



**2018**

# **Professional Development Training Seminar**

## **SPONSORSHIP / VENDOR / EXHIBITOR OPPORTUNITIES**

The Maryland Chiefs of Police Association (MCPA) and The Maryland Sheriffs' Association (MSA) will host their Annual Professional Development Training Seminar and Vendor Show at the Clarion Resort Fontainebleau in Ocean City, Maryland on September 9-12, 2018. ***We would like to invite you to be one of our great sponsors!***


We work tirelessly on behalf of our members and our communities in several critical areas: Legislative and Legal Advocacy, Training and Member Services. Our active engagement on issues of public safety policy has allowed the associations to effectively shape legislation that impacts legal, social, and budgetary issues. MCPA & MSA are recognized as the voice of law enforcement advocacy on behalf of local law enforcement in Maryland. MCPA & MSA provides contemporary training to law enforcement leaders statewide, ensuring our members remain current on leading issues as well as preparing the next generation of Maryland's law enforcement executives.

MCPA/MSA's Annual Professional Development Training Seminar is the associations' flagship event and the premier annual conference in the law enforcement community in Maryland. The four-day conference brings together more than 350+ leaders in law enforcement with industry partners for amazing networking opportunities, educational sessions, awards ceremonies and a marketplace showcasing the products and services of over 66 exhibitors.

For you and your company, it's the ideal platform to show your support for the most influential community of law enforcement decision makers in Maryland. As a sponsor, you will have direct access to top level law enforcement executives who have come together to train and learn about the latest developments in public safety products and services.

Sponsorship of the MCPA/MSA Professional Development Training Seminar will showcase your company's commitment to the broader law enforcement community and bring your brand and message to life. It also puts your business in the company of major organizations who truly understand the impact and reach that MCPA & MSA can provide you with.

We are always working hard to insure that our sponsors, vendors and exhibitors are getting the best experience possible at our Seminar and Vendor Show. **For our 2018 Seminar and Vendor Show we have made some significant enhancements that we believe you are going to like!** We are moving our vendor show down to the lower level ballroom and lobby area in the conference center at the Clarion Resort in Ocean City, where everyone will be together in one area! By doing this we are sacrificing a few vendor/exhibitor spaces but we believe that this will be beneficial to you, and that is important to us! **We are also excited to announce that vendor exhibitor time will now span THREE days, Sunday evening through Tuesday afternoon!**

 **Additionally, we will be inviting agency quartermasters and purchasing agents from all over the state to the vendor show on Monday.**

## SPONSORSHIP OPPORTUNITIES

- \$15,000.00 Installation Banquet Sponsor**, Wednesday evening. Logo on all printed seminar materials as well as signage at the Banquet. Table for eight (8) at the banquet and the opportunity to address the membership during the Banquet for ten (10) minutes. One premium vendor/exhibitor booth. Company logo and link on MCPA website as an Association “premier” sponsor for one year. 30 second sponsor video (provided by Sponsor) to be played four (4) times, just prior to the Banquet, Opening Session and the beginning of two sessions during the Seminar. Full page ad/article in MCPA Newsletter. The Banquet is a “business attire function.” **(Sponsor Exclusivity)**
- \$7,500.00 Lunch Sponsor** for Monday or Wednesday. Signage at event, logos on all printed materials for seminar. Four (4) company representatives to attend lunch with an opportunity to address attending members for five (5) minutes during lunch. One premium vendor booth, company logo and link on MCPA website as an Association sponsor for one year. 30 second sponsor video (provided by Sponsor) to be played two (2) times, at the beginning of the lunch session and one time during a subsequent session during the Seminar. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter. **Limited to two sponsors, exclusivity at each luncheon)**
- \$7000.00 Official Hotel Key Cards (exclusive to 1 sponsor)** Get your company information in the hands of every person staying at the host hotel. Sponsorship includes: Custom hotel key card with your company name and logo distributed to all registered guests at the Clarion Hotel & Resort. One premium vendor booth, a 1/2—page ad in the conference program and company logo on our sponsor list. Insert a piece of product literature, product CD or giveaway item into conference attendee bags. Bags are given to all MCPA/MSA Professional Development Training Seminar attendees. This is great for announcing a promotion, giveaway or contest at your booth. Sponsor is responsible for providing literature and any shipping costs. 1/2—page ad or article in the Maryland Law Enforcement News & Information Newsletter.

