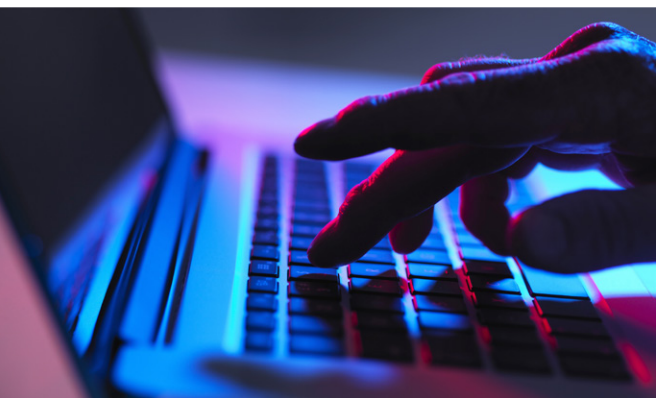




# The Minnesota Chiefs of Police Association LAW ENFORCEMENT EXPO

River's Edge Convention Center • St. Cloud, MN

April 18-19, 2016



## 2016 MARKETING PROSPECTUS

Advertising • Exhibiting  
Buyer's Guide • Sponsorships

# IMPORTANT DATES

## SPONSOR & EXHIBITOR DEADLINES

<b>November 30, 2015</b>	Magazine ad deadline: Winter 2015-2016 issue
<b>December 1, 2015</b>	Deadline for 2015 previous exhibitors guaranteed booth space
<b>January 29, 2016</b>	Last chance for listing in Final Program Final Program advertising deadline Last chance to have company listed as exhibitor in Final Program Last chance for sponsor acknowledgment in the Final Program
<b>February 15, 2016</b>	Magazine Buyers Guide ad deadline: Spring 2016 issue
<b>February 29, 2016</b>	Exhibit Guide description due Exhibit Guide advertising deadline Raffle prize donation commitment due Exhibit personnel registrations due Registration insert deadline ETI Notes Tablet advertising deadline
<b>April 18-19, 2016</b>	Law Enforcement Expo
<b>May 14, 2016</b>	Magazine ad deadline: Summer 2016 issue
<b>August 13, 2016</b>	Magazine ad deadline: Fall 2016 issue

### SPONSORSHIP QUESTIONS? CONTACT:

Charles Kasbohm • [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) • 651.340.4848 • [mnchiefs.org](http://mnchiefs.org)



## 2016 ETI LAW ENFORCEMENT EXPO

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# WELCOME



EXECUTIVE DIRECTOR

Andy Skoogman



Greetings from MCPA –

First, I want to thank you for your ongoing partnership with the Minnesota Chiefs of Police Association (MCPA). We are grateful for your support, and, with several new enhancements being implemented, we hope you will see even more value in partnering with us in the future. Second, you are likely aware that we are no longer working with Pierre Productions and Promotions (PPP). PPP did an outstanding job for the MCPA for many years, and we greatly appreciate their hard work and dedication to managing an outstanding Executive Training Institute (ETI) and EXPO Hall.

Our goal is to improve on what PPP has helped us develop over the years by offering more benefits to you and creating additional opportunities to get your products and services in front of police chiefs, commanders and those who make the buying decisions at public safety organizations across the state of Minnesota.

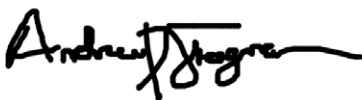
In 2015, our conference attendance was the highest it had been in seven years. In 2016, we are expanding our marketing efforts to other public safety and government IT professionals with the goal of increasing attendance further.

We have worked for the past several months with our new ETI EXPO Hall management firm, Synergetic Endeavors, to develop new ways to expand opportunities, create value for all involved and refresh our 2016 marketing prospectus. As you read through the pages, you'll see several new features aimed directly at improving the vendor experience.

- Three sponsorship tiers. These bundled packages are specifically designed for those looking to maximize their value and exposure at the conference, with the MCPA throughout the year, and include exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies, as well as one-on-one meetings with Minnesota Police Chiefs and/or MCPA Board Members.
- To further accentuate and drive peak traffic throughout the expo, we'll be serving conference attendees a buffet style lunch in the Expo Hall on both Monday and Tuesday. We will provide each vendor one complimentary lunch each day as well.
- An ETI mobile app available for vendors to upload information on their products and services. Mobile app sponsorships and ads are also available.
- A more dynamic EXPO hall layout to increase and improve traffic flow throughout the EXPO.
- Opportunities to increase brand recognition through banners and signage.

We hope that you are pleased with all of our new offerings. They are designed specifically with you in mind to provide greater value, more ways to showcase your organization, and create new opportunities to interact and foster stronger relationships with our members and budgetary decision makers in law enforcement.

Thank you again for your support of our association and the policing profession.



ANDY SKOOGMAN

Executive Director, Minnesota Chiefs of Police Association  
andy@mnchiefs.org, 651.457.0677

# MCPA BOARD OF DIRECTORS



## PRESIDENT

**Chief Hugo McPhee**

*Three Rivers Police Department*



## DIRECTOR

**Chief David Bentrud**

*Waite Park Police Department*



## VICE PRESIDENT

**Chief Rodney Seurer**

*Savage Police Department*



## DIRECTOR

**Chief Eric Klang**

*Pequot Lakes Police Department*



## SECOND VICE PRESIDENT

**Chief Mike Goldstein**

*Plymouth Police Department*



## DIRECTOR

**Chief Jeff Tate**

*Shakopee Police Department*



## THIRD VICE PRESIDENT

**Chief Daniel Hatten**

*Hutchinson Police Department*



## DIRECTOR

**Chief Tim Eggebraaten**

*Detroit Lakes Police Department*



## IMMEDIATE PAST PRESIDENT

**Chief Gordon Ramsay**

*Duluth Police Department*



## DIRECTOR

**Chief Stephanie Revering**

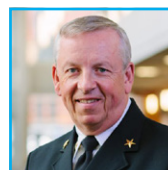
*Crystal Police Department*



## SECRETARY

**Chief David Ebinger**

*Moorhead Police Department*



## DIRECTOR

**Chief Mike Risvold**

*Wayzata Police Department*



## TREASURER

**Director Cari Gerlicher**

*MN DOC Office of Special Investigations*



## EX-OFFICIO

**Pastor Dan Carlson**

*Chaplain Services*



## SERGEANT-AT-ARMS

**Chief Jeff Potts**

*Bloomington Police Department*

# EVENT PROFILE

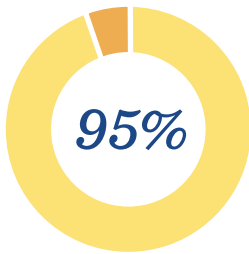
THE MINNESOTA CHIEFS OF POLICE ASSOCIATION

## ETI Law Enforcement Expo:

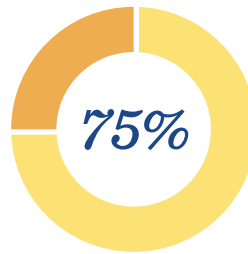
ONE OF THE LARGEST INDUSTRY BUYING EVENTS IN THE MIDWEST

..... over .....  
**175**  
BOOTHS

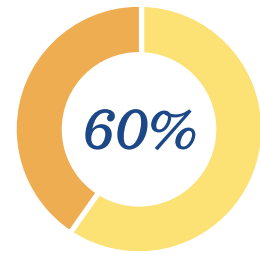
**900+**  
ATTENDEES IN 2015  
*including over 500 law enforcement officers*



Over 95% of attendees said the **COMPANIES THEY BUY FROM** were present.



