

# 2025

# MARKETING PROSPECTUS

ETI Law Enforcement Expo

Monday, April 7 – Thursday, April 10, 2025

MAYO CIVIC CENTER – ROCHESTER, MN



Minnesota Chiefs of Police Association  
c/o Synergetic Endeavors  
660 Transfer Road, St. Paul, MN 55114

[mnchiefs.org](http://mnchiefs.org)

[MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)

(651) 340-4848

## EXECUTIVE TRAINING INSTITUTE

Monday, April 7 – Thursday, April 10, 2025

## ANNUAL LAW ENFORCEMENT EXPO

Tuesday, April 8 – Wednesday, April 9, 2025

# IMPORTANT DATES

Important dates & deadlines throughout the year

OCT 18

**REGISTRATION OPENS FOR THE 2025  
ETI LAW ENFORCEMENT EXPO**

MAR 1

**SPEAKING OPPORTUNITY TOPIC AND  
DESCRIPTION DEADLINE**

**SPONSORED CONTENT DEADLINE**



MAR 7

**PROGRAM AD AND OR LISTING DEADLINE**

**EXHIBIT PERSONNEL REGISTRATIONS DUE**

**REGISTRATION INSERT COMMITMENT DUE**

APR 1

**REGISTRATION INSERT AND RAFFLE PRIZES  
SHIP-BY DATE**

APR 8-9

**ETI & LAW ENFORCEMENT EXPO**



# 2025 ETI & LAW ENFORCEMENT EXP

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**CONTACT:**

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# WELCOME

**EXECUTIVE DIRECTOR**

Jeff Potts



Welcome to Rochester!

It has already been a year since we gathered for ETI. For the first time in over a decade we are back in Rochester this year. Since our last conference in Rochester in 2014, the convention center has been renovated into a state-of-the-art meeting space. The Kahler Hotel has also been updated, which will make for a very enjoyable stay for our attendees

I hope you're as excited as I am for this week's Executive Training Institute (ETI). We have an excellent agenda in store for you this week. The education we are offering embraces the reality we face in the noble profession of policing. As you all are working hard to embrace the emerging challenges in your agencies, we strive to always provide you with great training opportunities to assist you with those challenges. Leveraging the successes of the past, as well as recognizing where change must occur, is always a difficult task. One that we take extremely seriously at MCPA, and our goal at ETI is to provide you with some new ideas and strategies that will hopefully make the task of leading your agency a little easier.

I want to begin by thanking our ETI committee. Their names are listed to the left. I hope you will offer them your thanks and feedback. They have worked very hard to identify emerging topics and speakers that reflect your concerns and interests. This week, we will hear from local and national law enforcement experts on a variety of topics that we believe are important and relative to the challenges facing your departments.

We will once again have an outstanding Law Enforcement Expo filled with private sector partners whose products and services help keep your agencies running efficiently and effectively. This year, we have scheduled some additional time for you to visit with vendors in the Expo Hall. I'm asking every MCPA member in attendance to take time this week to walk the Expo Hall floor and talk with our vendors. They often have solutions to the problems you face.

Lastly, we encourage you to take advantage of being here in person, reconnecting with your peers, and learning from one another about new and innovative strategies to improve your agency's operations.

Whether you serve in law enforcement or support the profession as a vendor or sponsor, we greatly appreciate your commitment to ETI each year. We take your commitment very seriously and are honored to host you. Here's to a great conference and expo!

JEFF POTTS  
EXECUTIVE DIRECTOR  
MINNESOTA CHIEFS OF POLICE ASSOCIATION



# MCPA BOARD OF DIRECTORS



**PRESIDENT**  
Chief Roger New  
Eagan



**VICE PRESIDENT**  
Chief Stephanie Revering  
Crystal



**SECOND VICE PRESIDENT**  
Chief Jay Henthorne  
Richfield



**THIRD VICE PRESIDENT**  
Chief Terry Stier  
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**SECRETARY**  
Chief Tanya Schwartz  
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Chief Brian Podany  
Blaine



