

2027

Marketing Prospectus

EXECUTIVE TRAINING INSTITUTE

Tuesday, April 6 – Friday, April 9, 2027

ANNUAL LAW ENFORCEMENT EXPO

Wednesday, April 7 – Thursday, April 8, 2027

DULUTH ENTERTAINMENT
CONVENTION CENTER
DULUTH, MN

mnchiefs.org

(651) 340-4848

MCPA@SynergeticEndeavors.com



IMPORTANT DATES & DEADLINES THROUGHOUT THE YEAR

OCTOBER 20

- ☐ REGISTRATION OPENS FOR THE 2027 ETI LAW ENFORCEMENT EXPO

MARCH 19, 2027

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

MARCH 29, 2027

- ☐ REGISTRATION INSERT AND RAFFLE PRIZES SHIP-BY DATE

APRIL 7-8, 2027

- ☐ ETI LAW ENFORCEMENT EXPO

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SPONSORSHIP QUESTIONS?

CONTACT:

Charles Kasbohm

MCPA@SynergeticEndeavors.com

651.340.4848

mnchiefs.org



EXECUTIVE DIRECTOR

Jeff Potts

Greetings from the MCPA,

Each year, the Executive Training Institute (ETI) Planning Committee, MCPA staff, and our consulting team at Synergetic Endeavors set out to elevate our annual training conference and Law Enforcement Expo. Our core mission remains clear: to deliver maximum value to our vendors while simultaneously enhancing the experience for our members.

The success of our past Expo built upon ETI's long history and deep tradition, earning exceptionally positive feedback from sponsors, vendors, and attendees alike. Thanks to an early surge of interest for the 2027 ETI Law Enforcement Expo from our private-sector partners, we are incredibly optimistic about the year ahead. We have designed new, robust opportunities to keep your organization engaged with the MCPA both at ETI and throughout the calendar year.

To maximize your return on investment in the most convenient and impactful way, we are bringing back and refining our most successful event features:

- **High-Value Bundled Sponsorships:** We continue to expand premium packages that highlight your brand through exclusive speaking engagements, prime exhibit space, prominent recognition, signage, and year-round digital exposure on our website, mobile app, and social media channels.
- **Optimized Traffic Flow:** We have redesigned the Expo Hall layout to seamlessly disperse foot traffic, keeping attendees moving through the entire space.
- **Attendee Lunches / Annual Raffle:** We will once again host attendee lunches and our Annual Raffle directly inside the Expo Hall on both days to keep decision-makers on the floor.

For many attendees, this Expo is their single yearly opportunity to evaluate new industry products and services. Crucially, a large percentage of police chiefs and command staff consistently report that they utilize this conference specifically to conduct their annual purchasing research.

We invite you to explore the comprehensive sponsorship opportunities in this 2027 MCPA Marketing Prospectus to find the perfect fit for your organization.

Our goal is a mutual win: ensuring our partners see a strong return on investment while our members benefit directly from your expertise, products, and guidance. We deeply value your partnership and are immensely grateful for your support of our association and the law enforcement profession.

Thank you for your continued partnership and vital support of Minnesota law enforcement.

Sincerely,

Jeff Potts

JEFF POTTS, EXECUTIVE DIRECTOR
MINNESOTA CHIEFS OF POLICE ASSOCIATION

BOARD OF DIRECTORS

MCPA is a nonprofit, professional membership organization representing over 500 current and retired law enforcement leaders in Minnesota. The mission is to bring the highest quality of police services to the people of Minnesota.

