SPONSOR & EXHIBITOR DEADLINES

November 30, 2015  Magazine ad deadline: Winter 2015-2016 issue

December 1, 2015  Deadline for 2015 previous exhibitors guaranteed booth space

January 29, 2016  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

February 15, 2016 Magazine Buyers Guide ad deadline: Spring 2016 issue

February 29, 2016 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

April 18-19, 2016 Law Enforcement Expo

May 14, 2016  Magazine ad deadline: Summer 2016 issue

August 13, 2016  Magazine ad deadline: Fall 2016 issue

SPONSORSHIP QUESTIONS? CONTACT:
Charles Kasbohm • MCPA@SynergeticEndeavors.com • 651.340.4848 • mnchiefs.org
2016 ETI LAW ENFORCEMENT EXPO

4 Welcome
5 Minnesota Chiefs of Police Association Board of Directors
6 Event Profile
7 2016 Highlights
8 2015 Exhibitor List

SPONSORSHIPS

9 Sponsorship Opportunities
12 Sponsorship Reservation Form

EXHIBITING

13 Exhibit Information
14 Expo Hall Layout
15 2016 Exhibit Space Contract

ADVERTISING

17 ETI Advertising
19 Magazine Advertising
21 Buyer’s Guide Listing
22 Communication Notes eNewsletter
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
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

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.”

“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.”

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.

175 BOOTHS

900+ ATTENDEES IN 2015 including over 500 law enforcement officers

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

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

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

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 LUNCHES
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
Ancon 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
Gunser 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
KEEPS, 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
MINNCROR 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
MNSA
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
Odysey Battery
Panasonic System Communications
Company Patrol
Philips HealthCare
PredPol
Pro Action & Sales, Division of Peart & Associates
Professional Law Enforcement Assistants Association
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 Performance Solutions
Strebor
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
ViVu - Wearable Cameras
VP 360 / Vigilant Solutions
Waldorf College
WatchGuard Video
Wenc
Whelen Engineering Co Inc
Wold Architects & Engineers
Xcel Energy Security Services
Zuercher Technologies, LLC
SPONSORSHIP PACKAGES

**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 MC PA 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 LUNCHES:** 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’×20’) 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
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 • 651.340.4848 • 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 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

*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 • 651.340.4848 • mnchiefs.org
SPONSORSHIP RESERVATION FORM

TO RESERVE: Complete online at mnchiefs.org or email this form to 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

_____ 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: ___________________________ Expiration: _____ / _____ Sec Code ________
**BOOTH SPACE PRICES**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred 8’ x 10’ booth (shaded)</td>
<td>$680</td>
</tr>
<tr>
<td>Standard 8’ x 10’ booth</td>
<td>$580</td>
</tr>
<tr>
<td>Vehicle Display (one per space.)</td>
<td>$1,150</td>
</tr>
<tr>
<td>Bulk Size and Creative Booths – call to discuss.</td>
<td></td>
</tr>
</tbody>
</table>

**EXHIBITION SCHEDULE**

**VEHICLE DISPLAY SET UP:**
Sunday, April 17

**SET UP:**
Monday, April 18

**OPEN:**
Monday, April 18

**TEAR DOWN:**
Tuesday, April 19

*Exact times to be determined. Exhibitors wishing to set up on Sunday are welcome 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

**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.
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
2016 EXHIBIT SPACE CONTRACT

TO RESERVE: Complete online at mnchiefs.org, email this form to 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.

<table>
<thead>
<tr>
<th>PREFERENCE</th>
<th>FIRST CHOICE</th>
<th>SECOND CHOICE</th>
<th>THIRD CHOICE</th>
<th>ASSIGNED</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Vehicle Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*If none of the above choices are available, a booth closest to first choice will be assigned.

TOTAL COST: $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.


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: ______________________________________________________ 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 × 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.
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
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
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:
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.
TO ORDER: Complete online at mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com.