Over 75% of attendees are **SHOPPING** for near future purchases.



Over 60% of attendees manage **DEPARTMENT BUDGETS** in excess of \$1 million.

**“This was the best Chiefs Conference I have attended in the past ten years.”**

*“Opportunity for in-depth, engaging conversations with Chiefs and Command. MN Chiefs Conference is a well-organized event that is a pleasure to attend.”*

**NEARLY 80% OF ATTENDEES** said the 2015 Minnesota Chiefs of Police Association Law Enforcement Expo had **A STRONG INFLUENCE ON THEIR BUYING DECISIONS.**

*“The ability to be in front of the vast majority of chiefs in such a short period of time is a great benefit of the show.”*

**“We secured a large number of project leads.”**

**“This was by far the best expo I have been to in the last 3 years.”**

*The above information is from the 2015 ETI attendee survey.*

## SPONSORSHIP OPPORTUNITIES

Tiered and bundled packages specifically designed for those looking to maximize their value and exposure at the conference, with the MCPA throughout the year, and include exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies, as well as one-on-one meetings with Minnesota Police Chiefs and/or MCPA Board Members.

## ANNUAL AWARDS BANQUET

Honor the industry's finest and bravest men and women at this MCPA Annual Banquet.

## CHIEFS INNOVATION AWARD PRESENTATION

A networking luncheon recognizing exceptional, innovative, and extraordinary achievements that enhance the effectiveness of law enforcement.

## ETI PRESIDENT'S RECEPTION

Join MCPA President Chief Hugo McPhee in the Law Enforcement Expo as he welcomes ETI attendees to this year's event (located in the Chiefs area within the Expo Hall).

## ETI LUNCHESES

New for 2016, ETI Lunches will be located within the EXPO Hall. We'll be serving conference attendees and vendors one complimentary buffet style lunch each day. Another hot spot for attendee networking, and driving traffic directly into the Expo hall and your exhibit booth.

## NEW FOR 2016: THE MCPA MOBILE APP

This year, our Chief Presenting Sponsors (limited to only two) will have the exclusive opportunity to put their company or organization in more than 400 law enforcement leaders' palms and pockets.

Use the Mobile App to encourage attendees to visit your booth or check out your profile to learn more about your services. This is your chance to entice them with a "call to action" or make any last-minute changes. This is an ideal way to stand out in a long list of vendors.

Chief Presenting Sponsors will receive their logo on the opening splash page ad, two 5-second banner ads at top of the home page rotation, a highlighted vendor listing, one alert/push notification and a linked logo on one keynote/breakout page for each day of conference. And their ads will continue to be seen as the app will stay live for up to one year. These mobile opportunities ensure law enforcement decision makers know more about your products and services up to a month before they hit the Executive Training Institute expo floor and remember you long after the conference ends.



# 2015 EXHIBITOR LIST

247Security Inc. - Patrol Witness  
2nd Wind Exercise  
AAA Minnesota/Iowa  
Abrams & Schmidt LLC  
Advanced Graphix Inc  
Aftermath Services LLC  
All Traffic Solutions  
ALPHA Training, Tactics & Sales  
ALTAI Gear  
AmeriGas Propane  
Ancom Communications & Technical Center  
Association of Training Officers of MN  
Backing the Blue Line  
Ban-Koe Companies  
Barbara Schneider Foundation  
Battery Wholesale Inc.  
Bio Tec Emergency Services  
BKV Group  
Blauer Manufacturing Company, Inc.  
Boston Leather Inc.  
Brazos Technology  
Brite Fleet Solutions  
Buetow 2 Architects, Inc.  
Bureau of Criminal Apprehension  
Bureau of Criminal Apprehension - Criminal Justice Training & Education  
Campion, Barrow and Associates  
Cardiac Science Inc.  
Central Lakes College  
Chader Voice Technology  
Chrysler Group LLC  
Coban Technologies, Inc.  
Code 3  
Como Oil & Propane / Alliance Autogas  
Computer Information Systems Inc.  
Concordia University, St. Paul  
c/o The Learning House, Inc.  
Core Technology Corporation  
Crime Stoppers of Minnesota  
Ctech Manufacturing  
Dakota County Criminal Justice Information Integration Network  
Dakota County Technical College  
Data911  
Datum Storage  
Deer Creek Technologies  
Dick Buss & associates LLC  
Digital Ally, Inc.  
Diversion Solutions  
DLR Group KKE  
ecoATM  
EDS Builders, Inc.  
Elbeco, Inc.  
Emergency Automotive Technologies, Inc.  
Everytown for Gun Safety  
FBI/Next Generation Identification  
Federal Signal Corporation  
Fight Crime Invest in Kids  
Ford Government Sales  
Front Line Plus  
Gamber-Johnson LLC.  
Gary L. Fischler & Associates, P.A.  
General Motors  
Glock, Inc.  
Grafix Shoppe  
Granite Electronics  
Gundersen Health System  
Haldeman-Homme  
Harris Corporation  
HealthEast Emergency Vehicle Services  
Hennepin County Medical Center  
Hennepin Technical College  
Customised LE Training  
Hitachi Data Systems  
Hiway Federal Credit Union  
ICOR Technology  
iCrime Fighter  
Identisys Inc.  
Independent Emergency Services, LLC  
Intoximeters, Inc  
KDV  
KEEPERS, Inc.  
Kiesler Police Supply  
L-3 Mobile Vision, Inc.  
Law Enforcement Education Foundation  
Law Enforcement Technology Group, LLC.  
LawGistic Partners, LLC  
LEMA-Coon Rapids Police Dept  
Lexipol, LLC  
LIFE Link III  
LifeLine  
Lind Electronics  
MADD/Mothers Against Drunk Driving  
Martin-McAllister Consulting Psychologists, Inc.  
Mayo Clinic Medical Transport  
Metropolitan State University  
Mid-America Business Systems  
Minco Technology Center  
MINNCOR Industries  
Minneapolis Police Department  
Minnesota Adult & Teen Challenge  
Minnesota Association for Injured Peace Officers  
Minnesota Association of Women Police  
Minnesota CIT Officers Association  
Minnesota Crime Prevention Association  
Minnesota DRE Program  
Minnesota Fusion Center  
(formerly Minnesota Joint Analysis Center)  
Minnesota Operation Lifesaver, Inc  
Minnesota TZD Enforcement  
(formerly Minnesota Safe & Sober)  
MN Chapter of Concerns of Police Survivors (COPS)  
MN Department of Commerce  
Insurance Fraud Division  
MN Highway Safety and Research Center  
MN Law Enforcement Torch Run  
MNSTAR Technologies, Inc.  
Motorola Solutions Inc.  
National Child Safety Council  
Nelson Auto Center, Inc  
Network of Employers for Traffic Safety  
New World Systems  
North Memorial Ambulance Service/Air Care  
north59, LLC  
Northern Safety Technology  
Northland Business Systems  
NovaCare Rehabilitation  
Odyssey Battery  
Panasonic System Communications  
Company Patrol  
Philips HealthCare  
PredPol  
Pro Action & Sales, Division of Peart & Associates  
Professional Law Enforcement Assistants  
Associatio  
Pro-Tec Design, Inc.  
Public Safety Manufacturers Group (PSMG)  
Rasmussen College  
Ray O' Herron Co., Inc.  
RDO Integrated Controls  
Saint Mary's University of Minnesota  
Schedule Anywhere  
SoundOff Signal  
SPRINT  
St. Cloud State University  
St. Paul Police Professional Development Institute  
Stalker Radar  
Stanard & Associates Inc.  
Stop Stick, Ltd.  
Strata Performace Solutions  
Strebtor  
STREICHER'S  
SwedeBro, Inc.  
TAC 10, Inc.  
(formerly SMART Public Safety Software)  
Tactical Advantage / Maxim Defense  
The Blue Pages  
The Metro CISM Team –  
Critical Incident Stress Management  
Thin Blue Line Memorial Vehicle  
Ti Training LE  
tip411  
Trimble Public Safety  
U.S. Armor Corp  
Uniforms UNLIMITED  
University of St. Thomas  
Upper Midwest Community Policing Institute  
Verizon Wireless  
VieVu - Wearable Cameras  
VP 360 / Vigilant Solutions  
Waldorf College  
WatchGuard Video  
Wenck  
Whelen Engineering Co Inc  
Wold Architects and Engineers  
Xcel Energy Security Services  
Zuercher Technologies, LLC