- \$4000.00 Sponsor of the Conference App** for smart phone / tablet devices utilized by all Seminar attendees with your company name on the home page of the conference app with agreed upon recognition for your company such as “This app powered by YOUR COMPANY” or your company logo. Two push notifications on the conference app to all conference attendees from YOUR COMPANY with agreed upon messaging. **One premium vendor booth**, company logo and link on MCPA website as an Association sponsor for one year. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter.
- \$3,500.00 Presidents’ Reception** (Sunday evening). Company signage at reception area stating that the reception is sponsored by YOUR COMPANY, logo on all seminar printed materials, two (2) company representatives invited to meet and greet attending members as they arrive for the reception and during reception. The reception is held in the vendor area and your company would be highlighted with signage throughout the event area. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter.
- \$3000.00 Conference Bags** This is your company’s opportunity to gain exposure during the show, as well as afterward by providing a conference bag. Give your attendees a useful souvenir they will hold on to and reuse time after time. If sponsor wants to provide a gift in addition to the bag, sponsor is responsible for providing gift. Sponsorship includes standard vendor/exhibitor booth space, a 1/2 page ad in the conference program and company logo on our sponsor list.
- \$2,500.00 Incoming President’s Reception** (Tuesday evening). Company signage at reception area, logo on all seminar printed materials, two (2) company representatives invited to meet and greet attending members during Reception. *This sponsorship will also be a “Sponsor” for the Chiefs’ & Sheriffs’ Boardwalk Plunge to benefit Maryland Concerns of Police Survivors & Special Olympics Maryland with \$1000 of this \$2500 sponsorship going to these worthy charities. (Limited to four sponsors)* **Three Remaining**
- \$2000.00 Lanyard Sponsorship (exclusive to 1 sponsor)** Place your company logo and/or name on the official conference lanyard worn by every attendee. Logo on all Seminar printed materials. Insert a piece of product literature, product CD or giveaway item into conference attendee bags.
- \$1750.00 Social Networking Sponsor** Logo on all seminar material, signage at Social Networking hospitality room for Sunday, Monday, Tuesday and Wednesday evenings. Two (2) company reps to meet and greet members at social networking hospitality room. *(Limited to four sponsors, co-sponsoring each evening . One sponsor can have exclusivity for \$5,000 which would include one standard vendor/exhibitor booth)* **Three Remaining**

- \$1,500.00 Break Sponsor** Logo on all Seminar printed materials. Company poster at assigned morning or afternoon breaks with logo and the opportunity for two (2) company representatives to be present during morning or afternoon break and set up a display in the break area to meet and greet members.  
**(Limited to four sponsors, exclusivity at each break) Three Remaining**
- \$1,000.00 General Seminar Sponsor** Logo posted on all printed materials to include signage at seminar venue and registration materials.
- \$500.00 Registration Gift** Welcome every MCPA/MSA Professional Development Training Seminar attendee with a gift upon Registration. Sponsor is responsible for providing gift and any shipping costs. Sponsorship includes 1/4 page ad in the conference program and flyer in attendee bag, two tickets to the Presidents Reception and Dinner.
- \$250.00 Attendee Bag Insert & Program Ad** (*unlimited sponsorships*)  
Insert a piece of product literature, product CD or giveaway item into conference attendee bags. Bags are given to all MCPA/MSA Professional Development Training Seminar attendees. This is great for announcing a promotion, giveaway or contest at your booth. Sponsor is responsible for providing literature and any shipping costs incurred.

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## VENDOR / EXHIBITOR OPPORTUNITIES

***Our vendor / exhibitor pricing for 2018 will be as follows:***

- ◆ Standard booth 8' X 8' with pipe and drape, one 6' draped table and chair, floor is carpeted - includes one exhibitor/vendor representative - **EARLY BIRD SPECIAL \$875.00** prior to June 1st . The fee increases to **\$1000** after June 1st.
- ◆ Additional representative at booth **\$300** each (everyone will be credentialed for admittance)  
***This fee includes access to all conference events, meals and social networking opportunities***
- ◆ Premium booth situated next to refreshment and food areas **\$275** additional (Only eight available)

The total number of vendors/exhibitors is limited to 66 and registrations will be accepted on a first come, first served basis. Based on your feedback, we are opening our registration up early so you can plan your calendar accordingly. ***We expect these spaces to sell out fast, so please don't delay in signing up....last year we sold out quickly!***

Other custom tailored opportunities exist for sponsorship if these sponsorship levels do not meet your needs. These opportunities can be arranged by contacting either the Executive Director of the MCPA/MSA Associations', John Newnan at [jnewnan@jhu.edu](mailto:jnewnan@jhu.edu) 410-516-9873 or Seminar Chair, Chief Teresa Walter at [twalter@havredegarcmd.com](mailto:twalter@havredegarcmd.com) 410-939-2121