



Exhibitor Newsletter

2010 Annual Conference & Exhibition

June 26-30, 2010

National Sheriffs' Association

February 2010

SCHEDULE OF EVENTS

Exhibitor Registration

Friday, June 25	12:00 - 5:00
<i>(Vehicle registration only)</i>	
Saturday, June 26	8:00 - 5:00
Sunday, June 27	8:00 - 5:00
Monday, June 28	8:00 - 4:30
Tuesday, June 29	9:00 - 5:00

Exhibitor Set-Up

Friday, June 25	12:00 - 5:00
<i>(Vehicle move in only)</i>	
Saturday, June 26	8:00 - 5:00
Sunday, June 27	9:00 - 5:00

Exhibition Hours

Monday, June 28	10:30 - 3:30
Tuesday, June 29	12:00 - 5:00

*****It is our goal to make this conference as successful as possible for all exhibitors. Please share this information with ALL individuals who will be representing your company.*****

The National Sheriffs' Association welcomes you to our 70th Annual Conference & Exhibition in Anaheim, California.

The Opening Session will be held Monday, June 28 at 8:30 a.m. We will make every effort to end this session prior to 10:30 a.m., however, we will not officially open the hall until the session has concluded. Exhibitors are welcome to attend the Opening Session.

Please take note of the exhibition hours. We want to make this show a valuable investment for your company. Thank you for your support and participation.

**Anaheim Convention Center
Anaheim, California**



Paid in Full?

For all companies with an outstanding balance on booth space, please submit payment by April 1st.

Failure to remit payment by the deadline will result in forfeiting your booth space.

If you need to make alternate payment arrangements, please contact Aimee Welch at 703-838-5341.

Housing Information

The Headquarters hotel for the 2010 Annual Conference will be the Anaheim Marriott, with the optional hotel, Anaheim Hilton. Both hotels are adjacent to the Convention Center.



Housing reservation forms can be found in all upcoming issues of *Sheriff* magazine or online by going to www.sheriffs.org.

NOTICE: Unauthorized Company Soliciting Housing for Annual Conference

Several members and exhibitors have reported receiving telephone solicitation calls this week from personnel who say they are associated with **Conventional Housing, HDMC Group or Exhibitor Logistics** in connection with housing for 2010 NSA Annual Conference & Exhibition in Anaheim, June 23-30.

Conventional Housing, HDMC Group and Exhibitor Logistics **has not** been authorized by NSA to provide housing for our meeting.

As is always the case, NSA has secured a housing block providing convenient and discounted room rates for those who attend the NSA Annual Conference & Exhibition. NSA's authorized Housing Company is THE HOUSING CONNECTION, located in Salt Lake City, Utah.

Furthermore, members and exhibitors should know that booking outside the block exposes host organizations like NSA to potentially severe financial penalties arising from hotel attrition clauses. The hotels included in our housing block also contribute financially to underwriting important elements of our annual meeting and we think you agree that they deserve our full support.

Service Kits

Service Kits will be made available from Brede Exposition Services in April. Kits include information on drayage, ordering of tables, chairs, electricity, labor, and lead retrieval.

Are You Registered?



The deadline to register for Exhibitor badges is June 1, 2010. To receive your 4 complimentary badges per 10'x10' space you **MUST** pre-register. You will receive an e-mail from The Housing Connection with information on registering for badges online or you may complete the attached form and fax it to 801-355-0250 .

NOTE: Extra badges purchased prior to June 1st are \$10.00 each. All badges purchased on-site will be charged \$20.00.

We cannot accept badge forms after the deadline.

Be a Sponsor!

Sponsorships are a great way to get your company name recognized and increase your exposure to attendees. NSA offers many opportunities for the Annual Conference. If you are interested in becoming a sponsor, please contact Karen Killpack, Director of Sales, Exhibits & Corporate Relations, (800)424-7827 ext. 331.

New Opportunity for Increased Exposure

NSA will be promoting a new exhibit hall drawing this year. These drawings will give our attendees the chance to win \$1,000 checks for their *Agency* to either donate to their favorite charity or purchase items they need for their office.

This opportunity will be heavily promoted to our attendees which means those companies who participate will have increased visits to their booth, company name in the program, Sheriff magazine, on our NSA web site and on the certificate attached to the check. All participants are welcome to be present when the drawings take place and the checks are distributed. The drawings will be held in the exhibit hall, late Tuesday afternoon, June 29 and all winners must be present to win.

We will be asking for minimum donations of \$100 with a maximum donation of \$1,000. Specific details of this new event will be coming soon.

Attendee List

We will have a pre/post-attendee list available for \$200. The pre-attendee list will go out via email approximately three weeks prior the conference. A post list, including all attendees will be emailed the week following the conference.

A detailed explanation of this new benefit along with order form will be available this Spring.

Advertising Opportunities



NSA offers two great advertising opportunities for exhibitors:

Sheriff Magazine

Buyers Guide/Annual Conference
Space Reservations Due: April 1
Materials Due: April 15

Deputy and Court Officer Magazine

Spring 2010
Space Reservations Due: April 29
Materials Due: May 13

Official Conference Program

Insertion Due: April 2
Materials Due: April 30

If you have any questions or would like more information on advertising opportunities, please contact Susan Crow, Director of Publications & Marketing, at 800-424-7827 ext. 335.

Corporate Partnership

NSA offers three levels of Corporate Partnerships, Silver, Gold, and Platinum. This program was designed to help increase your visibility to Sheriff's across the U.S. through website articles, press releases, discounted booth space, advertising, CD-ROM of the Annual Sheriffs' Directory, use of the NSA Corporate Partner Logo, just to name a few.

It isn't too late – join today and SAVE!

To become a Corporate Partner, please contact Karen Killpack, Director of Sales, Exhibits & Corporate Relations, at 800-424-7827 ext 331 or kkillpack@sheriffs.org

Questions?

Please contact us if you have any questions. We want to make this conference a success for both exhibitors and attendees.

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