



2010 Exhibitor Prospectus

HYATT REGENCY ST. LOUIS RIVERFRONT
St. Louis, Missouri

52nd Annual Conference



Exhibit Dates
June 18-19, 2010

Exhibit at the 2010 Annual Conference

International Association of Campus Law Enforcement Administrators

HYATT REGENCY ST. LOUIS RIVERFRONT ⇨ **ST. LOUIS, MO**

EXHIBIT DATES ⇨ **June 18-19, 2010** | **MEETING DATES** ⇨ **June 19-22, 2010**

General Information

We invite you to become a part of EXPO 2010 on June 18-19, the only exposition whose delegates represent the buying power for campus public safety, security and law enforcement. According to a U.S. Department of Justice Statistics survey, the average annual operating expenditures of a campus law enforcement agency total \$2,000,000 . . . and this does not include capital expenditures such as equipment purchases or construction costs. Our U.S., Canadian and international delegates come expecting to see the latest technology, equipment, management trends and solutions to the challenges and dangers they face in managing their campus public safety departments.

Schedule 2010

The exhibits will be located in the Hyatt Regency St. Louis Riverfront. The set-up for the Exhibit Hall will be on Friday, June 18 from 8:00 a.m. - 4:00 p.m.

THE SCHEDULE IS AS FOLLOWS:

FRIDAY ⇨ JUNE 18

- | | |
|------------------------------|--|
| 8:00 a.m. - 4:00 p.m. | Exhibitor Set-Up |
| 5:30 p.m. - 7:30 p.m. | Exhibit Hall Opens with Reception
(#1 Program Book Sponsor Period) |
| 7:00 p.m. - 7:30 p.m. | Door Prize Drawings |

SATURDAY ⇨ JUNE 19

- | | |
|-------------------------------|--|
| 10:30 a.m. - 2:00 p.m. | Exhibit Hall Opens with Coffee
(#2, #3 Program Book Sponsor Periods) |
| Noon - 1:00 p.m. | Lunch in Exhibit Hall |
| 2:00 p.m. - 2:30 p.m. | Door Prize Drawings |
| 2:30 p.m. | Move-Out |

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Floor Plan



C = Corporate Partner Booths

Hyatt Regency St. Louis Riverfront

IACLEA 2010 Exhibitor Contract

Description of Booths—Booths are 10' x 10'. They consist of 8' high backwall drapery and 3' high division curtains of flame-proofed fabric suspended from aluminum framing, 6' draped table and 2 side chairs. One 7" x 44" identification sign is furnished for each exhibitor. Exhibitors receive a listing in the exhibit section of the program book for the IACLEA Annual Conference.

Information Packet—Exhibitors receive a packet of information from Heritage Exposition Services about the exhibition schedule, facility, set-up and break-down procedures, drayage, furniture and special item rental, labor order forms and electrical service.

Installation—Our official exhibit contractor will install booths on Thursday, June 17. Booths will be available to exhibitors for set-up on Friday, June 18 from 8:00 a.m. - 4:00 p.m. Displays must be ready for showing by 4:00 p.m., Friday, June 18. All materials must be removed from the area beginning 2:30 p.m. on Saturday, June 19. No break-down until 2:00 p.m. on Saturday, June 19. Unclaimed space will be re-assigned without refund. IACLEA reserves the right to reject any materials or services offered by the exhibitor if there is any conflict with the Association's policies and principles.

Decorator & Carpenter Jurisdiction—It is necessary for all exhibitors to use qualified union personnel for the installation and dismantling of prefabricated exhibits and displays and to install and remove draperies and floor covering. The handling, placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation or dismantling of exhibits in booths up to 300 net square feet, which does not require the use of power tools, may be performed by the exhibitor or full-time company employees. Non-union contracted employees and/or temporary laborers are excluded from working on exhibits. Your labor requirements can be ordered on the enclosed Exhibit Labor Order Form.