## CHIEF PRESENTING SPONSORS \$9,500

*Only 2 available. A \$25,000 Value*

### Recognition

**CHIEF PRESENTING SPONSOR** Maximum signage identification by the MPCA for the 2016 Executive Training Institute and Law Enforcement Expo.

**PREMIER LISTING** of company name/logo on MCPA website.

**PREMIER LISTING** of company name/logo on screens and signage during events, and on Exhibit floor, when applicable.

### Receptions & Social Functions

**\*ANNUAL AWARDS BANQUET:** Premier logo recognition in event pre-promotions. Recognition as a Chief Presenting Sponsor at the Annual Awards Banquet and in applicable speaking programs and via signage at the event. One table of 10 that includes a Chief or MCPA Board member at your table.

**ETI PRESIDENT'S RECEPTION:** Premier logo recognition in event pre-promotions. Recognition both over the PA and via event signage. Access to the function.

**\*ETI LUNCHESES:** Logo recognition in event pre-promotions. Signage at the event. Ability to set out brochures or specialty items for attendees. Four tickets to the meal. *Lunches held in the Expo Hall.*

**ETI HOSPITALITY SUITE:** Logo recognition in event pre-promotions. Recognition via signage at the event. Ability to set out brochures or specialty items for attendees to enjoy. Four full ETI passes to the suite.

### Speaking Opportunities

**\*ANNUAL AWARDS BANQUET:** Opportunity to speak at the ETI Annual Awards Banquet.

**\*MCPA BOARD MEETING:** Opportunity for company representative to attend and speak at a MCPA board meeting

**\*ETI EXPO BREAKOUT SESSION:** Speaking opportunity for company representative at an ETI Expo breakout session

### Advertising

**\*MOBILE APP:** Logo on the splash page ad, two 5-second banner ads at top of the home page rotation, a highlighted vendor listing, one alert/push notification and a linked logo on one keynote/breakout page each day of conference. *Only available to the two Chief Presenting Sponsors.*

**\*ePRELIMINARY PROGRAM:** Full page advertisement. *Only available to the two Chief Presenting Sponsors.*

**FINAL PROGRAM** (In print and online): Full page advertisement

**EXHIBITION GUIDE:** Full page advertisement

**REGISTRATION INSERT:** Brochure or flier in registration packet

**\*CREDENTIALS / LANYARDS:** Logo recognition as a Chief Presenting Sponsor

**ETI NOTES TABLET:** Company name & logo recognition on notes tablet. *Only available to the two Chief Presenting Sponsors.*

**\*POLICE CHIEF MAGAZINE:** Two complimentary full page color ads, and listing in the Spring Buyers Guide

### Exhibiting

**\*COMPLEMENTARY PREMIER LOCATION, DUAL BOOTH** (16'x20') and all associated benefits (see page 13 for details.)

**\*FOUR COMPLIMENTARY CONFERENCE REGISTRATIONS** to the ETI Conference

### Business Development Liaison

\*Exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies.

\*MCPA Executive Director will personally organize four one-on-one meetings with Minnesota Police Chiefs and/or MCPA Board Members

*\*New for 2016 Law Enforcement Expo*

# SPONSORSHIP PACKAGES



## COMMANDER SPONSORS \$5,000

*A \$10,000 Value*

### Recognition

**COMMANDER SPONSOR** Premier identification by the MCPA for the 2016 Executive Training Institute and Law Enforcement Expo.

**PREMIER LISTING** of company name/logo on MCPA website.

**PREMIER LISTING** of company name/logo on screens and signage during events, and on Exhibit floor, when applicable.

### Receptions & Social Functions

**\*ANNUAL AWARDS BANQUET:** Logo recognition in event pre-promotions. Recognition as a "Commander Sponsor" at the Annual Awards Banquet and in applicable speaking programs and via signage at the event. Five Tickets to the ETI Annual Awards Banquet that includes a Chief or MCPA Board member at your table.

**ETI PRESIDENT'S RECEPTION:** Logo recognition in event pre-promotions. Recognition both over the PA and via event signage. Access to the function.

**\*ETI LUNCHES:** Logo recognition in event pre-promotions. Recognition both from the podium and via signage at the event. Ability to set out brochures or specialty items for attendees. Two tickets to the meal.

### Speaking Opportunities

**\*CHIEF'S INNOVATION AWARD PRESENTATION:** Opportunity to speak at the Wednesday, Awards Presentation and Luncheon. Only two available, first come first serve.

**\*MCPA BOARD MEETING:** Opportunity for company representative to attend and speak at a MCPA Board Meeting

### Advertising

**FINAL PROGRAM** (In print and online): Full page advertisement

**EXHIBITION GUIDE:** Full page advertisement

**REGISTRATION INSERT:** Brochure or flier in registration packet

**\*POLICE CHIEF MAGAZINE:** One complimentary full page ad, and listing in the Spring Buyers Guide

### Exhibiting

**\*COMPLEMENTARY PREMIER LOCATION BOOTH** (8'x10') and all associated benefits (see page 13 for details.)

**\*TWO COMPLIMENTARY CONFERENCE REGISTRATIONS** to the ETI Conference

### Business Development Liaison

\*Exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies.

\*MCPA Executive Director will personally organize two one-on-one meetings with Minnesota Police Chiefs and/or MCPA Board Members

*\*New for 2016 Law Enforcement Expo*

## SPONSORSHIP QUESTIONS? CONTACT:

Charles Kasbohm • [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) • 651.340.4848 • [mnchiefs.org](http://mnchiefs.org)



## **SUPPORTING SPONSORS \$3,000** *A \$6,000 Value*

### Recognition

**SUPPORTING SPONSOR** Identification by the MCPA for the 2016 Executive Training Institute and Law Enforcement Expo.

**LISTING** of company name/logo on MCPA website.

**LISTING** of company name/logo on screens and signage during events, and on Exhibit floor, when applicable.

### Receptions & Social Functions

**\*ANNUAL AWARDS BANQUET:** Logo recognition in event pre-promotions. Recognition as a Supporting Sponsor at the Annual Awards Banquet and in applicable speaking programs and via signage at the event. Three tickets to the ETI Annual Awards Banquet.

