

2017 Marketing Prospectus

ADVERTISING • EXHIBITING • BUYER'S GUIDE • SPONSORSHIPS

ANNUAL LAW ENFORCEMENT EXPO
April 24-25, 2017



Minnesota Chiefs of Police Association

ETI & LAW ENFORCEMENT EXPO

APRIL 23-26, 2017

RIVER'S EDGE CONVENTION CENTER • ST. CLOUD, MN

IMPORTANT DATES

SPONSOR & EXHIBITOR DEADLINES

November 30, 2016	Magazine ad deadline: Winter 2016-2017 issue
November 1, 2016	Deadline for 2016 previous exhibitors guaranteed booth space
February 15, 2017	Magazine Buyers' Guide ad deadline: Spring 2017 issue
March 25, 2017	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 Raffle prize donation commitment due Exhibit personnel registrations due Registration insert commitment due ETI Notes Tablet advertising deadline
April 17, 2017	Registration insert ship-by date Raffle prizes ship-by date (if not holding at booth)
April 24-25, 2017	Law Enforcement Expo
May 22, 2017	Magazine ad deadline: Summer 2017 issue
August 15, 2017	Magazine ad deadline: Fall 2017 issue

SPONSORSHIP QUESTIONS? CONTACT:

Charles Kasbohm • MCPA@SynergeticEndeavors.com • 651.340.4848 • mnchiefs.org

2017 ETI LAW ENFORCEMENT EXPO

- 4 Welcome
- 5 Minnesota Chiefs of Police
Association Board of Directors
- 6 Event Profile
- 7 2017 Highlights
- 8 2016 Exhibitor List



SPONSORSHIPS

- 9 Sponsorship Opportunities
- 14 Sponsorship Reservation Form

EXHIBITING

- 15 Exhibit Information
- 16 Expo Hall Layout
- 17 2017 Exhibit Space Contract

ADVERTISING

- 20 ETI Advertising
- 21 Magazine Advertising
- 23 Buyers' Guide Listing
- 24 Communication Notes eNewsletter
- 26 2016 Photos

WELCOME



EXECUTIVE DIRECTOR

Andy Skoogman



Greetings from the MCPA –

Last year the Executive Training Institute (ETI) Planning Committee, staff from the Minnesota Chiefs of Police Association (MCPA) and a new team of consultants from Synergetic Endeavors set out to build upon the past successes of our annual training conference and Law Enforcement Expo. The main goal is simple – add value to our vendors, while concurrently increasing value to our members.

This past years Law Enforcement Expo was the first of a three year transformation plan built on the long history and deep tradition of ETI. We started by holding buffet style lunches in the EXPO Hall, designing a more dynamic EXPO Hall layout and developing three unique high value bundled sponsorship packages (Chief Presenting, Commander and Supporting) that highlighted our sponsors with speaking engagements, signage and long-term exposure on our website, mobile app, social media channels and magazine.

The feedback received from sponsors, vendors and attendees was very positive, but the work is not done. With the high level of interest already being shown for the 2017 ETI Law Enforcement Expo from our private sector partners, we are more optimistic than ever this year. We have been working on ways to improve and develop more robust opportunities for engagement with the MCPA at ETI, as well as throughout the year. Here is a sampling of these new offerings and opportunities included in our 2017 Sponsorship packages for maximum value and brand exposure:

- ETI Sponsor Breakout Sessions – Full 90 minute breakout session providing maximum impact and the opportunity for Sponsors to engage, educate and promote product & services while showcasing their organizations thought leadership to the Chiefs and key decision makers.
- Presentation Stage – Opportunity to demonstrate products & services during a full 30 minute presentation to attendees in the Expo Hall.
- Expo Hall Welcome Breakfast – We will open the EXPO with a welcome breakfast. The breakfast is for attendees and will include a welcome message from the Chief Presenting Sponsors.
- ETI Mobile – The digital, abbreviated version of the Minnesota Chiefs of Police Association's premier annual training conference, the Executive Training Institute, provides the opportunity to do a video about a product, service or industry, available online to all MCPA members.
- MCPA-TV – Provides private sector partners with the opportunity to promote their products and initiatives and educate MCPA members on the latest industry trends with multimedia presentations, including PowerPoint slides, graphics and videos.
- MCPA Inaugural 3K Run/Walk – Opportunity to speak, show their support and participate in the MCPA's new Peer Support Program's first ever 3K Run/Walk on the morning of Wednesday, April 26, 2017.

Similar to last year, we will hold lunch for the attendees in the EXPO Hall on Tuesday, but we further redesigned the layout to enhance and drive and disperse more traffic throughout the entire Hall.

We continue to expand our offerings because we want our private sector partners to receive the most return on their investment in the MCPA in the most convenient, conducive and consistent manner at our expo and throughout the year. We hope that this approach is a win for our vendors and our members as they reap the benefits of your expertise, products and guidance. We value your partnerships and are extremely grateful for your support of our association and the law enforcement profession.

