

21st ANNUAL

POLICE TREXPO®

THE LAW ENFORCEMENT EXPO

2011 Exhibitor Prospectus



**POLICE
MAGAZINE
ADVERTISERS
SAVE 10%!**

POLICE-TREXPO East

August 10-12, 2011

Dulles Expo & Conference Center, South Hall
Chantilly, VA

Conference: August 10-11, 2011

Expo: August 11-12, 2011

Range Day: August 10, 2011

"This was, no doubt, the best money I have ever spent. I made some sales and a ton of good contacts. I continue to get inquiries from the show. The wholesale customers that I picked up at the show continue to re-order."

—Howard Horwitz, Tatjacket CEO, Simi Valley, CA

Lead Media Sponsors



General Show Sponsors



Host Agency



Endorsed by



Seize the Power of POLICE-TREXPO!

Since 1990, POLICE-TREXPO has been the definitive U.S. event for tactical training, equipment, technology, and services for law enforcement, military, security, and federal agencies. One of the key success factors for this event is that we leverage POLICE Magazine and its targeted coverage for law enforcement professionals in addition to utilizing an advisory commit-

tee that walks the talk. That combination provides the most affordable and comprehensive educational program possible. Not to mention one of the largest exhibit halls focused on products and solutions for tactical response professionals. And being back at the Dulles EXPO & Conference Center makes this event more cost effective for all!



Why Exhibit?

- ★ Reach decision-makers and their direct reports who have real purchasing power.
- ★ Raise your brand awareness.
- ★ Create maximum exposure for your products and services.
- ★ Increase product loyalty.
- ★ Generate highly qualified sales leads.
- ★ Cultivate and strengthen your customer relationships.
- ★ Build relationships with an engaged and committed group of buyers who can become your clients and prospects if they aren't already.

Who Should Exhibit?

Any company that sells or manufactures equipment, products and services used by police, law enforcement, military, federal, tactical medicine, campus safety and security agencies. Products showcased include (but are not limited to):



- ★ Administration
- ★ Body Armor & Personal Protection
- ★ Communications
- ★ Computers & Software
- ★ Distributors
- ★ Emergency
- ★ Identification
- ★ Investigation
- ★ Personal Equipment
- ★ Security
- ★ Surveillance
- ★ Tactical Gear
- ★ Tactical Medicine
- ★ Traffic Enforcement
- ★ Training
- ★ Uniforms
- ★ Vehicles & Accessories
- ★ Weapons & Ammunition
- ★ And much more!

The POLICE Magazine Advantage

POLICE *Magazine* has a 30-year respected track record of generating results in the law enforcement market. Between the magazine (which has the highest paid circulation among all law enforcement magazines) and its website, www.PoliceMag.com, we reach nearly 300,000 sworn members of the law enforcement market every month!

National Marketing and Promotions Campaign

- ★ Targeted direct mail campaign to key personnel within a key demographic area.
- ★ National advertising in POLICE *Magazine*, Police & Security News, Tactical Response, CounterTerrorism, Law Enforcement Product News, The Tactical Edge, and other select industry publications.
- ★ E-marketing to PoliceMag.com and east.TREXPO.com visitors and to e-newsletter subscribers.
- ★ Marketing campaigns to endorsing associations including NTOA, IACSP and USAPI.
- ★ E-marketing to key personnel of the law enforcement community.
- ★ Broadcast faxes.

Meet a Highly Motivated Buying Audience

Unlike other events that are demonstration shows only, POLICE-TREXPO attendees can order or purchase the equipment they need right on the show floor. POLICE-TREXPO attendees are motivated!

Envision how 200 agencies and over 1500 key decision-makers can impact your business. No other event and no other medium puts you in touch with so many law enforcement and tactical response decision-makers at so little cost.

Meet Attendees with These Ranks

- ★ Chiefs/Sheriffs
- ★ Assistant Chiefs
- ★ Captains
- ★ Commanders/Team Leaders
- ★ Lieutenants
- ★ Sergeants
- ★ Supervisors/Department Heads/Managers
- ★ Security Directors
- ★ Directors of Public Safety
- ★ Detectives/Investigators/Inspectors
- ★ Armorers/Rangemasters
- ★ Firearms and Defensive Tactics Instructors
- ★ Hostage Negotiators
- ★ K-9 Handlers Special
- ★ Agents and Agents in Charge
- ★ Patrol and Corrections
- ★ Officers Purchasing Agents

...From These Departments and Agencies

- ★ Big city and small town municipal departments
- ★ Sheriff departments
- ★ Federal agency local branches
- ★ Corrections departments/facilities
- ★ Foreign embassies
- ★ Training academies
- ★ Investigation and forensics
- ★ District attorney and state attorney general offices
- ★ Military units including special operations, intelligence, combat arms, procurement, R & D, and counter-drug
- ★ Executive protection, risk management, and private security
- ★ K-12 school, university and hospital campus safety departments

...That Have Buying Power!

Over 60% of POLICE-TREXPO attendees influence, recommend, specify and purchase your products and services!

