



Exhibitor Newsletter

2010 Annual Conference & Exhibition

June 26-30, 2010

National Sheriffs' Association

May 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.*****

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 26-30.

Conventional Housing, HDMC Group or 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.

NSA will address this unfortunate conduct directly with **Conventional Housing, HDMC Group or Exhibitor Logistics**. We apologize for any confusion their actions may have caused you.

**Anaheim Convention Center
Anaheim, California**



Paid in Full?

For all companies with an outstanding balance on booth space, invoices are being included with this newsletter. Please make your payment as soon as possible.

Companies who are not paid in full by June 1st will risk forfeiture of any money paid and loss of their assigned 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.

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

Service Kits

Service Kits have been sent electronically from Brede Exposition Services. Kits include information on drayage, ordering of carpeting, tables, chairs, electricity, labor, and lead retrieval.

If you have not yet received your kit, please contact Brede Expo Services at 602-275-5900.

Please be advised outside service contractors have contacted some exhibitors, NSA only works and has a contract with Brede Expo Services.

Are You Registered?

The deadline to register for Exhibitor badges is **June 1, 2009**. 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.

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.*****

New Opportunity for Increased Exposure

We would like to offer you an opportunity to increase traffic flow to your booth, increase your company exposure via our Conference Program, Special Edition of Sheriff magazine and on NSA's website. How? Simple, by participating in a new exhibit hall drawing for our attendees, an Agency Contest. An opportunity for a law enforcement office, as opposed to an individual, to win a \$1,000 check on behalf of exhibitors to donate to their favorite charity or purchase much needed equipment or services.

Donate from \$100 minimum to \$1,000 maximum (\$100 increments). Winners will receive a certificate listing the contributing company/companies for that particular \$1,000 drawing. The Drawing will be held Tuesday, June 29, at 4:00 p.m. in the Classroom in the Hall located in the rear of the exhibit hall. Winners must be present to receive their certificate which provides company representatives a photo opportunity.

Please see attached form.

Be a Sponsor!

Sponsorships are great ways to get your company name recognized and increase your exposure to attendees. NSA offers many opportunities for the Annual Conference. Please see the attached form to view available sponsorships.

If you are interested in becoming a sponsor, please contact Karen Killpack, Director of Sales, Exhibits & Corporate Relations, (800)424-7827 ext. 331.

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

Attendee List

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

If interested in purchasing the pre/post-attendee list, please fill out the attached form and fax to 703-838-5349.

Questions?

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

Karen Killpack

Director of Sales, Exhibits & Corporate Relations
800-424-7827 ext. 331
kkillpack@sheriffs.org

Aimee Welch

Conference & Exhibit Specialist
800-424-7827 ext. 341
awelch@sheriffs.org

**NSA Program
Highlight**

911 Cell Phone Bank

NSA and NATI (National Association of Triad's) have partnered with the 911 Cell Phone Bank in an effort to supply seniors with no cost emergency phones. The program helps to support the NSA led program that works to reduce crime committed against our nation's older adults through education, volunteers, and programs and services to law enforcement and older adults.

Benefits of your cell phone donation:

- Supports the combined national effort of NSA and Triad to provide no cost emergency phones to older adults and victims of domestic violence
- Great PR value for your company or organization and exposure for promoting older adult safety
- Helps fund social programs nationwide
- Provides the critical link between Law Enforcement and someone in trouble
- Reduces the number of cell phones that end up in our landfills

We encourage you to support this vital program by recycling your company's old cell phones. NSA will have cell phone collecting bins located at the entrance of the Exhibit Hall and also at the Registration areas.

If you are unable to bring your donations to the conference or have many phones to donate, you may download a pre-paid shipping label by visiting www.911cellphonebank.org.

For more information regarding the 911 Cell Phone Program please contact Edward Hutchison at 800/424-7827 x326, or Darlene



ATTENDEE LIST ORDER FORM

2010 NSA ANNUAL CONFERENCE & EXHIBITION

NSA will provide exhibitors with a **partial pre-attendee list** which will be emailed approximately three weeks prior to our conference and **post attendee list** emailed within several weeks following the close of conference.

Company Name: _____

Representative: _____

Phone: _____ Fax: _____

Email: _____

Cost: \$200

Payment Options:

- Please Invoice Check Enclosed
 Please charge credit card (fill out information below.)

Card #: _____

Exp Date: _____ Name on Card: _____

Signature: _____

BOOTH SPACE MUST BE PAID IN FULL BEFORE LIST WILL BE EMAILED

FAX to 703.838.5349

Questions? Contact:

Karen Killpack
Director of Sales, Exhibits & Corporate Relations
kkillpack@sheriffs.org
703.838.5331

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