Thank you,

ANDY SKOOGMAN

Executive Director, Minnesota Chiefs of Police Association

andy@mnychiefs.org, 651.457.0677

MCPA BOARD OF DIRECTORS



PRESIDENT

Chief Rodney Seurer

Savage Police Department



DIRECTOR

Chief David Bentrud

Waite Park Police Department



VICE PRESIDENT

Chief Mike Goldstein

Plymouth Police Department



DIRECTOR

Chief Eric Werner

Maple Grove Police Department



SECOND VICE PRESIDENT

Chief Daniel Hatten

Hutchinson Police Department



DIRECTOR

Chief Eric Klang

Pequot Lakes Police Department



THIRD VICE PRESIDENT

Chief Jeff Potts

Bloomington Police Department



DIRECTOR

Chief Jeff Tate

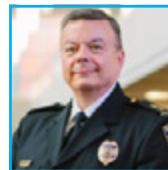
Shakopee Police Department



IMMEDIATE PAST PRESIDENT

Chief Hugo McPhee

Three Rivers Park District



DIRECTOR

Chief David Ebinger

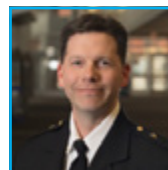
Moorhead Police Department



SECRETARY

Chief Stephanie Revering

Crystal Police Department



DIRECTOR

Chief Mike Mastin

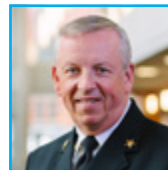
Bemidji Police Department



TREASURER

Director Cari Gerlicher

MN DOC Office of Special Investigations



DIRECTOR

Chief Mike Risvold

Wayzata Police Department



SERGREANT-AT-ARMS

Chief Joel Scharf

Big Lake Police Department



EX-OFFICIO

Pastor Dan Carlson

Chaplain Services

EVENT PROFILE

THE MINNESOTA CHIEFS OF POLICE ASSOCIATION

ETI Law Enforcement Expo



ONE OF THE LARGEST INDUSTRY BUYING EVENTS IN THE MIDWEST

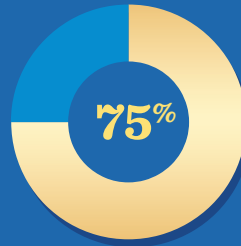
2016:

Record Breaking Attendance

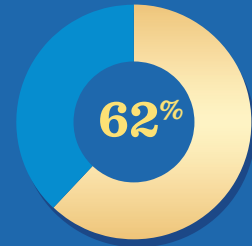
INCLUDING **450+** LAW ENFORCEMENT OFFICERS



Over 90% of attendees said the 2016 expo had **a strong influence on their buying decisions.**



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



Over 62% of attendees manage **department budgets in excess of \$1 million.**

Over 95% of attendees

said the companies they buy from were present.

"The quality of people stopping by our booth was the best we've seen."

"This was our first ETI Expo, and we had a lot more success coming out of it than we thought we would going in. The business we gained far exceeded the money we put into the event."

"The same as always—having good, dedicated chiefs from around the state to converse with."

"One of the best conferences I've attended in a long time."

"Great leads and conversations with new and existing customers."

The above information is from the 2016 ETI attendee survey.

SPONSORSHIP OPPORTUNITIES: Newly enhanced, unique, tiered and bundled packages and opportunities designed for those looking to maximize their value and exposure at the conference, with the MCPA throughout the year, and include **breakout sessions**, a **presentation stage** to engage, educate and promote your products & services, 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 state's most heroic police officers who went above and beyond the call of duty in 2016 at this MCPA Annual Banquet.

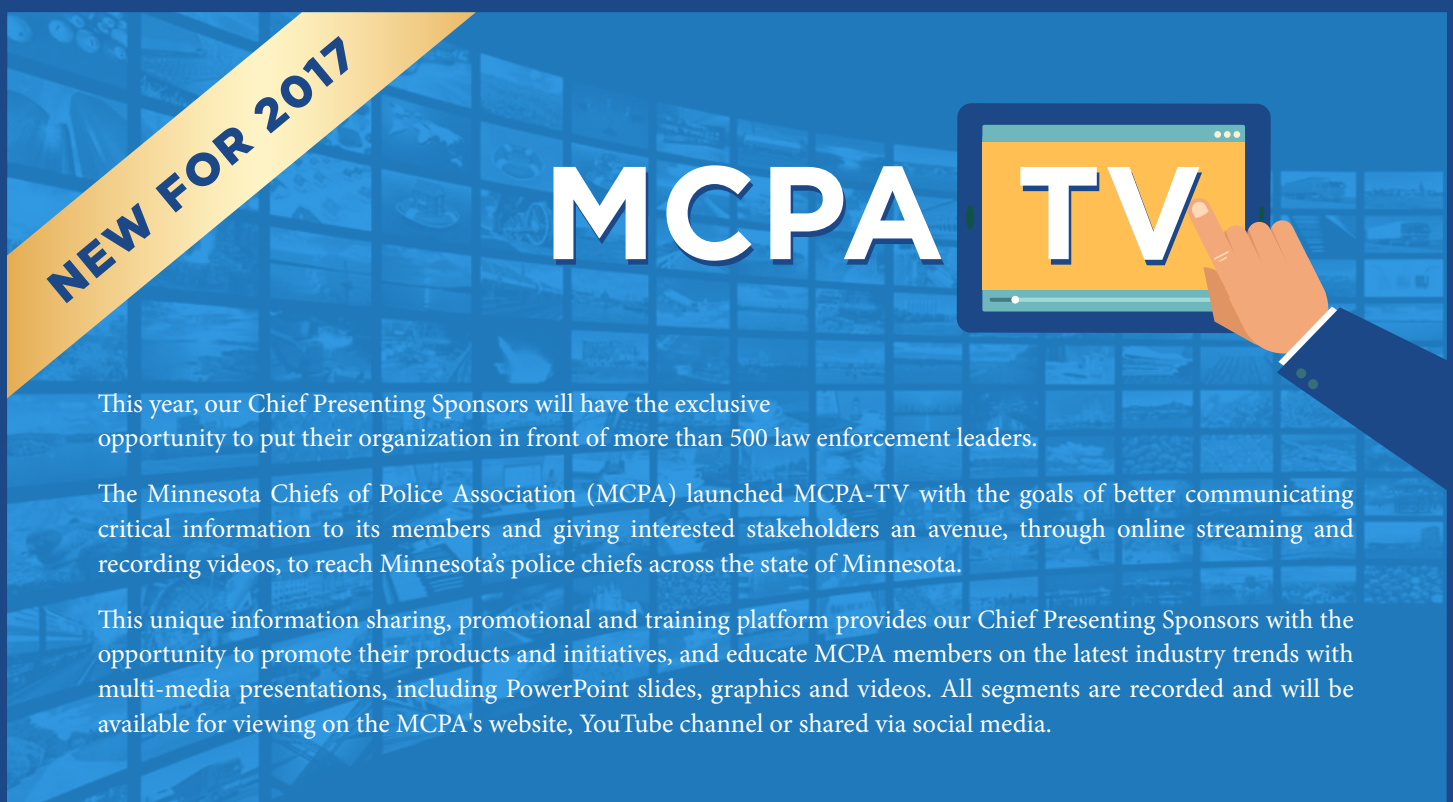
EXCELLENCE IN INNOVATION AWARDS LUNCHEON: The Excellence in Innovation Award recognizes Minnesota municipal police agencies and their CLEOs for exceptional, innovative and extraordinary achievement in law enforcement programs, efforts, or initiatives that benefit law enforcement as a profession.