The 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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Blaine



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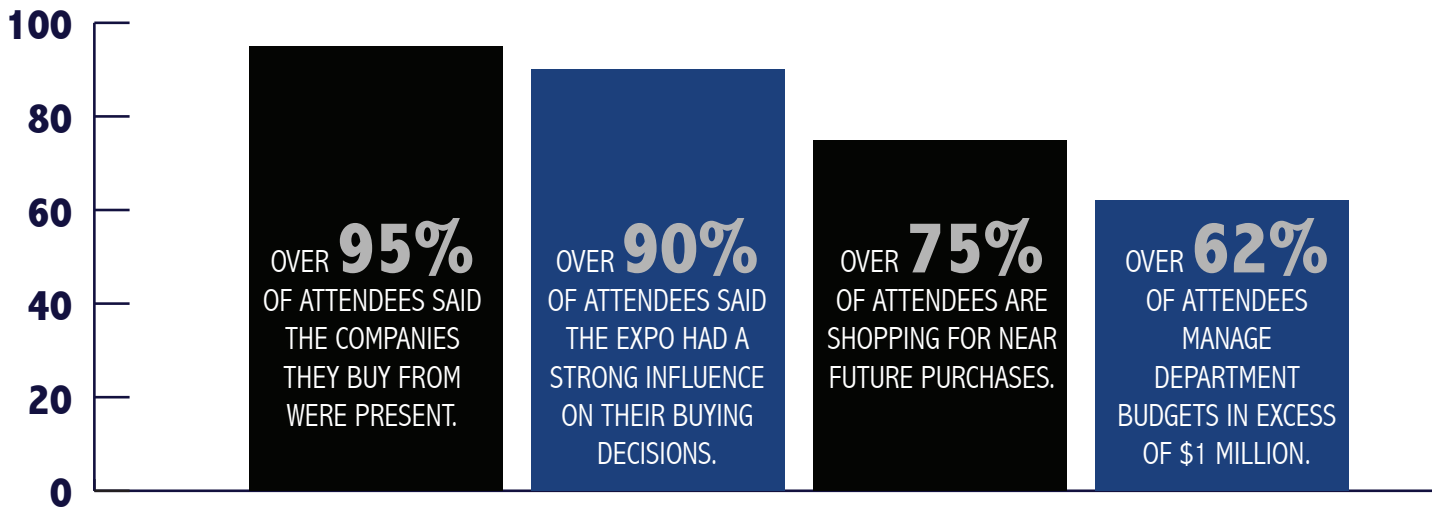
EVENT PROFILE

THE MINNESOTA CHIEFS OF POLICE ASSOCIATION

ETI LAW ENFORCEMENT EXPO

Wednesday, April 7 – Thursday, April 8, 2027

- ONE OF THE LARGEST INDUSTRY BUYING EVENTS IN THE MIDWEST
- FEATURING THE LATEST PRODUCTS, SERVICES & TECHNOLOGICAL ADVANCES
- NETWORKING OPPORTUNITIES
- WORLD-CLASS SPEAKERS - EDUCATIONAL SESSIONS - PRODUCT DEMONSTRATIONS
- GAIN VALUABLE INSIGHTS INTO INDUSTRY TRENDS
- APPROXIMATELY 400 LAW ENFORCEMENT LEADERS AND PUBLIC SAFETY PROFESSIONALS FROM AGENCIES ACROSS THE STATE
- UNPARALLELED ACCESS TO CHIEFS AND KEY DECISION MAKERS
- ELEVATE YOU PROFILE AND BRAND RECOGNITION, DEVELOP CONNECTIONS IN THE POLICING COMMUNITY



2027 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.
- **Hospitality Night Event!** This is your exclusive opportunity to join ETI attendees and other sponsors for an evening of camaraderie, high-impact networking, food and drinks, and live entertainment. Whether you are looking to forge new industry partnerships, connect with our valued sponsors, or simply unwind with your peers, this special night is designed to celebrate the very best of the ETI community.

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.

EXPO HALL ENHANCEMENTS

- We have carefully refined the 2027 Expo Hall layout, event timing, and schedule of events to optimize crowd flow and generate maximum visibility for our featured sponsors and exhibitors.
- To directly support your success, the Attendee Lunch and Annual Raffle drawing has been strategically placed within the hall to naturally drive consistent foot traffic past your exhibit booth. This layout is engineered to increase your exposure, facilitate meaningful connections, and ensure a high-energy environment throughout the entire event.

