

2024 MARKETING PROSPECTUS



ETI Law Enforcement Expo 2024

Monday, April 15 – Thursday, April 18, 2024

RIVERS EDGE CONVENTION CENTER – ST. CLOUD, MN

EXECUTIVE TRAINING INSTITUTE

Monday, April 15 – Thursday, April 18, 2024

ANNUAL LAW ENFORCEMENT EXPO

Tuesday, April 16 – Wednesday, April 17, 2024

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

mnchiefs.org

MCPA@SynergeticEndeavors.com
(651) 340-4848

IMPORTANT DATES



IMPORTANT DATES & DEADLINES THROUGHOUT THE YEAR

| | |
|----------------------------|---|
| October 23, 2023 | Registration Opens for the 2024 ETI Law Enforcement Expo |
| March 4, 2024 | Chiefs Marketplace & ETI Guide ad and sponsored content deadline |
| March 15, 2024 | Final Program advertising deadline Final Program ad and or listing deadline Exhibit personnel registrations due Registration insert commitment due |
| April 8, 2024 | Registration insert and Raffle prizes ship-by date |
| April 15 – 18, 2024 | ETI & Law Enforcement Expo |
| Fall 2024 | Hybrid Critical Issues Training Series |



2024 ETI & LAW ENFORCEMENT EXPO

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CONTACT:

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MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org



EXECUTIVE DIRECTOR
Jeff Potts



Welcome back to St. Cloud!

It has already been a year since we gathered for ETI. We are back in St. Cloud again this year. Because St. Cloud is centrally located near the middle of the State, it provides our members and attendees a great opportunity to attend ETI without extremely long travel times.

I hope you're as excited as I am for this week's Executive Training Institute (ETI). We have an excellent agenda in store for you this week. The education we are offering embraces the reality we face in the noble profession of policing. As you all are working hard to embrace the emerging challenges in your agencies, we strive to always provide you with great training opportunities to assist you with those challenges. Leveraging the successes of the past, as well as recognizing where change must occur, is always a difficult task. One that we take extremely seriously at MCPA, and our goal at ETI is to provide you with some new ideas and strategies that will hopefully make the task of leading your agency a little easier.

I want to begin by thanking our ETI committee. Their names are listed to the left. I hope you will offer them your thanks and feedback. They have worked very hard to identify emerging topics and speakers that reflect your concerns and interests. This week, we will hear from local and national law enforcement experts on a variety of topics that we believe are important and relative to the challenges facing your departments.

We will once again have an outstanding Law Enforcement Expo filled with private sector partners whose products and services help keep your agencies running efficiently and effectively. This year, we have scheduled some additional time for you to visit with vendors in the Expo Hall. I'm asking every MCPA member in attendance to take time this week to walk the Expo Hall floor and talk with our vendors. They often have solutions to the problems you face.

Lastly, we encourage you to take advantage of being here in person, reconnecting with your peers, and learning from one another about new and innovative strategies to improve your agency's operations.

Whether you serve in law enforcement or support the profession as a vendor or sponsor, we greatly appreciate your commitment to ETI each year. We take your commitment very seriously and are honored to host you. Here's to a great conference and expo!

A handwritten signature in black ink that reads "Jeff Potts". The signature is fluid and cursive.

JEFF POTTS
EXECUTIVE DIRECTOR
MINNESOTA CHIEFS OF POLICE ASSOCIATION

MCPA BOARD OF DIRECTORS

VISION :

To be the recognized voice for professional law enforcement in Minnesota.

MISSION :

To bring the highest quality police services to the people of Minnesota.



PRESIDENT
Chief Matt Gottschalk
Corcoran



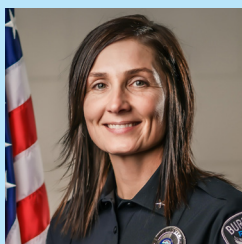
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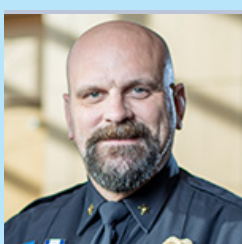
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Elko New Market



CHAPLAIN - EX OFFICIO
Chief Tony Paetznick
New Brighton

THE MINNESOTA CHIEFS OF POLICE ASSOCIATION ETI LAW ENFORCEMENT EXPO Tuesday, April 16 – Wednesday, April 17, 2024