Advertiser Contact: ___________________________________________________ Phone: ____________________________

Company: __________________________________________________________________________________________

Address: __________________________________________________________________________________________

City/State/Zip: ______________________________________________________________________________________

Email: _____________________________________________________________________________________________

ADVERTISING OPTIONS:

_____ Final Program (Artwork due Jan, 29, 2016)

- Half Page (4.5”w × 3.625”h) $389
- Full Page (4.5”w × 8”h) $595
- Cover - Full Page (4.5”w × 8”h) $740
  - Inside Front  □ Inside Back
- Add Spot Color: $175  □ Add Full Color: $450

_____ Exhibition Guide (Artwork due Feb. 29, 2016)

- Half Page (4.5”w × 3.625”h) $225
- Full Page (4.5”w × 8”h) $339
- Cover - Full Page (4.5”w × 8”h) $419
  - Inside Front  □ Inside Back  □ Outside Back
- Add Spot Color: $150  □ Add Full Color: $350

_____ Registration Insert (Deadline Feb. 29, 2016) One insert $205

Must provide 400 inserts. Size limits apply – call to discuss.

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 _____
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**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>1 YEAR</th>
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<td>Outside Back Cover</td>
<td>7½&quot;w × 5&quot;h</td>
<td>1x=$1,039</td>
<td>2x=$939</td>
<td>4x=$829</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7½&quot;w × 10&quot;h</td>
<td>1x=$909</td>
<td>2x=$819</td>
<td>4x=$729</td>
</tr>
<tr>
<td>Opp. Inside Front Cover</td>
<td>7½&quot;w × 10&quot;h</td>
<td>1x=$909</td>
<td>2x=$819</td>
<td>4x=$729</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7½&quot;w × 10&quot;h</td>
<td>1x=$909</td>
<td>2x=$819</td>
<td>4x=$729</td>
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<tr>
<td>Center Spread</td>
<td>15½&quot;w × 10&quot;h</td>
<td>1x=$1,569</td>
<td>2x=$1,399</td>
<td>4x=$1,249</td>
</tr>
<tr>
<td>Full Page</td>
<td>7½&quot;w × 10&quot;h</td>
<td>1x=$729</td>
<td>2x=$659</td>
<td>4x=$579</td>
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<tr>
<td>½ Page</td>
<td>4½&quot;w × 10&quot;h</td>
<td>1x=$449</td>
<td>2x=$399</td>
<td>4x=$359</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7½&quot;w × 5&quot;h</td>
<td>1x=$399</td>
<td>2x=$369</td>
<td>4x=$329</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3½&quot;w × 10&quot;h</td>
<td>1x=$399</td>
<td>2x=$369</td>
<td>4x=$329</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7½&quot;w × 3½&quot;h</td>
<td>1x=$319</td>
<td>2x=$279</td>
<td>4x=$249</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>2¼&quot;w × 10&quot;h</td>
<td>1x=$319</td>
<td>2x=$279</td>
<td>4x=$249</td>
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<td>1x=$319</td>
<td>2x=$279</td>
<td>4x=$249</td>
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<tr>
<td>¼ Page</td>
<td>3½&quot;w × 5&quot;h</td>
<td>1x=$269</td>
<td>2x=$239</td>
<td>4x=$219</td>
</tr>
</tbody>
</table>

**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
- **Summer Issue** – Deadline: May 14, 2016
- **Fall Issue** – Deadline: August 13, 2016

**Ad Sales Contact:** Charles Kasbohm
**Phone:** 651.340.4848
**Email:** MCPA@SynergeticEndeavors.com
**Online:** mnchiefs.org

Center Spread: 15½"w × 10"h
Individual Page Trim Size: 8½ × 11"
TO ORDER: Complete online at mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com.