Teamster Jurisdiction—Our Material Handling Department is responsible for maintaining in and out traffic schedules at the show site. Even local exhibitors should clear all movements of exhibit materials through this department, as we will have priority at the unloading area at all times. Material Handling Services may be ordered in advance by completing and returning the enclosed Shipping Information and Service Order Form or by ordering on site at the Heritage Service Desk.

Exhibitor self-unloading is limited to the following guidelines:

- Ground level unloading
- Car or passenger vans
- No rental trucks or contract carriers
- No pallet jacks or motorized equipment
- Two (2) wheel handcarts are allowed
- Twenty-minute time frame allowed for unloading
- Contract/hired labor is not allowed

Labor and Material Handling—As the official service contractor, and in the interest of safety, continuity and control, Heritage Exposition Services is appointed as the exclusive on-site service contractor in the exhibit hall for drayage, labor, custom cleaning, and other services that the facility or applicable labor agreements require Heritage Exposition Services to perform. Information concerning electrical, plumbing and vacuuming services will be included in your service kit. Heritage Exposition Services reserves the right to appoint official common freight carriers and other subcontractors necessary for production of the Event. Exhibitors must use Heritage Exposition Services for the services listed above, unless the exhibit hall performs any of these services on an exclusive basis. For all other services, exhibitors who choose not to use Heritage Exposition Services and plan to use another contractor must advise the Sponsor and submit the necessary Certificates of Insurance, in advance, so that permission may be obtained for said Exhibitor Appointed Contractors ("EAC") to operate.

All mechanical equipment used for the Event, such as forklifts, cranes, pallet jacks, genielifts and scaffolding, must be exclusively provided by Heritage Exposition Services.

Size and Weight Limitations—The size and weight load on the display floor should not exceed 150 pounds per square foot. All exhibits, other than table top, must be approved by IACLEA thirty (30) days prior to the exposition. Exhibits must conform to the size of the allocated space and must not obstruct the view of or interfere with other exhibits. All demonstrations, discussions, or activities such as distribution of descriptive literature of any kind must be confined to the exhibitor's own booth. No exhibitor shall assign, sublet or share the whole or any part of the assigned space without the approval of IACLEA.

Shipping Information—Heritage Exposition Services is the official drayage contractor and transportation company for IACLEA EXPO 2010. Storage and carting arrangements are to be made at the exhibitor's expense. Please give exhibit name, IACLEA 2010 and your booth number. DO NOT SHIP DIRECTLY to the Hyatt Regency St. Louis Riverfront. Full instructions on shipping will be forwarded to you by Heritage Exposition Services.

Liability for Losses—Neither the International Association of Campus Law Enforcement Administrators, the Hyatt Regency St. Louis Riverfront, nor Heritage Exposition Services will be responsible for loss or damage resulting from any cause connected with transfer, installation, maintenance, storage or removal of exhibits or management of the exposition. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with exhibitor's display or caused by the exhibitor, his agents, representatives or employees.

Protection of Property—Nothing shall be pasted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, drapery or other parts of the building or furniture. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage they may cause.

Regulation Enforcement—Failure by exhibitors to comply with these or any other regulations or any amendments thereto may be sufficient cause for IACLEA to require immediate removal of the exhibit or the offending exhibitor and will forfeit all right to exhibit at future shows sponsored by IACLEA, together with all fees and rental paid by exhibitor. IACLEA may lease any space so forfeited to another exhibitor.

