



VENDOR / SPONSOR REGISTRATION FORM

2010 Summer Conference & Patrol Seminar

Name _____

Email Address _____ Title _____

Company / Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone Number _____

Exhibitor Levels

Listed below is a complete selection of exhibitor levels for the 2010 Summer Conference. Feel free to choose your desired own show sponsorship level as outlined on page 3. Depending on what's important to you, you can build a sponsorship package that meets your marketing needs. (Exhibitors are responsible for all fees assessed for their displays, booths, shipping and storage by the conference site. See Appendix A for details.)

<input type="checkbox"/>	Basic Exhibitor	(Multiple Sponsors)	\$ 650
<input type="checkbox"/>	Bronze Level Exhibitor	(Multiple Sponsors)	\$ 900
<input type="checkbox"/>	Silver Level Exhibitor	(Multiple Sponsors)	\$ 1,300
<input type="checkbox"/>	Gold Level Exhibitor	(Multiple Sponsors)	\$ 2,000
<input type="checkbox"/>	Platinum Level Exhibitor	(Multiple Sponsors)	\$ 2,500

Sponsorship Opportunities

Listed below is a complete selection of sponsorships for the 2010 Summer Conference. Feel free to choose your desired items/program/event to customize your own show sponsorship level as outlined. Depending on what's important to you, you can build a sponsorship package that meets your marketing needs. (Description of sponsorship opportunities found on page 3.)

<input type="checkbox"/>	Diamond Sponsor	(Single Sponsor)	\$ 15,000
<input type="checkbox"/>	Platinum Sponsor	(Single Sponsor)	\$ 10,000
<input type="checkbox"/>	Gold Sponsor	(Multiple Sponsors)	\$ 5,000
<input type="checkbox"/>	Silver Sponsor	(Multiple Sponsors)	\$ 3,000
<input type="checkbox"/>	Bronze Sponsor	(Multiple Sponsors)	\$ 2,000
<input type="checkbox"/>	Welcome Reception Sponsor	(Single Sponsor)	\$ 1,500
<input type="checkbox"/>	Conference Gift Bags	(Single Sponsor)	\$ 1,500
<input type="checkbox"/>	Conference Attendee / Vendor Tags	(Single Sponsor)	\$ 1,500
<input type="checkbox"/>	Conference Program	(Single Sponsor)	\$ 1,000
<input type="checkbox"/>	Conference Guest Speaker	(Multiple Sponsors)	\$ 950
<input type="checkbox"/>	Refreshments in the NCEA Exhibit Hall	(Multiple Sponsors)	\$ 250

Conference and Awards Program Advertising Opportunities

Listed below is a complete selection of program guide advertising opportunities for the 2010 Summer Conference. Depending on what's important to you, you can build an advertisement package that meets your marketing needs.

<input type="checkbox"/>	Logo Listing	(Multiple Sponsors)	\$ 20
<input type="checkbox"/>	1/4 page B&W ad	(Multiple Sponsors)	\$ 40
<input type="checkbox"/>	1/3 page B&W ad	(Multiple Sponsors)	\$ 50
<input type="checkbox"/>	1/4 page Color ad	(Multiple Sponsors)	\$ 60
<input type="checkbox"/>	1/3 page Color ad	(Multiple Sponsors)	\$ 80
<input type="checkbox"/>	1/2 page B&W ad	(Multiple Sponsors)	\$ 100
<input type="checkbox"/>	1/2 page Color ad	(Multiple Sponsors)	\$ 150
<input type="checkbox"/>	Full Page B&W ad	(Multiple Sponsors)	\$ 200
<input type="checkbox"/>	Full Page Color ad	(Multiple Sponsors)	\$ 250
<input type="checkbox"/>	Inside Front Color ad	(Single Sponsor)	\$ 300
<input type="checkbox"/>	Inside Back Color ad	(Single Sponsor)	\$ 300
<input type="checkbox"/>	Back Page Color ad	(Single Sponsor)	\$500

Note: Ad Deadline is June 1, 2010.

Representatives:

(First and Last Name Only)

Method of Payment

- Payment Enclosed Bill my agency, Purchase Order # _____
- Charge my credit card **(check one)** American Express Diners Club Discover MasterCard Visa

Credit Card#	Expiration Date	Card Verification# (3-4 digits from back of card)
Billing Address	City/State	Zip Code
Name on Card (use block letters)	Signature	

Mail Registration to:	Vendor registration 2010 – SC 8491 Hospital drive #316 Douglasville, GA 30134	Fax To:	(770) 573-2728
		For Inquiries Call:	(877) 468-2392

Please carefully read Pricing Sheet for details on pricing, vendor space, electricity and other important details. By submitting the Sponsor / Vendor Application you are agreeing to the details as they are listed. Please contact our staff for any concerns or specific requests.