ONE OF THE LARGEST INDUSTRY BUYING
EVENTS IN THE MIDWEST



NEARLY 500 LAW ENFORCEMENT
LEADERS AND PUBLIC SAFETY
PROFESSIONALS FROM AGENCIES
ACROSS THE STATE



FEATURING THE LATEST PRODUCTS,
SERVICES & TECHNOLOGICAL ADVANCES



UNPARALLELED ACCESS TO CHIEFS
AND KEY DECISION MAKERS



NETWORKING OPPORTUNITIES



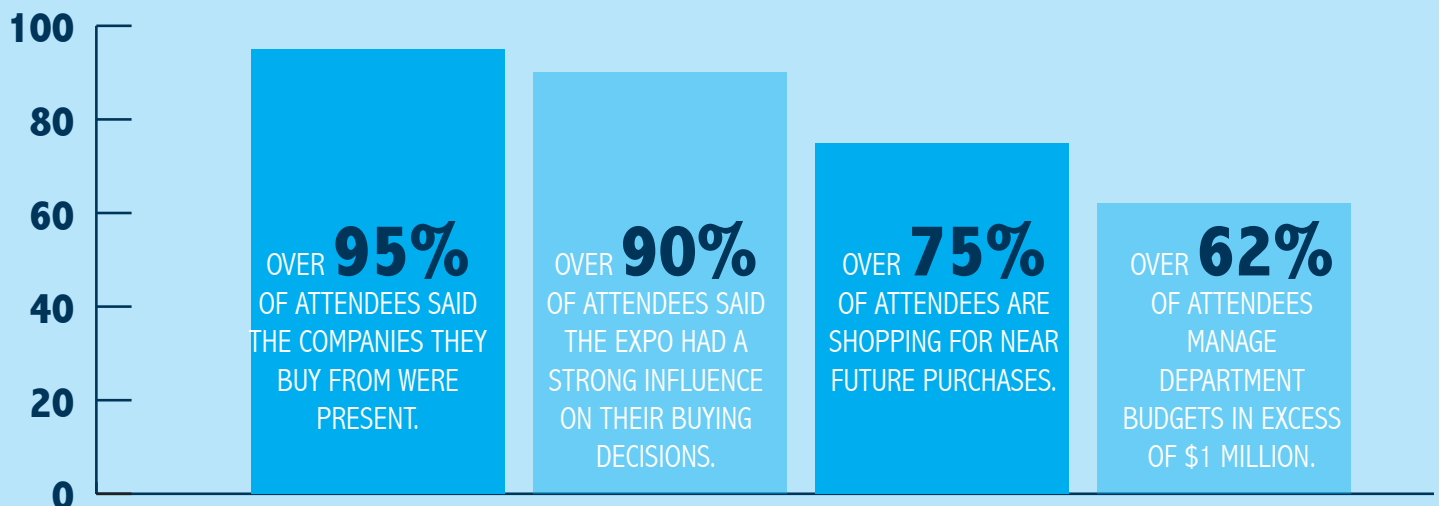
WORLD-CLASS SPEAKERS - EDUCATIONAL
SESSIONS - PRODUCT DEMONSTRATIONS



MAKE VALUABLE CONTACTS AND
DEVELOP KEY RELATIONSHIPS,
LAUNCH A NEW PRODUCT, SAY "HELLO"
AND SHOW YOUR SUPPORT TO EXISTING
CLIENTS



RECORD BREAKING ATTENDANCE



2024 HIGHLIGHTS



EXPO HALL ENHANCEMENTS

- Expo hall will be open all afternoon during breakout sessions on the 16th
- A faster larger lunch area in the Expo hall each day, so attendees have more time to visit with Exhibitors.
- An expo hall layout designed to drive traffic towards your booth.
- Both the timing and the Expo Hall layout has been carefully refined to generate more traffic and improved flow to provide greater exposure for our featured sponsors and exhibitors



SPONSORSHIPS OPPORTUNITIES

- Sponsorship Opportunities with a variety of engagement and investment levels designed to suit your needs and budget.
- Newly enhanced bundled Chief Presenting sponsorships developed to maximize value and exposure at the conference.
- Sponsored content: Opportunities to include articles and profiles provided by our partners across multiple media channels.
- ETI LIVE product demos: Opportunity to showcase products & services as part of a demo breakout session.



YEAR-ROUND STRATEGIC PARTNERSHIPS

- New channels for you to tell your story and share expertise beyond our annual conference. Designed to create partnerships with leading organizations whose objectives include the support of the law enforcement community, while providing each partner with a unique voice across our various platforms and or presence at MCPA meetings, trainings and events throughout the year.

HYBRID CRITICAL ISSUES TRAINING SERIES

- This series is a comprehensive examination of the issues, ideas and reform measures that are shaping the policies and practices of police departments across our state. As part of the training series, we are excited to announce sponsor speaking opportunities to put your business in front of law enforcement professionals during the series.

2023 EXHIBITOR LIST

5.11 Tactical

Action Radio & Communications LLC
Advanced Graphix Inc.
Alcohol & Gambling Enforcement
All Traffic Solutions
Altai
ANCOM Communications and Technical Center
Animal Humane Society
Axon
Ban-Koe Companies
BAYCOM
BKV Group
Bosch Security Systems, LLC
Campbell Knutson, P.A.
Campion, Barrow & Associates
Cars Against Crime
Certified Crime Fighter - Powered by Training Exchange
Compliant Technologies
Cradlepoint, Inc.
Crescent Investigations
Criminal Justice Network (CJN)
Crotega LLC
Dakota County Technical College
Digital Ally, Inc
Diversion Solutions
DSC Communications / Granite Electronics
DTM Fleet Service
Eckberg Lammers, P.C.
ecoATM/Gazelle
Emergency Automotive Technologies, Inc.
Enterprise Fleet Management
Faul Psychological, PLLC
FirstNet, Built with AT&T
Flock Safety
Flying Cross
Ford of Hibbing
Frontline Public Safety Solutions
FUSUS
General Motors Fleet
Genetec

GeoComm
Grove Security
Guardian Fleet Safety
Havis Inc.
Heartland Business Systems
HERO Public Safety Training Center
HGA
I T L Patch Company
Intoximeters
Johnson Commercial Fitness
KIESLER POLICE SUPPLY
KRAUS-ANDERSON
Law Enforcement Labor Services
Law Enforcement Training Academy & Consulting by Eckberg Lammers
LensLock
Leo A Daly Architects & Engineers
Lexipol
Lind Electronics
Martin-McAllister Consulting Psychologists, Inc.
MHSRC/SCSU
MicroGrants — Lights On!
Midwest Association of Crime & Intelligence Analysts (MACIA)
Midwest Security Products, Inc.
Minnesota Association of Women Police
Minnesota Bureau of Criminal Apprehension
Minnesota Crime Prevention Association
Minnesota Network of Employers for Traffic Safety
Minnesota Propane Association
Minnesota Security Consortium (MNSec)
MN Chapter of Concerns of Police Survivors
MN Commerce Fraud Bureau
MN Crisis Intervention Team
Mobile Pro Systems
Mothers Against Drunk Driving
Motorola Solutions, Inc.
MPH Industries, Inc.
National Child Safety Council
North Central Public Safety Upfitting