Cancellation—If the contract is cancelled by the exhibitor before April 1, 2010, \$300 of the total fee will not be refundable. For cancellations on or after April 1, 2010, no refund will be made. All cancellations must be received in writing. No telephone cancellations will be accepted. Written cancellations should be sent to:

Pamela Hayes
International Association of Campus Law
Enforcement Administrators,

342 North Main Street, Suite 301, West Hartford, CT 06117-2507

Official Service Contractor –
Heritage Exposition Services

620 Shenandoah Avenue
St. Louis, MO 63104
800.360.4323 • Fax 314.534.8050
heritageexpo.com

Plan now to exhibit at the
2011 IACLEA Annual Conference
Charlotte, North Carolina
June 17-20, 2011

EXPO2010

Exhibit Application

Contact Name	Title	
Firm	Phone ()	
Street	Fax ()	
City	State	Zip
Nature of Exhibit	Contact E-mail:	

No. of Booths Requested: IACLEA Member \$1,100 Non-IACLEA Member \$1,500 Corner Booth \$300 (Additional Charge)

Booth Number(s) 1st choice 2nd choice 3rd choice 4th choice

A priority point rating system will be used for space assignment, and new exhibitors will be accepted on a first-come, first-served basis. If all space selected has been assigned, IACLEA reserves the right to assign space as equitably as possible (see floor plan). All cars/trailers must reserve 2 booth spaces.

Booths

Product Description (25 words or less)

Is there any exhibitor you do not wish to be next to?

Each on-site exhibitor will have a complimentary booth on the IACLEA Virtual Exhibition Center (see enclosed materials for additional information)

Stand Out in the Crowd . . . Be an EXPO2010 Sponsor

Program Book Ad: **\$750** (Only 3 available. Must be a St. Louis exhibitor.)

Your full page ad with a color-coded insert to be completed by attendee with contact information for drop off at your booth only. Company name and time of validation listed in program book. Only your company door prize and major IACLEA cash prize drawings will be held during your validation period for those who participate.

Company Presentation: **\$800** (Only 3 available. Must be a St. Louis exhibitor.)

Company update (15 minutes) in the Exhibit Hall presentation area equipped with microphone and chairs (additional AV at your expense). Company name and time of presentation listed in program book with IACLEA cash prize drawing held only for those who attend presentation.

Opening Reception in Exhibit Hall (Friday Evening): **\$9,000**

Company presentation in Exhibit Hall during reception. Company name and time of presentation listed in program book with IACLEA cash prize drawing held only for those who attend presentation.

Lunch in Exhibit Hall (Saturday Noon): **\$6,000**

Company presentation in Exhibit Hall during lunch. Company name and time of presentation listed in program book with IACLEA cash prize drawing held only for those who attend presentation.

Coffee Break (Saturday Morning): **\$2,500**

Door Prize drawing at your booth during break.

Conference Bags: **\$6,000**

Your logo on attendee bags with one pre-printed item insert.

Conference Bag Insert: **\$600 St. Louis exhibitor** **\$1,000 All others**

One pre-printed item to be added to attendee conference bags onsite.


**Exhibit
Hall
Sponsorship**

Make checks payable to IACLEA or use MasterCard, Visa, AMEX

Card Number	Name on Card	Exp. Date
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The exhibitor understands and agrees that this application is subject to the conditions outlined on the contract for exhibitor space.

Exhibitor encloses a

remittance of \$_____ as payment for booth space rental.

Signature _____ Date _____

Return with payment to: IACLEA, 342 North Main Street, Suite 301, West Hartford, CT 06117-2507 c/o Pamela Hayes
Phone 860.586.7517 | **Fax** 860.586.7550 | **E-mail** phayes@iaclea.org



FREE!

WITH YOUR
ON-SITE
BOOTH

IACLEA Virtual Expo

The On-line Exposition for the Latest Products and Services in Campus Public Safety, Security and Law Enforcement

About IACLEA-VEC

The International Association of Campus Law Enforcement Administrators Virtual Exhibition Center (IACLEA-VEC) is an online exhibition hall connected to the Web site of the International Association of Campus Law Enforcement Administrators. IACLEA-VEC enables exhibitors to display information about their products and services to a wide group of buyers involved in campus public safety, security and law enforcement.

Your firm is invited to display new products and services for the 21st century through IACLEA-VEC. IACLEA-VEC provides an opportunity for you to reach a world of buyers who are interested in your products—24 hours a day, 7 days a week! You can transform your investment in being an exhibitor at the IACLEA EXPO 2010 in St. Louis into an extended, revenue-generating opportunity!

