



# VENDOR & ADVERTISEMENT REGISTRATION FORM

## 2019 NATIONAL INTERDICTION CONFERENCE

Location: Overland Park, Kansas

Dates: April 28 – May 1, 2019

**Vendor & Advertisement Registration Forms must be received by April 2, 2019**

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Title: \_\_\_\_\_

Company / Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Section 1: Exhibitor Levels & Sponsorships

Listed below is a complete selection of exhibitor and sponsorship levels for the National Interdiction Conference. Feel free to choose a package below or create your own in Section 2. Section 1 packages are detailed on pages 3 & 4.

- |                          |   |                              |
|--------------------------|---|------------------------------|
| <input type="checkbox"/> | Silver Level Exhibitor (2 Days; Mon & Tues) | \$ 1,500                     |
| <input type="checkbox"/> | Gold Level Exhibitor (2 Days; Mon & Tues)   | \$ 2,100                     |
| <input type="checkbox"/> | Platinum Sponsorship (3 Days; Mon - Wed)    | \$ 7,000                     |
| <input type="checkbox"/> | Diamond Sponsorship (3 Days; Mon - Wed)     | \$ 10,000                    |
| <input type="checkbox"/> | Customize Your Exhibitor Level              | Select Desired Options Below |

### Section 2: Customized Options & Exhibitor Level Add-ons

Listed below is a comprehensive list of advertisement opportunities available for the National Interdiction Conference. Feel free to customize your exhibitor options or even add onto an exhibitor level or sponsorship selected above. Many of the below options are better outlined on pages 5 & 6.

#### Exhibitor Basics

- |                          |                                  |  |
|--------------------------|----------------------------------|--|
| <input type="checkbox"/> | 8X8 Booth (2 Days – Mon & Tues)  | \$ 750                                   |
| <input type="checkbox"/> | 8X16 Booth (2 Days – Mon & Tues) | \$ 1,250                                 |
| <input type="checkbox"/> | Internet Access                  | \$ 25 per device; How many? _____        |
| <input type="checkbox"/> | Electricity                      | \$ 100 per booth for the entire duration |

\*Exhibitors will be allowed to hang a banner backdrop in vendor booth space up to 2' X 6' in size

#### Special Event Sponsorships

- |                          |                                     |          |
|--------------------------|-------------------------------------|----------|
| <input type="checkbox"/> | Welcome Reception Hospitality Event | \$ 1,000 |
| <input type="checkbox"/> | Morning & Afternoon Snack Event     | \$ 1,750 |
| <input type="checkbox"/> | Sponsor A Guest Speaker             | \$ 1,500 |

#### Additional Exposure Opportunities

- |                          |   |        |
|--------------------------|---|--------|
| <input type="checkbox"/> | Booth Near Search Vehicle                             | \$ 100 |
| <input type="checkbox"/> | Conference Gift Bags                                  | No fee |
| <input type="checkbox"/> | Gift Bag Trinkets or Fliers                           | \$ 150 |
| <input type="checkbox"/> | Additional 3 <sup>rd</sup> Day of Vending (Wednesday) | \$ 100 |

- Virtual Event Bags – Basic Vendor No fee
- Virtual Event Bags – Enhanced Service \$ 25 - 100
- Gamification No fee

**Conference Program Advertisements**

- Inside Front Color Ad (Full Page) \$ 450
- Inside Back Color Ad (Full Page) \$ 400
- Full Page Color Ad \$ 350
- Full Page Black & White Ad \$ 250
- 1/2 Page Color Ad \$ 200
- 1/2 Page Black & White Ad \$ 150
- 1/3 Page Color Ad \$ 150
- 1/3 Page Black & White Ad \$ 100

**Your Package Total:** \$ \_\_\_\_\_

<b>Total Vendor &amp; Advertisement Fees:</b>		<b>(from above):</b>	<input style="width: 90%;" type="text"/>
<b>Awards Banquet Tickets</b>	<input style="width: 80%;" type="text"/>	<b>X \$40.00:</b>	<input style="width: 90%;" type="text"/>
<small>(Note: The awards banquet is an optional event. One ticket is needed for each person attending the awards banquet unless complimentary tickets are a part of a package you have selected and purchased.)</small>			<b>Total Due:</b>
			<input style="width: 90%;" type="text"/>

**Method of Payment**

- Payment Enclosed (Check or Money Order)
- Charge my credit card **(check one)**  American Express  Diners Club  Discover  MasterCard  Visa

Credit Card#	Expiration Date	Card Verification# (3-4 digits from back of card)
Billing Address	City/State	Zip Code
Name on Card (use block letters)		Signature