North Memorial Air Care
Northern Safety Technology, Inc.
Northland Business Systems Inc.
Off Duty Management
Office of Traffic Safety
Oracle
Pace Scheduler
Parallel Technologies
PATROL (League of Minnesota Cities)
Peer Support Advisory Board
Philips Healthcare
Police Assisted Addiction & Recovery Initiative
Professional Law Enforcement Assistants Association (PLEAA)
ProPhoenix Corp
Provicta / Health Quotient
Pure Storage
Radarsign, LLC
S2 Services Inc
Saint Mary's University of Minnesota
Soldiers 6
SoundOff Signal
Sourcewell
Stalker Radar
Steelhead Outdoors
Streicher's
Terra Construction
The Blue Pages
Thermo Fisher Scientific
Tyler Technologies
Upper Iowa University
Vector Solutions
Verizon Frontline
Verkada
Visual Labs
Wold Architects and Engineers
WRAP Technologies, Inc.
WReeves and Associates Inc
Xcel Energy Enterprise Security and Emergency Management



2024 ETI

SPONSORSHIP OPPORTUNITIES



ETI SPONSORSHIP OPPORTUNITIES

BENEFITS

LEVELS

| | CHIEF PRESENTING SPONSOR |
|--|---|
| Investment | \$20,000 |
| RECOGNITION | |
| Maximum digital and printed identification for the 2024 Executive Training Institute and Law Enforcement Expo | ✓ |
| PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media | ✓ |
| PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable | ✓ |
| ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA | ✓ |
| ETI SPEAKING OPPORTUNITIES | |
| ETI SPONSOR BREAKOUT SESSION: Host up to a full 60-minute breakout session that can include a live demo. Provides an opportunity to engage, educate and promote your product & services and showcase your organization's thought leadership to the Chiefs and key decision makers | ✓ |
| ANNUAL AWARDS BANQUET: Opportunity to serve as, introduce, or provide Keynote speaker | ✓ |
| YEARLONG OPPORTUNITIES | |
| MCPA BOARD MEETING: Opportunity for company representation to attend and speak at a MCPA board meeting | ✓ |
| LIVE STREAMED WEBINAR hosted by MCPA and distributed to members | ✓ |
| RECORDED PODCAST Distributed to MCPA members | ✓ |
| BUSINESS DEVELOPMENT LIAISON / MEETINGS | |
| Two eBlasts distributed to MCPA membership, one before and one after ETI Expo | ✓ |
| Exclusive access to MCPA Member Annual Purchasing Survey | ✓ |
| MCPA Executive Director will make personal introductions at ETI with Minnesota Police Chiefs and/or MCPA Board Members | 4 |
| ADVERTISING | |
| ATTENDEE BAG: Ability to provide company branded attendee bags. Logo recognition as a Chief Presenting Sponsor on bag | ✓ |
| CREDENTIALS / LANYARDS: Logo recognition on credential and ability to provide company branded lanyards | ✓ |
| ETI FINAL PROGRAM & EXHIBIT GUIDE: Color advertisement | Full Page |
| ETI FINAL PROGRAM & EXHIBIT GUIDE: Sponsored content | ✓ |
| MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo | Splash Page |
| ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink | ✓ |
| ATTENDEE GIFT: Opportunity to provide an attendee gift in registration bags to all conference attendees (restrictions apply) | ✓ |
| REGISTRATION INSERT: Brochure or flier in registration packet/bag | ✓ |
| EXHIBITING | |
| COMPLIMENTARY PREMIER EXHIBITION BOOTH: Located in "Sponsor row" and all associated benefits (see page 12 for details) | (16' x 20') |
| ATTENDEE LIST: Exclusive access to post ETI Expo attendee list | ✓ |
| COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference | 6 |
| RECEPTIONS AND SOCIAL FUNCTIONS | |
| ANNUAL AWARDS BANQUET: Access to this ETI key event. Logo recognition in event pre-promotions. One table of 8, includes a Chief or Board Member at your table. Recognition as Chief Presenting Sponsor at the banquet and in applicable programs and via signage at the event. | One Table of 8 Includes Chief/Board Member at table |
| MCPA HAPPY HOUR: Opportunity to introduce MCPA President and Executive Director. Logo recognition in event promotions. Recognition both from the podium and via signage at the event. Access to the event. | ✓ |
| ETI LUNCH: Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees | ✓ |

