

POLICE-TREXPO EAST 2010

Conference: August 17-19

Exhibit Hall Days: August 18-19

Range Day: August 20

Dulles Expo & Conference Center, Chantilly, VA



POLICE-TREXPO EAST 2010

Welcome to POLICE-TREXPO EAST, brought to you by Bobit Business Media, the publisher of *POLICE Magazine*. Please take a few moments to read the following information.

Prohibition Against Live Ammunition, Ordnance, Devices

Any equipment on display during the exhibition portion of POLICE-TREXPO, including but not limited to, firearms, diversionary devices, aerosol-based weapons, and ammunition, must not contain any live ammunition at any time. **THERE ARE NO EXCEPTIONS.** Staff from both Bobit Business Media and the Fire Marshal will be monitoring the exhibit hall to enforce this prohibition. Any violations will result in the closing of the violating exhibit, immediate removal of the exhibit personnel from the exhibit hall, and may result in the confiscation of the equipment in violation. All firearms displayed or taken into the exhibit center, including any item designed for or capable of launching a projectile must be rendered non-functional either by installing a non-removable trigger lock or by removing the firing pin. All ammunition, munitions, and pyrotechnic products and chemical agent devices must be inert or dummy replicas. Strict adherence to these guidelines will be enforced. **Nobody under the age of 18 will be admitted.**

Special Events

Networking Reception

All POLICE-TREXPO exhibitors are invited to the *POLICE Magazine* Reception, on **Wednesday, August 18** from 5:00pm – 6:30pm in the back of the Exhibit Hall. Exhibits will close at 5:00pm, prior to the opening of the reception. There will be plenty of contests and prizes, so be sure to come!

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General Information

Bobit Business Media

3520 Challenger Street

Torrance, California 90503

Information: (800) 576-8788

Fax: (310) 533-2511

Dulles Expo & Conference Center

North Hall

4368 Chantilly Shopping Center

Chantilly, VA 20151

SHOW TEAM

Ty Bobit, President & CEO

Leslie Pfeiffer, Publisher, *POLICE Magazine*

Michelle Mendez, Director of Events

Courtney Silbiger, Event Manager

Adriana Michaels, Conference Manager

DeJuana Golden, Conference Coordinator

Sandra Burciaga, Marketing Coordinator

Jane Sweeney, Event Coordinator

MOVE-IN:

Tuesday, Aug. 17

Semi/Large Vehicle Move-In

8:00am – 10:00am

Exhibitor Move-In

10:00am – 5:00pm*

*All exhibits must be fully installed by 5:00pm. If you require additional time, a request must be made in writing to courtney.silbiger@bobit.com.

SHOW HOURS:

Wednesday, Aug. 18

Exhibits Open

10:00am – 5:00pm

POLICE Magazine Reception

5:00pm – 6:30pm

(in the back of the exhibit hall)

Thursday, Aug. 19

Exhibits Open

10:00am – 3:00pm

MOVE-OUT:

Thursday, Aug. 19

Exhibitor Move-Out

3:00pm – 7:00pm

*All exhibit materials must be removed from the facility by 7:00pm. Freight forwarder must check-in by 5:00pm.

RANGE DAY:

Friday, Aug. 20

Range Day

9:00am – 2:00pm

Silver Eagle Group Training Facility

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HELPFUL HINTS AND FRIENDLY REMINDERS

- ❖ **Show Colors** – The show colors will be **red and black**. Standard booth configurations will have 8' high red and black back-drape and 3' high black side drape. There is **no carpet provided** with the booth space, and will have to be ordered separately. The aisle carpet will be **black** color.
- ❖ **Special Booth Packages** – POLICE-TREXPO EAST 2010 has secured special packages for your exhibit ordering convenience. More information can be found on the Hale Northeastern section of the exhibitor service manual. If you have any questions on any of the available packages, please contact Courtney Silbiger at courtney.silbiger@bobit.com or call direct 310.533.2445.
- ❖ **Read the Manual** – Although not every single page will pertain to your exhibit, it is useful for ALL Exhibitors to become familiar with each section of the Manual.
- ❖ **Follow the Guidelines** – Important display rules and regulations have been thoroughly explained on the following pages. Please read them carefully to make sure that you follow the regulations enforced by the convention center Fire Marshall.
- ❖ **Follow the Deadlines** – The Chronological Check List of Deadlines is a crucial document for every POLICE-TREXPO Exhibitor. Following this checklist will save you time and money.
- ❖ **Forms** – We recommend that you make copies of all the forms you submit and keep them as a record. Exhibitors who sign up after the respective deadlines should submit all forms urgently by fax. **Note:** Exhibitors are encouraged to complete and submit the forms before the posted deadline. The deadline and contact information are listed on each form.
- ❖ **Advertising and Promotion** – Have you taken advantage of all the advertising and promotional opportunities available? This will not only be a great way to complement your exhibit space, but will also heighten your brand awareness, and maximize your exhibiting experience. Contact Leslie Pfeiffer for more information, (480) 367-1101.

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RULES & REGULATIONS

DISPLAY RULES AND REGULATIONS: Please review the display rules and regulations that have been established in accordance with the guidelines set forth by the International Association for Exhibition and Events (IAEE). All exhibits at POLICE-TREXPO EAST must comply with these commonly accepted guidelines. Displays that are not set in accordance with these guidelines must be corrected, at the sole expense of the exhibiting company, prior to show opening. Companies that do not comply with these rules will not be permitted to participate in the show and their exhibit will be removed from the hall by Show Management at the sole cost of the exhibitor. In this circumstance, the exhibiting company will not be entitled to any refund or compensation from Show Management. These regulations ensure that all exhibitors, regardless of size, will have an equal opportunity (within reason) to present products/services in the most effective manner possible.

BACK WALLS: Exhibitors displaying in a standard 10x10 booth configuration have a **maximum height restriction of 8' high** for the back wall, and a maximum height of 4' high in the front exhibit space area. Items displayed which are taller than 4' must be placed in the back 5' of the exhibit area (which is towards the back wall). These height restrictions are designed to avoid blocking and or obstructing the sightline of your neighbor.

PERIMETER BOOTH: Exhibitors located in booths located on the perimeter of the exhibit hall, are permitted to a back wall with a **maximum height of 12'** since another exhibitor is not located directly behind them. Items displayed which are taller than 4' must be placed in the back 5' of the exhibit area (which is towards the back wall). These height restrictions are designed to avoid blocking and or obstructing the sightline of your neighbor.

VEHICLE PLACEMENT/REGULATIONS: Exhibitors placing vehicles within their booth space, **must place all vehicles at least 5ft in from the perimeter edge of your booth.** We ask that you refrain from creating a 'walled-in' area as your both display. These restrictions are designed to avoid blocking and or obstructing the sightline of your neighbor. Please cover the floor underneath your vehicle with a tarp or visqueen material. **Vehicle must contain NO more than 1/8th tank of fuel.** One cable on the battery must be disconnected. (Please do not disconnect cable until inspection is finalized by Fire Marshal on opening day, as battery needs to be connected to check the fuel tank). Fuel tanks and fill openings shall be closed and sealed to prevent tampering. If fuel tank is locking with a key, OKAY. If not, fuel tank cover must be taped over. **Keys are to remain the facility at all times.** If you order carpet for your booth space, you **must** order it before arriving to show site.