

2020

MARKETING PROSPECTUS

SPONSORSHIPS

STRATEGIC PARTNERSHIPS

EXHIBITING

ADVERTISING



Minnesota Chiefs of Police Association

ANNUAL LAW ENFORCEMENT EXPO

April 20 – 21, 2020

EXECUTIVE TRAINING INSTITUTE

APRIL 19 – 22, 2020

RIVER'S EDGE CONVENTION CENTER – SAINT CLOUD, MN

IMPORTANT DATES



IMPORTANT DATES & DEADLINES THROUGHOUT THE YEAR

November 1, 2019	Deadline for 2019 previous exhibitors guaranteed booth space
December 11, 2019	Critical Issues Forum — Wellness and PTSD
December 17, 2019	MN Police Chief Magazine digital ad deadline — January : Law Enforcement Public Policy
February 11, 2020	MN Police Chief Magazine digital ad deadline — March : Training & Education
March 16, 2020	Chiefs Marketplace & ETI Guide ad and sponsored content deadline — Spring
March 19, 2020	Final Program advertising deadline Final Program ad and or listing deadline Exhibit personnel registrations due Registration insert commitment due
April 10, 2020	Registration insert and Raffle prizes ship-by date
April 13, 2020	MN Police Chief Magazine digital ad deadline — May : Public Safety Products & Solutions
April 19-22, 2020	ETI & Law Enforcement Expo
August 1, 2020	MN Police Chief Magazine print ad deadline — Fall : The Awards Issue
August 13, 2020	MN Police Chief Magazine digital ad deadline — October : Professional Development
November 1, 2020	MN Police Chief Magazine print ad deadline — Winter : Recruitment & Retention



2020 ETI & LAW ENFORCEMENT EXPO

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**FOR MORE
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MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org



EXECUTIVE DIRECTOR

Andy Skoogman

Thank you for your support of the mission and members of the Minnesota Chiefs of Police Association (MCPA).

Law enforcement is constantly challenged to find new ways to connect with the communities it serves. This is happening at a time when technology and other factors are transforming our society and social norms. Our members rely on the experience and expertise of you, our partners and vendors, to help us meet these challenges.



Likewise, we know your organizations face the same challenges when it comes to breaking through and making meaningful connections in the Minnesota law enforcement community. The MCPA's Board, committees and members are actively involved in shaping our annual conference, training calendar and public policy agenda. When you choose to partner with us you are working with an organization that understands and values the importance of strong private sector partnerships across the state.

We received great feedback about the enhancements made to our annual Executive Training Institute (ETI) and Law Enforcement Expo in 2019, including moving some General Sessions into the Expo Hall. We will do that again in 2020. We saw growth in attendance and sponsorships. A number of partners took advantage of new opportunities to share sponsored content, offer product demonstrations and schedule business development meetings and listening sessions with key chiefs. We will also continue to offer those benefits to our key partners.

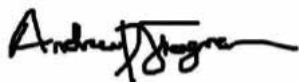
With record attendance from police chiefs and command staff the last three years, ETI has grown into a must-attend event for our members. They see the conference as a vital opportunity to explore new products, hear from national law enforcement leaders and learn from one another.

MCPA continues to develop new channels for you to tell your story and share expertise. We are also aware that you may want to customize your sponsorship package. That's why in 2020, for the first time, we are offering **ETI A La Carte Sponsorship Add-On Opportunities**. These add-ons are a great way to maximize brand presence and engagement with members at ETI that best fits your needs and budget.

Here are some additional highlights from the 2020 prospectus:

- **ETI LIVE product demos:** Opportunity to showcase products or services as part of a demo breakout session
- **Sponsored content:** Opportunities to include articles and profiles provided by our partners across multiple media channels aimed directly at members of the MCPA
- **Product Development/New Business Meetings:** Gather input on your existing products and or learn what products chiefs need. We will facilitate meetings with key law enforcement leaders to gather this important information
- **Chiefs Roundtable sponsorships:** Mingle with chiefs and command staff in a more informal setting as they discuss some of the most important topics facing law enforcement today.

Some of our most successful partnerships this year were developed over conversations with members and our staff. So, as you consider your marketing and sponsorship options for 2020, do not hesitate to reach out to us to see how we can develop an opportunity that best meets your needs. Thank you for your support. We look forward to working with you in the coming months and year to support Minnesota law enforcement.



Andy Skoogman
Executive Director, Minnesota Chiefs of Police Association

MCPA BOARD OF DIRECTORS



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Chief Jeff Potts
Bloomington Police Department



VICE PRESIDENT
Chief David Bentrud
Waite Park Police Department



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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