ETI SPONSORSHIP OPPORTUNITIES

BENEFITS

LEVELS

Investment

| | MONDAY DINNER SPONSOR SPOTLIGHT | GENERAL SESSION SPEAKER SPONSOR | LUNCH BREAK SPONSOR SPOTLIGHT | LIVE DEMO SPONSOR | HOSPITALITY NIGHT SPONSOR |
|--|---------------------------------|---------------------------------|-------------------------------|-------------------|---------------------------|
| | \$10,000 | \$7,500 | \$6,500 | \$6,000 | \$5,000 |
| RECOGNITION | | | | | |
| PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media | ✓ | ✓ | ✓ | ✓ | ✓ |
| PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable | ✓ | ✓ | ✓ | ✓ | ✓ |
| ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA | ✓ | ✓ | ✓ | ✓ | ✓ |
| ETI SPEAKING OPPORTUNITIES | | | | | |
| MONDAY DINNER SPONSOR SPOTLIGHT: Provides a 30-minute speaking / presentation opportunity on Monday, April 15th to engage, educate and promote your product & services to the Chiefs and key decision makers | ✓ | | | | |
| GENERAL SESSION SPEAKER SPONSOR: 10–15-minute speaking opportunity following the session. Recognition - name & logo identification during the session, over the PA., on mobile app and signage where applicable. Opportunity to leave behind materials | | ✓ | | | |
| LUNCH BREAK SPONSOR SPOTLIGHT: 15 minute speaking opportunity during the Chief's lunch break. Recognition - name & logo identification during the lunch, over the PA., on mobile app and signage where applicable. Opportunity to leave behind materials | | | ✓ | | |
| LIVE DEMO / PRESENTATION SPONSOR: 15 minute opportunity to showcase products or services as part of live demo breakout or stage presentation. Access to demonstration attendee list. Promotion and recognition before and during ETI | | | | ✓ | |
| HOSPITALITY NIGHT SPONSOR: Opportunity to briefly speak and present brief presentation during event. Recognition via digital & printed signage at the event. Name & logo recognition in the event pre-promotions and Final Program. Ability to set out brochures or specialty items for attendees to enjoy. Six full passes to the suite (Available for Monday, Tuesday and/or Wednesday) | | | | | ✓ |
| ETI BOARD MEETING: Opportunity for company representation to attend and speak at the ETI board meeting | | | | | |
| YEARLONG OPPORTUNITIES | | | | | |
| MCPA BOARD MEETING: Opportunity for company representation to attend and speak at a MCPA board meeting | ✓ | | | | |
| RECORDED PODCAST Distributed to MCPA members | ✓ | | ✓ | ✓ | ✓ |
| BUSINESS DEVELOPMENT LIAISON / MEETINGS | | | | | |
| Exclusive access to MCPA Member Annual Purchasing Survey | ✓ | ✓ | ✓ | ✓ | ✓ |
| MCPA Executive Director will make personal introductions at ETI with Minnesota Police Chiefs and/or MCPA Board Members | 2 | 2 | 2 | 2 | 2 |
| ADVERTISING | | | | | |
| ETI FINAL PROGRAM & EXHIBIT GUIDE: Color advertisement | Half Page | Half Page | Half Page | Half Page | Half Page |
| MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo | ✓ | ✓ | ✓ | ✓ | ✓ |
| ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink | ✓ | ✓ | ✓ | ✓ | ✓ |
| REGISTRATION INSERT: Brochure or flier in registration packet/bag | ✓ | ✓ | ✓ | ✓ | ✓ |
| EXHIBITING | | | | | |
| COMPLIMENTARY PREMIER EXHIBITION BOOTH: Located in "Sponsor row" and all associated benefits (see page 13 for details) | (8' x 10') | (8' x 10') | (8' x 10') | (8' x 10') | (8' x 10') |
| ATTENDEE LIST: Exclusive access to post ETI Expo attendee list | ✓ | ✓ | ✓ | ✓ | ✓ |
| COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference | 4 | 3 | 2 | 2 | 2 |
| RECEPTIONS AND SOCIAL FUNCTIONS | | | | | |
| ANNUAL AWARDS BANQUET: Access to this ETI key event. Logo recognition in event pre-promotions. Includes a Chief or Board Member at your table. Recognition as Sponsor at the banquet and in applicable programs and via signage at the event. | 3 Tickets | 3 Tickets | 3 Tickets | 3 Tickets | 3 Tickets |
| ETI LUNCH: Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees | ✓ | ✓ | ✓ | ✓ | ✓ |
| REFRESHMENT BREAK / NETWORKING SPONSOR: Ability to set out brochures at table, recognition via signage at the event. Name & logo recognition in event pre-promotions and Final Program (Monday and/or Tuesday) | | | | | |
| ADDITIONAL ETI OPPORTUNITIES | | | | | |
| TITLE RAFFLE SPONSOR: (with in-kind grand prize) Recognition as the Title Raffle Sponsor. Exclusive name & logo on raffle tickets. Recognition over PA before & during raffle & on social media. Opportunity briefly speak & to draw and announce grand prize winner | | | | | |
| WI-FI SPONSOR: Recognition as WI-FI SPONSOR via signage at event, user ID & password naming rights and name & logo listing in Program/Exhibit Guide | | | | | |