**DIRECTOR**  
Chief Matt Sackett  
Eden Prairie



**CHAPLAIN - EX OFFICIO**  
Chief Tony Paetznick  
New Brighton

## **VISION :**

**To be the recognized voice for professional law enforcement in Minnesota.**

## **MISSION :**

**To bring the highest quality police services to the people of Minnesota.**

# EVENT PROFILE

## THE MINNESOTA CHIEFS OF POLICE ASSOCIATION ETI LAW ENFORCEMENT EXPO Tuesday, April 8 – Wednesday, April 9, 2025



ONE OF THE LARGEST INDUSTRY BUYING EVENTS IN THE MIDWEST



APPROXIMATELY 400 LAW ENFORCEMENT LEADERS AND PUBLIC SAFETY PROFESSIONALS FROM AGENCIES ACROSS THE STATE



FEATURING THE LATEST PRODUCTS, SERVICES & TECHNOLOGICAL ADVANCES



UNPARALLELED ACCESS TO CHIEFS AND KEY DECISION MAKERS



NETWORKING OPPORTUNITIES



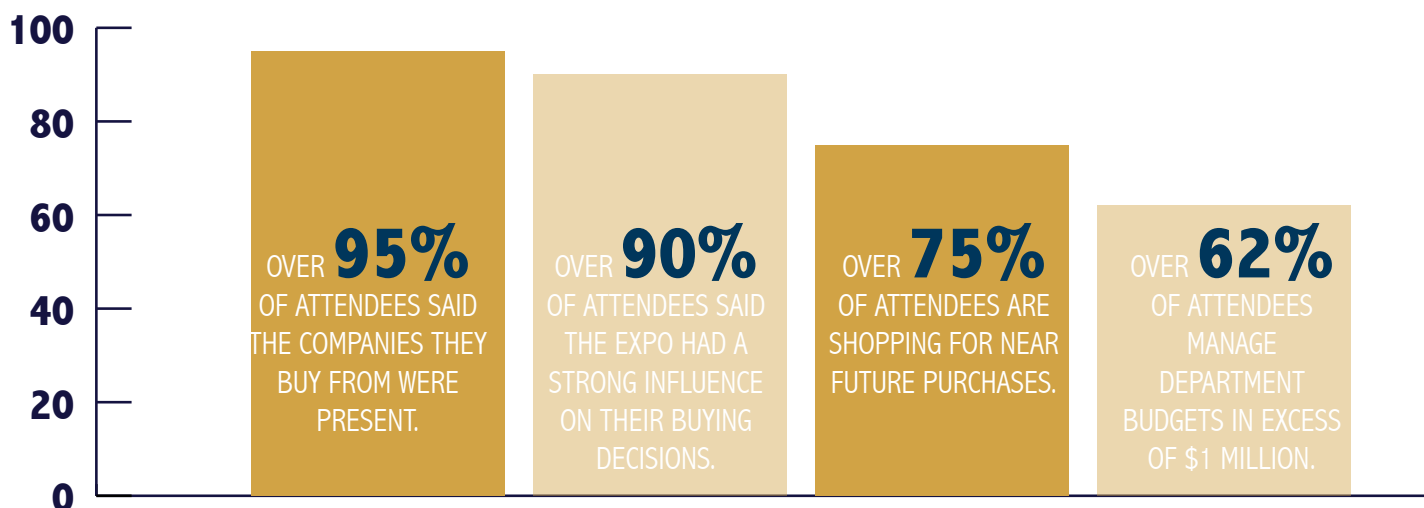
WORLD-CLASS SPEAKERS - EDUCATIONAL SESSIONS - PRODUCT DEMONSTRATIONS



ELEVATE YOUR PROFILE AND BRAND RECOGNITION, DEVELOP CONNECTIONS IN THE POLICING COMMUNITY



GAIN VALUABLE INSIGHTS INTO INDUSTRY TRENDS



# 2025 HIGHLIGHTS

## SPONSORSHIPS OPPORTUNITIES

- **Sponsorship Opportunities with a variety of engagement and investment levels designed to suit your needs and budget.**
- **Newly enhanced bundled Chief Presenting sponsorships developed to maximize value and exposure at the conference.**
- **Sponsored content: Opportunities to include articles and profiles provided by our partners across multiple media channels.**
- **ETI LIVE product demos: Opportunity to showcase products & services as part of a demo breakout session.**

## YEAR-ROUND STRATEGIC PARTNERSHIPS

- **New channels for you to tell your story and share expertise beyond our annual conference. Designed to create partnerships with leading organizations whose objectives include the support of the law enforcement community, while providing each partner with a unique voice across our various platforms and or presence at MCPA meetings, trainings and events throughout the year.**



## EXPO HALL ENHANCEMENTS

- **Reduced number of exhibit booths available, enhancing the attendee to vendor ratio which benefits both members and exhibitors alike, as well as providing higher satisfaction and return on your investment.**
- **An expanded lunch area surrounding more of the expo hall designed to drive more traffic towards your exhibit booth.**
- **Both the timing and the Expo Hall layout has been carefully refined to generate more traffic and improved flow to provide greater exposure for our featured sponsors and exhibitors.**