DIRECTOR
Chief Paul Hoppe
Wyoming Police Department

THE MINNESOTA CHIEFS OF POLICE ASSOCIATION ETI LAW ENFORCEMENT EXPO MONDAY, APRIL 20TH – TUESDAY, APRIL 21ST, 2020



ONE OF THE LARGEST INDUSTRY BUYING
EVENTS IN THE MIDWEST



FEATURING THE LATEST PRODUCTS,
SERVICES & TECHNOLOGICAL ADVANCES



NETWORKING OPPORTUNITIES



WORLD-CLASS SPEAKERS - EDUCATIONAL
SESSIONS - PRODUCT DEMONSTRATIONS



RECORD BREAKING ATTENDANCE



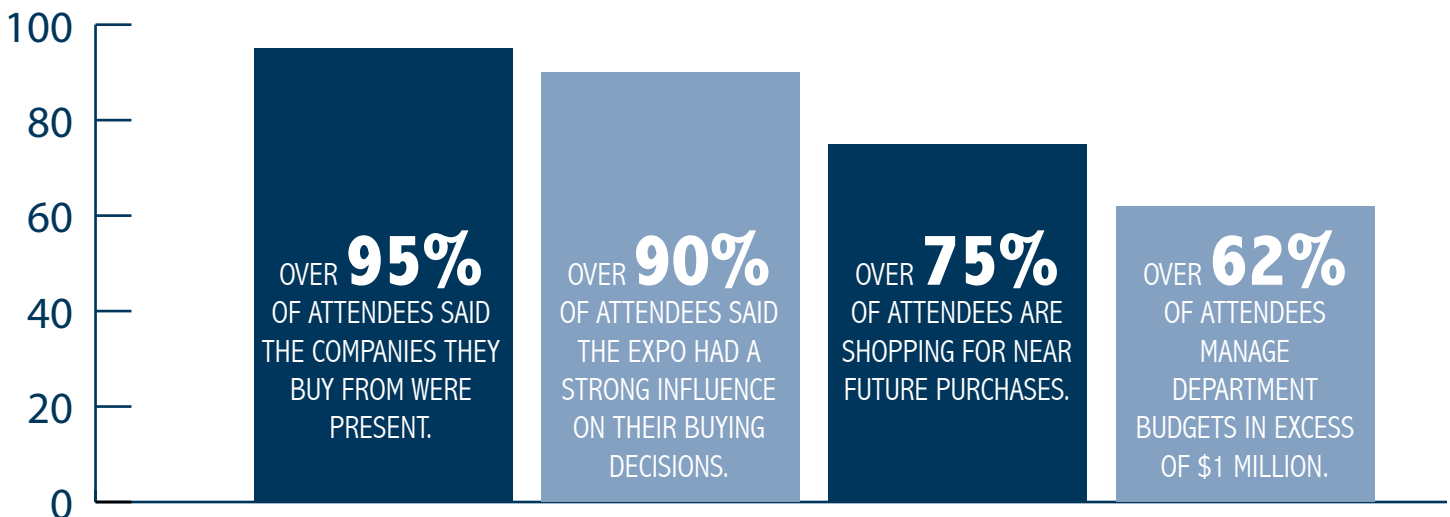
NEARLY 500 LAW ENFORCEMENT
LEADERS AND PUBLIC SAFETY
PROFESSIONALS FROM OVER
420 AGENCIES ACROSS THE STATE



UNPARALLELED ACCESS TO CHIEFS
AND KEY DECISION MAKERS



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





EXPO HALL ENHANCEMENTS

- ETI General Sessions will be hosted in the Expo Hall dramatically increasing traffic to exhibitors.
- A faster larger lunch area in the Expo hall each day, so attendees have more time to visit with Exhibitors.
- A refreshed Expo hall layout to further drive traffic towards your booth.
- A more prominent Presentation Stage. Both the timing and the Expo Hall layout has been carefully refined to generate more traffic around the presentation stage providing greater exposure for our featured companies beyond the exhibit booth.

SPONSORSHIPS OPPORTUNITIES

- New A La Carte Sponsorship Add-On 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-LONG 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.

CRITICAL ISSUES FORUM

- This panel series will feature in-person, facilitated discussions centered on some of the most timely, and relevant topics facing public safety leaders. This year, Sponsorship packages will be available that include opportunities for your organization to speak, have a presence and build brand awareness before, during and after the Forum.

2019 EXHIBITOR LIST

AAA - The Auto Club Group
Abrams & Schmidt LLC
Action Companies
ADL
Advanced Graphix Inc.
Aftermath Services LLC
Aladtec, Inc.
All Traffic Solutions
ANCOM Communications and Technical Center
Armor Express
Aspen Mills Uniforms
AXON
Backing the Blue Line
Ban-Koe Companies
Barbara Schneider Foundation
BAYCOM
Benchmark Analytics
Bio-Tec Emergency Services
BKV Group
Blackinton
Brother Mobile Solutions
Buetow 2 Architects, Inc.
Campion, Barrow & Associates
Central MN Child Advocacy Center
CentralSquare Technologies
Century College
COBAN Technologies
Code 3, Inc.
Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA)
Computer Information Systems
Concordia University, St. Paul
Crescendo Systems
Crime Stoppers of Minnesota
Cybercrime Support Network / Comcast
DataWorks Plus
Deer Creek Technologies
Dell
Department of Public Safety Office of Traffic Safety
Digital Ally, Inc
Diversion Solutions, LLC
DSC Communications
Eckberg Lammers, P.C.
ecoATM/Gazelle
Eide Bailly LLP
Emergency Automotive Technologies, Inc.
Extra Duty Solutions
Federal Warning Systems, Inc.
Fiat Chrysler Automobiles
FirstNet Built with AT&T
Five Bugles Design - Wendel
Ford Motor Company
Frontline Warning Systems
Galls
Gary L. Fischler & Associates PA
General Motors Fleet
Genetec Inc.
Getac Video Solutions
Glock, Inc.
Grafix Shoppe
Granite Electronics Inc.
Guardian Fleet Safety
HERO Public Safety Training Center: Cottage Grove & Woodbury Public Safety Departments
I. Spiewak & Sons
iCrimeFighter
IdentiSys Inc.
Intoximeters
Johnson Fitness & Wellness formerly 2nd Wind Exercise
KELTEK Incorporated
Kiesler Police Supply
KRAUS-ANDERSON CONSTRUCTION COMPANY
Laser Technology, Inc.
Law Enforcement Labor Services
LDV, Inc.
LeadsOnline
Leo A Daly Architects & Engineers
Leonardo/ELSAG ALPR Systems
Lexipol
LifeLine Incorporated
Lifeloc Technologies, Inc.
Lights On
Lind Electronics
Lockridge Grindal Nauen P.L.L.P
Martin-McAllister Consulting Psychologists, Inc.
McDonald's Minnesota Co-Op
Medsense massagers
MHSRC/SCSU
Midwest Monitoring & Surveillance / MMS Lab Services
Minnesota Bureau of Criminal Apprehension
Minnesota Crime Prevention Association
Minnesota Crisis Intervention Team (MN CIT)
Minnesota Elder Justice Center
Minnesota Search and Rescue Dog Association Inc.
Minnesota Substance Abuse Prevention Resources
MN Chapter of Concerns of Police Survivors
MN DRE
MN Law Enforcement Memorial Association
Mom's Demand Action MN
Mothers Against Drunk Driving
Motorola Solutions, Inc.
NATIONAL CHILD SAFETY COUNCIL
Niagara University First Responder Disability North Memorial Health
Northern Safety Technology, Inc.
Northern Star Exploring
Northland Business Systems Inc.
O-Sun Company
Odyssey Battery
Pace Scheduler
Panasonic
Pantheon Computer Systems
PATROL - League of Minnesota Cities
PatrolPC
Philips Healthcare
Point Emblems
Pro-Tec Design
Professional Law Enforcement Assistants Association
Schedule Express by Informer Systems
ScheduleAnywhere
Security Industry Alarm Coalition
SNB Solutions - SportSense
SoundOff Signal
Sourcewell (Formerly NJPA)
Special Olympics Minnesota
Stalker Radar
Stanard and Associates, Inc.
Stop Stick, Ltd.
Street Smart
Streicher's
SwedeBro
SymbolArts
Synergetic Endeavors
T-Mobile
Tactical Advantage
Technological Leadership Institute, University The Blue Pages
Thomson Reuters
Thrivent Financial
Tyler Technologies
University of St. Thomas
Upper Iowa University
Verizon
Viridian Weapon-Mounted Cameras
Visual Labs
Vitals™ Aware Services, Inc
WatchGuard, Inc
Whelen Engineering Co. Inc.
Wisconsin Surplus Online Auctions
Wold Architects and Engineers
Wrap Technologies, Inc. / BolaWrap 100
WSI Tactical
Xcel Energy Security Services

