

2026

MARKETING PROSPECTUS



EXECUTIVE TRAINING INSTITUTE

Mon., April 13 – Thurs., April 16, 2026

ANNUAL LAW ENFORCEMENT EXPO

Tues., April 14 – Wed., April 15, 2026

RIVERS EDGE CONVENTION CENTER
ST. CLOUD, MN



mnchiefs.org

MCPA@SynergeticEndeavors.com

(651) 340-4848



IMPORTANT DATES & DEADLINES THROUGHOUT THE YEAR

OCTOBER 20

- REGISTRATION OPENS FOR THE 2026 ETI LAW ENFORCEMENT EXPO

MARCH 12

- SPONSORED CONTENT DEADLINE
- FINAL PROGRAM ADVERTISING DEADLINE
- FINAL PROGRAM AD AND OR LISTING DEADLINE
- EXHIBIT PERSONNEL REGISTRATIONS DUE
- REGISTRATION INSERT COMMITMENT DUE

APRIL 7

- REGISTRATION INSERT AND RAFFLE PRIZES SHIP-BY DATE

APRIL 14-15

- ETI LAW ENFORCEMENT EXPO



2026 ETI & LAW ENFORCEMENT EXPO

- 2..... Welcome
- 3..... Minnesota Chiefs of Police Association Board of Directors
- 4..... Event Profile
- 5..... 2026 Highlights
- 6..... 2025 Exhibitor List

ETI SPONSORSHIPS & STRATEGIC PARTNERSHIPS

- 8..... Sponsorship Opportunities

EXHIBITING

- 12..... Expo Hall Layout
- 13..... Exhibitor Information

MCPA YEAR-LONG OPPORTUNITIES

- 16..... 2025 MCPA Fall Leadership Summit
- 17..... Digital / Online Media Opportunities

QUESTIONS?

CONTACT:

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 MCPA@SynergeticEndeavors.com
 651.340.4848
 mnchiefs.org



WELCOME

EXECUTIVE DIRECTOR

Jeff Potts

Greetings from the MCPA –

Each year the Executive Training Institute (ETI) Planning Committee, staff from the Minnesota Chiefs of Police Association (MCPA) and the team of consultants from Synergetic Endeavors set out to build upon the past successes of our annual training conference and Law Enforcement Expo. The main goal is simple – add value to our vendors, while concurrently increasing value to our members.

This past years Law Enforcement Expo was built on the long history and deep tradition of ETI. The feedback received from sponsors, vendors and attendees was very positive. With the high level of interest already being shown for the 2026 ETI Law Enforcement Expo from our private sector partners, we are more optimistic than ever this year. We have been working on ways to improve and develop more robust opportunities for engagement with the MCPA at ETI, as well as throughout the year.

Similar to last year, we will host lunch for the attendees in the EXPO Hall both days, and we further redesigned the layout to enhance and drive and disperse more traffic throughout the entire Hall. We continue to expand our offerings that include unique high value bundled sponsorship packages that highlight our sponsors with speaking engagements, premium exhibit space, recognition, signage, and long-term exposure on our website, mobile app, and social media channels, because we want our private sector partners to receive the most return on their investment in the most convenient, conducive and consistent manner at our expo and throughout the year.

For many attendees, the expo is the one time each year where they take the time to learn about the latest products and services your organizations offer. I think it's important to point out, too, that a large percentage of police chiefs and their command staff each year tell us that they plan to do their research at the conference and Expo.

With all this in mind, I ask that you please take a closer look at our myriad of sponsorship opportunities laid in out in this 2026 MCPA Marketing Prospectus. We've tried to build in benefits that will give you even better exposure than in the past and the greatest return on your investment.

We hope that this approach is a win for all our sponsors, exhibitors and our members as they reap the benefits of your expertise, products and guidance. We value your partnerships and are extremely grateful for your support of our association and the law enforcement profession.

Thank you for your support of our organization and the policing profession.

Sincerely,

JEFF POTTS
EXECUTIVE DIRECTOR
MINNESOTA CHIEFS OF POLICE ASSOCIATION

MCPA BOARD OF DIRECTORS

Guides the strategic direction and supports the Association's mission, advocates for public safety, and enhances the professional development of its members.



