



**2021**

# **Professional Development Training Seminar & Exhibitor Show**



## **SPONSORSHIP / EXHIBITOR OPPORTUNITIES**

The Maryland Chiefs of Police Association (MCPA) and The Maryland Sheriffs' Association (MSA) will host their Annual Professional Development Training Seminar and Exhibitor Show at the Clarion Resort Fontainebleau in Ocean City, Maryland on **October 17-21, 2021**. *We would like to invite you to be one of our great exhibitors and/or sponsors! General Registration is NOW OPEN!*

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 & Exhibitor Show is the Associations' flagship event and the premier annual training seminar in the law enforcement community in Maryland. The four-day training seminar and exhibitor show 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 70 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 hope that you will consider supporting our great Associations through one of the many sponsorships offered on the following pages!

**WE HAVE SEVERAL NEW SPONSOR AND EXHIBITOR OPPORTUNITES THIS YEAR! SEE ALL OF THE INFORMATION ON THE FOLLOWING PAGES!**

We are always working hard to insure that our sponsors and exhibitors are getting the best experience possible at our Seminar and Exhibitor Show and we listen to your comments and take them to heart! As a result of your comments and suggestions, we moved our exhibitor show down to the lower level ballroom and lobby area in the conference center at the Clarion Resort in Ocean City, where everyone was together in one area and that has been a great success. We also expanded the vendor exhibitor time to **THREE** days, Sunday evening through Tuesday afternoon and in 2021, we will once again be inviting quartermasters, purchasing agents and others not attending the Seminar down to meet with our great exhibitors on Tuesday! At our last event, a number of exhibitors asked for a “**Exhibitor Passport**” program to drive attendees to their booths and we are instituting that this year as well!



## SEMINAR 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 exhibitor booth with two sponsor representative attendees. Company logo and link on MCPA website as an Association “premier” sponsor for one year. 60 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)** *(Includes attendee bag insert)*

**\$10,000.00 Seafood Feast Sponsor**, Monday evening. Logo on all printed seminar materials as well as signage at the Seafood Feast. Table for six (6) at the event and the opportunity to address the membership during the event for ten (10) minutes. One premium exhibitor booth with two sponsor representative attendees. 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 two (2) times, just prior to the Seafood Feast and the beginning of one general session during the Seminar. Full page ad/article in MCPA Newsletter. The Seafood Feast is a “casual attire” function. **(Sponsor Exclusivity)** *(Includes attendee bag insert)*

**\$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 or before a general session. One premium exhibitor booth, with 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)** *(Includes attendee bag insert)*

# SPONSORSHIP OPPORTUNITIES

- \$7500.00 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 exhibitor booth with company logo and link on MCPA website as an Association sponsor for one year. 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. *(Includes attendee bag insert)*
- \$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 standard exhibitor booth, one representative attendee, 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.
- \$3500.00 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 exhibitor booth space, company logo on our sponsor list, and 1/2 page ad/article in the weekly Maryland Law Enforcement Newsletter.

# SPONSORSHIP OPPORTUNITIES

- \$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) TWO SPOTS APROPRIATED—TWO 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 or one sponsor with exclusivity for \$5000.)**
- \$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) TWO REMAINING**
- \$1,000.00 General Seminar Sponsor** Logo posted on all printed materials to include signage at seminar venue and registration materials. Sponsorship includes 1/4 page ad / article in Maryland Law Enforcement News & Information Newsletter. *(Includes attendee bag insert)*
- \$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 /article in Maryland Law Enforcement News & Information Newsletter and two tickets to the Presidents Reception and Dinner.
- \$250.00 Attendee Bag Insert (unlimited sponsorships)**  
Insert a piece of product literature or product CD 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.

# EXHIBITOR OPPORTUNITIES

***Our exhibitor pricing for 2021 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.
- ◆ **NEW THIS YEAR!** To address the significant waiting list we had for exhibitors last year, in collaboration with the conference center, this year we have made spaces available in the mezzanine area of the hotel. There are only eight spaces available in this location. Deserts for the reception Sunday evening and the lunches on Monday and Tuesday will be served in this area. This area is directly outside of the classroom area for the training sessions. Since this is slightly away from the main exhibit area, the **EARLY BIRD SPECIAL** for these booth spaces is **\$825**. The fee increases to \$925 after June 1st.
- ◆ Additional representative at booth **\$300** each (everyone will be credentialed for admittance) ***This fee includes access to all conference events for the entire week, meals and social networking opportunities***
- ◆ Premium booth situated next to refreshment and food areas **\$275** additional (Only fourteen available)
- ◆ **NEW THIS YEAR** exterior, “add-on” exhibitor space for display vehicles/ large equipment adjacent to the conference center. ***Must have an interior exhibitor space.*** Each space approximately 30' X 12' - **\$200**
- ◆ Participate in the **Exhibitor Passport**—Attendees will be provided a card with participating exhibitor names on the “Passport.” Attendees that participate get their Passport stamped by participating exhibitors in order to win a high-end prize. This is designed to drive traffic directly to your exhibitor space. The cost for this option is **\$100** for participating exhibitors

The total number of exhibitors is limited to **78** and registrations will be accepted on a first come, first served basis. Based on your feedback, we opened our registration up early so you can plan your calendar accordingly. ***These spaces are selling fast, so please don't delay in signing up....last year we sold out quickly and we had an extensive waiting list!***

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@marylandchiefs.org](mailto:jnewnan@marylandchiefs.org) 667-314-3216 or Seminar Chair, Chief Teresa Walter at [twalter@havredegracemd.com](mailto:twalter@havredegracemd.com) 410-939-2121