NCEA Sponsor / Vendor Relationship Statement

NCEA considers our vendor/sponsor relationship as an integral part of our mission to deliver the highest quality of training to law enforcement officers throughout North America. As well as providing training, we feel that is equally essential to keep our members and attendees up to date on the latest equipment, products and services available to law enforcement. However, unique, high quality of training takes time, effort, coordination and funding. That's where great companies such as yours is able to play a vital role.

As a non-profit organization, NCEA is dedicated to keeping America's police officers, neighborhoods and streets safe for our families and children. That is why it is so important for us keep our expenses to a minimum. By doing so we are able to return funds back to our members in the form of high quality aggressive criminal enforcement training that is second to none, at a cost which is bottom dollar. By keeping our training priced very low, this allows more officers to attend the country's best training without putting undue stress on already stressed department budgets. In return, this frees up funds which departments can use to purchase products and services from you, NCEA Vendors and Sponsors.

Exhibitor

Bring your products and services to the NCEA Exhibit Hall. Interdiction Officers, agency heads along with their appointed purchasing agents, and other qualified buyers will gather in Mesquite, TX to see the current products for law enforcement, criminal justice, and corrections personnel that you have to offer. This tiered approach is designed to provide economy while giving the flexibility to modify each level to meet your needs. Priced per conference, this allows you to purchase what you need without having to expend your entire budget.

Basic Exhibitor (Multiple) \$ **650**

- One Vendor Booth Space (8 x 10)
- Line listing in conference program vendor section
- Banner space up to 2x4 in designated location

Bronze Level Exhibitor (Multiple) \$ **900**

- Premium Vendor Booth Space (8 x 10)
- Line listing in conference program vendor section
- 1/2 page advertisement in conference program
- Banner space up to 4x8 in designated location
- Company highlighted by brief description prior to one break.

Silver Level Exhibitor (Multiple) \$ **1,300**

- Double Vendor Space (8 x 20)
- Line listing in conference program vendor section
- 1/2 page color advertisement in conference program
- Banner space up to 4x8 in designated location
- Company highlighted by brief description prior to one break.

Gold Level Exhibitor (Multiple) \$ 2,000

- Premium Double Vendor Booth Space (8 x 20)
- Line listing in conference program vendor section
- 1/2 page color advertisement in conference program
- Banner space up to 4x8 in designated location
- Company highlighted by brief description prior to two breaks.
- One Gift Bag Goodie Insert.

Platinum Level Exhibitor (Multiple) \$ 2,500

- Premium Vendor Booth Space (8 x 20)
- Line listing in conference program vendor section
- 1 full page color advertisement in conference program
- Banner space up to 4x8 in designated location
- Company highlighted by brief description prior to three break.
- One Gift Bag Goodie Insert.

Sponsor

We are pleased to share the following sponsorship opportunities with you. These opportunities can be customized, if need be, to fit your company's individual needs and budget.

Diamond Sponsor (Single Sponsor) \$ 15,000

Opportunity to have company name, logo and booth number on screen at opening, general sessions; verbal recognition as conference sponsor during opening, general sessions, recognition on banner hung in performance hall; recognition as Diamond Sponsor on NCEA homepage with link to corporate homepage; recognition as sponsor in the Conference issue Life on the Edge News Letter; Gold Level Exhibitor Booth; full page ad on the back cover of the Conference Program; Inclusion of your company information in 3 of our scheduled e-blasts to over 6,000 potential and registered attendees. Prominent inclusion of your company logo in all pre-event marketing and advertising and on-site at the event on signage. Your company's logo will be displayed on sleeve of the conference staff shirts. 15 minutes of stage time during conference to present to attendees. Product/Service Video presentation up to 7 min during one break per day. Free vendor access to additional NCEA Events and classes.

Platinum Sponsor (Single Sponsor) \$ 10,000

Opportunity to have company name, logo and booth number on screen at opening and general sessions; verbal recognition as conference sponsor during opening and general sessions; recognition on banner hung in performance hall; recognition as Platinum Sponsor on NCEA homepage with link to corporate homepage; recognition as sponsor in the Conference issue Life on the Edge News Letter; Bronze Level Exhibitor Booth; full page color ad in the Conference Program; complimentary suite at the headquarters hotel which may be used as a hospitality suite. Inclusion of your company information in all of our scheduled e-blasts to over 6,000 potential and registered attendees. Prominent inclusion of your company logo in all pre-event marketing and advertising and on-site at the event on signage. 10 minutes of stage time during conference to present to attendees. Product/Service Video presentation up to 7 min during one break per day. Free vendor access to additional NCEA Conferences.