**ETI PRESIDENT'S RECEPTION:** Logo recognition in event pre-promotions. Recognition both over the PA and via event signage. Access to the function.

**\*ETI LUNCHESES:** Logo recognition in event pre-promotions. Recognition both from the podium and via signage at the event. Ability to set out brochures or specialty items for attendees. Two tickets to the meal.

### Speaking Opportunities

**\*MCPA BOARD MEETING:** Opportunity for company representative to attend and speak at a MCPA Board Meeting

### Advertising

**FINAL PROGRAM** (In print and online): half page advertisement

**EXHIBITION GUIDE:** Half page advertisement

**REGISTRATION INSERT:** Brochure or flier in registration packet

**POLICE CHIEF MAGAZINE:** One complimentary half page ad, and listing in the Spring Buyers Guide

### Exhibiting

**\*COMPLEMENTARY PREMIER LOCATION BOOTH** (8'x10') and all associated benefits (see page 13 for details.)

**\*TWO COMPLIMENTARY CONFERENCE REGISTRATIONS** to the ETI Conference

### Business Development Liaison

\*Exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies.

\*MCPA Executive Director will personally organize one one-on-one meeting with Minnesota Police Chiefs and/or MCPA Board Members

*\*New for 2016 Law Enforcement Expo*

## **SPONSORSHIP QUESTIONS? CONTACT:**

Charles Kasbohm • [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) • 651.340.4848 • [mnchiefs.org](http://mnchiefs.org)

# SPONSORSHIP RESERVATION FORM

**TO RESERVE:** Complete online at [mnchiefs.org](http://mnchiefs.org) or email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com). See pages 9-11 for more details. For maximum visibility, sponsor logo art and payment should be submitted on or before January 29.

**LOGO ART SPECS:** Single .tif or .eps image / PC compatible format / minimum of 300 dpi. Should logo art not be submitted, the sponsor understands that their company name will appear as acknowledgement where the logo would have appeared. Certain restrictions and limitations apply to all event sponsorships.

## CONTACT INFORMATION

Sponsor Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

## 2016 ETI LAW ENFORCEMENT EXPO SPONSORSHIP OPTIONS:

\_\_\_\_\_ Chief Presenting Sponsor: \$9,500 *(Details on page 9)*

\_\_\_\_\_ Commander Sponsor: \$5,000 *(Details on page 10)*

\_\_\_\_\_ Supporting Sponsor: \$3,000 *(Details on page 11)*

## OTHER OPTIONS THROUGHOUT THE YEAR:

\_\_\_\_\_ CLEO & Command and Leadership Academies Sponsorship     Exclusive: \$3,000     Shared: \$1,500

\_\_\_\_\_ Board of Directors Meeting: \$500    Month: \_\_\_\_\_

**SIGNATURE:** *Signing below constitutes agreement to the information contained herein.*

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** *Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)*

Card Type:     Visa     MC     Discover     AMEX

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_ / \_\_\_\_ Sec Code \_\_\_\_\_



# EXHIBITOR INFORMATION

## BOOTH SPACE PRICES

Preferred 8' x 10' booth (shaded)	<b>\$680</b>
Standard 8' x 10' booth	<b>\$580</b>
Vehicle Display (one per space.)	<b>\$1,150</b>
Bulk Size and Creative Booths - call to discuss.	

## EXHIBITION SCHEDULE\*

<b>VEHICLE DISPLAY SET UP:</b>	Sunday, April 17
<b>SET UP:</b>	Monday, April 18
<b>OPEN:</b>	Monday, April 18
	Tuesday, April 19
<b>TEAR DOWN:</b>	Tuesday, April 19

*\*Exact times to be determined. Exhibitors wishing to set up on Sunday are welcomed to do so. Monday set up from 7:00am to 10:30am.*

## WITH EACH BOOTH PURCHASED, EXHIBITORS WILL RECEIVE:\*\*

- 8' x 10' booth space with 8' high draped back walls and 3' high partitions, booth sign listing company name, one draped table and two chairs
- Listing as exhibitor in ETI promotion and listing in ETI Exhibit Guide
- A listing on the new MCPA ETI Law Enforcement Expo Mobile App
- Opportunity for a one-time use of the association member mail list to pre-promote your booth at the ETI
- Opportunity for a one-time use of the ETI attendee list for an ETI follow up mailing
- Four exhibit booth staff registrations. More badges can be purchased for \$225 each. This registration gains access to all events in the exhibit hall. *(Non-profit organizations may have an unlimited number of exhibit booth staff registrations for staffing their booth.)*
- One complimentary buffet style lunch each day of the Law Enforcement Expo

*\*\*Deadlines and restrictions may apply.*

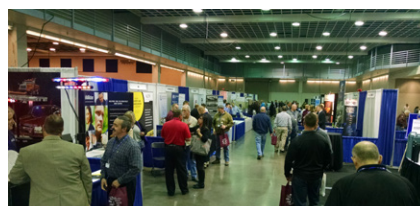
**2015 EXHIBITORS:** Last year's exhibitors will be emailed an exclusive booth booking opportunity. Following this booking opportunity, the ETI exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

**BOOTH RENTAL FINALIZATION:** Once the exhibit hall is available for all booth reservation requests, a signed contract and full booth payment will be required within 30 days of reservation request to officially reserve space. If these items are not received, space reservation is subject to termination. In this event any previous payment is forfeited and the Association may then reassign the space. Any cancellation will result in forfeit of all fees paid to date.

**REWARD POINTS:** Each current exhibitor is assigned a point to determine the order each exhibitor will select space for 2016. The following three factors will be used to determine exhibitor point totals: 1) The total number of years the organization has exhibited with MCPA Law Enforcement Expo 2) The total number of 8x10 booths rented for expo 3) The total number of advertising pages purchased in The MN Police Chief magazine over the past two years

**NON-PROFIT SPACE:** Related government programs, industry organizations and industry associations may request space at the reduced rate of \$150. Booths at this reduced rate are limited and offered on a first-come, first-served basis. Certain restrictions apply. (Info Expo booths may be in the registration commons area or in the Exhibit Hall and will be placed in after all others have been placed.)

**PLEASE NOTE:** All exhibit bookings are subject to the approval of the Association. The Association reserves the right to refuse space rental for any reason including a conflict with the intent of the Exhibit or the mission of the Association.