EXPO WELCOME BREAKFAST: The official unveiling of the Expo Hall to the 2017 ETI attendees set on the backdrop of a Welcome Breakfast.

PRESIDENT'S RECEPTION: Join MCPA President Chief Rodney Seurer 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 MOBILE: 21st Century public safety training through technology. New in 2017, ETI Mobile is the digital, abbreviated version of the Minnesota Chiefs of Police Association's annual training conference, the Executive Training Institute (ETI). ETI Mobile offers a portion of the conference curriculum to MCPA members and other interested individuals in audio & video formats and made available following the conference to agencies/individuals who wish to attend via their PC's, laptops, tablets and smartphones.

MCPA INAUGURAL 3K RUN/WALK: As part of the MCPA's Peer Support Program, we will be hosting our first ever 3K run/walk.



NEW FOR 2017

MCPA TV

This year, our Chief Presenting Sponsors will have the exclusive opportunity to put their organization in front of more than 500 law enforcement leaders.

The Minnesota Chiefs of Police Association (MCPA) launched MCPA-TV with the goals of better communicating critical information to its members and giving interested stakeholders an avenue, through online streaming and recording videos, to reach Minnesota's police chiefs across the state of Minnesota.

This unique information sharing, promotional and training platform provides our Chief Presenting Sponsors with the opportunity to promote their products and initiatives, and educate MCPA members on the latest industry trends with multi-media presentations, including PowerPoint slides, graphics and videos. All segments are recorded and will be available for viewing on the MCPA's website, YouTube channel or shared via social media.

2016 EXHIBITOR LIST

2nd Wind Exercise
3M
AAA Minnesota/Iowa
Abrams & Schmidt LLC
ACADIA Healthcare
Advanced Graphix Inc
Aftermath Services LLC
Aladtec, Inc.
Allegra Printing St. Paul
All Traffic Solutions
ALPHA Training, Tactics & Sales
ALTAI Footware
Amazon Web Services
AmeriGas Propane
American Security Cabinets
ANCOM Communications
Assessment Associates International
Ban-Koe Companies
Barbara Schneider Foundation
Bio Tec Emergency Services
BizStory.Biz
BKV Group
BLACKHAWK!
Brite Computers
Buetow 2 Architects, Inc.
Bureau of Criminal Apprehension
Campion, Barrow and Associates
Cardiac Science Inc.
Central Lakes College
Chader Voice Technology
Chrysler Group LLC
Coban Technologies, Inc.
Code 3
Computer Information Systems Inc.
Concordia
Crime Stoppers of Minnesota
CTECH Manufacturing
Dakota County Technical College
Data911
DataWorks Plus
Datum Storage
Dell
Deer Creek Technologies
Department of Public Safety Emergency Network
Digital Ally, Inc.
Division of Emergency Communication Network
DLR Group
EDS Builders, Inc.
Emergency Automotive Technologies, Inc.
Everest Emergency Vehicles
Everytown for Gun Safety
Federal Signal Corporation
Federal Warning Systems, Inc.
Fight Crime Invest in Kids
First Tactical
Five Bugles Design
Flying Cross
Framed Bikes
Ford Motor Company
Frontline Warning Systems
Gary L. Fischler & Associates, P.A.
General Motor Company
Glock, Inc.
Grabar Voice & Data
Grafix Shoppe
Granite Electronics
Haldeman-Homme
Hamline
Havis (STREBOR)
HealthEast Emergency Vehicle Services
Hennepin County Medical Center
Hennepin Technical College
Hitachi Data Systems
Horace Small Apparel
iCrime Fighter
IdentiSys Inc.
Institute of Scrap Recycling Industries
Intoximeters, Inc
J Benson Construction
KEEPRS, Inc.
Kelttek, Incorporated
Kiesler Police Supply
Kustom Signals, Inc.
L-3 Mobile Vision, Inc.
Law Enforcement GPO
LawGistic Partners, LLC
LDV USA
Leadsonline
League of Minnesota Cities
LEAST Services/Counseling
Lexipol, LLC
LIFE Link III
LifeLine Inc.
Lind Electronics
Lisa Lynn Consulting
Martin-McAllister Consulting Psychologists, Inc.
Mayo Clinic Medical Transport
Metropolitan State University
Mid-America Business Systems
MINNCOR Industries
Minneapolis Police Department
Minnesota Association of Criminal Intelligence Analysts
Minnesota Association for Injured Peace Officers
Minnesota Association of Women Police
Minnesota Crime Prevention Association
Minnesota DRE Program
Minnesota Network of Employers for Traffic Safety
Minnesota Operation Lifesaver, Inc
Minnesota TZD Enforcement
MN Chapter of Concerns of Police Survivors
MN DPS Office of Traffic Safety Ignition Interlock Program
MN Highway Safety and Research Center
MN Law Enforcement Memorial Association
MN Law Enforcement Torch Run
MN Operation Lifesaver
MN Search and Rescue Dog Association
Mothers Against Drunk Driving MADD
Motorola Solutions Inc.
National Child Safety Council
Nelson Auto Center, Inc
North59, LLC
North Memorial Air Care
North Memorial Medical Center
Northern Safety Technology
Northland Business Systems
Northstar Search & Rescue
Odyssey Battery
Panasonic
PATROL/League of Minnesota Cities
Patrol PC
Philips HealthCare
Proaction Safety & Sales Division/Pearl & Associates
Professional Law Enforcement Assistants
Pro-Tec Design, Inc.
Radarsign
Rambo Bikes
Rasmussen College
Ravencrest Tactical
Ray O' Herron Co., Inc.
SafeKey Corporation
Saint Mary's University of Minnesota
Schedule Anywhere
SoundOff Signal
SPRINT
St. Cloud State University
Stalker Radar
Stanard & Associates Inc.
Stop Stick, Ltd.
Strata Performace Solutions
Strebor/Havis
STREICHER'S
SwedeBro, Inc.
Taser/Axon
The Blue Pages
Thomson Reuters
Ti Training LE
Tierney Brothers, Inc.
Tyler Technologies
U.S. Armor Corp
Uniforms UNLIMITED
University of Minnesota, Tech Leadership Institute
Upper Midwest Community Policing Institute
V.H. Blackinton & Co., Inc.
VieVu
VP 360 / Vigilant Solutions
WatchGuard Video
Wenck
Wendell's
Whelen Engineering Co Inc.
Windahl Technology
Wold Architects and Engineers
Xcel Energy Security Services
Zuercher Technologies, LLC