SPONSORSHIP QUESTIONS?

CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

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

2026 EXHIBITOR LIST

911 Tech Inc.
Action Radio & Communications LLC
Advanced Graphix, Inc
Advanced Security Technologies LLC
American Pressure Inc
ANCOM COMMUNICATIONS INC.
Association of Minnesota Emergency Managers
AXON
Ban-Koe Companies
Barricade AI
BAYCOM
Bernie's Equipment Co., Inc.
BKV Group
Brandon Communications
Bridge 4 Public Safety
Campbell Knutson, P.A.
Campion, Barrow & Associates
CARFAX for Police
CMI Inc
Code Four
ConfiTrek Inc
ControlShift LLC
Crescent Investigations
Criminal Justice Network
Crisis Clean Team
Critical Response Group
Department of Criminal Justice Minnesota State University, Mankato
DSC Communications
DTM Fleet Service
EAPC Architects Engineers
Eckberg Lammers, P.C.
ecos systems
eCourtDate, Inc.
Emergency Communications Department
eSleuth, Inc.
Extra Duty Solutions
Faul Psychological, PLLC
Federal Signal
FirstNet Built with AT&T
Flock Safety
Flying Cross
Getac, Inc
Grove Security
Guardian Fleet Safety
Hanwha Vision
Health Strategies
Heartland Business Systems
ICS
ITL Patch Company
iTouch Biometrics
Johnson Commercial Fitness
Kiesler Police Supply
KRAUS-ANDERSON CONSTRUCTION COMPANY
Law Enforcement Labor Services
LDV, Inc.
Leica Geosystems, Inc
Leo A Daly Architects & Engineers
LETAC USA
Lexipol
Lexis Nexis
Liberty Arms Destruction
MACQUEEN
Martin-McAllister Consulting Psychologists, Inc.
Mental Health Minnesota
MicroGrants - Lights On!
Midwest 911 Cars Inc
Midwest Association of Crime & Intelligence Analysts (MACIA)
Mikes Emergency Vehicle Installations
Minnesota Board of Private Detective & Protective Agent Services
Minnesota Crime Prevention Association
Minnesota D.A.R.E.
Minnesota Law Enforcement Accreditation Program
Minnesota Law Enforcement Administrative Professionals
Minnesota Propane Association
Minnesota Safety Council
Minnesota Security Consortium (MNSec)
MissionWise
MN 100 Club
MN Bureau of Criminal Apprehension
Mn Crisis Intervention Team
Motorola Solutions
National Child Safety Council
North Central Upfitting
NORTH COUNTRY GM
Northern Star Scouting/Exploring
Northland & Companies
Opioid Training Solutions
OTS
Pace Scheduler
PATROL
PepperBall
Peregrine Technologies
Pimloc
Policies 360
PowerDMS by NEOGOV
Precision Driving Center of MN
Print Lab Wraps
ProPhoenix Corp
Rampart Audit LLC
RJM Construction
ROK Brothers
Sagent Behavioral Health
Setina Manufacturing
SIG SAUER
Soldiers 6
Sole Essentials
SoundOff Signal
Sourcewell
Stalker Radar
Starkey Hearing / SoundGear
Streicher's
SwedeBro / SwedeBro
SymbolArts
Terra Construction
The Axtell Group
The Blue Pages
Twin Cities Orthopedics
Tyler Technologies
Untamed Visuals
VC3
VCS HR
Vector Solutions
Wildcard Corp
Wings Credit Union
Wold Architects and Engineers
WReeves and Associates Inc.
Xcel Energy Enterprise Security Services

2027 ETI SPONSORSHIP OPPORTUNITIES

REGISTER ONLINE

TO RESERVE:

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

SPONSORSHIP QUESTIONS?

CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

SEE PAGES 8-10 FOR MORE DETAILS

For maximum visibility, sponsor logo art and payment should be submitted on or before March 12, 2027.