**2020 ETI
SPONSORSHIPS
OPPORTUNITIES**

ETI SPONSORSHIP OPPORTUNITIES

CHIEF PRESENTING SPONSOR : INVESTMENT \$20,000 *(Only Two Available)*

The premier ETI sponsorship opportunity, strategically maximizing your brand exposure. This Chief Presenting sponsorship will significantly enhance your engagement with attendees, helping you to connect memorably with your audience. You'll command the largest possible exhibition space and be provided key speaking and business development opportunities, recognition, signage, and exposure at the conference and beyond.

BENEFITS

RECOGNITION

Maximum digital and printed identification for the 2020 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 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, or provide Keynote speaker

ETI CHIEFS ROUND TABLE: Opportunity to participate in Chiefs Roundtable

YEARLONG OPPORTUNITIES

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

Present at one of the **MCPA TRAINING ACADEMIES**

CRITICAL ISSUES FORUM: Opportunity for company presence at the Forum

LIVE STREAMED WEBINAR hosted by MCPA and distributed to members

RECORDED PODCAST hosted by MCPA and distributed to 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 **4 PERSONAL INTRODUCTIONS** at ETI with Minnesota Police Chiefs and/or MCPA Board Members

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

POLICE CHIEF MAGAZINE: Full page color ad in 4 issues of choice in the MN Police Chief printed magazine or digital publication

ETI FINAL PROGRAM & EXHIBIT GUIDE Full page color advertisement

CHIEFS MARKETPLACE & ETI GUIDE: Listing

CHIEFS MARKETPLACE & ETI GUIDE: Sponsored content

MOBILE APP: Splash ad and logo 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

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 16' x 30' LOCATION EXHIBITION BOOTH and all associated benefits (see page 14 for details)

ATTENDEE LIST: Exclusive access to post ETI Expo attendee list

SIX COMPLIMENTARY CONFERENCE REGISTRATIONS to the ETI Conference

RECEPTIONS AND SOCIAL FUNCTIONS

ETI HOSPITALITY SUITE: 6 Full access passes to the suite (all three nights)

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.

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 the event pre-promotions. Recognition over the PA and via event signage. Ability to set out brochures or specialty items for attendees

ETI SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR : INVESTMENT \$3,000

Strengthen your brand. Develop relationships. Show your support. This package will equip you with the tools and exposure opportunities to raise your profile at ETI and connect deeply with your audience. It includes a premier booth location and a series of additional benefits, including recognition, access to key social functions, advertising channels and more.

BENEFITS

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	
SPEAKING OPPORTUNITIES	
RECORDED PODCAST hosted by MCPA and distributed to members	
BUSINESS DEVELOPMENT LIAISON / MEETINGS	
Exclusive access to MCPA MEMBER ANNUAL PURCHASING SURVEY	
ADVERTISING	
POLICE CHIEF MAGAZINE: Includes one half page color ad in printed magazine plus one half page ad in digital magazine	
ETI FINAL PROGRAM & EXHIBIT GUIDE Half page color advertisement	
CHIEFS MARKETPLACE & ETI GUIDE: Listing	
MOBILE APP: 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 attendee registration bag	
EXHIBITING	
COMPLIMENTARY 8' x 10' PREMIER LOCATION EXHIBITION BOOTH and all associated benefits (see page 14 for details)	
ATTENDEE LIST: Exclusive access to post ETI Expo attendee list	
TWO COMPLIMENTARY CONFERENCE REGISTRATIONS to the ETI Conference	
RECEPTIONS AND SOCIAL FUNCTIONS	
ANNUAL AWARDS BANQUET: Three tickets to this ETI key event. Logo recognition in event pre-promotions. Recognition as a Sponsor at the banquet and in applicable programs and via signage at the event	
MCPA HAPPY HOUR: 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 the event pre-promotions. Recognition over the PA and via event signage. Ability to set out brochures or specialty items for attendees	

See Add-On Options on page 10 to enhance your package

Sponsorships can increase the number of booth visitors by as much as 50% and booth efficiency increases 104% when sponsorships are part of your exhibit plan.

– Center for Exhibition Industry Research

SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm
MCPA@SynergeticEndeavors.com
 651.340.4848
mnchiefs.org

ETI A LA CARTE SPONSORSHIPS

ADD-ON OPPORTUNITIES

Maximize brand presence and engagement with members at ETI by upgrading your sponsorship package with the below sponsorship offerings that best fits your needs and budget.

Add-On Sponsorship Opportunities must be purchased in conjunction with a Supporting Sponsorship.