CHIEF PRESENTING SPONSORS \$15,000

A \$30,000 Value

Recognition

CHIEF PRESENTING SPONSOR Maximum signage identification for the 2017 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 programs and via signage at the event. One table of 10 that includes a Chief or MCPA Board member at your table.

***EXCELLENCE IN INNOVATION AWARDS LUNCHEON:** Seated at table with 6-8 police chiefs during Innovation Awards luncheon (will work with sponsor to be seated with specific chiefs) Premier logo recognition in event pre-promotions. Recognition as a Chief Presenting Sponsor at the Awards Luncheon and in applicable programs and via signage at the event.


***EXPO WELCOME BREAKFAST:** Recognition as Chief Presenting Sponsor both over the PA and premier logo recognition in event pre-promotions and via event signage. Four Tickets to the meal.

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

ETI LUNCH: 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. *Lunch held in the Expo Hall.*

ETI HOSPITALITY SUITE: Four full ETI passes to the suite.

Speaking Opportunities

 ***ETI SPONSOR BREAKOUT SESSION:** Full 90 minute breakout session providing maximum impact and the opportunity to engage, educate and promote your product & services and showcase your organizations thought leadership to the Chiefs and key decision makers.

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

***EXPO WELCOME BREAKFAST:** Opportunity to speak at the Expo Grand Unveiling Welcome Breakfast.

***MCPA-TV:** 10 minute recorded Q & A video posted on MCPA website, and social media platforms.

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

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 Chief Presenting Sponsors.

EPRELIMINARY PROGRAM: Full page advertisement. *Only available to Chief Presenting Sponsors.*

***FINAL PROGRAM/EXHIBIT GUIDE** (In print and online): Full page color advertisement.

REGISTRATION INSERT: Brochure or flier in registration packet.

***CREDENTIALS/LANYARDS:** Logo recognition as a Chief Presenting Sponsor on credential, and ability to provide company branded lanyards.

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

***POLICE CHIEF MAGAZINE:** Four complimentary full page color ads in the quarterly MN Police Chief magazine.

***BUYERS GUIDE:** Listing in the 2017 Spring Magazine Buyers Guide.

***ON-LINE PREFERRED VENDOR:** 1 year listing on the MCPA website as a Preferred vendor.

Exhibiting

***COMPLEMENTARY PREMIER LOCATION, ENHANCED SIZE BOOTH** (16'x30') and all associated benefits (see page 15 for details).

FOUR COMPLIMENTARY CONFERENCE REGISTRATIONS to the ETI Conference.

Business Development Liaison

MCPA Executive Director will personally organize four, **one-on-one meetings** with Minnesota Police Chiefs and/or MCPA Board Members. Exclusive access to the MCPA comprehensive member survey on the purchasing wants, needs and abilities of municipal police agencies.

*Two eBlast distributed to MCPA membership

*New for 2017 Law Enforcement Expo

SPONSORSHIP PACKAGES



COMMANDER SPONSORS \$7,500

A \$15,000 Value

Recognition

COMMANDER SPONSOR Premier identification by the MCPA for the 2017 Executive Training Institute and Law Enforcement Expo. **PREMIER LISTING** of company name/logo on MCPA website, and 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.