# EXPO HALL LAYOUT

## Minnesota Chiefs of Police Law Enforcement Expo

April 18-19, 2016, *St. Cloud River's Edge Convention Center, Terry Haws Exhibit Halls B & C*

**THANK YOU 2015 EXHIBITORS:** *You will have the first opportunity to reserve your exhibit space!*

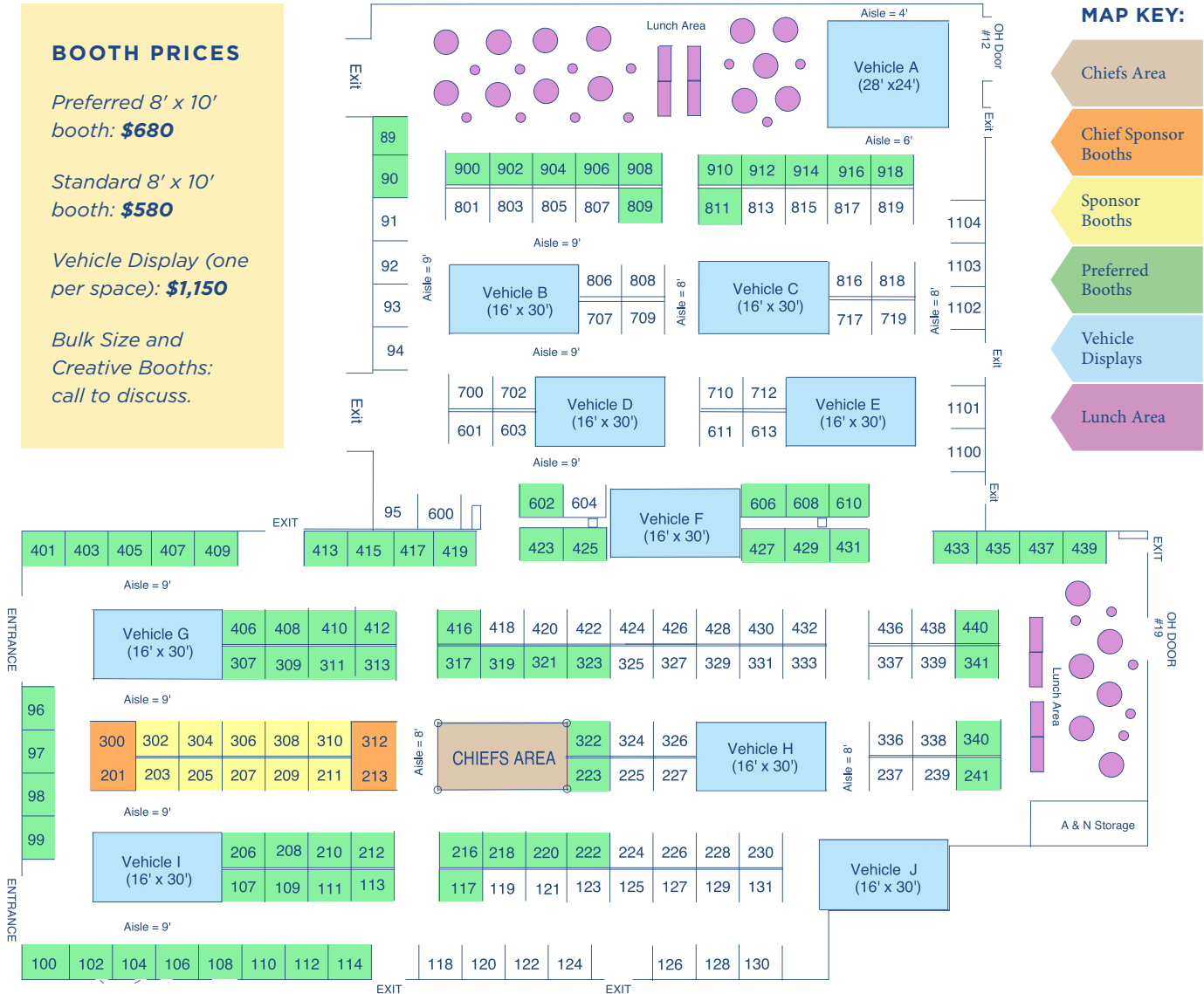
### BOOTH PRICES

Preferred 8' x 10' booth: **\$680**

Standard 8' x 10' booth: **\$580**

Vehicle Display (one per space): **\$1,150**

Bulk Size and Creative Booths: *call to discuss.*



### SPONSORSHIP QUESTIONS? CONTACT:

Charles Kasbohm • MCPA@SynergeticEndeavors.com • 651.340.4848 • [mnchiefs.org](http://mnchiefs.org)

# 2016 EXHIBIT SPACE CONTRACT

**TO RESERVE:** Complete online at [mnchiefs.org](http://mnchiefs.org), email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) or mail it with full booth payment to **Minnesota Chiefs of Police Association c/o Synergetic Endeavors, 660 Transfer Road, St. Paul, MN 55114**. If none of the choices are available, a booth closest to first choice will be assigned. See pages 13–14 for details.

PREFERENCE	FIRST CHOICE	SECOND CHOICE	THIRD CHOICE	ASSIGNED	COST
First Booth					
Second Booth					
First Vehicle Space					
<i>*If none of the above choices are available, a booth closest to first choice will be assigned.</i>				<b>TOTAL COST:</b>	

\$680 for preferred booths; \$580 for standard booths; \$150 for non-profit booths; \$1,150 for vehicle display spaces (one vehicle per space). List companies you would prefer NOT to be located adjacent: \_\_\_\_\_

**LISTING OPTIONS:** See page 21 for details.

2016 Magazine Buyers Guide: \$155     12-Month Online Vendor Listing at [mnchiefs.org](http://mnchiefs.org): \$259     Both listings: \$365

**COMPANY CONTACT:** Who should receive all communications regarding your booth reservation?

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**EXHIBITOR INFORMATION:** as it should be printed in the Exhibit Guide, distributed to event attendees

Exhibiting Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Please attach a letterhead sample to confirm spelling of company name.*

## EXHIBITING COMPANY OFFICIAL ACCEPTANCE:

*In signing this contract, we, as the Exhibiting Company, agree to abide by the Exhibit Terms and Conditions (page 16) as well as to the details included in the 2016 Exhibitor Services Kit (to be sent in January 2016).*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)

Card Type:     Visa     MC     Discover     AMEX

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_/\_\_\_\_ Sec Code \_\_\_\_\_

# EXHIBIT AND SPONSORSHIP TERMS & CONDITIONS

*The Contract for Exhibit Space represents an official agreement between the Exhibiting Company (Exhibitor) and the Minnesota Chiefs of Police Association (Exhibit Management).*

**SHARING BOOTH SPACE:** Sharing booth space by more than one company/organization is strictly prohibited.

**STAFFING OF EXHIBIT BOOTH:** Four booth staff registrations are included in the price of a booth. This registration gains access to all events in the exhibit hall. More badges can be purchased for \$225 each. Non-profit organizations may have an unlimited number of exhibit booth staff registrations for manning their booth.

**BOOTH RENTAL FINALIZATION AND PAYMENT:** A signed contract and full booth payment are required within 30 days of reservation request to officially reserve a booth/vehicle space. If these items are not received, space reservation is subject to termination.

**ELIGIBLE EXHIBITORS & SPONSORS:** All exhibit bookings and Sponsorships are subject to the approval of exhibit management. Exhibit management reserves the right to refuse space rental, or decline sponsorships for any reason including a conflict with the intent of the Exhibit or the mission of the Association.

**CANCELLATION AND VIOLATION OF TERMS, CONDITIONS AND DETAILS:** An exhibitor may cancel their exhibit space at any time. Cancellation, at any time, will result in a forfeit of all fees paid to-date by exhibitor. Upon cancellation of booth space, the booth will be available for reservation to all interested parties on a first-come, first-served basis. Violations of any of these terms and conditions or any details included in the Exhibitor Services Kit will result in termination of this agreement. In this event any previous exhibitor payment is forfeited and exhibit management may reassign the space.