ADD-ON OPPORTUNITIES

ITEM	INVESTMENT	AVAILABILITY
SPEAKING OPPORTUNITIES		
SPONSOR SPOTLIGHT: Provides a 30-minute speaking / presentation opportunity on Sunday, April 19th to engage, educate and promote your product & services to the Chiefs and key decision makers	\$5,500	Only two available
LIVE DEMO SPONSOR: Opportunity to showcase products or services as part of live demo breakout. Access to demonstration attendee list. Promotion and recognition before and during ETI	\$3,500	Limited availability
GENERAL SESSION SPEAKER SPONSOR: Speaking opportunity following the session. Recognition - name & logo identification during the session, over the P.A., on mobile app and signage where applicable. Opportunity to leave behind materials	\$2,500	Limited availability
PRESENTATION STAGE: Opportunity to showcase products & services to attendees in the Expo Hall (15 minutes)	\$2,000	Limited availability
MCPA ETI BOARD MEETING: Opportunity for company representation to attend and speak at a MCPA board meeting	\$1,000	Only two available
ETI SOCIAL FUNCTION OPPORTUNITIES		
HOSPITALITY NIGHT SPONSOR: Opportunity to 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 Sunday, Monday and/or Tuesday)	\$500	Only two available each night
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)	\$500	Limited availability
CHIEFS ROUND TABLE SPONSOR: Opportunity to mingle with chiefs and command staff in a more informal setting. Ability to set out brochures at tables. Recognition via signage at the event. Name & logo recognition in event pre-promotions and Final Program	\$500	Limited availability
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 the raffle and on social media. Opportunity briefly speak and to draw and announce grand prize winner	Call for details	Limited availability
RELAXATION STATION: Be the company to provide a five minute chair massage to attendees in the exhibit hall. Attendees must visit your booth to obtain a ticket redeemable at the station. This is a great way to increase traffic flow to your booth. Recognition in conference program, booth sticker and signage at chairs	\$2,500	Only one available
CHIEFS STEP CHALLENGE SPONSOR: Opportunity to speak and present the top three finishers with a medal and/or prize in front of General Session audience following the Step Challenge. Name and logo recognition on challenge app, leaderboard, digital & print signage and in event pre-promotions. Photo opportunity with Chiefs and Step Challenge winners and participants	\$2,000	Only two available
WI-FI SPONSOR: Recognition as the WIFI SPONSOR via signage at the event, user ID and password naming rights and name & logo listing in Program / Exhibit Guide	\$1,000	Only one available
AUDIO/VIDEO SPONSOR: Recognition	Call for details	Only one available
COMMUNICATIONS SPONSOR: Recognition as Sponsor	Call for details	Only one available

Contact for more information about additional customized packages

SPONSORSHIP RESERVATION FORM

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 1.

CONTACT INFORMATION:

Sponsor Contact: _____ Company: _____
Phone: _____ Email: _____

2020 ETI LAW ENFORCEMENT EXPO SPONSORSHIP OPTIONS:

- Chief Presenting Sponsor: \$20,000 (Details on page 8)
- Supporting Sponsor: \$3,000 (Details on page 9)

SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

ADD TO ANY PACKAGE ABOVE:

(Details on page 10)

- Sponsor Spotlight: \$5,500
- Live Demo Sponsor: \$3,500
- General Session Speaker Sponsor: \$2,500
- Relaxation Station Sponsor: \$2,500
- Presentation Stage: \$2,000
- Chief's Step Challenge Sponsor: \$1,500
- Wi-Fi Sponsor: \$1,000
- ETI Board Meeting Sponsor: \$1,000
- Hospitality Night Sponsor: \$500
- Chiefs Round Table Sponsor: \$500
- Refreshment Break / Networking Sponsor: \$ 500
- Title Raffle Sponsor: \$Call
- Audio / Video Sponsor: \$Call
- Communications Sponsor: \$Call