***EXPO WELCOME BREAKFAST:** Recognition as a Commander Sponsor both over the PA and premier logo recognition in event pre-promotions and via event signage. Three Tickets to the meal.

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

***EXCELLENCE IN INNOVATION AWARDS LUNCHEON:** Seated at table with a police chief during Innovation Awards luncheon (will work with sponsor to be seated with specific chief). Logo recognition in event pre-promotions. Recognition as a Commander Sponsor at the Awards Luncheon and in applicable speaking programs and via signage at the event.

ETI LUNCH: Logo recognition in event pre-promotions. Recognition via signage at the event. Ability to set out brochures or specialty items for attendees. Three tickets to the meal.

Speaking Opportunities



***PRESENTATION STAGE:** Opportunity to showcase products & services during a full 30 minute presentation to attendees in the Expo Hall.

EXCELLENCE IN INNOVATION AWARDS LUNCHEON: Opportunity to speak at the Monday, Awards Presentation and Luncheon. Only two available, first come first serve.

***MCPA PODCAST:** Opportunity to be interviewed by MCPA staff about your product, service or program with that audio being distributed to the entire MCPA Membership of approximately 500 Minnesota law enforcement leaders.

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

Advertising

***MOBILE APP:** Banner Ad on ETI Mobile app. Recognition as Commander Sponsor, and two blasts to ETI attendees each day of expo.

***FINAL PROGRAM/EXHIBIT GUIDE** (In print and online): Full page color advertisement.

REGISTRATION INSERT: Brochure or flier in registration packet.

***POLICE CHIEF MAGAZINE:** Two complimentary full page color ads in the quarterly MN Police Chief magazine.

***BUYERS GUIDE:** Listing in the 2017 Spring Magazine Buyers Guide.

***ON-LINE PREFERRED VENDOR:** 1 year listing on the MCPA website as a Preferred vendor.

Exhibiting

***COMPLEMENTARY PREMIER LOCATION, DUAL BOOTH** (8'x20') and all associated benefits (see page 15 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 2017 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 2017 Executive Training Institute and Law Enforcement Expo.

LISTING of company name/logo on MCPA website, and 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.

***EXCELLENCE IN INNOVATION AWARDS LUNCHEON:** Logo recognition in event pre-promotions. Recognition as a Supporting Sponsor at the Awards Luncheon and in applicable programs and via signage at the event. Three tickets to the function.

***EXPO WELCOME BREAKFAST:** Recognition as a Supporting Sponsor both over the PA and premier logo recognition in event pre-promotions and via event signage. Two Tickets to the meal.

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

ETI LUNCH: 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 PODCAST:** Opportunity to be interviewed by MCPA staff about your product, service or program with that audio being distributed to the entire MCPA Membership of approximately 500 Minnesota law enforcement leaders.

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

Advertising

***FINAL PROGRAM/EXHIBIT GUIDE** (In print and online): half page color advertisement.

***MOBILE APP:** Banner Ad on ETI Mobile app. Recognition as Supporting Sponsor, and two blasts to ETI attendees each day of expo.

REGISTRATION INSERT: Brochure or flier in registration packet.

***POLICE CHIEF MAGAZINE:** One complimentary half page color ad in the Spring issue.

***BUYERS GUIDE:** Listing in the 2017 Spring Magazine Buyers Guide.

***ON-LINE PREFERRED VENDOR:** 1 year listing on the MCPA website as a Preferred vendor.

Exhibiting

COMPLEMENTARY PREMIER LOCATION BOOTH (8'x10') and all associated benefits (see page 15 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 2017 Law Enforcement Expo*

SPONSORSHIP QUESTIONS? CONTACT:

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SPONSORSHIP PACKAGES



SPONSOR SPOTLIGHT/TECH TALK \$5,000 A \$10,000 Value



The Sponsor Spotlight provides an exclusive one hour speaking / presentation opportunity on Sunday, April 23rd from 7:00pm to 8:00pm to engage, educate and promote your product & services to the Chiefs and key decision makers.

Recognition

AS A SUPPORTING SPONSOR Identification by the MCPA for the 2017 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 and where applicable.

LOGO recognition in pre-promotional material.

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.

***EXCELLENCE IN INNOVATION AWARDS LUNCHEON:** Logo recognition in event pre-promotions. Recognition as a Supporting Sponsor at the Awards Luncheon and in applicable programs and via signage at the event. Two tickets to the function.

***EXPO WELCOME BREAKFAST:** Recognition as Supporting Sponsor both over the PA and premier logo recognition in event pre-promotions and via event signage. Access to the function.

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

ETI LUNCH: 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

***SPONSOR SPOTLIGHT/TECH TALK:** As the Tech Talk Sponsor, you will be given the exclusive speaking opportunity to make a one hour presentation on Sunday, April 23rd from 7:00pm to 8:00pm to engage, educate and promote your product & services to the Chiefs and key decision makers. Room, podium and microphone provided.

***MCPA PODCAST:** Opportunity to be interviewed by MCPA staff about your product, service or program with that audio being distributed to the entire MCPA Membership of approximately 500 Minnesota law enforcement leaders.

Advertising

***MOBILE APP:** Banner Ad on ETI Mobile app. Recognition as Supporting Sponsor, and two blasts to ETI attendees each day of expo.

Exhibiting

COMPLEMENTARY PREMIER LOCATION BOOTH (8' x 10') and all associated benefits (see page 15 for details.)

TWO COMPLIMENTARY CONFERENCE REGISTRATIONS to the ETI Conference.