Participating in IACLEA-VEC allows you to display your products online. After the show, your customers will have access to any of your new product information and your picture from the IACLEA EXPO 2010.

Who?

All **IACLEA EXPO 2010** exhibitors and any other firms offering the latest products and services used by professionals involved in campus public safety, security and law enforcement.

What?

- Your company logo, address, telephone and fax numbers
- A text area to describe your products and services
- A direct link to your company's Web site
- A direct e-mail link allowing customers to contact you immediately
- A scanned picture of your on-site booth

When?

The IACLEA-VEC will be online from August 1, 2010 to June 1, 2011.

Benefits

- Promote your products and services 24 hours a day, around the world
- Enhance your company's exposure after **EXPO 2010**
- Reach your targeted audience easily
- Provide advance information about new products
- Receive one complimentary update
 - ▶ EXPO 2010 Exhibitors – **Free**
 - ▶ All other suppliers – **\$1,500**
- Additional Updates – **Call IACLEA for Costs**

For More Information

Contact: Pamela Hayes

Exhibitor and Sponsorship Manager
IACLEA
342 North Main Street, Suite 301
West Hartford, CT 06117-2507

Phone: 860.586.7517 ext. 527

Fax: 860.586.7550

E-mail: phayes@iaclea.org





IACLEA Virtual Expo on www.iaclea.org Virtual Booth Contract

Firm		
Name	Title	
Telephone	Fax	E-mail
Street		
City	State	Zip
Province	Country	
Nature of Exhibit	WWW Site Link Address	

IACLEA Virtual Exhibition Center Guidelines

Booth Information

The current rental period is August 1, 2010 to June 1, 2011. Virtual "booths" in the IACLEA-VEC are limited to those products and services that are directly related to public safety, security or law enforcement on campuses. The contract for a virtual "booth" shall become a binding contract between the parties hereto upon its acceptance. Deadline for applications is July 1, 2010, to be included on the site by August 1, 2011.

Rental Fees

A virtual "booth" is complimentary for each booth exhibitor at the IACLEA EXPO 2010, June 18-19, 2010. The cost is \$1,500 for all other firms that wish to exhibit on the IACLEA-VEC.

Format for Submission of Information

Data for inclusion on the IACLEA-VEC may be submitted via a disc in any standard word processing program as a text (.txt) file. Graphics or logos should be sent as a Graphic Interface File (.GIF). All data must be in PC format, not Macintosh.

Cancellations and Indemnifications

A virtual "booth" may be canceled at any time during the rental period but no refund will be made on the unexpired portion of the rental fee. The exhibitor agrees to protect, indemnify and hold harmless IACLEA, its officers, directors, members, agents and employees from any and all liability, loss, damage or expense resulting from exhibitor use of the exhibition space. This agreement and the rights herein granted to the exhibitor may not be assigned, sublet or otherwise disposed of by the exhibitor without the written permission of IACLEA.

Copyrighted Material

Each exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material, including written, photographic or video images. No

exhibitor will be permitted to place copyrighted material on the site without presenting proof that the exhibitor has the appropriate licenses or that written permission is not required.

Libelous, Obscene or Offensive Material

Each exhibitor is responsible for ensuring that no libelous, obscene or offensive material is included in the exhibitor's virtual "booth" or elsewhere on the site. IACLEA reserves the right to remove any and all such material it considers to have breached these rules and to remove the exhibitor's "booth" without compensation or refund.

General Contract Information

The exhibitor agrees to adhere to all the rules and regulations of IACLEA-VEC. IACLEA reserves the right to make alterations or improvements to the site at any time. IACLEA has the right to enforce any and all portions of these policies and rules. In interpreting these policies and rules, particular attention will be given to preserving the professional and educational nature of the exhibit.

Signature of Applicant

Date