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Chief Jay Henthorne
Richfield



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Chief Terry Stier
Belle Plaine



2ND VICE PRESIDENT
Chief Brian Podany
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EVENT PROFILE

THE MINNESOTA CHIEFS OF POLICE ASSOCIATION ETI LAW ENFORCEMENT EXPO

Tuesday, April 14 – Wednesday, April 15, 2026



**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



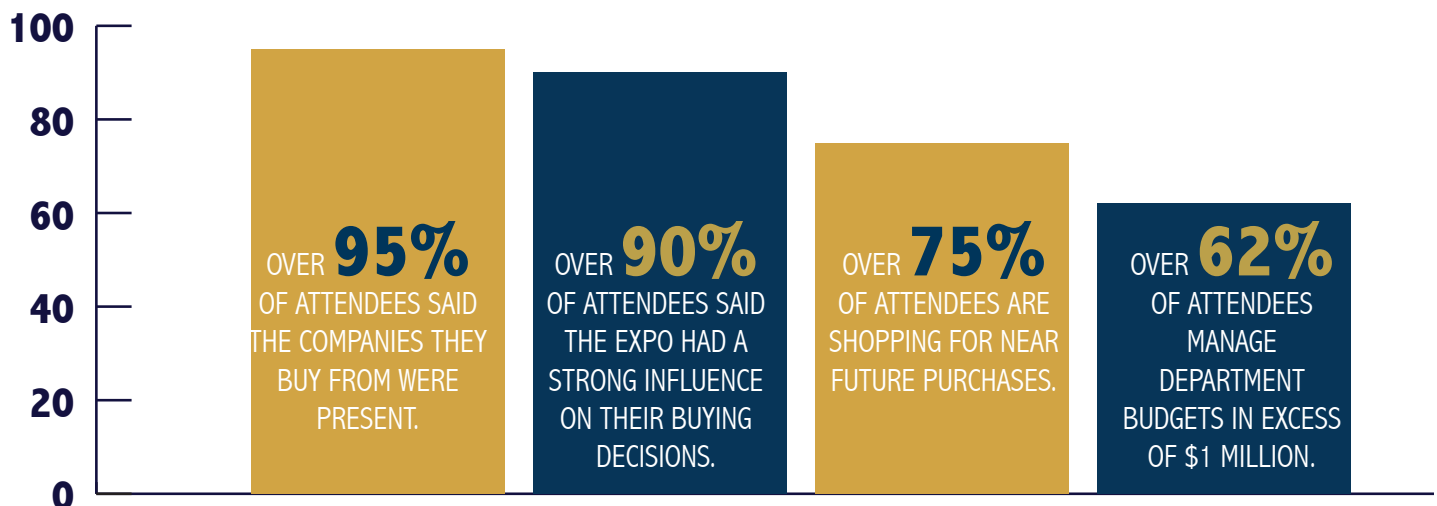
**WORLD-CLASS SPEAKERS - EDUCATIONAL
SESSIONS - PRODUCT DEMONSTRATIONS**



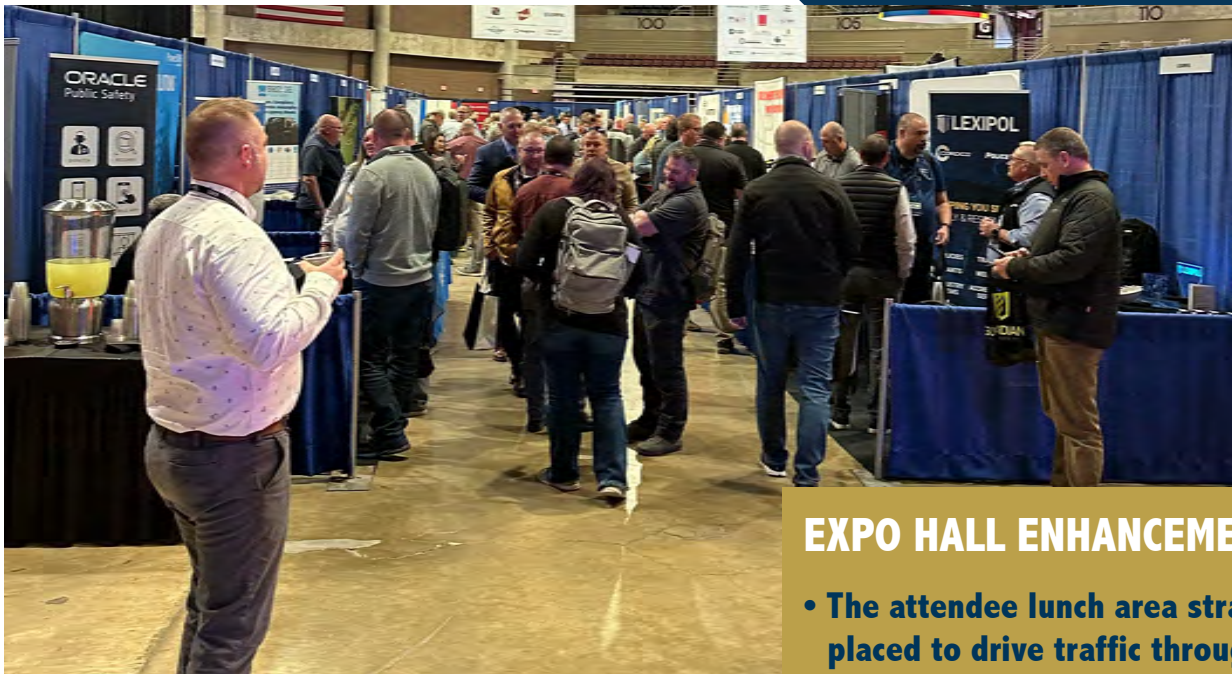
**ELEVATE YOUR PROFILE AND BRAND
RECOGNITION, DEVELOP CONNECTIONS
IN THE POLICING COMMUNITY**



**GAIN VALUABLE INSIGHTS INTO
INDUSTRY TRENDS**



2026 HIGHLIGHTS



EXPO HALL ENHANCEMENTS

- **The attendee lunch area strategically placed to drive traffic throughout the expo hall and to your exhibit booth.**
- **The timing of the Expo, events taking place in the hall, and the Expo Hall layout have been carefully refined to generate more traffic and improve flow to provide greater exposure to our featured sponsors and exhibitors.**

The Expo Hall will remain open all afternoon during breakout and general sessions.

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 and opportunities 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.

QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org

2025 EXHIBITOR LIST

5.11 Tactical

Action Radio & Communications LLC
Action Target
Advanced Graphix, Inc
Affinitech, Inc.
Allied Universal
ANCOM COMMUNICATIONS INC.
Association of Minnesota Emergency Managers
AXON
Ban-Koe Companies
BAYCOM
Bernies Equipment Co.
BerryDunn
BKV Group
Braun Northwest INC
Campbell Knutson, P.A.
Campion, Barrow and Associates
CaseGuard
CMI Inc.
Cognitec Systems
Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA®)
ConfiTrek (formerly Certified Crime Fighter)
Crescent Investigative Services
Criminal Justice Network (CJN)
Critical Response Group
Department of Criminal Justice Minnesota State University, Mankato
DTM Fleet Service
EAPC Architects Engineers
Eckberg Lammers Law Firm
ecos systems
Emergency Automotive Technologies Inc.
Evidence Solutions Inc. [ESI]
Faul Psychological, PLLC
FirstNet Built with AT&T
Flock Safety
Flying Cross
ForceMetrics
Geo-Comm, Inc.
Getac
GM