**New for 2017 Law Enforcement Expo*

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Keynote Speaker Sponsor – *Please contact for opportunities*

- Recognition as keynote sponsor, logo identification during the session, on mobile app and signage where applicable.
- Speaking opportunity following the session
- Opportunity to leave behind materials

MCPA Inaugural 3K Run/Walk – \$2,500

As part of the MCPA's New Peer Support Program, we will host the MCPA's 1st ever 3K Run/Walk on the morning of Wednesday, April 26, 2017.

- Opportunity to speak showcase your company and show your support
- Name and logo recognition in event pre-promotions, program and via on site signage
- Opportunity to fire the starting gun

ETI Mobile Sponsor – \$2,000

- Opportunity to sponsor the new for 2017 "ETI Mobile": the digital, abbreviated version of the Minnesota Chiefs of Police Association's premier annual training conference, the Executive Training Institute (ETI).
- Logo and name recognition
- Opportunity to do a video about your product/service or an industry issue, sent to MCPA members

Off Site Reception – *Please contact for opportunities*

- Includes exclusive naming rights
- Name and logo in pre promotions, program and on screen and signage during event
- Opportunity to speak
- Table with ability to set out brochures or specialty items for attendees

Refreshment and Networking Sponsor – \$550 per day

- Logo recognition in event pre promotions and program.
- Recognition via on site signage
- Monday Morning and Afternoon and or Tuesday Morning and Afternoon

Hospitality Night (Sunday, Monday, Tuesday) – \$550 per night or \$1,200 all three

- Opportunity to speak
- Logo recognition in event pre promotions and program.
- Recognition via signage at the event.
- Ability to set out brochures or specialty items for attendees to enjoy
- Two full ETI passes to the suite

ETI Board Meeting Sponsor – \$500

- Opportunity for company representative to attend and speak at the 2017 ETI Board meeting. Limited to Two. First come, first served.



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 9-13 for more details. For maximum visibility, sponsor logo art and payment should be submitted on or before March 1.

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: _____

2017 ETI LAW ENFORCEMENT EXPO SPONSORSHIP OPTIONS:

_____ Chief Presenting Sponsor: \$15,000 (Details on page 9) _____ ETI Mobile Sponsor: \$2,000 (Details on page 13)

_____ Commander Sponsor: \$7,500 (Details on page 10) _____ Keynote Speaker Sponsor: \$Call (Details on page 13)

_____ Supporting Sponsor: \$3,000 (Details on page 11) _____ ETI Board Meeting Sponsor: \$500 (Details on page 13)

_____ Sponsor Spotlight: \$5,000 (Details on page 12) _____ Hospitality Night Sponsor: \$550 (Details on page 13)

_____ 3K Run / Walk Sponsor: \$2,500 (Details on page 13) _____ Refreshment Sponsor: \$550 (Details on page 13)

OTHER OPTIONS THROUGHOUT THE YEAR:

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

_____ Board of Directors Meeting: \$500 Month: _____ (Limited Available. First-come first-serve)

_____ MCPA TV: \$1,500* _____ MCPA Podcast: \$500* (*Contact for details & availability)

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 _____

Address: _____ City: _____ State _____ Zip Code _____

BOOTH SPACE PRICES

Premium 8' × 10' booth (shaded)	\$695
Standard 8' × 10' booth	\$595
Vehicle Display 16' × 30' (one per space)	\$1,500
Bulk / Dual Vehicle Display 28' × 24'	\$2,300

Bulk Size and Creative Booths – call to discuss.

EXHIBITION SCHEDULE*

VEHICLE & LOBBY AREA SET UP	Sunday, April 23
SET UP:	Monday, April 24
OPEN:	Monday, April 24 Tuesday, April 25
TEAR DOWN:	Tuesday, April 25

**Exact times to be determined. Exhibitors wishing to set up on Sunday are welcomed to do so.*

WITH EACH BOOTH PURCHASED, EXHIBITORS WILL RECEIVE:*

- **8' × 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 an exhibitor in ETI promotion and listing in ETI Exhibit Guide
- **LISTING** on the new MCPA ETI Law Enforcement Expo Mobile App
- **OPPORTUNITY FOR A ONE-TIME EMAIL**** sent on your behalf to the association member list to pre-promote your ETI booth
- **OPPORTUNITY FOR A ONE-TIME EMAIL**** sent out on your behalf to 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 exhibit hall events. *(Non-profits may have an unlimited number of exhibit booth staff registrations for staffing their booth.)*
- **ONE COMPLIMENTARY BUFFET STYLE LUNCH** during the Law Enforcement Expo

**Deadlines and restrictions may apply.*

***Available with Premium booth only.*

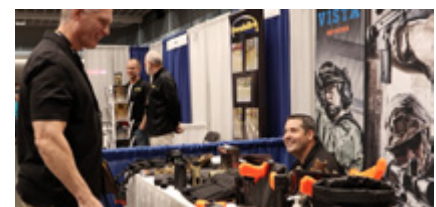
2016 EXHIBITORS: Last year's exhibitors will be emailed an exclusive booth booking opportunity. Following this booking opportunity, the ETI exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested 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 2017. 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 \$175. 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 24-25, 2017, *St. Cloud River's Edge Convention Center, Terry Haws Exhibit Halls B & C*

THANK YOU 2016 EXHIBITORS: *You will have the first opportunity to reserve your exhibit space!*

BOOTH PRICES

Premium 8' x 10' booth: **\$695**

Standard 8' x 10' booth: **\$595**

Vehicle Display: **\$1,500**
(16' x 30' - one per space)

\$2,300 Bulk size space

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

MAP KEY:

Chiefs Area

Chief Sponsor Booths

Sponsor Booths

Premium Booths

Vehicle Displays

Lunch Area



**EXACT FLOOR LAYOUT SUBJECT TO CHANGE*

SPONSORSHIP QUESTIONS? CONTACT:

Charles Kasbohm • MCPA@SynergeticEndeavors.com • 651.340.4848 • mnchiefs.org

2017 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 15–16 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>				TOTAL COST:	

\$695 for premium booths; **\$595** for standard booths; **\$175** for non-profit booths; **\$1,500** for 16' x 30' vehicle display spaces (one vehicle per space) and **\$2,300** for 28' x 24' vehicle / bulk display spaces. List companies you would prefer NOT to be located adjacent: _____

FOR ETI ADVERTISING OPTIONS: See page 19-20 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 Program, 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 18) as well as to the details included in the 2017 Exhibitor Services Kit (to be sent in February 2017).

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 _____

Address: _____ City: _____ State: _____ Zip 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.

PREMIUM 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.

LAW ENFORCEMENT EXPO ADVERTISING

MINNESOTA CHIEFS OF POLICE ETI LAW ENFORCEMENT EXPO

April 23-26 2017 • Expo: April 24-25, 2017 • *River's Edge Convention Center, St. Cloud, MN*

ePRELIMINARY PROGRAM

An electronic online tool to promote the ETI.

Available with Chief Presenting Sponsorship Package only.

DEADLINE

December 31, 2016

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 and guide traffic to your booth in this widely used ETI planning tool! (Print and online editions)

DEADLINE

March 25, 2017

DISTRIBUTION

2,000 (estimated)

SIZES & RATES

Full Page Covers (inside front or inside back, 4.5"w × 8"h) \$895

Full Page (4.5"w × 8"h) \$750

Half Page (4.5"w × 3.625"h) \$595

COLOR

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

REGISTRATION INSERT

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

DEADLINE

March 25, 2017

DISTRIBUTION

500 (estimated)

RATE

\$250

MOBILE APP

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

Banner ads were seen on average 3,000-4,000 times during the 2016 convention.

Available with Chief Presenting Sponsorship Package only.

DISTRIBUTION

SPLASH PAGE / RATE

\$225 Also see Sponsorship opportunities (page 9-13).

BANNER AD RATE

ETI NOTES TABLET

Advertise on this ETI tool given to each education attendee!

Available with Chief Presenting Sponsorship Package only.

DEADLINE

March 25, 2017

DISTRIBUTION

400 (estimated)

SIZES & RATE

2"w × 4"h:

COLOR

Single color – call for color upgrade options.

ETI ADVERTISING ORDER FORM

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 March 25, 2017)
- Half Page (4.5"w × 3.625"h) \$595
 - Full Page (4.5"w × 8"h) \$750
 - Cover - Full Page (4.5"w × 8"h) \$895
 - Inside Front Inside Back
 - Add Spot Color: \$175 Add Full Color: \$450
- _____ **MCPA ETI Mobile App**
- Banner Ad \$225
- Also see Sponsorship opportunities (page 9-13)
- _____ **Registration Insert** (Deadline March 25, 2017)
- One insert \$250
- Must provide 500 inserts. Size limits apply – call to discuss.*

Please note: additional advertising options, including the ePreliminary Program, ETI Notes Tablet, and certain Mobile App ads are available only as part of our exclusive sponsorship packages. See pages 9-13 for more information and to become an official sponsor of the 2017 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: _____

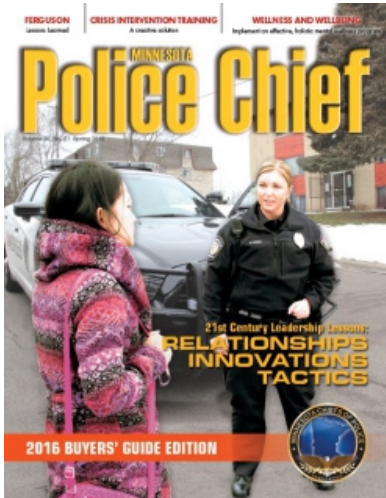
Credit Card #: _____ Expiration: ____/____ Sec Code _____

Address: _____ City: _____ State _____ Zip 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! In a recent survey with the Chiefs when asked, "Which of the following advertising mediums do you use when researching product & service information?" the Magazine was still a top choice.

2017 ADVERTISING SPECIFICATIONS



PLACEMENT	SIZE			BEST VALUE
		1 ISSUE	2 ISSUES	1 YEAR
Outside Back Cover	7½" w × 5" h	1x=\$1,139	2x=\$939	4x=\$829
Inside Front Cover	7½" w × 10" h	1x=\$999	2x=\$819	4x=\$729
Opp. Inside Front Cover	7½" w × 10" h	1x=\$999	2x=\$819	4x=\$729
Inside Back Cover	7½" w × 10" h	1x=\$999	2x=\$819	4x=\$729
Center Spread	15½" w × 10" h	1x=\$1,725	2x=\$1,399	4x=\$1,249
Full Page	7½" w × 10" h	1x=\$799	2x=\$659	4x=\$579
¾ Page	4¾" w × 10" h	1x=\$495	2x=\$399	4x=\$359
½ Page Horizontal	7½" w × 5" h	1x=\$439	2x=\$369	4x=\$329
½ Page Vertical	3½" w × 10" h	1x=\$439	2x=\$369	4x=\$329
⅓ Page Horizontal	7½" w × 3¾" h	1x=\$349	2x=\$279	4x=\$249
⅓ Page Vertical	2¼" w × 10" h	1x=\$349	2x=\$279	4x=\$249
⅓ Page Square	4¾" w × 4¾" h	1x=\$349	2x=\$279	4x=\$249
¼ Page	3½" w × 5" h	1x=\$300	2x=\$239	4x=\$219