Gold Sponsor (Multiple Sponsors) \$ 5,000

Gold level exhibitor's space at Summer Conference or Bronze level exhibitors' space at all remaining 2010 conferences. Gold website sponsorship. Inclusion of your company information in 3 of our scheduled e-blasts to over 6,000 potential and registered attendees. Company mentioned in all pre-event marketing and advertising and on-site at the event on signage and logo listing in the conference program. Product/Service Video presentation up to 7 min during one break per day.

Silver Sponsor (Multiple Sponsors) \$ 3,000

Silver level exhibitor's space at Summer Conference or Bronze level exhibitors' space at Summer Conference and basic exhibitor's space at the Investigators Conference. Silver website sponsorship. Inclusion of your company information in 2 of our scheduled e-blasts to over 6,000 potential and registered attendees. Company mentioned on-site at the event on signage and logo listing in the conference program.

Bronze Sponsor (Multiple Sponsors) \$ 2,000

Bronze level exhibitor's space. Bronze website sponsorship. Inclusion of your company information in one of our scheduled e-blasts to over 6,000 potential and registered attendees. Company mentioned on-site at the event on signage and logo listing in the conference program.

Welcome Reception Sponsor (Single Sponsor) \$ 1,500

Welcome our attendees to Mesquite at the welcome reception held Tuesday evening. Your company will have an exclusive opportunity to display your products and speak to the attendees throughout the reception. Recognition on signage at event and performance hall as well as in Conference Program.

Conference Gift Bags (Single Sponsor) \$ 1,000

Signature bags given to each attendee at the conference at registration. This means they have a handy way to carry materials they pick up throughout the conference and beyond.

Conference Attendee / Vendor Tags (Single Sponsor) \$ 1,500

Put your company name on prominent display. Badge holders are given to all attendees at the conference.

Conference Program (Single Sponsor) \$ 1,000

Place your logo on the front of the conference program and your ad on the inside front page of the conference program that each attendee will use to guide their conference experience. This program will be in the hands of every attendee. Sponsor will also have their name and booth highlighted.

Conference Guest Speaker (Multiple Sponsors) \$ 950

Sponsor a conference speaker. Your company's logo will be displayed in the program next to the speaker's topic and name as a sponsor. Your company will be recognized when the speaker is introduced and your company will be recognized at the awards banquet.

Refreshments in the NCEA Exhibit Hall (Multiple Sponsors) \$ 250

Your company name will be printed on signage in the hall and recognition in the Conference Program.

Advertising

Logo Listing	(Multiple Sponsors)	\$ 20
1/4 page B&W ad	(Multiple Sponsors)	\$ 40
1/3 page B&W ad	(Multiple Sponsors)	\$ 50
1/4 page Color ad	(Multiple Sponsors)	\$ 60
1/3 page Color ad	(Multiple Sponsors)	\$ 80
1/2 page B&W ad	(Multiple Sponsors)	\$ 100
1/2 page Color ad	(Multiple Sponsors)	\$ 150
Full Page B&W ad	(Multiple Sponsors)	\$ 200
Full Page Color ad	(Multiple Sponsors)	\$ 250
Inside Front Color ad	(Single Sponsor)	\$ 300
Inside Back Color ad	(Single Sponsor)	\$ 300
Back Page Color ad	(Single Sponsor)	\$ 500

Frequently Asked Questions:

Why should you be a NCEA Sponsor / Vendor?

Supporting Law Enforcement on the Enforcement Level.

Regardless of whether they are federal, state, or local, our members are the “boots on the ground” on the war on drugs and crime. By risking their own safety to protect our families, schools, and homes from drugs, crime and terrorism; these dedicated and motivated men and women make incredible seizures and arrests daily. If there is anyone in law enforcement whom deserves your direct support, it’s these Heroes in uniform.

Drug Funds.

NCEA’s training programs are some of the top Criminal Interdiction programs in the United States. And unlike many other street level programs, Criminal Interdiction is the only portion of law enforcement which generally doesn’t cost the taxpayers’ money, but rather saves them money. Asset forfeitures, seized drug funds and more go into various types of “Drug Funds” to be used for direct enforcement efforts, thus reducing or sometimes eliminating the need for taxpayers’ dollars.

Unlike conferences where the attendees are patrol officers without purchasing authority, a large majority of our attendees have direct access to these drug funds, specialized budgets and discretionary funds. Many of our members have the authority to specify exactly what equipment and services to purchase which meets their needs, while others may have direct purchase authority. For example: At a recent conference an Interdiction Team supervisor (Sergeant) made a phone call for a PO and then placed a \$60,000.00 product order while standing at a vendor table.

Can I direct sell products?

Absolutely. While some attendees may be shopping for contract and departmental orders, almost all our attendees enjoy finding products which help them perform their daily duties more efficiently. Every year conference attendees spend thousands on ‘point of sale’ products. Regardless of your product, our members love to “cash and carry”. If you have a product which is hard to direct sale for whatever reason, such as firearms, many attendees will work out the details and will often pre-pay for products if the price is right.