BENEFITS
CHIEF PRESENTING SPONSOR

LEVELS	CHIEF PRESENTING SPONSOR
Investment	**$25,000**
RECOGNITION	
MAXIMUM digital and printed identification for the 2027 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	✔
RECORDED PODCAST Distributed to MCPA members	✔
BUSINESS DEVELOPMENT LIAISON / MEETINGS	
Three **eBlasts** distributed to MCPA membership. Can be before and/or after ETI Expo	**3**
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	TUESDAY SPONSOR SPOTLIGHT	GENERAL SESSION SPEAKER SPONSOR	LIVE DEMO SPONSOR	HAPPY HOUR SPONSOR	HOSPITALITY NIGHT SPONSOR
Investment	$12,000	$10,000	$10,000	$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					
TUESDAY SPONSOR SPOTLIGHT: Provides a 15-minute speaking / presentation opportunity on Tuesday, April 6th 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 P.A., 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 Tuesday, Wednesday, and/or Thursday evening. ***Sponsors responsible for food & beverage. Limited sponsorships available per night. 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	ETI BOARD MEETING	SUPPORTING	REFRESHMENT BREAK / NETWORKING SPONSOR	EXPO EXHIBITOR SPOTLIGHT	TITLE RAFFLE SPONSOR
Investment	$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	PASSPORT BINGO CARD	EXPO EXHIBITOR SPOTLIGHT	TITLE RAFFLE SPONSOR
Investment	$500	$1,000	Call for details
ADDITIONAL ETI OPPORTUNITIES			
EXPO HALL PASSPORT BINGO CARD PLACEMENT: Drive traffic to your booth by participating in the popular Exhibit Hall Passport Game. Attendees must visit all participating Passport Bingo Card sponsor booths, collect stamps supplied and return the card to be entered to win prizes. 16 opportunities available.	✔		
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.**			✔

2027 EXHIBITING

REGISTER ONLINE

TO RESERVE:

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

SPONSORSHIP QUESTIONS?

CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

SEE PAGES 13-14 FOR MORE DETAILS

For maximum visibility, sponsor logo art and payment should be submitted on or before March 12, 2027.

EXPO HALL LAYOUT

CLICK HERE
INTERACTIVE MAP

MINNESOTA CHIEFS OF POLICE
LAW ENFORCEMENT EXPO

Wednesday, April 7 - Thursday, April 8, 2027

Duluth Entertainment Convention Center – Duluth, MN



*EXACT EXPO FLOOR LAYOUT SUBJECT TO CHANGE

SPONSORSHIP QUESTIONS?

CONTACT:
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THANK YOU 2026 EXHIBITORS!

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

EXHIBITOR INFORMATION

2026 EXHIBITORS will receive an exclusive booth registration opportunity before opening the 2027 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.

NON-PROFIT SPACE: Related government programs, industry organizations and industry associations may request space at the reduced rate of $495 in expo hall. 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: TUES., APRIL 7

SET UP: TUES., APRIL 7 – 1:00 PM - 6:00 PM,
WED., APRIL 8 – 7:00 AM - 11:15 AM

OPEN: WED., APRIL 8 – 11:30 AM - 6:30 PM

OPEN: THURS. APRIL 9 – 11:30 AM - 1:00 PM

TEAR DOWN: THURS., APRIL 9 – immediately after EXPO

*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**

Bulk Size & Creative Booths — call to discuss

EACH BOOTH PURCHASED, EXHIBITORS RECEIVE*:

8'x10' Space, 8' high draped back walls, 3' high partitions, 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.

MCPA YEAR-ROUND OPPORTUNITIES

REGISTER ONLINE

TO RESERVE:

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

SPONSORSHIP QUESTIONS?

CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

! SEE PAGES 16-8 FOR MORE DETAILS

MCPA FALL LEADERSHIP SUMMIT

September 28-30, 2027
Cragun's Resort, Brainerd, MN

SPONSORSHIP OPPORTUNITIES*

INVEST IN THE FUTURE OF PUBLIC SAFETY LEADERSHIP

Join us for the 2027 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 – $9,500 (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, 2026
- Single Subject Email to MCPA Members
- List of MCPA Members
- Set up Table Vendor Table during registration welcoming attendees to the conference.