Contact Name: ________________________________________________________ Phone: ____________________________

Company: ______________________________________________________________________________________________________________________________________________________

Address: ______________________________________________________________________________________________________________________________________________________

City/State/Zip: ___________________________________________________ ______________________________________

Email: _______________________________________________________________________________________________

Below rates are for black and white advertisements.

<table>
<thead>
<tr>
<th>CHECK PREFERENCE</th>
<th>CIRCLE FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>____ Outside Back Cover</td>
<td>7½&quot;w × 5&quot;h</td>
</tr>
<tr>
<td>1x=$1,039</td>
<td>2x=$939</td>
</tr>
<tr>
<td>4x=$829</td>
<td></td>
</tr>
<tr>
<td>____ Inside Front Cover</td>
<td>7½&quot;w × 10&quot;h</td>
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<tr>
<td>1x=$909</td>
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<tr>
<td>____ Center Spread</td>
<td>15½&quot;w × 10&quot;h</td>
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<tr>
<td>1x=$1,569</td>
<td>2x=$1,399</td>
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<tr>
<td>4x=$1,249</td>
<td></td>
</tr>
<tr>
<td>____ Full Page</td>
<td>7½&quot;w × 10&quot;h</td>
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<tr>
<td>1x=$729</td>
<td>2x=$659</td>
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<tr>
<td>4x=$579</td>
<td></td>
</tr>
<tr>
<td>____ ½ Page</td>
<td>4½&quot;w × 10&quot;h</td>
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<tr>
<td>1x=$449</td>
<td>2x=$399</td>
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<tr>
<td>4x=$359</td>
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<tr>
<td>____ ½ Page Horizontal</td>
<td>7½&quot;w × 5&quot;h</td>
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<tr>
<td>1x=$399</td>
<td>2x=$369</td>
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<tr>
<td>4x=$329</td>
<td></td>
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<tr>
<td>____ ½ Page Vertical</td>
<td>3½&quot;w × 10&quot;h</td>
</tr>
<tr>
<td>1x=$399</td>
<td>2x=$369</td>
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<tr>
<td>4x=$329</td>
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<tr>
<td>____ ½ Page Horizontal</td>
<td>7½&quot;w × 3½&quot;h</td>
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<td>1x=$319</td>
<td>2x=$279</td>
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<td>4x=$249</td>
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<td>2⅔&quot;w × 10&quot;h</td>
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<td>1x=$319</td>
<td>2x=$279</td>
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<tr>
<td>4x=$249</td>
<td></td>
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<tr>
<td>____ ½ Page Square</td>
<td>4¾&quot;w × 4¾&quot;h</td>
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<tr>
<td>1x=$319</td>
<td>2x=$279</td>
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<tr>
<td>4x=$249</td>
<td></td>
</tr>
<tr>
<td>____ ¼ Page</td>
<td>3½&quot;w × 5&quot;h</td>
</tr>
<tr>
<td>1x=$269</td>
<td>2x=$239</td>
</tr>
<tr>
<td>4x=$219</td>
<td></td>
</tr>
</tbody>
</table>

____ Request specific ad location and MCPA will do its best to accomodate 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
____ Sprin 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________
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 or email this form to 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: $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 = $____________________

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

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

_____ Architects, Engineers & Construction Consultants
_____ Associations, Organizations & Programs
_____ Attorney Referral Services
_____ Booking Equipment/Booking Area Tools
_____ Communication Equipment
_____ Computer Equipment & Software
_____ Consulting Services
_____ Crime Scene & Testing Equipment
_____ Identification Equipment
_____ Medical Products
_____ Mobile Data Systems
_____ Outdoor Warning Systems
_____ Psychological Services
_____ Radar/Speed Tracking Equipment

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: ____________________________________________ Expiration: _____ / _____ Sec Code ________
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 or email this form to 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 x 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 _______
SEND ART TO: 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.
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.

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
St. Paul, MN 55114

(651) 340-4848 • MCPA@SynergeticEndeavors.com • mnchiefs.org