Grove Security
Guardian Fleet Safety
Havis Inc.
Heartland Business Systems
HERO Public Safety Training Center
I T L Patch Company
ICS
Insight LPR
Johnson Commercial Fitness
Karl Emergency Vehicles
Kiesler Police Supply
KRAUS-ANDERSON
Law Enforcement Labor Services
LensLock
Leo A Daly Architects & Engineers
LETAC USA
Lexipol
Liberty Arms Destruction
Lighthouse Beginnings
LightsOn!
Martin-McAllister Consulting Psychologists, Inc.
MCPA Accreditation Program
Midwest Association of Crime & Intelligence Analysts (MACIA)
Minnesota Board of Private Detective & Protective Agent Services
Minnesota Bureau of Criminal Apprehension
Minnesota Crime Prevention Association
Minnesota D.A.R.E.
Minnesota Law Enforcement Administrative Professionals
Minnesota Propane Association
Minnesota Safety Council
Minnesota Security Consortium (MNSec)
MN 100 Club
MNCIT
Mobile Pro Systems
Mobility 4 Public Safety
Motorola Solutions
Nelson Auto Center
North Central Upfitting
North Metro Regional Public Safety Training Facility (NMR)

Northern Star Scouting/Exploring
Northland & Companies
Off Duty Management
Oracle Public Safety
OTS
Pace Scheduler
Pantheon Computers
PATROL
PepperBall
Peregrine Technologies
PowerDMS by NEOGOV
Print Lab Wraps
ProPhoenix Corp
Radarsign
RJ Wagner Marketing/Point Blank
Rochester House of Shields
ROK Brothers
Saint Mary's University of Minnesota
Saltus Technologies
SERVPRO
Sharp Performance
Soldiers 6
SoundOff Signal
Sourcewell
Stalker Radar
Streicher's
Stryker
Sun Control of Minnesota
Terra Construction
The Axtell Group
The Blue Pages
Traffic Logix
Tyler Technologies
VC3
VCS Software
Verizon Frontline
Vertex Unmanned Solutions
Wings Credit Union
Wold Architects and Engineers
WReeves and Associates Inc.

2026

ETI SPONSORSHIP OPPORTUNITIES

REGISTER ONLINE

TO RESERVE:

Complete online at www.mnchiefs.org or email forms to MCPA@SynergeticEndeavors.com

See pages 8-10 for more details.

For maximum visibility, sponsor logo art and payment should be submitted on or before March 12, 2026.



SPONSORSHIP QUESTIONS?

CONTACT:

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MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