**EXHIBIT MANAGEMENT RESERVES THE RIGHT TO:** Make any necessary adjustments to booth locations, booth assignments and exhibit floor plan. Make any necessary changes or exceptions to terms, conditions and details. Refuse any display, or portion thereof, that does not meet the local fire, safety, building, etc. codes.

**ALL EXHIBITORS ARE RESPONSIBLE FOR:** Abiding by these terms and conditions as well as the details in the Exhibitor Services Kit. Educating booth staff on these terms, conditions, and details. Any necessary arrangements for their booth (i.e. insurance, shipping, electrical services, additional furniture rental, carpet rental, etc.). Charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit. Creating a display that meets local fire, safety, building, etc. codes. This includes ensuring their entire display is flame proof and fire resistant. Staffing exhibit booth during exhibit open hours as published in the Exhibitor Services Kit. Registering all exhibit booth staff with exhibit management. Any damage done to the facility caused by the exhibiting company's booth staff or its agents. The safety and security of any and all valuables in the booth.

## EXHIBIT BOOTH REGULATIONS

*Creative booths are welcomed! These are guidelines from which to work. Please contact us to discuss any items that may be outside the below guidelines.*

**PREFERRED AND STANDARD BOOTHS** (8' deep x 10' wide): Display items higher than 3' (with a maximum 8' height) must be placed in the back 3' of booth space. No display item within the booth may exceed 8' without prior, written consent of Exhibit Management. Items in the front 5' of the booth must be no taller than 3'.

**VEHICLE BOOTHS:** No display item within the booth may exceed 12' without prior, written consent of exhibition management. Vehicle Spaces: Must have carpet squares under all tires, disconnect car battery and have less than ¼ tank of gas.

**ASSIGNMENT OF EXHIBIT SPACE:** Last year's exhibitors will be emailed an exclusive booth booking opportunity. Following this booking opportunity, the ETI exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

**EXHIBITOR AGREES:** To keep their display within their designated booth space. Display items in the aisles are not permitted. To set up and tear down display during designated times only. Not to display or distribute promotional materials outside of their booth space. Not to enter another exhibitor's booth space without permission from that exhibitor. To use headsets when operating loud audio equipment within booth. To pay royalties to ASCAP, BMI if using live or recorded music within booth. To protect, indemnify and hold harmless exhibit management, its employees, volunteers and agents against any claims arising from the conduct or neglect of the exhibitor, its employees and agents. To carry adequate insurance for the duration of the Exhibition (including move in and move out).

**PLACEMENT REQUESTS:** Exhibit Management will do its best to accommodate requests to not be near certain companies. Placement requests cannot be guaranteed.



# LAW ENFORCEMENT EXPO ADVERTISING

## MINNESOTA CHIEFS OF POLICE ETI LAW ENFORCEMENT EXPO

April 17-20, 2016 • Expo: April 18-19, 2016 • *River's Edge Convention Center, St. Cloud, MN*

### ePRELIMINARY PROGRAM

*An electronic online tool to promote the ETI.*

**Two spaces available with Chief Presenting Sponsorship Package only.**

DEADLINE

December 31, 2015

DISTRIBUTION

1,200 (estimated)

SIZE & RATE

Full Page (8.5"w × 11"h)

Trim size: 8.5" wide × 11" high (.25" bleed,  
live area 1" in from the trim edge).

### FINAL PROGRAM

*Gain visibility in this widely used ETI planning tool! (Print and online editions)*

DEADLINE

January 29, 2016

DISTRIBUTION

2,000 (estimated)

SIZES & RATES

Full Page Covers (inside front or inside back, 4.5"w × 8"h) \$740

Full Page (4.5"w × 8"h) \$595

Half Page (4.5"w × 3.625"h) \$389

COLOR

Add Spot Color: \$175      Add Full Color: \$450

### EXHIBITION GUIDE

*Guide traffic to your booth in this on-site reference and take-home buyers guide.*

DEADLINE

February 29, 2016

DISTRIBUTION

650 (estimated)

SIZES & RATES

Full Page Covers (inside front or inside back, 4.5"w × 8"h) \$740

Full Page (4.5"w × 8"h) \$339

Half Page (4.5"w × 3.625"h) \$225

COLOR

Add Spot Color: \$150      Add Full Color: \$350

### ETI NOTES TABLET

*Advertise on this ETI tool given to each education attendee!*

**Limited to two advertisers with Chief Presenting Sponsorship Package only.**

DEADLINE

February 29, 2016

DISTRIBUTION

350 (estimated)

SIZES & RATE

2"w × 4"h:

COLOR

Single color – call for color upgrade options.

### REGISTRATION INSERT

*Put your brochure or flier directly in the hands of ETI attendees.*

DEADLINE

February 29, 2016

DISTRIBUTION

350 (estimated)

RATE

\$205

### MOBILE APP

*NEW FOR 2016!*

*Make a memorable impression on law enforcement leaders by being the first name they see when they open the Chief's ETI mobile app.*

**Two spaces available with Chief Presenting Sponsorship Package only.**

# ETI ADVERTISING ORDER FORM

**TO ORDER:** Complete online at [mnchiefs.org](http://mnchiefs.org) or email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com).

Advertiser Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## ADVERTISING OPTIONS:

_____ <b>Final Program</b> (Artwork due Jan, 29, 2016)	<input type="checkbox"/> Half Page (4.5"w × 3.625"h)	\$389
	<input type="checkbox"/> Full Page (4.5"w × 8"h)	\$595
	<input type="checkbox"/> Cover - Full Page (4.5"w × 8"h)	\$740
	<input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back	
	<input type="checkbox"/> Add Spot Color: \$175 <input type="checkbox"/> Add Full Color: \$450	
_____ <b>Exhibition Guide</b> (Artwork due Feb. 29, 2016)	<input type="checkbox"/> Half Page (4.5"w × 3.625"h)	\$225
	<input type="checkbox"/> Full Page (4.5"w × 8"h)	\$339
	<input type="checkbox"/> Cover - Full Page (4.5"w × 8"h)	\$419
	<input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back <input type="checkbox"/> Outside Back	
	<input type="checkbox"/> Add Spot Color: \$150 <input type="checkbox"/> Add Full Color: \$350	
_____ <b>Registration Insert</b> (Deadline Feb. 29, 2016)	One insert	\$205
	<i>Must provide 400 inserts. Size limits apply – call to discuss.</i>	

*Please note: additional advertising options, including the ePreliminary Program, ETI Notes Tablet, and the new Mobile App are now available only as part of our exclusive sponsorship packages. See pages 9-12 for more information and to become an official sponsor of the 2016 MCPA ETI Law Enforcement Expo.*

**SIGNATURE:** *Signing below constitutes a formal advertisement reservation and agreement to the general Terms and Conditions.*

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** *Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)*

Card Type:  Visa  MC  Discover  AMEX

Check Preference:  Charge entire amount at time of order  Charge with each run at time of publication

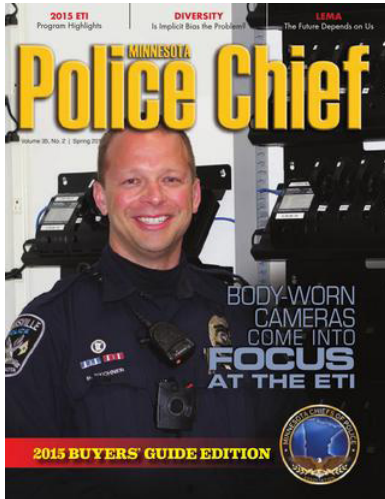
Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_ / \_\_\_\_ Sec Code \_\_\_\_\_

# MAGAZINE ADVERTISING RATES & DETAILS

**THE MINNESOTA POLICE CHIEF** magazine is the official publication of the Minnesota Chiefs of Police Association. Published quarterly, it is your avenue to consistently market your product or service to Minnesota's law enforcement leaders throughout the year!