Are there restrictions on the products I may sell?

Yes, if we have provided an exclusivity agreement certain products may not be sold. Additionally, no merchandise may be sold outside of the designated exhibitor areas. No one may sell products to attendees or guest unless they have contracted with the NCEA as an exhibitor. The sale of certain apparel will be restricted. Our Vendor Services Representative will contact you if there may be a conflict. Anyone found to be in violation will be asked to leave immediately and any registrations fees will be forfeited.

Wouldn't I do better at a Chief's or Sheriff's Conference.

Perhaps, if your selling administrative tools. However, if your product or service end-user is patrol or investigative tools, services or equipment, then there is no better place to advertise and display your product.

Can I have my products tested / evaluated by NCEA for endorsement?

NCEA does not and will not take position on which products or brands are better than others nor will we compare brands or products, unless they are both your products.

NCEA constantly strives to bring our members the best in training and equipment. To do this we often highlight products which we and our members feel have a direct influence on the daily operation and safety of officers everywhere. While we are not in the business of performing product reviews and generally do not "endorse" products or services, we do work closely with manufactures to examine, review and give feedback to companies wishing our opinions and that of our members.** If you have a product which you would like us to review, we will gladly review a product and honestly identify what we and our members see as pros and cons. For more information on having your product reviewed please contact our staff for information on product submission.

*** This should not be confused with support and endorsements given to our Preferred Corporate Sponsors. For NCEA to directly endorse a product, it must meet approval from the Board of Directors.*

Sponsor / Vendor Application Deadline: June 1, 2010

Sponsor / Vendor deadline is timed to allow for adequate space preparation and other planning needs. All vendors must check-in with the NCEA Staff upon arrival at the conference site. Any extensions must be approved on a case by case basis by the NCEA Vendor Services Staff or the NCEA Board of Directors. Payment is due by Sponsor / Vendor Application Deadline with exception of "merchandise in lieu of payment" in which a full itemized and approved list of merchandise must be submitted by the deadline. In this instance, payment of merchandise must be resolved upon arrival to conference site. Any late applications or payment risk forfeiture of vendor space.

IMPORTANT – PLEASE READ:

Due to requirements placed on NCEA by hosting facilities and conference centers it is important for all vendors to realize that NCEA may not be responsible for last minute changes in vendor booth placement, booth size or restrictions on items such as wall hangings and banners, etc. All efforts will be made to accommodate our vendors to the highest degree but final decisions on any conflicts will be made by NCEA.

1. Vendor space as defined includes one table and two chairs and approximately 10'x8' floor space. Vendor space is subject to change depending on venue space and facility requirements. Extra charges costs such as electricity, internet and phone access must be arranged with host facility and are not included in NCEA vendor fees. Extra tables/space must be requested prior to vendor deadline for each event.
2. Vehicles may be displayed as allowed by the host facility and may require special modifications or accommodations due to safety and fire codes. Additional fees may be required for display of vehicles; arrangement should be made through NCEA prior to deadline dates.

3. Website logo and link must be approved and arranged through the NCEA webmaster.
4. Banners must be pre-approved prior to conference and may be limited due to facility rules or requirements.
5. No merchandise may be sold outside of the designated exhibitor areas, unless it is during a sanctioned vendor sponsored event. The sale of certain apparel will be restricted. Our Vendor Services Representative will contact you if there may be a conflict. Anyone found to be in violation will be asked to leave immediately and any registrations fees will be forfeited.
6. All printed materials for conference programs must be approved, submitted and paid for prior to print deadline for each individual event. NCEA reserves the right to modify size and placement as necessary.
7. Donations of merchandise in lieu of cash payment may be accepted on a case by case basis. This must be approved prior to Vendor Application Deadline and must include an itemized list of products and their retail value. Cost for product is base+10% in wholesale value. Products must be unisex and unisexed.

All details are subject to prior approval of NCEA, Inc and its Board of Directors. NCEA reserves the right to limit or change any details as necessary with or without prior approval. Special concerns or needs should be addressed prior to vendor application deadline or as soon as reasonably possible.

***Have Vendor related questions?
Contact an NCEA Representative***

Toll Free: 877.468.2392
Office: 770.919.0314
Email: info@ncea314.com

VENDORS MAY PRE-REGISTER ON TUESDAY, JUNE 15, 2010 FROM (1700 – 2000)

VENDORS MAY NOT SET-UP BOOTHS UNTIL 0900 WEDNESDAY, JUNE 16, 2010

NCEA Cancellation Policy: All cancellations must be made in writing and are subject to the refunds listed hereafter based on amount of notice provided to the NCEA: 100% refund prior to 45 days; 90% refund between 45 days and 30 days; 75% refund between 29 days and 15 days; 50% refund between 15 days and 48 hours; no refunds 48 hours until event.