GOLD SPONSOR – $7,000 (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 – $5,000 (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 – $4,000
(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)

VENDOR / EXHIBITOR TABLE – $1,000
(limited available)

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):

_____



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:

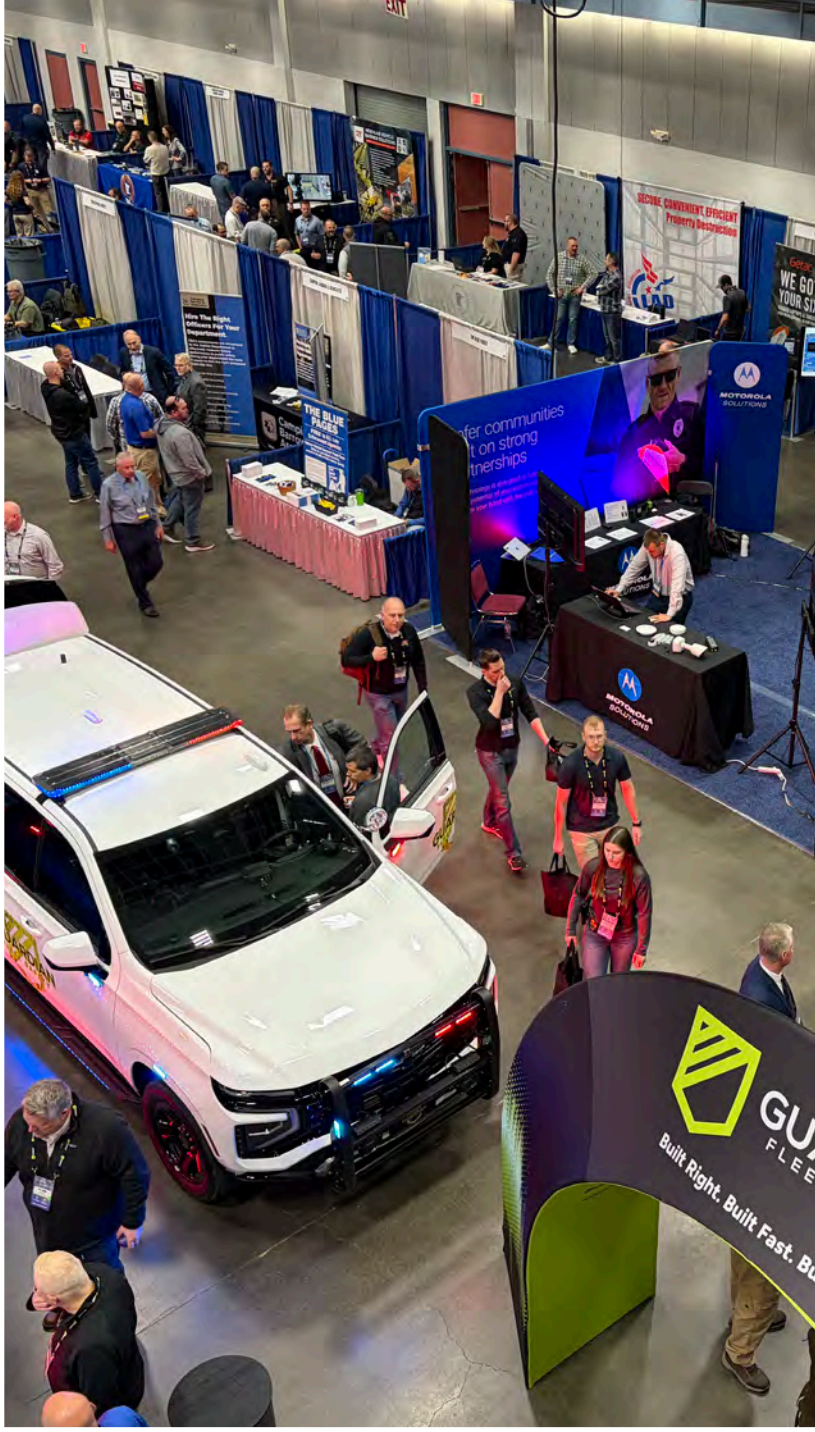
$495 – One year listing

DIGITAL MEDIA QUESTIONS?