## 2016 ADVERTISING SPECIFICATIONS



PLACEMENT	SIZE			BEST VALUE
		1 ISSUE	2 ISSUES	1 YEAR
Outside Back Cover	7½"w × 5" h	1x=\$1,039	2x=\$939	4x=\$829
Inside Front Cover	7½"w × 10"h	1x=\$909	2x=\$819	4x=\$729
Opp. Inside Front Cover	7½"w × 10"h	1x=\$909	2x=\$819	4x=\$729
Inside Back Cover	7½"w × 10"h	1x=\$909	2x=\$819	4x=\$729
Center Spread	15½"w × 10"h	1x=\$1,569	2x=\$1,399	4x=\$1,249
Full Page	7½"w × 10"h	1x=\$729	2x=\$659	4x=\$579
⅓ Page	4⅝"w × 10"h	1x=\$449	2x=\$399	4x=\$359
½ Page Horizontal	7½"w × 5"h	1x=\$399	2x=\$369	4x=\$329
½ Page Vertical	3½"w × 10"h	1x=\$399	2x=\$369	4x=\$329
⅓ Page Horizontal	7½"w × 3⅝"h	1x=\$319	2x=\$279	4x=\$249
⅓ Page Vertical	2¼"w × 10"h	1x=\$319	2x=\$279	4x=\$249
⅓ Page Square	4¾"w × 4¾"h	1x=\$319	2x=\$279	4x=\$249
¼ Page	3½"w × 5"h	1x=\$269	2x=\$239	4x=\$219

### BUYER'S GUIDE LISTING

(Spring Issue Only) \$155 (See page 21 for details)

**ASSIGNED LOCATION:** add \$79

**SPOT COLOR:** add \$200 per color

**FOUR COLOR\*:** add \$600

\*Full color ads may bleed (.25" trim)

**ESTIMATED CIRCULATION:** 1,200

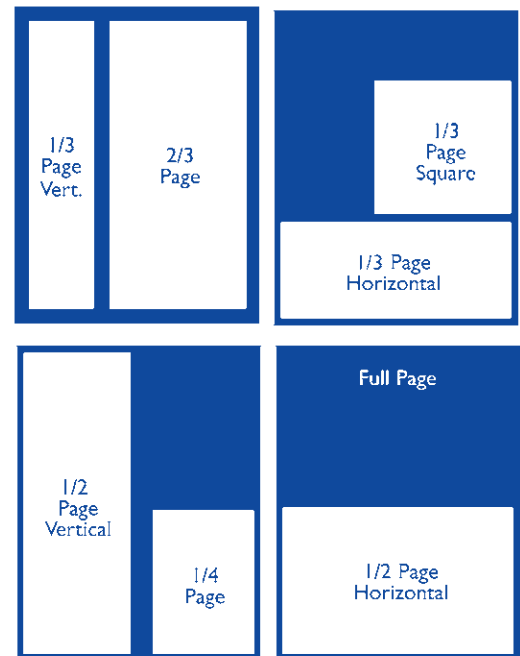
**FREQUENCY:** Quarterly

**Winter Issue** – Deadline: November 30, 2015

**Spring/Buyers Guide Issue** – Deadline: February 15, 2016

**Summer Issue** – Deadline: May 14, 2016

**Fall Issue** – Deadline: August 13, 2016



Center Spread: 15½"w × 10"h  
Individual Page Trim Size: 8½ × 11"

**Ad Sales Contact:** Charles Kasbohm

**Phone:** 651.340.4848

**Email:** MCPA@SynergeticEndeavors.com

**Online:** [mnchiefs.org](http://mnchiefs.org)

# MAGAZINE ADVERTISING ORDER FORM

**TO ORDER:** Complete online at [mnchiefs.org](http://mnchiefs.org) or email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com).

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

*Below rates are for black and white advertisements.*

## CHECK PREFERENCE:

_____ Outside Back Cover	7½"w × 5" h
_____ Inside Front Cover	7½"w × 10"h
_____ Opposite Inside Front Cover	7½"w × 10"h
_____ Inside Back Cover	7½"w × 10"h
_____ Center Spread	15½"w × 10"h
_____ Full Page	7½"w × 10"h
_____ ⅔ Page	4⅝"w × 10"h
_____ ½ Page Horizontal	7½"w × 5"h
_____ ½ Page Vertical	3½"w × 10"h
_____ ⅓ Page Horizontal	7½"w × 3⅝"h
_____ ⅓ Page Vertical	2¼"w × 10"h
_____ ⅓ Page Square	4¾"w × 4¾"h
_____ ¼ Page	3½"w × 5"h

## CIRCLE FREQUENCY:

1x=\$1,039	2x=\$939	4x=\$829
1x=\$909	2x=\$819	4x=\$729
1x=\$909	2x=\$819	4x=\$729
1x=\$909	2x=\$819	4x=\$729
1x=\$1,569	2x=\$1,399	4x=\$1,249
1x=\$729	2x=\$659	4x=\$579
1x=\$449	2x=\$399	4x=\$359
1x=\$399	2x=\$369	4x=\$329
1x=\$399	2x=\$369	4x=\$329
1x=\$319	2x=\$279	4x=\$249
1x=\$319	2x=\$279	4x=\$249
1x=\$319	2x=\$279	4x=\$249
1x=\$269	2x=\$239	4x=\$219

\_\_\_\_\_ **Request specific ad location** and MCPA will do its best to accommodate your request. (Add \$75.)

Location requested: \_\_\_\_\_

\_\_\_\_\_ **Upgrade to spot color.** (Add \$200 per issue.) Color choice: \_\_\_\_\_ or PMS color: \_\_\_\_\_

\_\_\_\_\_ **Upgrade to four color.** (Add \$600 per issue.) *Four color ads may bleed 1/4" off trim and live area 1".*

## SELECT UPCOMING ISSUES(S):

\_\_\_\_\_ **Winter 2015-2016**, Deadline: November 30, 2015

\_\_\_\_\_ **Spring 2016** (Buyers' Guide), Deadline: February 15, 2016

\_\_\_\_\_ **Summer 2016**, Deadline: May 14, 2016

\_\_\_\_\_ **Fall 2016**, Deadline: August 13, 2016

**SIGNATURE:** *Signing below indicates a formal advertisement reservation and agreement to the general terms/conditions.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** *Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)*

Card Type:     Visa     MC     Discover     AMEX

Per ad fee \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_ *will charge full amount*

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_/\_\_\_\_ Sec Code \_\_\_\_\_



# BUYERS GUIDE LISTING FORM

The Minnesota Chiefs of Police Association is excited to again include an annual **Buyers Guide** in the **Spring** issue of the **Minnesota Police Chief** AND to offer an internet Preferred Vendor listing! The annual Minnesota Police Chief Buyers' Guide is the most important tool available to law enforcement executives putting together their equipment budgets. A year-round source, the Buyers' Guide offers the most up-to-date listings of the latest products and services available to law enforcement.