Purchasing authority as it relates to products exhibited at POLICE-TREXPO:



"I made several strong contacts with L.E. Agencies and Universities interested in our products. I was able to brief some international prospects too."

—Tim Shook, Dir. of Marketing for HLS & Law Enforcement, General Dynamics IT, Waynesville, NC

Top 10 Reasons to Exhibit at POLICE-TREXPO East

10. Sell your products right on the show floor! Attendees are excited to see new products and services and buy your items. Offer a special on show site and watch your sales soar!

9. Free marketing opportunities to add to your exhibiting experience and maximize your ROI! Send a special customized invitation to your best customers. Let them know you'll be at the show with easy-to-use marketing opportunities!

8. Attendees from all over the Mid-Atlantic region drive-in to see your products and services! The Dulles Expo & Conference Center is an easy commute and close to Washington D.C., Maryland, Virginia, and Pennsylvania!

7. Your competitors will be there, you must be there too! Upgrade to a sponsorship to stand out!

6. Free opportunity to demo your products at the

Wednesday evening Range Day event! New evening hours with free dinner will bring in more attendees who want hands-on time with your products!

5. Become a Friend of POLICE-TREXPO! Enter the banner contest to win a free booth for next year. Put an easy-to-post banner advertisement on your company Web site to promote your participation at the show!

4. Dulles Expo & Conference Center is a non-union facility which means easy, low cost move-in and set-up!

3. Free parking! The Dulles Expo & Conference Center has plenty of free parking and is a quick walk from our Headquarters hotel, Holiday Inn Select Chantilly!

2. Sign up for a special booth package to enhance your booth space and save money!

1. Priceless face-to-face time with top decision makers from law enforcement, military and private security!

Sponsorships and Exhibit Booth Pricing



- ★ 10' x 10' pipe and drape booth
- ★ 44" x 7" booth identification sign
- ★ Company listing in official event guide
- ★ Complete list of POLICE-TREXPO attendees post-event
- ★ Free demo of permissible products in the live-fire Range Day
- ★ Company listing on the official show web site, east.TREXPO.com
- ★ Opportunity to advertise in the official event guide
- ★ A 10% discount on ads placed in the event issue of *POLICE Magazine*
- ★ Opportunity to purchase a discounted booth package for carpet and furnishings

...All for just \$1,499

Exhibit space and sponsorships are limited. Reserve Today! Contact Leslie Pfeiffer (West Coast) at 480-367-1101, leslie.pfeiffer@policemag.com or Susan Freel (East Coast) at 920-397-7570, susan.freel@policemag.com. For questions or additional information, please call 800.576.8788 or visit east.TREXPO.com.

"Well qualified leads and buyers responsible for procurement within local and Federal Law Enforcement."
—Matthew S. Wolfe, VP Sales, INFORCE, North Kingstown, RI

2011 Sponsorship Information

Set Your Sights on the Right Package for Your Company!
Whether you take exhibit space or opt for maximum exposure with a value-added sponsorship, POLICE-TREXPO has the perfect way for you to show and sell.

Gold Sponsorship

The highest designation possible, a Gold Sponsorship provides maximum exposure to our influential audience.

- ★ 20'x20' booth space
- ★ Eight (8) Full Conference Passes
- ★ Prominent inclusion of your company logo in all pre-event marketing and advertising and on-site at the event on signage
- ★ 4-color, full page advertisement in the event guide (cover positions)
- ★ POLICE-TREXPO Web site banner ad
- ★ Collateral insert in Expo Bag
- ★ Inclusion of company information in 2 of our scheduled e-blasts to over 15,000 potential and registered attendees

Silver Sponsorship

- ★ 10'x20' booth space
- ★ Six (6) Full Conference Passes
- ★ Prominent inclusion of your company logo in all pre-event marketing and advertising and on-site at the event on signage and in the official event guide
- ★ Full page advertisement in the event guide (b/w)
- ★ Collateral insert in Expo Bag

Bronze Sponsorship

- ★ 10'x10' booth space
- ★ Four (4) Full Conference Passes
- ★ Company mention in all pre-event marketing and advertising and on-site at the event on signage and logo listing in the official event guide
- ★ Collateral insert in Expo Bag

A-La-Carte Sponsorships and Event Guide Advertising

- ★ Exclusive Show Bags (incl. 1 insert) \$3,195
- ★ Lanyards \$1,995
- ★ Event Guide Cover Page Ad (4/Color) \$1,250
- ★ Badge Holder Insert \$1,995
- ★ Attendee Epromo..... \$1095
- ★ Event Guide Full Page Ad (b/w) \$795
- ★ Website Banner Advertising \$495
- ★ Shared Exhibit Hall Reception (limited to 4) \$495 each
- ★ Coffee Breaks (Full Day: Mon. or Tue.) \$495 each
- ★ Event Guide Half Page Ad (b/w) \$395
- ★ Event Guide Directory Listing Logo (b/w) \$95

Call today for pricing information or to ask about our customized sponsorship packages. Leslie Pfeiffer (West Coast) 480-367-1101 or Susan Freel (East Coast) 920-397-7570.