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

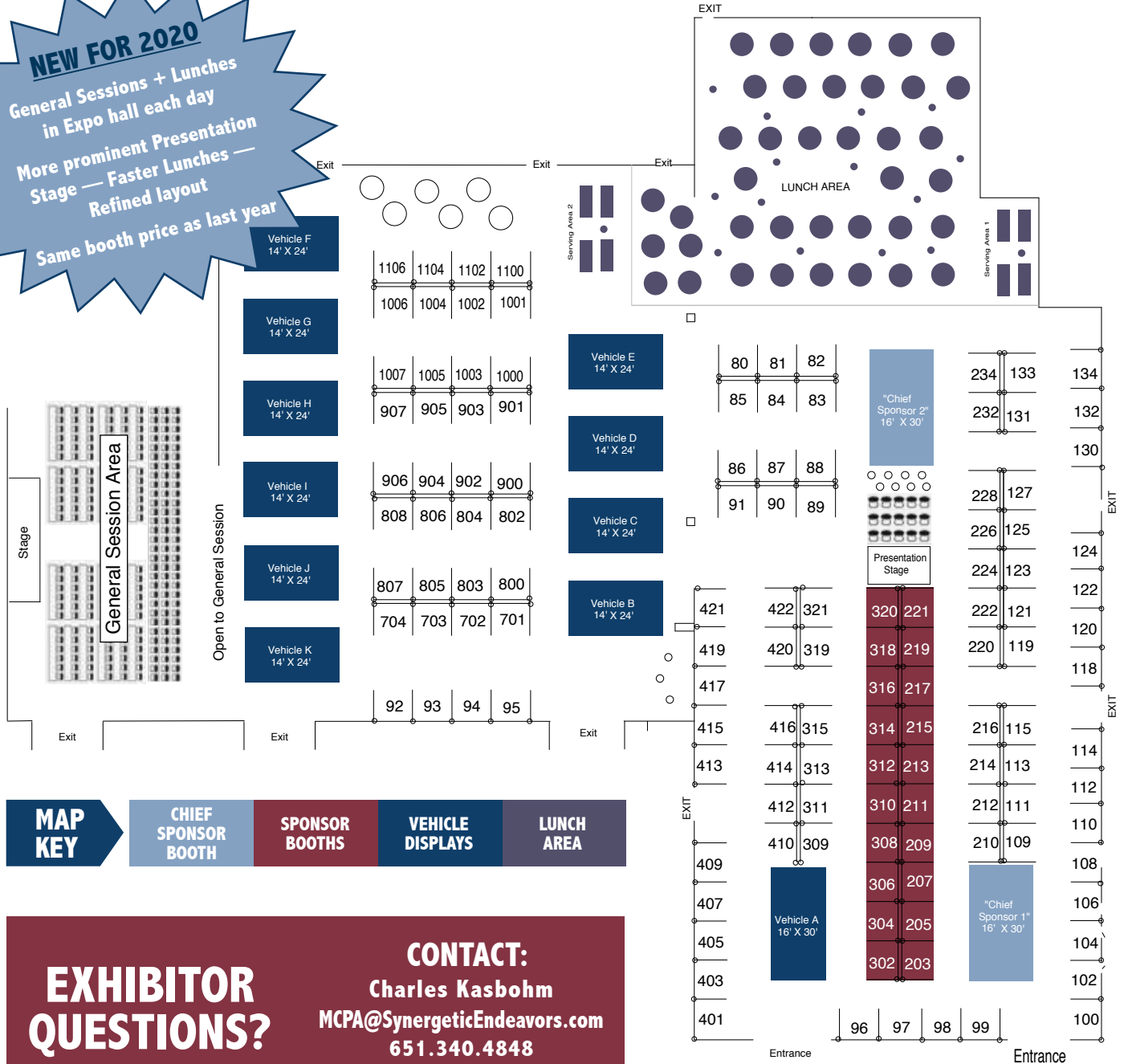
MINNESOTA CHIEFS OF POLICE LAW ENFORCEMENT EXPO

April 20-21, 2020

River's Edge Convention Center – Terry Haws Exhibit Halls B & C

THANK YOU 2019 EXHIBITORS! You will have the first opportunity to reserve your exhibit space!

NEW FOR 2020
 General Sessions + Lunches
 in Expo hall each day
 More prominent Presentation
 Stage — Faster Lunches —
 Refined layout
 Same booth price as last year



MAP KEY

- CHIEF SPONSOR BOOTH
- SPONSOR BOOTHS
- VEHICLE DISPLAYS
- LUNCH AREA

EXHIBITOR QUESTIONS?

CONTACT:
 Charles Kasbohm
 MCPA@SynergeticEndeavors.com
 651.340.4848
 mnchiefs.org

***EXACT EXPO FLOOR LAYOUT
 SUBJECT TO CHANGE**

EXHIBITOR INFORMATION



2019 EXHIBITORS: Last year's exhibitors will be emailed an exclusive booth registration opportunity before opening the 2020 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 \$200. 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.

BOOTH SPACE PRICES

STANDARD	8' x 10' BOOTH	\$950
NON-PROFIT*	8' x 10' BOOTH	\$200
VEHICLE DISPLAY	14' x 24' (one per space)	\$2,575
	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: Sunday, April 19

SET UP: Monday, April 20

OPEN: Monday, April 20

OPEN: Tuesday, April 21

TEAR DOWN: Tuesday, April 21

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

EXHIBIT SPACE & ETI ADVERTISING ORDER FORM

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				
				TOTAL BOOTH COST \$

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

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 19, 2020	<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: March 19, 2020	<input type="checkbox"/> One insert (Limited availability) \$350 Must provide 500 inserts. Size limits apply – call to discuss.
	<input type="checkbox"/> BANNER AD \$250 (Also see Sponsorship opportunities pages X)
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"/> 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: _____

EXHIBITOR AND SPONSORSHIP

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-LONG
OPPORTUNITIES**

CRITICAL ISSUES FORUM



This panel series will feature in-person, facilitated discussions centered on some of the most timely, and relevant topics facing public safety leaders. This year, Sponsorship packages will be available that include opportunities for your organization to speak, have a presence and build brand awareness before, during and after the Forum.

The Critical Issues Forums typically draw 100 police chiefs and command staff from agencies across the state.

The MCPA's 2019 Critical Issues Forum, is scheduled for **December 14, 2019 from 1:00 pm - 4:00 pm.**

BENEFITS

SPONSORSHIP OPPORTUNITIES

LEVELS

Investment

TITLE SPONSOR

\$7,500
(1 available)

SUPPORTING SPONSOR

\$3,500
(2 available)

MCPA PARTNER

\$1,000
(5 available)

	TITLE SPONSOR	SUPPORTING SPONSOR	MCPA PARTNER
RECOGNITION			
Maximum digital and printed identification for the Fall Critical Issues Forum (CIF)	✓ As Title Sponsor		
LISTING of company name/logo on MCPA website, c-notes and social media	✓	✓	✓
LISTING of company name/logo in Program on digital screens and printed signage during event, when applicable	✓	✓	✓
ANNOUNCEMENT as sponsor (at participating level) in MCPA C-Notes, and at Forum Event	✓	✓	✓
SPEAKING OPPORTUNITIES			
CIF SPONSOR PRESENTATION: Provides opportunity for company to be represented and includes a 15-20 minute opportunity to present during the lunch reception. Includes LIVE STREAMING of CIF event	✓		
LIVE WEBINAR: 20-minute live webinar on product or service hosted by MCPA and distributed membership	✓		
BUSINESS DEVELOPMENT LIAISON			
MCPA Executive Director will make 2 PERSONAL INTRODUCTIONS at CIF with attending Minnesota Police Chiefs and/or Board Members	✓		
Access to CIF ATTENDEE CONTACT INFORMATION for agencies that attend for future follow up	✓		
One eBlast distributed to CIF attendees	✓	✓	✓
ADVERTISING			
POLICE CHIEF MAGAZINE: Sponsored content, and one color half page ad in the Printed or Digital publication of MN Police Chief magazine	✓		
POLICE CHIEF MAGAZINE: Sponsored content in digital edition of MN Police Chief magazine		✓	
ONLINE VENDOR LISTING: 6 month listing on the MCPA website as a Preferred LE Vendor. Includes logo & hyperlink	✓	✓	
ONSITE EVENT PRESENCE			
COMPLIMENTARY TABLE: Representation at table. Ability to set out brochures and collateral materials	✓	✓	
COMPLIMENTARY REGISTRATION to the Critical Issues Forum	4	2	1
LUNCH RECEPTION			
CRITICAL ISSUES FORUM VIP RECEPTION: Tickets / Access to event	4	2	1

SPONSORSHIP RESERVATION FORM



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 October 31, 2019.