BENEFITS

LEVELS

	CHIEF PRESENTING SPONSOR
Investment	\$25,000
RECOGNITION	
MAXIMUM digital and printed identification for the 2026 Executive Training Institute and Law Enforcement Expo	✓
PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media	✓
PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓
ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA	✓
ETI SPEAKING OPPORTUNITIES	
ETI SPONSOR BREAKOUT SESSION: Host up to a full 60-minute breakout session (or 15-minute General 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. (*Contact for details)	✓
ANNUAL AWARDS BANQUET: Opportunity to introduce, or provide Keynote speaker	✓
YEARLONG OPPORTUNITIES	
MCPA BOARD MEETING: Opportunity for company representation to attend and speak at a MCPA board meeting	✓
LIVE STREAMED WEBINAR hosted by MCPA and distributed to members	✓
RECORDED PODCAST Distributed to MCPA members	✓
BUSINESS DEVELOPMENT LIAISON / MEETINGS	
Three eBlasts distributed to MCPA membership, one before and one after ETI Expo	✓
Exclusive access to MCPA Member Annual Purchasing Survey	✓
MCPA Executive Director will make personal introductions at ETI with Minnesota Police Chiefs and/or MCPA Board Members	4
ADVERTISING	
ATTENDEE BAG: Opportunity to provide company branded attendee bags.	✓
CREDENTIALS / LANYARDS: Logo recognition on credential and opportunity to provide company branded lanyards	✓
LOGO AND LISTING ON INTERACTIVE EXPO MAP	✓
MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	Splash Page
ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓
ATTENDEE GIFT: Opportunity to provide an attendee gift in registration bags to all conference attendees (restrictions apply)	✓
REGISTRATION INSERT: Opportunity to include a brochure, flier or item in attendee registration bags	✓
EXHIBITING	
COMPLIMENTARY PREMIER EXHIBITION BOOTH: Premium size and location and all associated benefits (see page 12 for details)	(16' x 20')
ATTENDEE LIST: Exclusive access to post ETI Expo attendee list	✓
COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference	6
RECEPTIONS AND SOCIAL FUNCTIONS	
ANNUAL AWARDS BANQUET: 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
MCPA HAPPY HOUR: Opportunity to introduce MCPA President and/or Executive Director. Logo recognition in event promotions. Recognition both from the podium and via signage at the event. Access to the event.	✓
ETI LUNCH: 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
Investment	\$10,000	\$8,000	\$7,500	\$6,500	\$5,995+F&B
RECOGNITION					
PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media	✓	✓	✓	✓	✓
PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓	✓	✓	✓	✓
ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA	✓	✓	✓	✓	✓
ETI SPEAKING OPPORTUNITIES					
MONDAY DINNER SPONSOR SPOTLIGHT: Provides a 30-minute speaking / presentation opportunity on Monday, April 13th to engage, educate and promote your product & services to the Chiefs and key decision makers	✓				
GENERAL SESSION SPEAKER SPONSOR: 10–15-minute speaking opportunity following the session. Recognition – name & logo identification during the session, over the PA., on mobile app and signage where applicable. Opportunity to leave behind materials		✓			
HAPPY HOUR SPONSOR: 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.				✓	
LIVE DEMO / PRESENTATION SPONSOR: 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			✓		
HOSPITALITY NIGHT SPONSOR: 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 evening. *Sponsor responsible for food & beverage. Contact for details.)					✓*
ETI BOARD MEETING: Opportunity for company representation to attend and speak at the ETI board meeting					
YEARLONG OPPORTUNITIES					
MCPA BOARD MEETING: Opportunity for company representation to attend and speak at a MCPA board meeting	✓				
One (1) eBlast distributed to MCPA membership before or after ETI Expo.	✓	✓	✓	✓	✓
BUSINESS DEVELOPMENT LIAISON / MEETINGS					
Exclusive access to MCPA Member Annual Purchasing Survey	✓	✓	✓	✓	✓
MCPA Executive Director will make personal introductions at ETI with Minnesota Police Chiefs and/or MCPA Board Members	2	2	2	2	2
ADVERTISING					
LOGO AND LISTING ON INTERACTIVE EXPO MAP	✓	✓	✓	✓	✓
MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	✓	✓	✓	✓	✓
ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓	✓	✓	✓	✓
REGISTRATION INSERT: Opportunity to include a brochure, flier or item in attendee registration bags	✓	✓	✓	✓	✓
EXHIBITING					
COMPLIMENTARY PREMIER EXHIBITION BOOTH: 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')
ATTENDEE LIST: Exclusive access to post ETI Expo attendee list	✓	✓	✓	✓	✓
COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference	4	3	3	2	2
RECEPTIONS AND SOCIAL FUNCTIONS					
ANNUAL AWARDS BANQUET: 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
ETI LUNCH: Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees	✓	✓	✓	✓	✓
REFRESHMENT BREAK / NETWORKING SPONSOR: 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
RECOGNITION					
PREMIER LISTING of company name/logo on MCPA website, C-Notes and social media	✓	✓	✓		✓
PREMIER LISTING of company name/logo on digital screens and printed signage during events and on exhibit floor when applicable	✓	✓	✓		✓
ANNOUNCEMENT as sponsor in MCPA C-Notes, and on-site over PA	✓	✓	✓		✓
ETI SPEAKING OPPORTUNITIES					
ETI BOARD MEETING: Opportunity for company representation to attend and speak at the ETI board meeting	✓				
YEARLONG OPPORTUNITIES					
One (1) eBlast distributed to MCPA membership before or after ETI Expo.	✓	✓			
BUSINESS DEVELOPMENT LIAISON / MEETINGS					
Exclusive access to MCPA Member Annual Purchasing Survey	✓	✓			
ADVERTISING					
LOGO AND LISTING ON INTERACTIVE EXPO MAP	✓	✓	✓		✓
MOBILE APP: Ad and/or logo ad on official ETI app. Includes a highlighted vendor listing and a linked logo	✓	✓	✓		✓
ONLINE PREFERRED VENDOR: One-year listing on the MCPA website as a Preferred LE vendor. Includes logo & hyperlink	✓	✓	✓		✓
REGISTRATION INSERT: Opportunity to include a brochure, flier or item in attendee registration bags	✓	✓			
EXHIBITING					
COMPLIMENTARY PREMIER EXHIBITION BOOTH: 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')
COMPLIMENTARY CONFERENCE REGISTRATIONS: to the ETI Conference	2	2			
RECEPTIONS AND SOCIAL FUNCTIONS					
ANNUAL AWARDS BANQUET: 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			
ETI LUNCH: Logo recognition in event pre-promotions. Recognition over PA & via event signage. Ability to set out brochures/specialty items for attendees	✓	✓			
REFRESHMENT BREAK / NETWORKING SPONSOR: 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)			✓		