**TO ORDER:** Complete online at [mnchiefs.org](http://mnchiefs.org) or email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) by **February 15, 2016**

## OPTIONS:

\_\_\_\_\_ **Magazine Buyers Guide Listing** in the Spring 2016 issue of Minnesota Police Chief: \$155

\_\_\_\_\_ **Online Law Enforcement Vendor Listing** at [www.mnchiefs.org](http://www.mnchiefs.org): \$259

\_\_\_\_\_ **Both the Magazine Buyers Guide AND the Online Preferred Vendor Listing**: \$365

## UPGRADES (CHECK ALL THAT APPLY):

\_\_\_\_\_ # of categories beyond (2) \_\_\_\_\_ × \$25 for each additional category over (2) = \$ \_\_\_\_\_

\_\_\_\_\_ **2" × 2" black and white photo**: \$50 additional = \$ \_\_\_\_\_

\_\_\_\_\_ **Company logo** – \$50 additional (included for online listing) = \$ \_\_\_\_\_

\_\_\_\_\_ **2-color (black plus one color) logo or photo upgrade**: \$175 additional = \$ \_\_\_\_\_

\_\_\_\_\_ **4-color logo or photo upgrade**: \$500 additional = \$ \_\_\_\_\_

Total = \$ \_\_\_\_\_

Listing Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## INFORMATION AS IT SHOULD BE PRINTED IN THE BUYERS GUIDE:

Listing Company Name: \_\_\_\_\_

Contact Person Job Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

**Be sure to email a 50-word company description to: [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)**

Please check categories (Two categories are included in your listing fee. Additional categories \$25 each.) *\*List subject to change*

\_\_\_ Architects, Engineers & Construction Consultants

\_\_\_ Crime Scene & Testing Equipment

\_\_\_ Surveillance Equipment

\_\_\_ Associations, Organizations & Programs

\_\_\_ Identification Equipment

\_\_\_ Training Products & Programs

\_\_\_ Attorney Referral Services

\_\_\_ Medical Products

\_\_\_ Uniforms, Awards &

\_\_\_ Booking Equipment/Booking Area Tools

\_\_\_ Mobile Data Systems

\_\_\_ Promotional Products

\_\_\_ Communication Equipment

\_\_\_ Outdoor Warning Systems

\_\_\_ Vehicles, Warning Lights

\_\_\_ Computer Equipment & Software

\_\_\_ Psychological Services

\_\_\_ & Accessories

\_\_\_ Consulting Services

\_\_\_ Radar/Speed Tracking Equipment

\_\_\_ Weapons, Restraints & Accessories

**SIGNATURE:** *Signing below constitutes agreement to the details listed above and the MCPA General Terms and Conditions.*

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** *Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)*

Card Type:  Visa  MC  Discover  AMEX

Per ad fee \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_ *will charge full amount*

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ / \_\_\_\_\_ Sec Code \_\_\_\_\_

# COMMUNICATION NOTES eNEWSLETTER

The most read **Minnesota Chiefs of Police Association** communication is our weekly eNewsletter, Communication Notes (C-Notes). Distributed to approximately 860 individuals weekly via email with an open rate of over 41%, C-Notes is a widely used communication tool for our members. C-Notes readers on average spend nearly 5 minutes reading each week's issue.

**TO ORDER:** Complete online at [mnchiefs.org](http://mnchiefs.org) or email this form to [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com).

Advertiser Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**FREQUENCY & RATE:** *Note: C-Notes is limited to one image and one text advertiser per issue.*

\_\_\_\_\_ Jobs/Training Promotions

Weekly: \$125 per run     Monthly: \$350 per month

\_\_\_\_\_ All Other Ads

Weekly: \$250 per run     Monthly: \$500 per month

## TYPE OF AD:

Image Ad (175w × 400h pixels)

Text Ad (50 words plus logo or photo)

Please indicate the URL you want to link your ad to: \_\_\_\_\_

## AD SCHEDULE:

By Week (List weeks\* you want ad to run): \_\_\_\_\_

*\*Typically C-Note is sent on Thursdays, so please list the Thursdays you wish your ad to run.*

By Month (List the months/year you want ad to run: \_\_\_\_\_

**Art Deadline:** *Art is due the Tuesday of the week your ad is to run. Unless we hear otherwise by the above deadlines, we will use the most recent art submitted for previous ads.*

**SIGNATURE:** *Signing below constitutes agreement to the details listed above and the MCPA Advertisement Terms and Conditions.*

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** *Include check, or you may pay by credit card. (Credit card payments may be subject to a processing fee.)*

Card Type:     Visa     MC     Discover     AMEX Check Preference:     Charge entire amount at time

of order     Charge with each run at time of publication

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_ / \_\_\_\_ Sec Code \_\_\_\_\_

# ADVERTISING TERMS & CONDITIONS

**SEND ART TO:** [MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)

**AD SPECIFICATIONS:** Black and white ad submissions may be printed as a specific color used in the publication (i.e. reflex blue) rather than black. 2-color ads utilizing spot color must designate the Pantone # not as CMYK. **Ads that do not meet these specifications will be subject to an additional handling charge.**

## TERMS & CONDITIONS

It is agreed that the term “advertiser” within the Order Form and these General Terms & Conditions refers to the entity purchasing the advertisement space. It is also agreed that the term “publisher” refers to the entity producing the publication – the Minnesota Chiefs of Police Association.

Submitting a signed Order Form constitutes a formal reservation from the advertiser for the advertisement specified in the Order Form and agreement to these General Terms and Conditions.

Submitting a signed Order Form constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Order Form. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Order Form.

Should submitted artwork not meet the specifications, the publisher reserves the right to charge a file management fee.

Also, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Order Form. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Order Form.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Order Form. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands they are still obligated to pay the full advertisement rate as listed in the Order Form.

Black and white ad submissions may be printed as a specific color used in the publication (i.e. reflex blue) rather than black. 2-color ads utilizing spot color must designate the Pantone # not as CMYK.

The publisher reserves the right to charge for ad design services.

The publisher reserves the right to place a border around an advertisement.

Preferred ad positions are non-cancellable. Other cancellations will not be accepted after the publication’s deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.



Minnesota Chiefs of Police Association  
c/o Synergetic Endeavors  
660 Transfer Road  
St. Paul, MN 55114



## REGISTRATION IS OPEN FOR THE 2016 LAW ENFORCEMENT EXPO: APRIL 18-19, 2016

River's Edge Convention Center • St. Cloud, MN

*See inside for event details and sponsorship opportunities.*



**MCPA BOARD OF DIRECTORS**

## The Minnesota Chiefs of Police Association

*The Minnesota Chiefs of Police Association (MCPA) is a nonprofit, professional membership organization with the mission of bringing the highest quality of police services and leadership to the people of Minnesota. MCPA'S vision is to be the recognized voice for professional law enforcement in Minnesota.*

*The association was founded in 1954 as a training and social organization to network and exchange ideas between law enforcement executives, it represents nearly 900 police chiefs, retired chiefs, and law enforcement leaders in Minnesota and its surrounding states.*

## Contact Us:

Minnesota Chiefs of Police Association  
c/o Synergetic Endeavors  
660 Transfer Road  
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