ETI SPONSORSHIP OPPORTUNITIES

BENEFITS

LEVELS

Investment

| | ETI BOARD MEETING | SUPPORTING | WI-FI SPONSOR | REFRESHMENT BREAK / NETWORKING SPONSOR | TITLE RAFFLE SPONSOR |
|---|-------------------|------------|---------------|--|----------------------|
| | \$4,000 | \$3,000 | \$2,500 | \$2,000 | Call for Details |
| RECOGNITION | | | | | |
| PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media | ✓ | ✓ | ✓ | ✓ | ✓ |
| PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable | ✓ | ✓ | ✓ | ✓ | ✓ |
| ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA | ✓ | ✓ | ✓ | ✓ | ✓ |
| ETI SPEAKING OPPORTUNITIES | | | | | |
| ETI BOARD MEETING: Opportunity for company representation to attend and speak at the ETI board meeting | ✓ | | | | |
| YEARLONG OPPORTUNITIES | | | | | |
| RECORDED PODCAST Distributed to MCPA members | ✓ | ✓ | | | |
| BUSINESS DEVELOPMENT LIAISON / MEETINGS | | | | | |
| Exclusive access to MCPA Member Annual Purchasing Survey | ✓ | ✓ | | | |
| ADVERTISING | | | | | |
| ETI FINAL PROGRAM & EXHIBIT GUIDE: Color advertisement | Half Page | Half Page | Half Page | Half Page | Half Page |
| MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo | ✓ | ✓ | ✓ | ✓ | ✓ |
| ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink | ✓ | ✓ | ✓ | ✓ | ✓ |
| REGISTRATION INSERT: Brochure or flier in registration packet/bag | ✓ | ✓ | | | |
| EXHIBITING | | | | | |
| COMPLIMENTARY PREMIER EXHIBITION BOOTH: Located in "Sponsor row" and all associated benefits (see page 12 for details) | (8' x 10') | (8' x 10') | (8' x 10') | (8' x 10') | (8' x 10') |
| COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference | 2 | 2 | | | |
| RECEPTIONS AND SOCIAL FUNCTIONS | | | | | |
| ANNUAL AWARDS BANQUET: Access to this ETI key event. Logo recognition in event pre-promotions. Includes a Chief or Board Member at your table. Recognition as Chief Presenting Sponsor at the banquet and in applicable programs and via signage at the event. | 3 Tickets | 3 Tickets | | | |
| ETI LUNCH: Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees | ✓ | ✓ | | | |
| REFRESHMENT BREAK / NETWORKING SPONSOR: Ability to set out brochures at table, recognition via signage at the event. Name & logo recognition in event pre-promotions and Final Program (Monday and/or Tuesday) | | | | ✓ | |
| ADDITIONAL ETI OPPORTUNITIES | | | | | |
| TITLE RAFFLE SPONSOR: (with in-kind grand prize) Recognition as the Title Raffle Sponsor. Exclusive name & logo on raffle tickets. Recognition over PA before & during raffle & on social media. Opportunity briefly speak & to draw and announce grand prize winner | | | | | ✓ |
| WI-FI SPONSOR: Recognition as WI-FI SPONSOR via signage at event, user ID & password naming rights and name & logo listing in Program/Exhibit Guide | | | ✓ | | |

SPONSORSHIP RESERVATION FORM

[PRINT](#)[REGISTER ONLINE](#)

TO RESERVE:

Complete online at mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com. See pages 8-10 for more details. For maximum visibility, sponsor logo art and payment should be submitted on or before March 4, 2024.

CONTACT INFORMATION:

Sponsor Contact: _____ Company: _____

Phone: _____ Email: _____

SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

2024 ETI LAW ENFORCEMENT EXPO SPONSORSHIP OPTIONS:

- _____ Chief Presenting Sponsor: \$20,000 (Details on page 8)
- _____ Tuesday Dinner Sponsor: \$10,000 (Details on page 9)
- _____ General Session Speaker Sponsor: \$7,500 (Details on page 9)
- _____ Lunch Break Sponsor Spotlight: \$6,500 (Details on page 9)
- _____ Live Demo Sponsor: \$6,000 (Details on page 9)
- _____ Hospitality Night Sponsor: \$5,000 (Details on page 9)
- _____ ETI Board Meeting Sponsor: \$4,000 (Details on page 10)
- _____ Supporting Sponsor: \$3,000 (Details on page 10)
- _____ Wi-Fi Sponsor: \$2,500 (Details on page 10)
- _____ Refreshment Break / Networking Sponsor: \$ 2,000 (Details on page 10)
- _____ Title Raffle Sponsor: \$Call (Details on page 10)

Signing below constitutes agreement to the information contained herein.

Advertiser Signature: _____

PAYMENT:

Include check, or you may pay by credit card.