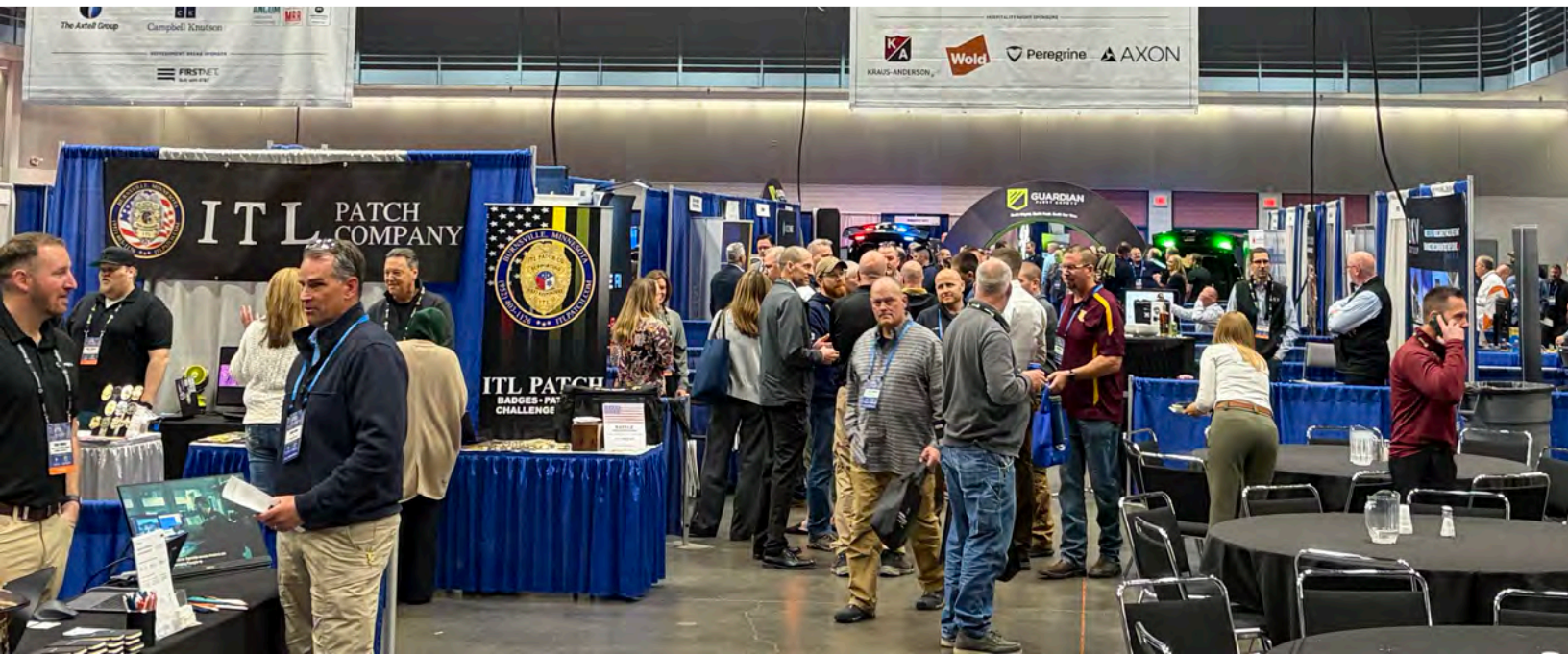
CONTACT:
Charles Kasbohm
MCPA@SynergeticEndeavors.com
651.340.4848
mnchiefs.org

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.