CONTACT INFORMATION:

Sponsor Contact: _____ Company: _____

Phone: _____ Email: _____

SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org

CRITICAL ISSUES FORUM SPONSORSHIP OPTIONS:

- ___ Title Sponsor: \$7,500 (Details on page 18)
- ___ Supporting Sponsor: \$3,500 (Details on page 18)
- ___ MCPA Partner: \$1,000 (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: _____

STRATEGIC PARTNERSHIPS

STRATEGIC PARTNERSHIPS : INVESTMENT \$8,000

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.

BENEFITS

SPONSORED CONTENT: Opportunities to include an article/profile across multiple media channels. Includes one printed and one digital

PRODUCT DEVELOPMENT/NEW BUSINESS MEETINGS: Opportunity to get input on your existing product and/or learn what products police chiefs need. We will facilitate two meetings with key law enforcement leaders to gather this important information

DIGITAL ADVERTISING: Our multi-platform digital media opportunities allow you to coordinate your message across our various platforms, including online digital publications, C-Notes, MPCA-TV and Podcasts. One per quarter

BRIGHT IDEAS IN POLICING: A way to highlight some of the best ideas in policing from some of the brightest law enforcement leaders in Minnesota. Each month we will stream live an interview with a police chief in Minnesota on the MCPA's twitter feed. Recognition as "brought to you by our Strategic Partner"

Present at one of the **MCPA OFFICER LEADERSHIP ACADEMIES**

WEAR THE BADGE: A statewide digital marketing campaign aimed at improving the recruitment and retention of Police Officers and the overall perception of the profession. Wearthebadge.org – Recognition as a supporting partner

COMPLIMENTARY 8' x 10' EXHIBITION BOOTH and all associated benefits (see page 14 for details)

STRATEGIC PARTNERSHIP RESERVATION FORM

TO RESERVE:

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

CONTACT INFORMATION:

Sponsor Contact: _____ Company: _____

Phone: _____ Email: _____

STRATEGIC PARTNERSHIP:

____ Strategic Partnership: \$8,000

Signing below constitutes agreement to the information contained herein.

Advertiser Signature: _____

QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org

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

ADVERTISING



CONNECT WITH THE MEN AND WOMEN LEADING MINNESOTA LAW ENFORCEMENT

Each month, Minnesota Police Chief in print and online highlights the issues, programs and needs of law enforcement leaders. It is produced by chiefs for chief law enforcement officers across our state.



EDITORIAL CALENDAR

DIGITAL

JANUARY 2019:
LAW ENFORCEMENT PUBLIC POLICY

Ad deadline: December 17, 2019
Publishes January 2020

MARCH 2020:
TRAINING & EDUCATION

Ad deadline: February 11, 2020
Publishes March 2020

MAY 2019:
PUBLIC SAFETY PRODUCTS
& SOLUTIONS

Ad deadline: April 13, 2020
Publishes May 2020

AUGUST 2020:
PROFESSIONAL DEVELOPMENT

Ad deadline: August 13, 2020
Publishes August 2020

PRINT

SPRING 2020:
CHIEFS MARKETPLACE & ETI GUIDE

The place chief's turn when they need to buy stuff and make plans to visit vendors at the ETI Conference and Law Enforcement Expo.

Ad deadline: March 16, 2020
Publishes April 2020

FALL 2020:
THE AWARDS ISSUE

Highlights the best in Minnesota law enforcement recognizing officers and the agencies recognized for dedication, integrity and innovation.

Ad deadline: August 1, 2020
Publishes September 2020

WINTER 2020:
RECRUITMENT & RETENTION

A look at the challenges and solutions to the law enforcement hiring crisis in Minnesota. How do departments hire and keep good cops?

Ad deadline: November 1, 2020
Publishes December 2020

Exact dates subject to change.

THE MINNESOTA POLICE CHIEF MAGAZINE is the official publication of the Minnesota Chiefs of Police Association. Published quarterly, the printed and digital publications offer an unparalleled opportunity to consistently market your product or service to Minnesota's law enforcement leaders throughout the year!

CIRCULATION:

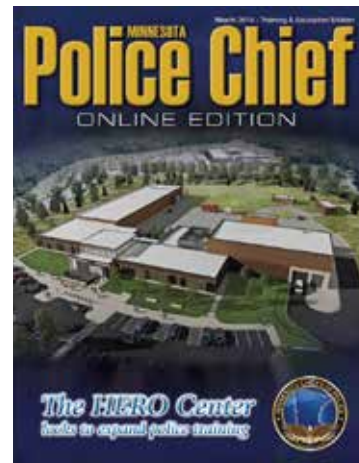
1,500-2,000 (estimated)

FREQUENCY:

Digital - Quarterly
Printed - Spring, Fall, Winter

AUDIENCE:

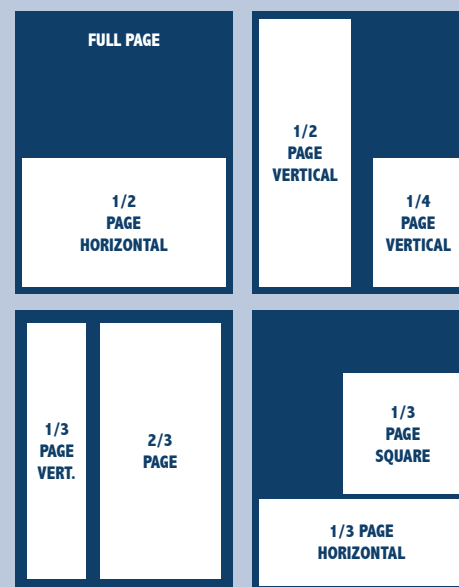
Police Chief Magazine is read by chief law enforcement officers, their command staff, media and state legislators