Card Type: ___ Visa ___ MC ___ Discover ___ AMEX

Name on Card: _____

Credit Card #: _____ Expiration: _____ Sec. Code _____

Address: _____

City: _____ State: _____ Zip Code: _____



EXHIBITING



EXPO HALL LAYOUT

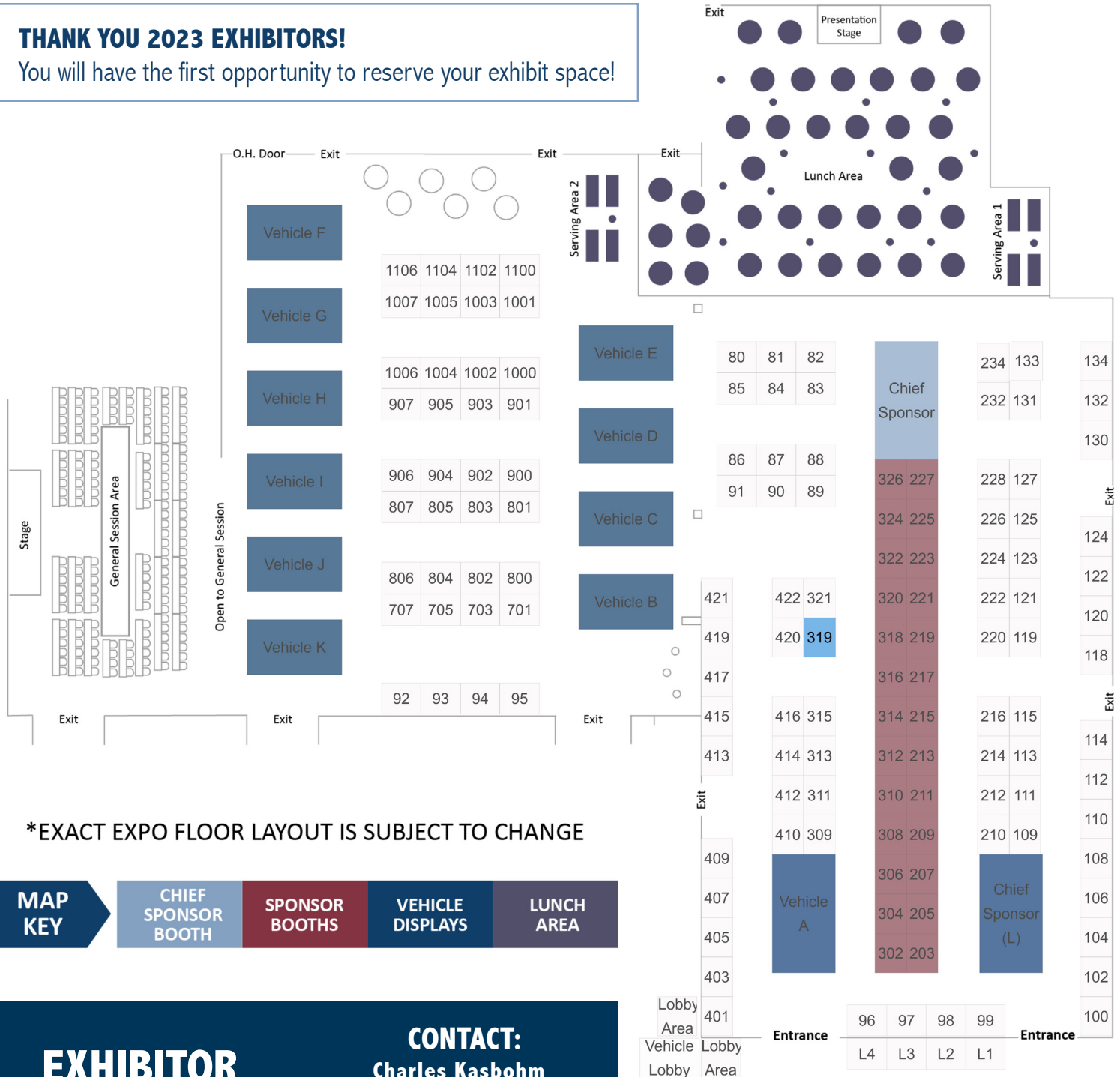
MINNESOTA CHIEFS OF POLICE LAW ENFORCEMENT EXPO

Tuesday, April 16 - Wednesday, April 17, 2024

Rivers Edge Convention Center – St. Cloud, MN

THANK YOU 2023 EXHIBITORS!

You will have the first opportunity to reserve your exhibit space!



EXHIBITOR INFORMATION



BOOTH SPACE PRICES

| | | |
|------------------------|----------------------------------|----------------|
| STANDARD | 8' x 10' BOOTH | \$995 |
| NON-PROFIT* | 8' x 10' BOOTH | \$225 |
| VEHICLE DISPLAY | 14' x 24' (one per space) | \$2,695 |
| | 16' x 30' (one per space) | \$3,000 |

Bulk Size & Creative Booths — call to discuss

WITH EACH BOOTH PURCHASED, EXHIBITORS RECEIVE*:

- 8'x10' 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 Program / Exhibit Guide
- LISTING on the MCPA ETI Law Enforcement Expo Mobile App
- Two Exhibit Booth staff registrations. More badges can be purchased for \$60 each. This registration gains access to all exhibit hall events.

*Limited availability. Deadlines and restrictions may apply.

EXHIBITION SCHEDULE*

VEHICLE, LOBBY AREA, & EARLY SET-UP: Monday, April 15

SET UP: Tuesday, April 16

OPEN: Tuesday, April 16

OPEN: Wednesday, April 17

TEAR DOWN: Wednesday, April 17

*Exact times to be determined.

2023 EXHIBITORS will receive an exclusive booth registration opportunity before opening the 2024 ETI exhibit hall 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: Upon completed registration full booth payment will be required within 30 days of reservation request to officially reserve space. If signed contract and full payment 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.

EXHIBIT SPACE INCIDENTALS: Any additional necessary arrangements for your exhibit booth, i.e. shipping, electrical services, carpet, additional furniture, etc., and all 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 and made available on the MCPA website.

NONPROFIT SPACE: Related government programs, industry organizations and industry associations may request space at the reduced rate of \$225. Booths at this reduced rate are limited and offered on a first-come, first-served basis. Proof of non-profit status required, and certain restriction apply.

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.

EXHIBIT SPACE & ETI ADVERTISING ORDER FORM

[PRINT](#)[REGISTER ONLINE](#)

TO RESERVE:

Complete online at www.mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com and or mail it with full booth payment to **Minnesota Chiefs of Police Association c/o Synergetic Endeavors, 660 Transfer Road, St. Paul, MN 55114.**

EXHIBITOR INFORMATION: As it should be printed in the Final Program/Exhibit Guide, distributed to event attendees.

Exhibiting Company Name: _____

Contact Person: _____ Title: _____ Phone: _____

Email: _____ Website: _____

| PREFERENCE | FIRST CHOICE | SECOND CHOICE | THIRD CHOICE | COST |
|--|--------------|---------------|--------------|----------------------------|
| First Booth | | | | |
| Second Booth | | | | |
| First Vehicle Space | | | | |
| *If none of the above choices are available, a booth closest to first choice will be assigned. | | | | TOTAL BOOTH COST \$ |

Please list companies you would prefer NOT to be located adjacent: _____

ADVERTISING:

| | | |
|---|---|--------------|
| FINAL PROGRAM / EXHIBIT GUIDE: Gain visibility and guide traffic to your booth in this widely used ETI planning tool! (Print & online editions) DISTRIBUTION: 1,000 (estimated) DEADLINE: Artwork due March 15, 2024 | <input type="checkbox"/> Cover - Full Page (4.5"w × 8"h) | \$975 |
| | <input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back | |
| | <input type="checkbox"/> Full Page (4.5"w × 8"h) | \$815 |
| | <input type="checkbox"/> Half Page (4.5"w × 3.625"h) | \$645 |
| REGISTRATION INSERT: Put your brochure or flier directly in the hands of ETI attendees. DISTRIBUTION: 500 (estimated) DEADLINE: April 8, 2024 | <input type="checkbox"/> One insert (Limited availability) Must provide 500 inserts. Size limits apply – call to discuss. | \$350 |
| | | |
| ETI 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. DISTRIBUTION: Over 400 users at ETI. Banner ads were seen on average 3,000-4,000 times during the 2019 conference. | <input type="checkbox"/> BANNER AD (Also see Sponsorship opportunities pages X) | \$250 |
| | <input type="checkbox"/> PUSH NOTIFICATION | \$275 |
| GRAND TOTAL | | \$ |

PAYMENT:

Include check, or you may pay by credit card.