# 2024 EXHIBITOR LIST

5.11 Tactical	Heartland Business Systems	Off Duty Management
911 Tech Inc.	HERO Public Safety Training Center	Office of Traffic Safety
A.D. Valor Technical Cleaning	Indivior	Oracle Public Safety
Action Radio & Communications LLC	Johnson Commercial Fitness	Pace Scheduler
Advanced Graphix, Inc.	KIESLER POLICE SUPPLY	PATROL
Advanced Security Technologies	Kraus-Anderson	PepperBall
Affinitech, Inc.	Law Enforcement Labor Services	Peregrine
Alcohol & Gambling Enforcement	Law Enforcement Training Academy & Consulting by Eckberg Lammers	Police 1 Backgrounds LLC
All Traffic Solutions	LensLock	ProPhoenix Corp.
ANCOM COMMUNICATIONS INC.	Leo A Daly Architects & Engineers	Provicta / Health Quotient
Animal Folks	Leonardo/ELSAG ALPR Systems	Pure Storage
Association of Minnesota Emergency Managers	Lexipol	Radarsign, LLC
AXON – Strategic Partnerships	Lind Electronics	ReconRobotics, Inc.
Ban-Koe Companies	Martin-McAllister Consulting Psychologists, Inc.	Rekor
BAYCOM	Merchant 29, LLC	RI Wagner Marketing
Bernies Equipment Co.	MERIDIAN Rapid Defense Group	Safe Fleet
BKV Group	MERIT Center - City of Marshall	Saint Mary's University of Minnesota
Blue Label Creative	Midwest Association of Crime & Intelligence Analysts (MACIA)	Soldiers 6
Campbell Knutson, P.A.	Minnesota Bureau of Criminal Apprehension	Sole Essentials
Campion, Barrow & Associates	Minnesota Crime Prevention Association	SoundOff Signal
Computer Information Systems, Inc.	Minnesota D.A.R.E.	Sourcewell
ConfiTrek (formerly Certified Crime Fighter)	Minnesota Highway Safety & Research Center	Southgate Lease Services
Crescent Investigative Services	Minnesota Law Enforcement Administrative Professionals (MN-LEAP)	Stahl Construction
Cradlepoint, Inc.	Minnesota Network of Employers for Traffic Safety	Stalker Radar
Crime Stoppers of Minnesota	Minnesota Pipeline CAER Association (MNCAER)	Steri-Clean MN
Detail Kommander	Minnesota Propane Association	Streicher's
Digital Ally, Inc.	Minnesota Security Consortium (MNSec)	SwedeBro
DSC Communications / Granite Electronics	MN 100 Club	Tenvoorde Ford
DTM Fleet Service	MN Chapter of Concerns of Police Survivors	Terra Construction – Rogers, MN
EAPC Architects Engineers	MN Commerce Fraud Bureau	The Blue Pages
Eckberg Lammers, P.C.	MN Crisis Intervention Team Training	Traffic Logix
Emergency Automotive Technologies Inc.	MN Office of Justice Programs	Tyler Technologies
Faul Psychological, PLLC	Mobile Pro Systems	UKG
FBI/CJIS Division	Mothers Against Drunk Driving.	Utility Inc.
Federal Signal	Motorola Solutions, Inc.	VC3
FirstNet, Built with AT&T	MPH Industries, Inc.	Verizon Frontline
Flock Safety	National Child Safety Council	Versaterm, formerly Visual Labs
Flying Cross	North Central Public Safety Upfitting	Wold Architects and Engineers
Frontline Public Safety Solutions	NORTH COUNTRY GM	WReeves and Associates
Genetec	Northern Safety Technology, Inc.	Xcel Energy Enterprise Security Services
Getac	Northern Star Scouting/Exploring	
Grove Security	Northland & Companies	
Guardian Fleet Safety		
Havis Inc.		



# 2025 ETI SPONSORSHIP OPPORTUNITIES



## SPONSORSHIP QUESTIONS?

### CONTACT:

Charles Kasbohm

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**REGISTER ONLINE**

# BENEFITS

## LEVELS

### Investment

	CHIEF PRESENTING SPONSOR
	\$20,000
<b>RECOGNITION</b>	
<b>MAXIMUM</b> digital and printed identification for the 2025 Executive Training Institute and Law Enforcement Expo	✓
<b>PREMIER LISTING</b> of company name/logo on MCPA website, C-Notes and social media	✓
<b>PREMIER LISTING</b> of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓
<b>ANNOUNCEMENT</b> as sponsor in MCPA C-Notes, and on-site over PA	✓
<b>ETI SPEAKING OPPORTUNITIES</b>	
<b>ETI SPONSOR BREAKOUT SESSION:</b> Host up to a full 60-minute breakout session that can include a live demo. Provides an opportunity to engage, educate and promote your product & services and showcase your organization's thought leadership to the Chiefs and key decision makers	✓
<b>ANNUAL AWARDS BANQUET:</b> Opportunity to introduce, or provide Keynote speaker	✓
<b>EXPO EXHIBITOR SPOTLIGHT:</b> Sponsor / Exhibitor shout out and pitch by Executive Director onsite from exhibitor's booth	✓
<b>YEARLONG OPPORTUNITIES</b>	
<b>MCPA BOARD MEETING:</b> Opportunity for company representation to attend and speak at a MCPA board meeting	✓
<b>RECORDED PODCAST</b> Distributed to MCPA members	✓
<b>BUSINESS DEVELOPMENT LIAISON / MEETINGS</b>	
Two <b>eBlasts</b> distributed to MCPA membership, one before and one after ETI Expo	✓
Exclusive access to MCPA <b>Member Annual Purchasing Survey</b>	✓
MCPA Executive Director will make <b>personal introductions at ETI</b> with Minnesota Police Chiefs and/or MCPA Board Members	4
<b>ADVERTISING</b>	
<b>ATTENDEE BAG:</b> Ability to provide company branded attendee bags. Logo recognition as a Chief Presenting Sponsor on bag	✓
<b>CREDENTIALS / LANYARDS:</b> Logo recognition on credential and ability to provide company branded lanyards	✓
<b>LOGO AND LISTING ON INTERACTIVE EXPO MAP</b>	✓
<b>MOBILE APP:</b> Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	Splash Page
<b>ONLINE PREFERRED VENDOR:</b> One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓
<b>ATTENDEE GIFT:</b> Opportunity to provide an attendee gift in registration bags to all conference attendees (restrictions apply)	✓
<b>REGISTRATION INSERT:</b> Opportunity to include a brochure, flier or item in attendee registration bags	✓
<b>EXHIBITING</b>	
<b>COMPLIMENTARY PREMIER EXHIBITION BOOTH:</b> Located in "Sponsor row" and all associated benefits (see page 12 for details)	(16' x 20')
<b>ATTENDEE LIST:</b> Exclusive access to post ETI Expo attendee list	✓
<b>COMPLIMENTARY CONFERENCE REGISTRATIONS:</b> to the ETI Conference	6
<b>RECEPTIONS AND SOCIAL FUNCTIONS</b>	
<b>ANNUAL AWARDS BANQUET:</b> Access to this ETI key event. Logo recognition in event pre-promotions. One table of 8, includes a Chief or Board Member at your table. Recognition as Chief Presenting Sponsor at the banquet and in applicable programs and via signage at the event.	One Table of 8 Includes Chief/Board Member at table
<b>MCPA HAPPY HOUR:</b> Opportunity to introduce MCPA President and Executive Director. Logo recognition in event promotions. Recognition both from the podium and via signage at the event. Access to the event.	✓
<b>ETI LUNCH:</b> Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees	✓

