive listing on sponsorship section of app with link to company website

Sponsor signage with app download instructions in all public areas of the conference

Public acknowledgement in general session during the conference

1 networking pass for 1 day at the conference

List of attendees

2017 CPCA mobile app statistics:

Agenda: 5,680 hits

Activity feed: 4,305

Sponsors: 2,305

4,799 hits on busiest day

Trade Show Specialty Break Service (exclusive to 3 sponsors) \$2,000

Audience: 400+ Registrants

This is a unique opportunity to sponsor a fun and interactive break service during the CPCA trade show.

Sponsorship Includes:

- Exclusive to one company for the entire trade show
- Logo on sponsor sign during service
- Logo on mobile app
- Opportunity to speak to attendees during the show
- Sponsor may provide one or more of the following for use during the service:
 - Custom cups, coffee sleeves, napkins, giveaway items
 - *Sponsor responsible for production of custom giveaway item

Sponsorship Opportunities

Coffee Service (exclusive to 1 sponsor each day) \$2000

Audience: 400+ Registrants

Coffee service provided to all CPCA registrants during the morning and afternoon networking breaks.

Exclusive to one company each day

Logo on sponsor sign during service

Logo and appreciation in CPCA mobile app

1 networking pass for the day of your sponsorship

Daily sponsor may provide one or more of the following for use during the service:

custom cups, coffee sleeves, napkins

*Sponsor responsible for production of custom giveaway item

Fallen Officer Printed Program Sponsor (limit 4 sponsors) \$600

Audience of 500+

Printed program sponsors will receive the following:

Your logo in the CPCA Fallen Officer Ceremony Program

Special recognition on the CPCA mobile app

1 ticket to attend fallen officer ceremony

Rotating Logo on Registration Kiosk (limited to 2 sponsors) \$500

Audience: 400+

Let your company's logo be the focal point when attendees pick up their registration materials onsite

Mobile App Push Notification Ads (limit of 5 sponsors) \$500

Audience: 400+ Registrants

CPCA will send one push notification out on behalf of your company the morning of the trade show. The message is limited to 140 characters and can feature a special, booth information etc.

Sponsorship Opportunities

Trade Show Floor Clings (limit of 5 sponsors) \$300

Audience: 400+ Registrants

Floor clings provide directional signage while advertising your company's logo and booth information.

Sponsorship Includes:

- 5 clings for each sponsorship to be created and placed by CPCA Staff.

Commitment Deadlines and Availability

A completed sponsorship commitment application must be received by February 1, 2018 in order to secure sponsorship benefits (unless otherwise noted).

Given production schedules for publications, signage and other sponsorship acknowledgements, it is extremely important to adhere to the above posted deadline(s).

While we will make every effort to provide sponsorship benefits as described here, the final details of sponsorships are subject to change. Sponsors will be notified of any changes.

If you have any questions about the sponsorship opportunities, please contact Sara Edmonds at sedmonds@californiapolicechiefs.org.