LEVELS

Investment

	EXPO EXHIBITOR SPOTLIGHT	TITLE RAFFLE SPONSOR	HOLE-IN-ONE SPONSOR
	\$1,000	Call for details	Call for details
ADDITIONAL ETI OPPORTUNITIES			
EXPO EXHIBITOR SPOTLIGHT: 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.	✓		
TITLE RAFFLE SPONSOR: (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.		✓	
HOLE-IN-ONE CONTEST SPONSOR: Recognition as the Sponsor. Recognition on signage, over PA before & during event & on social media. Opportunity to briefly speak. Contact for details.			✓

2026

EXHIBITING

REGISTER ONLINE

TO RESERVE:

Complete online at www.mnchiefs.org or email forms to MCPA@SynergeticEndeavors.com

See pages 13-14 for more details.

For maximum visibility, sponsor logo art and payment should be submitted on or before March 12, 2026.



EXHIBITOR QUESTIONS?

CONTACT:

Charles Kasbohm

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mnchiefs.org

EXPO HALL LAYOUT

INTERACTIVE MAP

MINNESOTA CHIEFS OF POLICE LAW ENFORCEMENT EXPO

Tuesday, April 14 - Wednesday, April 15, 2026

Rivers Edge Convention Center – St. Cloud, MN

THANK YOU 2025 EXHIBITORS!

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

EXHIBITOR
QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

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mnchiefs.org



*EXACT EXPO FLOOR LAYOUT IS SUBJECT TO CHANGE

MAP
KEY

CHIEF
SPONSOR
BOOTH

SPONSOR
BOOTH

VEHICLE
DISPLAYS

LUNCH
AREA

EXHIBITOR INFORMATION

2025 EXHIBITORS will receive an exclusive booth registration opportunity before opening the 2026 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 in expo hall, and \$275 in lobby areas. 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.

EXHIBITION SCHEDULE*

VEHICLE, LOBBY, AND EARLY SET-UP: MON., APRIL 13

SET UP: MON., APRIL 13 – 1 PM-6 PM,
TUES., APRIL 14 – 7 AM-11:15 AM

OPEN: TUES., APRIL 14 – 12 PM-6:30 PM

OPEN: WED. APRIL 15 – 11:15 AM-1 PM

TEAR DOWN: WED., APRIL 15

*Exact times subject to change. Breakouts and General Sessions take place during portions of the expos.



EXHIBIT BOOTH SPACE RATES

STANDARD	8' × 10' EXPO HALL	\$1,295
NON-PROFIT*	8' × 10' EXPO HALL	\$495
VEHICLE DISPLAY	EXPO HALL	\$3,595
BULK / VEHICLE	EXPO HALL	\$7,500
STANDARD	8' × 10' LOBBY	\$975
NON-PROFIT*	8' × 10' LOBBY	\$275

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.

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:

Carefully review expo interactive map when choosing your exhibit space. Exhibit Management will do its best to accommodate requests to not be near certain companies. Placement requests cannot be guaranteed.

2026

MCPA YEAR-ROUND OPPORTUNITIES

REGISTER ONLINE

TO RESERVE:

Complete online at www.mnchiefs.org or email forms to MCPA@SynergeticEndeavors.com

See pages 16-18 for more details.



SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

MCPA FALL LEADERSHIP SUMMIT

Nov. 18-20, 2025 and Sept. 28-30, 2026

SPONSORSHIP OPPORTUNITIES*

INVEST IN THE FUTURE OF PUBLIC SAFETY LEADERSHIP

Join us for the 2025 and/or 2026 MCPA Fall Leadership Summit—a 2.5-day retreat bringing together Minnesota's top law enforcement leaders for high-impact leadership development, peer connection, and strategic growth.

Unlike the larger spring ETI Conference, this Summit provides a more intimate and immersive setting for deeper learning and stronger relationship-building.

Your sponsorship fuels statewide leadership development while offering high-visibility branding and direct engagement with public safety decision-makers and rising leaders.

SPONSORSHIP LEVELS

PLATINUM SPONSOR – \$7,500 (Limited to 1 sponsor)

UNPARALLELED VISIBILITY AND EXCLUSIVE ACCESS

- Naming rights to one evening dinner and one main session
- 15-minute speaking opportunity during a featured session
- Premier logo placement on:
 - Main Stage Electronic Graphics
 - Summit Main registration page
- MCPA Board Meeting Presentation - 15 Minutes on Nov. 20th, 2025
- Single Subject Email to MCPA Members
- List of MCPA Members
- Set up Table Vendor Table during registration welcoming attendees to the conference.

GOLD SPONSOR – \$5,000 (2 available)

- 5–10-minute speaking opportunity during your sponsored segment
- Prominent logo placement on:
 - Main Stage Electronic Graphics
 - Summit Sponsor Registration Page
- Verbal recognition from the podium during your sponsored segment

SILVER SPONSOR – \$2,500 (2 AVAILABLE)

VISIBLE SUPPORT OF ESSENTIAL SUMMIT EXPERIENCES

- Sponsorship of one breakfast or refreshment break
- 5-minute speaking opportunity
- Logo placement on:
 - Main Stage Electronic Graphics
 - Summit Sponsor Registration Page
- Recognition during your sponsored segment

SPECIAL EVENT & ADD-ON SPONSORSHIPS

HOSPITALITY NIGHT SPONSOR – \$3,000

(2 available)

Opportunity to briefly speak and present brief presentation during event. Recognition via digital 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 Tuesday and/or Wednesday).

HOST THE SUMMIT'S MOST SOCIAL EVENING

- Exclusive sponsor of Hospitality Night
- Welcome or brief remarks opportunity
- Private access to the hospitality suite

COFFEE BREAK SPONSOR – \$1,000

KEEP LEADERS ENERGIZED AND CONNECTED

- Logo on signage at your sponsored break
- Ability to set up a vendor table next to the coffee break area
- Recognition in printed agenda

BADGE SPONSOR – \$2,000 (1 available)

PUT YOUR BRAND IN EVERY INTERACTION

- Your logo on every attendee name badge
- Recognition in printed agenda and online

SCHOLARSHIP GRANT SPONSOR – \$1,500

EMPOWER FUTURE LEADERS

- Recognition as a Scholarship Sponsor
- Option to include a branded message or item for recipients
- Logo on Summit website and printed agenda

SPONSOR DEMO – \$2,000

SHOWCASE YOUR SOLUTIONS IN ACTION

- 15-minute live or pre-recorded demonstration
- Featured in event materials and agenda
- Mention in Summit opening remarks
- Can be added to any sponsorship level or reserved separately (as space allows)

READY TO SPONSOR?

Contact us at MCPA@SynergeticEndeavors.com or call 651-340-4848 to reserve your sponsorship or learn more about how your investment can shape the next generation of public safety leadership.

*Limited availability. Packages subject to change

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) is distributed weekly to Police Chiefs, Command staff, and members with an open rate well above the industry average. 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?