# BENEFITS

## LEVELS

	MONDAY DINNER SPONSOR SPOTLIGHT	GENERAL SESSION SPEAKER SPONSOR	LIVE DEMO SPONSOR	HAPPY HOUR SPONSOR	HOSPITALITY NIGHT SPONSOR
<b>Investment</b>	\$12,000	\$10,000	\$7,500	\$6,500	\$5,995
<b>RECOGNITION</b>					
<b>PREMIER LISTING</b> of company name/logo on MCPA website, C-Notes and social media	✓	✓	✓	✓	✓
<b>PREMIER LISTING</b> of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓	✓	✓	✓	✓
<b>ANNOUNCEMENT</b> as sponsor in MCPA C-Notes, and on-site over PA	✓	✓	✓	✓	✓
<b>ETI SPEAKING OPPORTUNITIES</b>					
<b>MONDAY DINNER SPONSOR SPOTLIGHT:</b> Provides a 30-minute speaking / presentation opportunity on Monday, April 7th to engage, educate and promote your product & services to the Chiefs and key decision makers	✓				
<b>GENERAL SESSION SPEAKER SPONSOR:</b> 10–15-minute speaking opportunity just before or following the session. Recognition – name & logo identification during the session, over the P.A., on mobile app and signage where applicable. Opportunity to leave behind materials		✓			
<b>HAPPY HOUR SPONSOR:</b> Brief speaking opportunity during the Chiefs Expo Happy Hour. Recognition – name & logo identification on drink tickets and during the Happy Hour, over the PA, on mobile app and signage where applicable. Opportunity to leave behind materials.				✓	
<b>LIVE DEMO / PRESENTATION SPONSOR:</b> 15 minute opportunity to showcase products or services as part of live demo breakout or stage presentation. Access to demonstration attendee list. Promotion and recognition before and during ETI			✓		
<b>HOSPITALITY NIGHT SPONSOR:</b> Opportunity to briefly speak and present brief presentation during event. Recognition via digital & printed signage at the event. Name & logo recognition in the event pre-promotions and Final Program. Ability to set out brochures or specialty items for attendees to enjoy. Six full passes to the suite (Available for Monday, Tuesday and/or Wednesday)					✓
<b>ETI BOARD MEETING:</b> Opportunity for company representation to attend and speak at the ETI board meeting					
<b>YEARLONG OPPORTUNITIES</b>					
<b>MCPA BOARD MEETING:</b> Opportunity for company representation to attend and speak at a MCPA board meeting	✓				
<b>RECORDED PODCAST</b> Distributed to MCPA members	✓		✓	✓	✓
<b>BUSINESS DEVELOPMENT LIAISON / MEETINGS</b>					
Exclusive access to MCPA <b>Member Annual Purchasing Survey</b>	✓	✓	✓	✓	✓
MCPA Executive Director will make <b>personal introductions at ETI</b> with Minnesota Police Chiefs and/or MCPA Board Members	2	2	2	2	2
<b>ADVERTISING</b>					
<b>LOGO AND LISTING ON INTERACTIVE EXPO MAP</b>	✓	✓	✓	✓	✓
<b>MOBILE APP:</b> Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	✓	✓	✓	✓	✓
<b>ONLINE PREFERRED VENDOR:</b> One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓	✓	✓	✓	✓
<b>REGISTRATION INSERT:</b> Opportunity to include a brochure, flier or item in attendee registration bags	✓	✓	✓	✓	✓
<b>EXHIBITING</b>					
<b>COMPLIMENTARY PREMIER EXHIBITION BOOTH:</b> Located in "Sponsor row" and all associated benefits (see page 13 for details)	(8' x 10')	(8' x 10')	(8' x 10')	(8' x 10')	(8' x 10')
<b>ATTENDEE LIST:</b> Exclusive access to post ETI Expo attendee list	✓	✓	✓	✓	✓
<b>COMPLIMENTARY CONFERENCE REGISTRATIONS:</b> to the ETI Conference	4	3	3	2	2
<b>RECEPTIONS AND SOCIAL FUNCTIONS</b>					
<b>ANNUAL AWARDS BANQUET:</b> Access to this ETI key event. Logo recognition in event pre-promotions. Includes a Chief or Board Member at your table. Recognition as Sponsor at the banquet and in applicable programs and via signage at the event.	5 Tickets	4 Tickets	3 Tickets	3 Tickets	3 Tickets
<b>ETI LUNCH:</b> Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees	✓	✓	✓	✓	✓
<b>REFRESHMENT BREAK / NETWORKING SPONSOR:</b> Ability to set out brochures at table, recognition via signage at the event. Name & logo recognition in event pre-promotions and Final Program (Monday and/or Tuesday)					