BUYER'S GUIDE LISTING

(Spring Issue Only) \$195 (See page 23 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: 1,300

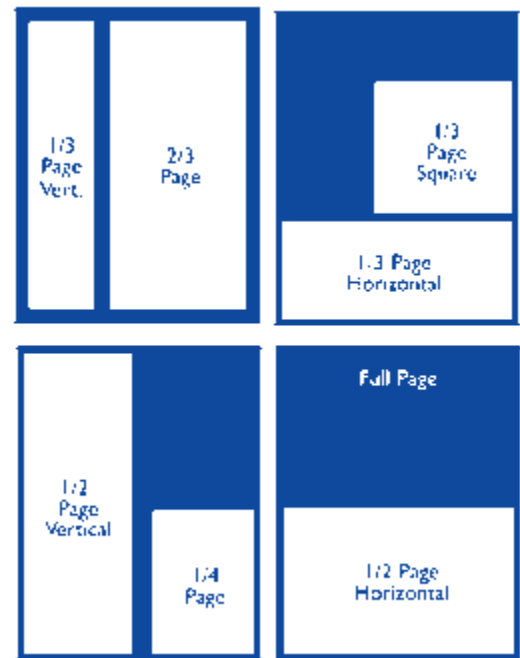
FREQUENCY: Quarterly

Winter Issue – Deadline: November 30, 2016

Spring/Buyers Guide Issue – Deadline: February 15, 2017

Summer Issue – Deadline: May 22, 2017

Fall Issue – Deadline: August 15, 2017



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

MAGAZINE ADVERTISING ORDER FORM

TO ORDER: Complete **on-line** 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.

CHECK PREFERENCE:

CIRCLE FREQUENCY:

_____ Outside Back Cover	7½"w × 5" h	1x=\$1,139	2x=\$939	4x=\$829
_____ Inside Front Cover	7½"w × 10"h	1x=\$999	2x=\$819	4x=\$729
_____ Opposite Inside Front Cover	7½"w × 10"h	1x=\$999	2x=\$819	4x=\$729
_____ Inside Back Cover	7½"w × 10"h	1x=\$999	2x=\$819	4x=\$729
_____ Center Spread	15½"w × 10"h	1x=\$1,725	2x=\$1,399	4x=\$1,249
_____ Full Page	7½"w × 10"h	1x=\$799	2x=\$659	4x=\$579
_____ ⅔ Page	4⅝"w × 10"h	1x=\$495	2x=\$399	4x=\$359
_____ ½ Page Horizontal	7½"w × 5"h	1x=\$439	2x=\$369	4x=\$329
_____ ½ Page Vertical	3½"w × 10"h	1x=\$439	2x=\$369	4x=\$329
_____ ⅓ Page Horizontal	7½"w × 3⅝"h	1x=\$349	2x=\$279	4x=\$249
_____ ⅓ Page Vertical	2¼"w × 10"h	1x=\$349	2x=\$279	4x=\$249
_____ ⅓ Page Square	4¾"w × 4¾"h	1x=\$349	2x=\$279	4x=\$249
_____ ¼ Page	3½"w × 5"h	1x=\$300	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 2016-2017**, Deadline: November 30, 2016

_____ **Spring 2017** (Buyers' Guide), Deadline: February 15, 2017

_____ **Summer 2017**, Deadline: May 22, 2017

_____ **Fall 2017**, Deadline: August 15, 2017

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 or email this form to MCPA@SynergeticEndeavors.com by February 15, 2017

OPTIONS:

- _____ Magazine Buyers Guide Listing in the Spring 2017 issue of Minnesota Police Chief: \$195
- _____ Online Law Enforcement Preferred Vendor Listing at www.mnchiefs.org: \$299
- _____ Both the Magazine Buyers Guide AND the Online Preferred Vendor Listing: \$395

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

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

- | | | |
|---|--|--|
| <input type="checkbox"/> Architects, Engineers & Construction Consultants | <input type="checkbox"/> Crime Scene & Testing Equipment | <input type="checkbox"/> Surveillance Equipment |
| <input type="checkbox"/> Associations, Organizations & Programs | <input type="checkbox"/> Identification Equipment | <input type="checkbox"/> Training Products & Programs |
| <input type="checkbox"/> Attorney Referral Services | <input type="checkbox"/> Medical Products | <input type="checkbox"/> Uniforms, Awards & Promotional Products |
| <input type="checkbox"/> Booking Equipment/Booking Area Tools | <input type="checkbox"/> Mobile Data Systems | <input type="checkbox"/> Vehicles, Warning Lights & Accessories |
| <input type="checkbox"/> Communication Equipment | <input type="checkbox"/> Outdoor Warning Systems | <input type="checkbox"/> Weapons, Restraints & Accessories |
| <input type="checkbox"/> Computer Equipment & Software | <input type="checkbox"/> Psychological Services | |
| <input type="checkbox"/> Consulting Services | <input type="checkbox"/> 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: _____

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 900 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 × 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 _____

Address: _____ City: _____ State _____ Zip Code _____

ADVERTISING TERMS & CONDITIONS

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.

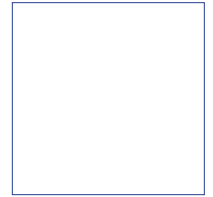
2016 PHOTOS







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



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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.

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