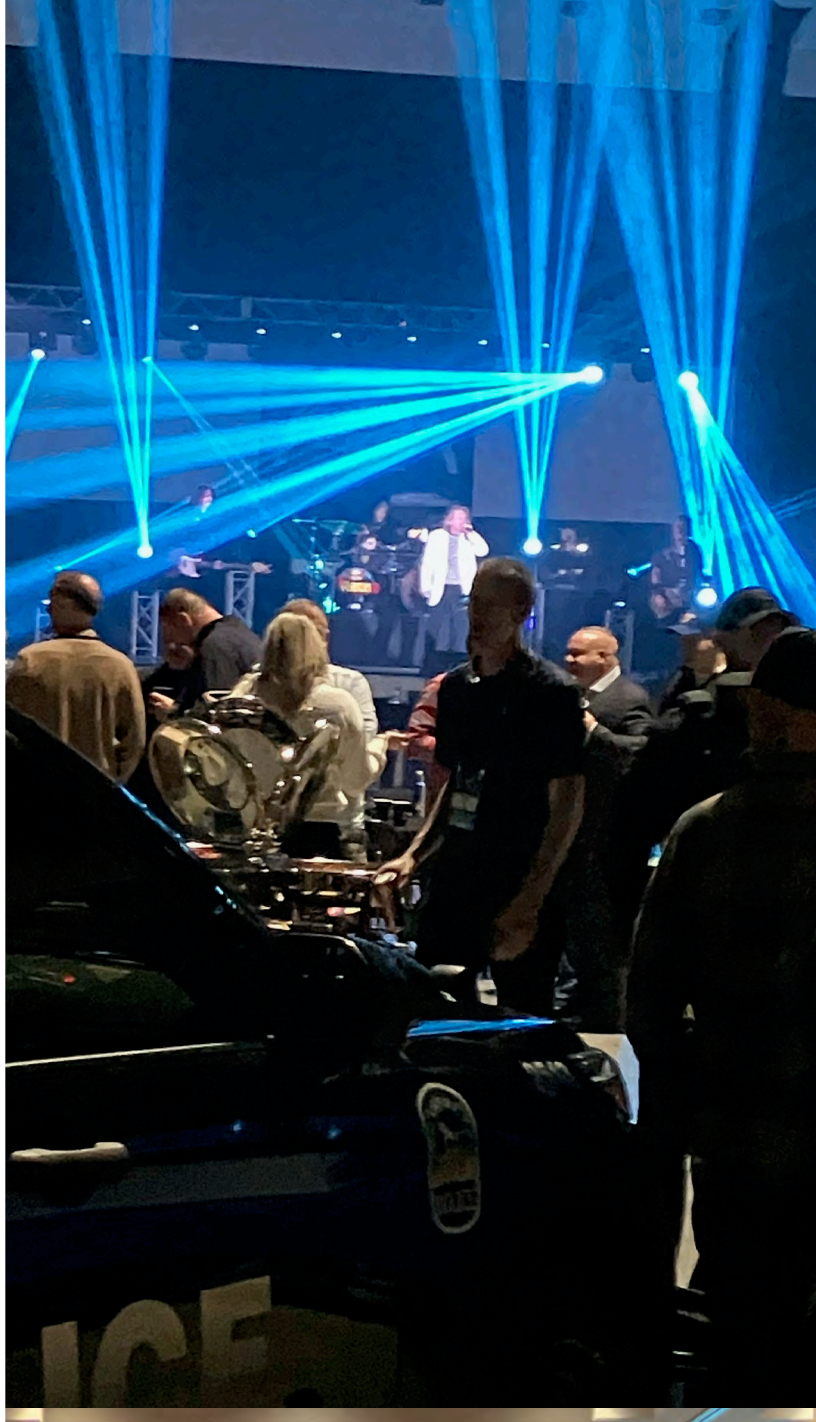
CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org



REGISTRATION IS OPEN

ETI Law Enforcement Expo 2026

RIVERS EDGE CONVENTION CENTER • ST. CLOUD, MN

EXECUTIVE TRAINING INSTITUTE

Monday, April 13 – Thursday, April 16, 2026

ANNUAL LAW ENFORCEMENT EXPO

Tuesday, April 14 – Wednesday, April 15, 2026



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
660 Transfer Road, St. Paul, MN 55114

mnchiefs.org

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(651) 340-4848