# BENEFITS

## LEVELS

### Investment

	ETI BOARD MEETING	SUPPORTING	REFRESHMENT BREAK / NETWORKING SPONSOR	EXPO EXHIBITOR SPOTLIGHT	TITLE RAFFLE SPONSOR
	\$4,500	\$3,500	\$2,500	\$1,000	Call for details
<b>RECOGNITION</b>					
<b>PREMIER LISTING</b> of company name/logo on MCPA website, C-Notes and social media	✓	✓	✓		✓
<b>PREMIER LISTING</b> of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓	✓	✓		✓
<b>ANNOUNCEMENT</b> as sponsor in MCPA C-Notes, and on-site over PA	✓	✓	✓		✓
<b>ETI SPEAKING OPPORTUNITIES</b>					
<b>ETI BOARD MEETING:</b> Opportunity for company representation to attend and speak at the ETI board meeting	✓				
<b>YEARLONG OPPORTUNITIES</b>					
<b>RECORDED PODCAST</b> Distributed to MCPA members	✓				
<b>BUSINESS DEVELOPMENT LIAISON / MEETINGS</b>					
Exclusive access to MCPA <b>Member Annual Purchasing Survey</b>	✓	✓			
<b>ADVERTISING</b>					
<b>LOGO AND LISTING ON INTERACTIVE EXPO MAP</b>	✓	✓	✓		✓
<b>MOBILE APP:</b> Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	✓	✓	✓		✓
<b>ONLINE PREFERRED VENDOR:</b> One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓	✓	✓		✓
<b>REGISTRATION INSERT:</b> Opportunity to include a brochure, flier or item in attendee registration bags	✓	✓			
<b>EXHIBITING</b>					
<b>COMPLIMENTARY PREMIER EXHIBITION BOOTH:</b> Located in "Sponsor row" and all associated benefits (see page 12 for details)	(8' x 10')	(8' x 10')	(8' x 10')		(8' x 10')
<b>COMPLIMENTARY CONFERENCE REGISTRATIONS:</b> to the ETI Conference	2	2			
<b>RECEPTIONS AND SOCIAL FUNCTIONS</b>					
<b>ANNUAL AWARDS BANQUET:</b> Access to this ETI key event. Logo recognition in event pre-promotions. Includes a Chief or Board Member at your table. Recognition as Chief Presenting Sponsor at the banquet and in applicable programs and via signage at the event.	3 Tickets	3 Tickets			
<b>ETI LUNCH:</b> Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees	✓	✓			
<b>REFRESHMENT BREAK / NETWORKING SPONSOR:</b> Ability to set out brochures at table, recognition via signage at the event. Name & logo recognition in event pre-promotions and Final Program (Monday and/or Tuesday)			✓		
<b>ADDITIONAL ETI OPPORTUNITIES</b>					
<b>EXPO EXHIBITOR SPOTLIGHT:</b> Exhibitor shout out and pitch by Executive Director onsite from exhibitor's booth. Limited available. Only eligible when added to a sponsorship package of \$3,500 or higher.				✓	
<b>TITLE RAFFLE SPONSOR:</b> (with in-kind grand prize) Recognition as the Title Raffle Sponsor. Exclusive name & logo on raffle tickets. Recognition over PA before & during raffle & on social media. Opportunity briefly speak & to draw and announce grand prize winner. Contact for details.					✓



# EXHIBITING



## SPONSORSHIP QUESTIONS?

**CONTACT:**

**Charles Kasbohm**

[MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)

**651.340.4848**

[mnchiefs.org](http://mnchiefs.org)