Card Type: ___ Visa ___ MC ___ Discover ___ AMEX

Name on Card: _____

Credit Card #: _____ Expiration: _____ Sec. Code _____

Address: _____

City: _____ State: _____ Zip Code: _____

EXHIBITING COMPANY OFFICIAL ACCEPTANCE: In signing this contract, we, as the Exhibiting Company, agree to abide by the Exhibit Terms and Conditions (page 16) and authorize charge to credit card.

Authorized Signature: _____ Date: _____

TERMS AND CONDITIONS

By signing the Exhibit Space Contract and or Sponsorship Reservation Form you agree to the Terms and Conditions set forth:

SHARING BOOTH SPACE:

Sharing booth space by more than one company/organization is strictly prohibited.

STAFFING OF EXHIBIT BOOTH:

Two booth staff registrations are included in the price of a booth. This registration gains access to all events in the exhibit hall. Additional badges can be purchased for \$60 each. Non-profit organizations may have an unlimited number of exhibit booth staff registrations for manning their booth. Registrations include lunch for both days. Exhibit booths are to be staffed at all times during open Expo hours.

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 flameproof 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' high 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.



MCPA

YEAR-ROUND OPPORTUNITIES



HYBRID CRITICAL ISSUES TRAINING SERIES



This series is a comprehensive examination of the issues, ideas and reform measures that are shaping the policies and practices of police departments across our state. As part of the training series, we are excited to announce sponsor speaking opportunities to put your business in front of law enforcement professionals during the series.

BENEFITS

SPONSORSHIP OPPORTUNITIES

INVESTMENT

| CHIEF PRESENTING SERIES SPONSOR | \$10,000 |
|---|----------|
| RECOGNITION: As Chief Presenting Series Sponsor on registration pages and in all pre-event promotions, and over the course of the training series. Announcement as sponsor in MCPA C-Notes. Special call out by MCPA Executive Director. Logo with link to website. | |
| TRAINING SERIES SPEAKING OPPORTUNITY: Includes 10-minute Live Presentation / Demo or participate in panel discussion moderated by MCPA Executive Director with Q&A, Live Chat, and Survey Questions. Provides an opportunity to engage, educate and promote your product & services and showcase your organization's thought leadership to the Chiefs and key decision makers. | |
| BUSINESS DEVELOPMENT: MCPA Executive Director will make 3 personal introductions with MN Police Chiefs. Opportunity to get input on your existing product or service and/or learn what products police chiefs need. We will facilitate an online meeting with key law enforcement leaders to gather this important information. Access to MCPA Member Annual Purchasing Survey. Two eBlasts distributed to MCPA membership. | |
| YEAR-ROUND OPPORTUNITIES: MCPA Board Meeting: Opportunity for company representative to attend and speak at a MCPA board meeting. Recorded Podcast hosted by MCPA and distributed to members. | |
| ADVERTISING: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink. | |
| EXHIBITOR VIRTUAL MARKETPLACE: Complimentary exhibitor booth in the Training Marketplace expo. Up for the entire series, and 60 days after. Call-to-action to visit sponsor. | |
| ADDITIONAL BENEFITS: Sponsor materials shared with audience after the Training Series in a thank you email. Social media supporting you and your message/best practices. First opportunity to be Chief Presenting Sponsor of 2024 ETI. | |
| SERGEANT SPONSOR | \$7,500 |
| RECOGNITION: As a Sergeant Sponsor on registration page, in pre-event promotions, and over the course of the training series. Announcement as sponsor in MCPA C-Notes. Special call out by MCPA Executive Director. | |
| TRAINING SERIES SPEAKING OPPORTUNITY: Includes 10-minute Live Presentation / Demo moderated by MCPA Executive Director (5-minute presentation, 5-minute Q&A, Live Chat, and/or Survey Questions). Provides an opportunity to engage, educate and promote your product & services and showcase your organization's thought leadership to the Chiefs and key decision makers. Captured and emailed to attendees after the event for on-demand viewing. | |
| E-MAIL BLAST: One eBlast distributed to attendees before, or after your presentation. | |
| VIRTUAL MARKETPLACE LISTING: Complimentary virtual exhibitor booth in the ETI Virtual Marketplace. Up for the entire series, and 60 days after. Call-to-action to visit sponsor. | |
| SUPPORTING SPONSORS | \$5,000 |
| RECOGNITION: As a Supporting Sponsor on registration page, in pre-event promotion, and during event. Logo with link to website. | |
| TRAINING SERIES SPEAKING OPPORTUNITY: Includes 5-minute* Pre-recorded Promotional / Demo Video Presentation during training. (*30-60 live intro available as part of 5 minutes). Captured and emailed to attendees after the event for on-demand viewing. | |
| VIRTUAL MARKETPLACE LISTING: Complimentary virtual exhibitor booth in the ETI Expo Interactive Map / Marketplace. Up for the entire series, and 60 days after. Call-to-action to visit sponsor. | |

If you would like to reserve a sponsorship, or virtual exhibit booth please contact Charles Kasbohm at: MCPA@SynergeticEndeavors.com or (651) 340-4848

SPONSORSHIP RESERVATION FORM

[REGISTER ONLINE](#)

TO RESERVE:

Complete online at mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com.