2020 ADVERTISING SPECIFICATIONS

PLACEMENT	SIZE			BEST VALUE
		1 ISSUE	2 ISSUES	1 YEAR*
Cover / Article	7½"w × 5"h	Contact for Details		
Outside Back Cover	7½"w × 5"h	1x=\$1,299	2x=\$1,070	4x=\$945
Inside Front Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
Opp. Inside Front Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
Inside Back Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
Center Spread	15½"w × 10"h	1x=\$1,960	2x=\$1,590	4x=\$1,425
Full Page	7½"w × 10"h	1x=\$910	2x=\$750	4x=\$660
2/3 Page	4⅝"w × 10"h	1x=\$560	2x=\$450	4x=\$405
½ Page Horizontal	7½"w × 5"h	1x=\$505	2x=\$420	4x=\$375
½ Page Vertical	3½"w × 10"h	1x=\$505	2x=\$420	4x=\$375
1/3 Page Horizontal	7½"w × 3⅜"h	1x=\$399	2x=\$320	4x=\$289
1/3 Page Vertical	2¼"w × 10"h	1x=\$399	2x=\$320	4x=\$289
1/3 Page Square	4¾"w × 4¾"h	1x=\$399	2x=\$320	4x=\$289
¼ Page	3½"w × 5"h	1x=\$350	2x=\$275	4x=\$250

*Best value = any combination of 4 digital or printed



CHIEFS MARKETPLACE & ETI GUIDE LISTING:

The place chiefs turn when they need to buy stuff and make plans to visit vendors at the ETI Conference and Law Enforcement Expo.

(Spring ETI Edition Only) \$300 - \$495 (See page 25 for details)

ADVERTISING QUESTIONS?

CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

MAGAZINE ADVERTISING ORDER FORM

TO ORDER:

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

Advertiser Contact: _____ Phone: _____

Company: _____ Email: _____

Address: _____

City/State/Zip: _____

Below rates are for color advertisements in printed and digital publications. (Prices subject to change)

CHECK PREFERENCE

		CIRCLE FREQUENCY		
<input type="checkbox"/> Outside Back Cover	7½"w × 5"h	1x=\$1,299	2x=\$1,070	4x=\$945
<input type="checkbox"/> Inside Front Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
<input type="checkbox"/> Opp. Inside Front Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
<input type="checkbox"/> Inside Back Cover	7½"w × 10"h	1x=\$1,135	2x=\$935	4x=\$835
<input type="checkbox"/> Center Spread	15½"w × 10"h	1x=\$1,960	2x=\$1,590	4x=\$1,425
<input type="checkbox"/> Full Page	7½"w × 10"h	1x=\$910	2x=\$750	4x=\$660
<input type="checkbox"/> 2/3 Page	4 ⁵ / ₈ "w × 10"h	1x=\$560	2x=\$450	4x=\$405
<input type="checkbox"/> ½ Page Horizontal	7½"w × 5"h	1x=\$505	2x=\$420	4x=\$375
<input type="checkbox"/> ½ Page Vertical	3½"w × 10"h	1x=\$505	2x=\$420	4x=\$375
<input type="checkbox"/> 1/3 Page Horizontal	7½"w × 3 ³ / ₈ "h	1x=\$399	2x=\$320	4x=\$289
<input type="checkbox"/> 1/3 Page Vertical	2¼"w × 10"h	1x=\$399	2x=\$320	4x=\$289
<input type="checkbox"/> 1/3 Page Square	4¾"w × 4¾"h	1x=\$399	2x=\$320	4x=\$289
<input type="checkbox"/> ¼ Page	3½"w × 5"h	1x=\$350	2x=\$275	4x=\$250

SELECT UPCOMING ISSUE(S):

- DIGITAL : January 2020 - Law Enforcement Public Policy
- DIGITAL : March 2020 - Training & Education
- PRINT : Spring 2020 - Chiefs Marketplace & ETI Guide
- DIGITAL : May 2020 - Public Safety Products & Solutions
- PRINT : Fall 2020 - The Awards Issue
- DIGITAL : August 2020 - Professional Development
- PRINT : Winter 2020 - Recruitment & Retention

ADDITIONAL AD OPTIONS:

- Cover (Contact for details)
- Sponsored Content / Profile (Contact for details)
- Request specific ad location and MCPA will do its best to accommodate your request. (Add \$80)

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

Authorized Signature: _____ Date: _____

PAYMENT:

Include check, or you may pay by credit card.

Card Type: ___ Visa ___ MC ___ Discover ___ AMEX

Per ad fee \$ _____ x _____ = \$ _____ will charge full amount

Name on Card: _____

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

Address: _____

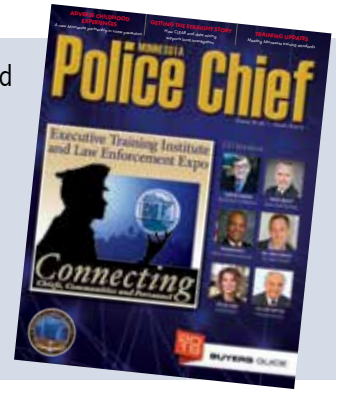
City: _____ State: _____ Zip Code: _____

CHIEFS MARKETPLACE & ETI GUIDE ORDER FORM

The Chiefs Marketplace & ETI Guide is a key tool used by law enforcement executives for researching and planning purchases, both large and small.

This comprehensive 2020 Guide will be available digitally online throughout the year, and a printed copy will be distributed to over 1,500 department leaders to use as a desktop reference.

Partners and Vendors are invited to not only be listed or to advertise in the Guide, but to write sponsored content to highlight your brand, products and services



TO ORDER: Complete online at mnchiefs.org or email this form to MCPA@SynergeticEndeavors.com by March 16, 2020.