**REGISTER ONLINE**

# EXPO HALL LAYOUT

**INTERACTIVE MAP**

## MINNESOTA CHIEFS OF POLICE LAW ENFORCEMENT EXPO

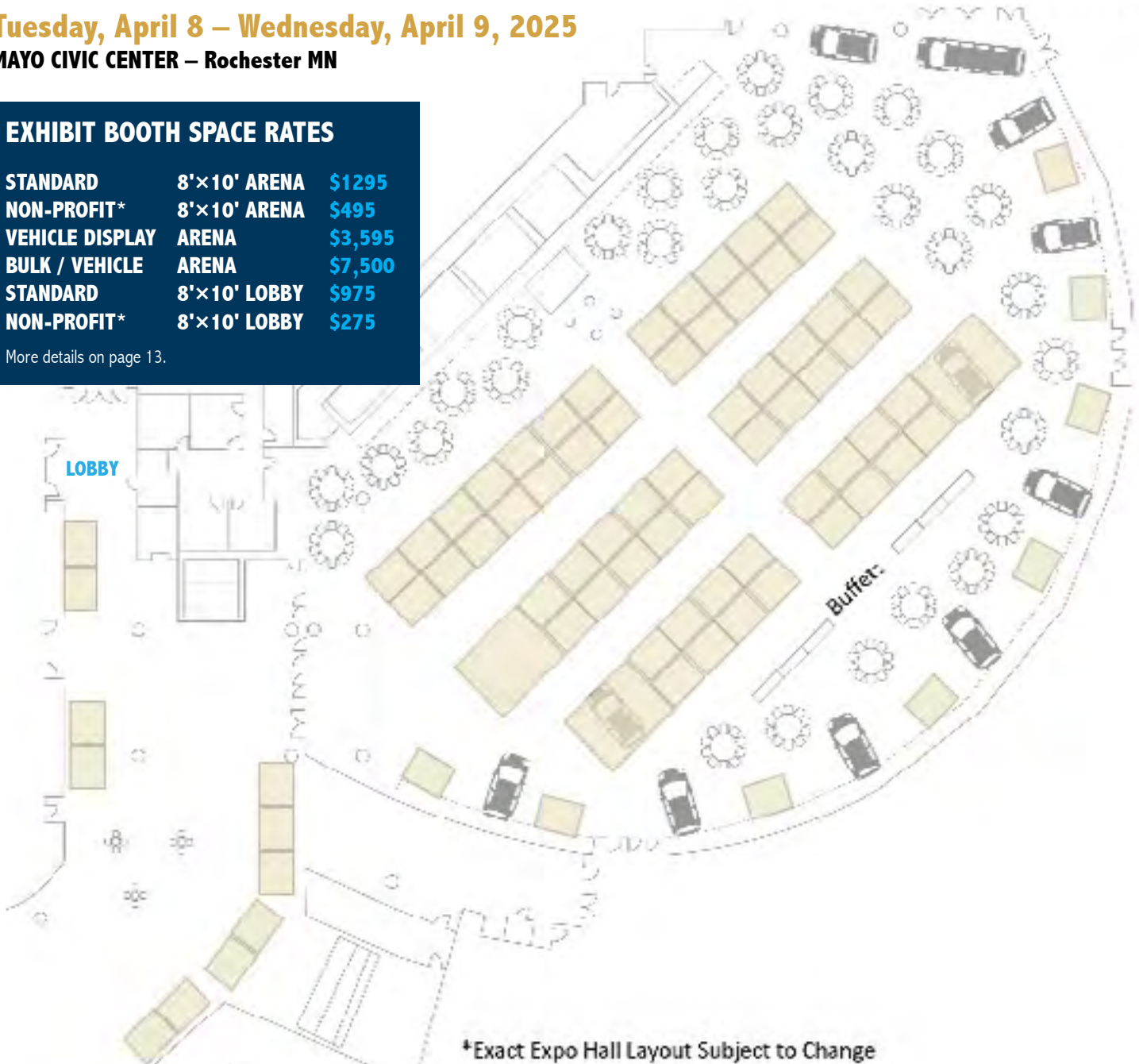
**Tuesday, April 8 – Wednesday, April 9, 2025**

**MAYO CIVIC CENTER – Rochester MN**

### EXHIBIT BOOTH SPACE RATES

STANDARD	8'×10' ARENA	\$1295
NON-PROFIT*	8'×10' ARENA	\$495
VEHICLE DISPLAY	ARENA	\$3,595
BULK / VEHICLE	ARENA	\$7,500
STANDARD	8'×10' LOBBY	\$975
NON-PROFIT*	8'×10' LOBBY	\$275

More details on page 13.



\*Exact Expo Hall Layout Subject to Change

**THANK YOU 2024 EXHIBITORS!**

You will have the first opportunity to reserve your exhibit space!

**EXHIBITOR QUESTIONS?**

**CONTACT:**

Charles Kasbohm

[MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)

651.340.4848

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# EXHIBITOR INFORMATION

**2024 EXHIBITORS** will receive an exclusive booth registration opportunity before opening the 2025 ETI exhibit hall to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first come, first-served basis.

**BOOTH RENTAL FINALIZATION:** Full booth payment is required at time of reservation to officially reserve space. If full payment is not received, space reservation is subject to termination. Any cancellation will result in forfeit of all fees paid to date.

**EXHIBIT SPACE INCIDENTALS:** Any additional necessary arrangements for your exhibit booth, i.e. shipping, electrical services, carpet, additional furniture, etc., and all charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit and made available on the MCPA website.

**NONPROFIT SPACE:** Related government programs, industry organizations and industry associations may request space at the reduced rate of \$495. Booths at this reduced rate are limited and offered on a first-come, first-served basis. Proof of non-profit status required, and certain restriction apply.

**PLEASE NOTE:** All exhibit bookings are subject to the approval of the Association. The Association reserves the right to refuse space rental for any reason including a conflict with the intent of the Exhibit or the mission of the Association.



## EXHIBIT BOOTH SPACE RATES

<b>STANDARD</b>	<b>8' x 10' ARENA</b>	<b>\$1295</b>
<b>NON-PROFIT*</b>	<b>8' x 10' ARENA</b>	<b>\$495</b>
<b>VEHICLE DISPLAY</b>	<b>ARENA</b>	<b>\$3,595</b>
<b>BULK / VEHICLE</b>	<b>ARENA</b>	<b>\$7,500</b>
<b>STANDARD</b>	<b>8' x 10' LOBBY</b>	<b>\$975</b>
<b>NON-PROFIT*</b>	<b>8' x 10' LOBBY</b>	<b>\$275</b>

Bulk Size & Creative Booths — call to discuss

### WITH EACH BOOTH PURCHASED, EXHIBITORS RECEIVE\*:

- 8'x10' Booth Space with 8' high draped back walls and 3' high partitions, booth sign listing company name, one draped table and two chairs.
- LISTING as exhibitor on website Interactive Map.
- LISTING on the MCPA ETI Law Enforcement Expo App.
- Two Exhibit Booth staff registrations. More badges can be purchased for \$60 each. This registration gains access to all exhibit hall events.

\*Limited availability. Deadlines and restrictions may apply.