MOTOROLA SOLUTIONS
Built Right. Built Fast.


AXON


The Axtell Group
Campbell Knutson
FIRSTNET
KRAUS-ANDERSON
Wold
Peregrine
AXON
ITL PATCH COMPANY
ITL PATCH
BADGES+PAT
CHALLENGE
GUARDIAN

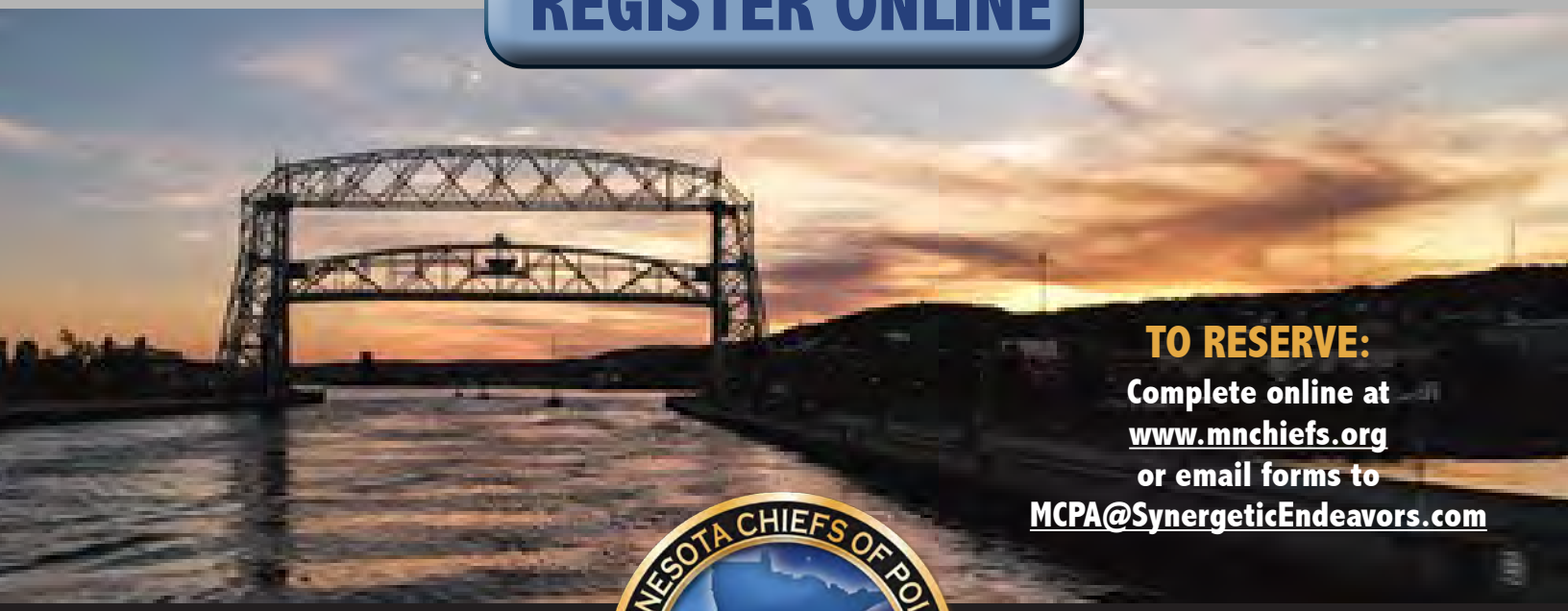
REGISTRATION IS OPEN

ETI Law Enforcement Expo 2027

DULUTH ENTERTAINMENT CONVENTION CENTER (DECC)

DULUTH, MN

REGISTER ONLINE



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

EXECUTIVE TRAINING INSTITUTE
Tuesday, April 6 – Friday, April 9, 2027

ANNUAL LAW ENFORCEMENT EXPO
Wednesday, April 7 – Thursday, April 8, 2027

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

MCPA@SynergeticEndeavors.com
(651) 340-4848