OPTIONS:

- Chiefs Marketplace & ETI Guide Listing: **\$300** Chiefs Marketplace & ETI Guide Profile / Article: Call for details Both Chiefs Marketplace & ETI Guide AND one year Preferred LE Vendor Online Listing: **\$495**

UPGRADES: (Check ALL that apply)

- 1/4 Page Advertisement: **\$350** 1/3 Page Advertisement: **\$399** 1/2 Page Advertisement: **\$505** Full Page Advertisement: **\$910**

Total = \$ _____

INFORMATION AS IT SHOULD BE PRINTED IN THE CHIEFS MARKETPLACE & ETI GUIDE:

Listing Company Name: _____

Contact Person & Title: _____ Phone: _____

Website: _____ Email: _____

Be sure to email a 50-word company description to: MCPA@SynergeticEndeavors.com

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

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

Authorized Signature: _____ Date: _____

PAYMENT:

Include check, or you may pay by credit card.

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: _____

DIGITAL MEDIA OPPORTUNITIES



Our multi-platform digital media opportunities allow you to coordinate your message across our various platforms, including online digital publications, C-Notes, MPCA-TV and Podcasts.

C-NOTES

The most read MPCA 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

DIGITAL MEDIA OPPORTUNITIES



MOBILE APP

One click mobile access. Put your company or organization in the palms and pockets of law enforcement leaders during ETI and year-round. Make a memorable impression by being the first name they see when they open the Mobile App. Use the Mobile App to encourage attendees to visit your booth at ETI or check out your profile to learn more about your product & services.

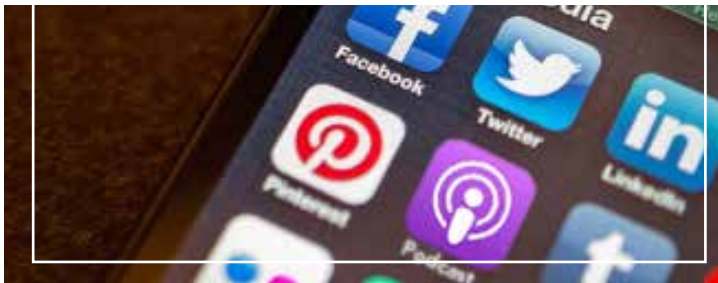
Includes logo/two 5-second banner ads: **\$995** – One year listing



MCPA TV

This platform provides a unique way to put your organization in front of law enforcement leaders. 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 police chiefs across the state of Minnesota. All segments are recorded and will be available for viewing on the MCPA's website, YouTube channel or shared via social media.

Call for availability, rates and details



PODCASTS

Content marketing opportunity to engage a captive audience.

The popularity of podcasts is staggering. Two-thirds of Americans now listen to podcasts at least once in a while, including 23% who do so a few times a week. By comparison, a year ago, a majority of Americans said they never listened to podcasts, according to a 2019 CBS News Poll. Tell your story to the MCPA audience and beyond via podcasts.

Call for availability, rates and details

TO ORDER:

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

Advertiser Contact: _____ Phone: _____

Company: _____ Email: _____

Address: _____

City/State/Zip: _____

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

Authorized Signature: _____ Date: _____

PAYMENT:

Include check, or you may pay by credit card.

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: _____

TERMS AND CONDITIONS

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.

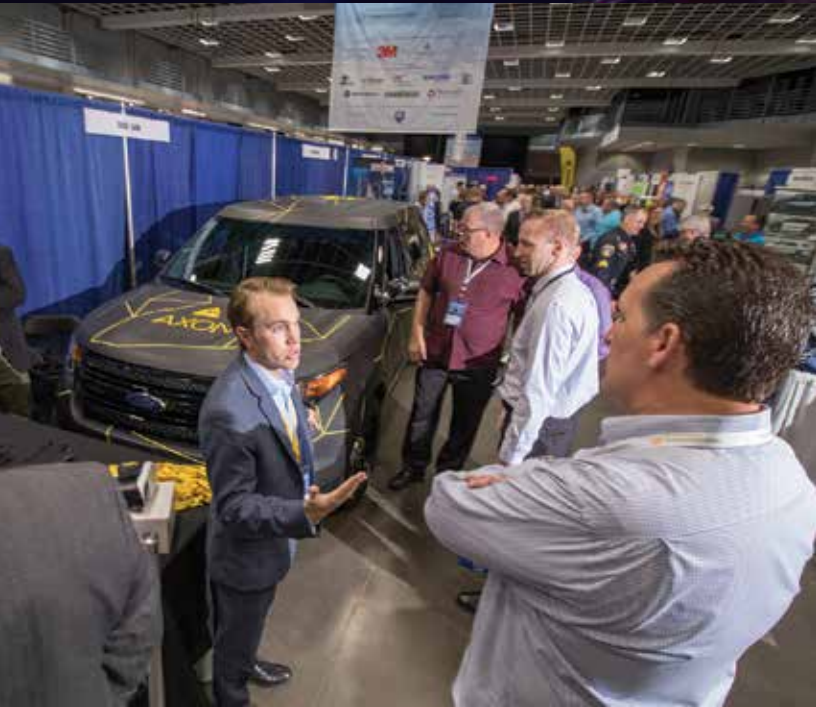
The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

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.

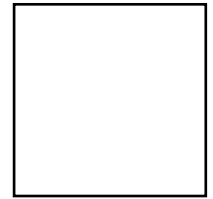
The publisher reserves the right to place a border around an advertisement.

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.





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

A photograph of an expo booth. On the left, a man in a pink shirt is talking to a man in a white shirt with a "NATIONAL FIRE PROTECTION ASSOCIATION" patch. In the foreground, there is a tactical vest and a helmet. In the background, a sign for "tyler" is visible.

**REGISTRATION IS OPEN FOR THE
2020 LAW ENFORCEMENT EXPO:
APRIL 20-21, 2020**

RIVER'S EDGE CONVENTION CENTER – SAINT CLOUD, MN
See inside for event details and sponsorship opportunities



MCPA Board of Directors

The Minnesota Chiefs of Police Association

The Minnesota Chiefs of Police Association (MCPA) is a nonprofit, professional membership organization with the mission of bringing the highest quality of police services and leadership to the people of Minnesota. MCPA's vision is to be the recognized voice for professional law enforcement in Minnesota. The association was founded in 1954 as a training and social organization to network and exchange ideas between law enforcement executives, it represents nearly 900 police chiefs, retired chiefs, and law enforcement leaders in Minnesota and its surrounding states.

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

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