## EXHIBITION SCHEDULE\*

**VEHICLE, LOBBY, AND EARLY SET-UP: Monday, April 7**

**SET UP: Tuesday, April 8**

**OPEN: Tuesday, April 8**

**OPEN: Wednesday, April 9**

**TEAR DOWN: Wednesday, April 9**

\*Exact times to be determined.

# TERMS AND CONDITIONS

**By signing the Exhibit Space Contract and or Sponsorship Reservation Form you agree to the Terms and Conditions set forth:**

## SHARING BOOTH SPACE:

Sharing booth space by more than one company/organization is strictly prohibited.

## STAFFING OF EXHIBIT BOOTH:

Two booth staff registrations are included in the price of a booth. This registration gains access to all events in the exhibit hall. Additional badges can be purchased for \$60 each. Non-profit organizations may have an unlimited number of exhibit booth staff registrations for manning their booth. Registrations include lunch for both days. Exhibit booths are to be staffed at all times during open Expo hours.

## BOOTH RENTAL

### FINALIZATION AND PAYMENT:

A signed contract and full booth payment are required within 30 days of reservation request to officially reserve a booth/vehicle space. If these items are not received, space reservation is subject to termination.

## ELIGIBLE EXHIBITORS

### & SPONSORS:

All exhibit bookings and Sponsorships are subject to the approval of exhibit management. Exhibit management reserves the right to refuse space rental, or decline sponsorships for any reason including a conflict with the intent of the Exhibit or the mission of the Association.

## CANCELLATION AND VIOLATION OF TERMS, CONDITIONS AND DETAILS:

An exhibitor may cancel their exhibit space at any time. Cancellation at any time will result in a forfeit of all fees paid to-date by exhibitor. Upon cancellation of booth space, the booth will be available for reservation to all interested parties on a first-come, first-served basis. Violations of any of these terms and conditions or any details included in the Exhibitor Services Kit will result in termination of this agreement.

In this event any previous exhibitor payment is forfeited and exhibit management may reassign the space. Exhibit Management reserves the right to: Make any necessary adjustments to booth locations, booth assignments and exhibit floor plan. Make any necessary changes or exceptions to terms, conditions and details. Refuse any display, or portion thereof, that does not meet the local fire, safety, building, etc. codes.

## ALL EXHIBITORS ARE RESPONSIBLE FOR:

Abiding by these terms and conditions as well as the details in the Exhibitor Services Kit. Educating booth staff on these terms, conditions, and details. Any necessary arrangements for their booth (i.e. insurance, shipping, electrical services, additional furniture rental, carpet rental, etc.). Charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit. Creating a display that meets local fire, safety, building, etc. codes. This includes ensuring their entire display is flameproof and fire resistant. Staffing exhibit booth during exhibit open hours as published in the Exhibitor Services Kit. Registering all exhibit booth staff with exhibit management. Any damage done to the facility caused by the exhibiting company's booth staff or its agents. The safety and security of any and all valuables in the booth.

## EXHIBIT BOOTH REGULATIONS:

**Creative booths are welcomed! These are guidelines from which to work. Please contact us to discuss any items that may be outside the below guidelines.**

## PREMIUM & STANDARD BOOTHS

(8' deep × 10' wide): Display items higher than 3' (with a maximum 8' height) must be placed in the back 3' of booth space. No display item within the booth may exceed 8' without prior, written consent of Exhibit Management. Items in the front 5' of the booth must be no taller than 3'.

## VEHICLE BOOTHS:

No display item within the booth may exceed 12' high without prior, written consent of exhibition management.

## VEHICLE SPACES:

Must have carpet squares under all tires, disconnect car battery and have less than ¼ tank of gas.

## ASSIGNMENT OF EXHIBIT SPACE:

Last year's exhibitors will be emailed an exclusive booth booking opportunity. Following this booking opportunity, the ETI exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

## EXHIBITOR AGREES:

To keep their display within their designated booth space. Display items in the aisles are not permitted. To set up and tear down display during designated times only. Not to display or distribute promotional materials outside of their booth space. Not to enter another exhibitor's booth space without permission from that exhibitor. To use headsets when operating loud audio equipment within booth. To pay royalties to ASCAP, BMI if using live or recorded music within booth. To protect, indemnify and hold harmless exhibit management, its employees, volunteers and agents against any claims arising from the conduct or neglect of the exhibitor, its employees and agents. To carry adequate insurance for the duration of the Exhibition (including move in and move out).

## PLACEMENT REQUESTS:

Exhibit Management will do its best to accommodate requests to not be near certain companies. Placement requests cannot be guaranteed.



# MCPA

## YEAR-ROUND OPPORTUNITIES



### **SPONSORSHIP QUESTIONS?**

**CONTACT:**

**Charles Kasbohm**

[MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com)

**651.340.4848**

[mnchiefs.org](http://mnchiefs.org)

**REGISTER ONLINE**

# DIGITAL MEDIA OPPORTUNITIES

Our multi-platform digital media opportunities allow you to coordinate your message across our various platforms, including online digital publications, C-Notes, Lunch 'n Learn webinars and Podcasts.

## C-NOTES

The most read MCPA communication is our weekly eNewsletter, Communication Notes (C-Notes). Distributed weekly to nearly 2,000 individuals, C-Notes has an open rate over 38% (well above industry average of 24%). C-Notes is a widely used tool for our members who spend 5 minutes on average reading each issue.