See page 18 for more details. For maximum visibility, sponsor logo art and payment should be submitted on or before two weeks prior to Webinar.



CONTACT INFORMATION:

Sponsor Contact: _____ Company: _____

Phone: _____ Email: _____

SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

HYBRID CRITICAL ISSUES TRAINING SERIES SPONSORSHIP OPTIONS:

- _____ Chief Presenting Series Sponsor: \$10,000 (Details on page 18)
- _____ Sergeant Sponsor: \$7,500 (Details on page 18)
- _____ Supporting Sponsor: \$5,000 (Details on page 18)

Signing below constitutes agreement to the information contained herein.

Advertiser Signature: _____

PAYMENT:

Include check, or you may pay by credit card.

Card Type: ___ Visa ___ MC ___ Discover ___ AMEX

Name on Card: _____

Credit Card #: _____ Expiration: _____ Sec. Code _____

Address: _____

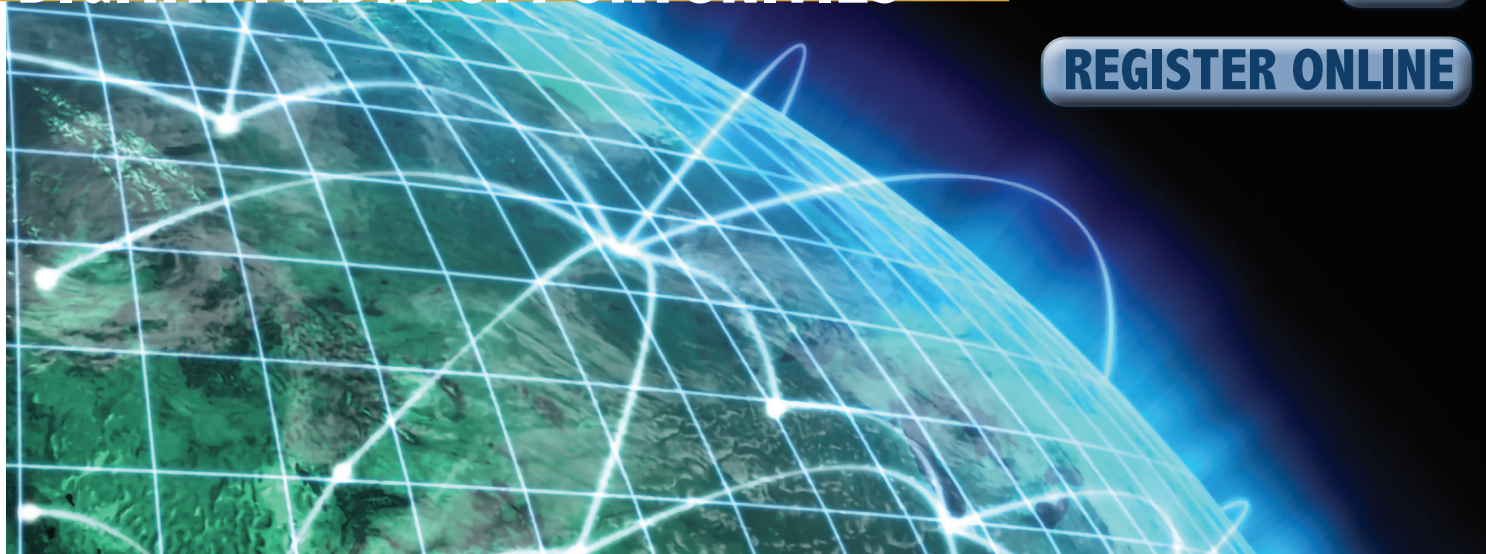
City: _____ State: _____ Zip Code: _____



ADVERTISING

YEAR-ROUND OPPORTUNITIES





Our multi-platform digital media opportunities allow you to coordinate your message across our various platforms, including online digital publications, C-Notes, Lunch 'n Learn webinars and Podcasts.

C-NOTES

The most read MCPA communication is our weekly eNewsletter, Communication Notes (C-Notes). Distributed weekly to nearly 2,000 individuals, C-Notes has an open rate over 38% (well above industry average of 24%). C-Notes is a widely used tool for our members who spend 5 minutes on average reading each issue.

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)

AD SCHEDULE:

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

*Typically C-Notes is sent on Thursdays, 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. If an updated ad is not submitted, we will use the most recent art submitted for previous ads.

ONLINE LE PREFERRED VENDOR LISTING

This year-round source offers your organization a tool to be in front of law enforcement leaders and public safety professionals executives putting together their equipment budgets.

☐ Includes Name / logo & hyperlink: **\$399** – One year listing

DIGITAL MEDIA QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org

SEND ART TO: MCPA@SynergeticEndeavors.com

AD SPECIFICATIONS: Submissions must be in high resolution vector pdf files. Color must designate 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.

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

ETI Law Enforcement Expo 2024

RIVERS EDGE CONVENTION CENTER – ST. CLOUD, MN

EXECUTIVE TRAINING INSTITUTE

Monday, April 15 – Thursday, April 18, 2024

ANNUAL LAW ENFORCEMENT EXPO

Tuesday, April 16 – Wednesday, April 17, 2024



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.

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

(651) 340-4848

MCPA@SynergeticEndeavors.com
mnchiefs.org