### FREQUENCY & RATE:

Note: C-Notes is limited to one image and one text advertiser per issue.

\_\_\_\_\_ Jobs/Training Promotions

Weekly: **\$125 per run**      Monthly: **\$350 per month**

\_\_\_\_\_ All Other Ads

Weekly: **\$250 per run**      Monthly: **\$500 per month**

### TYPE OF AD:

- Image Ad (175w × 400h pixels)
- Text Ad (50 words plus logo or photo)

### AD SCHEDULE:

By Week (List weeks\* you want ad to run):

\_\_\_\_\_

\*Typically C-Notes is sent on Thursdays, list the Thursdays you wish your ad to run.

By Month (List the months/year you want ad to run):

\_\_\_\_\_

**Art Deadline:** Art is due the Tuesday of the week your ad is to run. If an updated ad is not submitted, we will use the most recent art submitted for previous ads.



## ONLINE LE PREFERRED VENDOR LISTING

This year-round source offers your organization a tool to be in front of law enforcement leaders and public safety professionals executives putting together their equipment budgets.

Includes Name / logo & hyperlink:

**\$495** – One year listing

## DIGITAL MEDIA QUESTIONS?

### CONTACT:

**Charles Kasbohm**

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# REGISTRATION IS OPEN

## ETI Law Enforcement Expo 2025

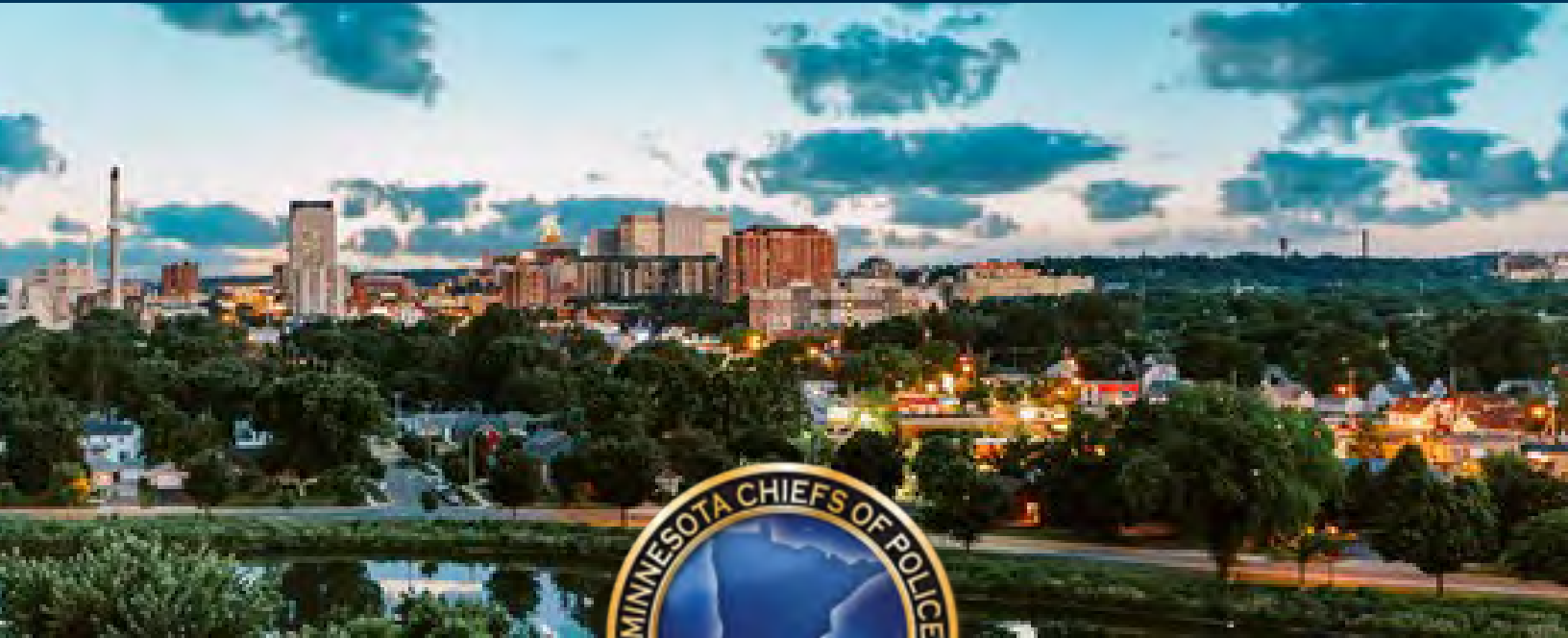
MAYO CIVIC CENTER – ROCHESTER, MN

**EXECUTIVE TRAINING INSTITUTE**

**Monday, April 7 – Thursday, April 10, 2025**

**ANNUAL LAW ENFORCEMENT EXPO**

**Tuesday, April 8 – Wednesday, April 9, 2025**



### **The Minnesota Chiefs of Police Association**

The Minnesota Chiefs of Police Association (MCPA) is a nonprofit, professional membership organization with the mission of bringing the highest quality of police services and leadership to the people of Minnesota. MCPA's vision is to be the recognized voice for professional law enforcement in Minnesota. The association was founded in 1954 as a training and social organization to network and exchange ideas between law enforcement executives, it represents nearly 900 police chiefs, retired chiefs, and law enforcement leaders in Minnesota and its surrounding states.

Minnesota Chiefs of Police Association  
c/o Synergetic Endeavors  
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