<b>Mail Registration to:</b> <i>NIC Vendor Registration</i> <i>P.O. 807</i> <i>Jackson, LA 70748</i>	<b>Fax To:</b> <i>(770) 679-8671</i> <b>For Inquiries Call:</b> <i>(910) 734-1631</i> <b>Contact Person:</b> <i>Joe Howell</i>
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**Extra Needs:** \_\_\_\_\_

**Please carefully read the Vendor & Advertisement Terms & Conditions for important details. By submitting the Vendor & Advertisement Registration Form you are agreeing to the details as they are listed. Please contact our NIC Vendor Services Representative for any concerns or specific requests.**

# Exhibitor Levels & Sponsorships

Hundreds of interdiction officers, agency heads, purchasing agents and other qualified buyers will gather together at the National Interdiction Conference, as seen year after year. This conference gives companies like yours a unique opportunity to highlight your products and services to these law enforcement professionals.

## Silver Level Exhibitor

**\$ 1,500**

- One Double Vendor Booth Space (8' x 16')
- Internet access and electricity
  - To prevent us from paying for unneeded services, please note if you are wanting internet or electricity in the "Extra Needs" section on page 2
- Line listing in conference program vendor section acknowledging your organization and exhibitor level
- Allowed to hang banner backdrop in vendor booth space up to 4' X 8' in size (provided by you)
- 1/2 page color advertisement in conference program
  - This ad must be emailed to [jcook@ncea314.com](mailto:jcook@ncea314.com) on or before April 2, 2019
- May provide us with one item (flyer, trinket, etc...) to be placed into a "Goody Bag" which is given to all conference attendees at conference registration
  - This item must be shipped and received by April 23, 2019 to the following address:  
Kansas Highway Patrol; Attn: Lt Dax Lewis; 3501 NW HWY 24; Topeka, KS 66618
- Can purchase an optional third day of vending for only \$100

## Gold Level Exhibitor

**\$ 2,100**

- One Double Vendor Booth Space (8' x 16') in a Premium Location
- Internet access and electricity
  - To prevent us from paying for unneeded services, please note if you are wanting internet or electricity in the "Extra Needs" section on page 2
- Line listing in conference program vendor section acknowledging your organization and exhibitor level
- Allowed to hang banner backdrop in vendor booth space up to 4' X 8' in size (provided by you)
- One (1) full page color advertisement in conference program
  - This ad must be emailed to [jcook@ncea314.com](mailto:jcook@ncea314.com) on or before April 2, 2019
- May provide us with up to three (3) items (flyers, trinkets, etc...) to be placed into a "Goody Bag" which is given to all conference attendees at conference registration
  - These items must be shipped and received by April 23, 2019 to the following address:  
Kansas Highway Patrol; Attn: Lt Dax Lewis; 3501 NW HWY 24; Topeka, KS 66618
- One (1) scheduled email blast highlighting your organization to over 30,000 Law Enforcement Officers
- Will receive a list of conference attendees and their respective departments and addresses
- Can purchase an optional third day of vending for only \$100

## Platinum Sponsorship – Only one Platinum Sponsor will be allowed; first come basis

**\$ 7,000**

- Will receive Gold Level Exhibitor Booth package (see Exhibitor Levels above for all details)
- Verbal recognition as our Platinum Sponsor during the conference event
- VIP table at annual awards banquet for up to four (4) guests
- 8' X 4' advertisement banner, created by you or us, to be hung in the main convention area
  - If you need us to create this banner, we must be notified at least 60 days prior to the conference
- Second choice selection for Exhibitor Booth location
- Full page color ad located within the conference & awards programs
- Up to 5 minutes of on-stage presentation time during the Monday evening Vendor Hospitality Gathering
- Company logo advertised on the NIC website with link to your website for a period of one year
- Complimentary third day of vending (optional)

**Diamond Sponsorship** – Only one Diamond Sponsor will be allowed; first come basis **\$ 10,000**

- Will receive Gold Level Exhibitor Booth package (see Exhibitor Levels above for all details)
- Verbal recognition as our Diamond Sponsor during the conference event
- VIP table at annual awards banquet for up to eight (8) guests
- 10' X 6' advertisement banner, created by you or us, to be hung in the main convention area
  - If you need us to create this banner, we must be notified at least 60 days prior to the conference
- First choice selection for Exhibitor Booth location
- Up to three (3) scheduled email blasts highlighting your organization to over 30,000 Law Enforcement Officers
- Full page color ad on the back cover of the conference & awards programs
  - This ad must be emailed to [jcook@ncea314.com](mailto:jcook@ncea314.com) on or before April 2, 2019
- One (1) complimentary room (suite when able) at the hosting hotel.
- Up to 15 minutes of on-stage presentation time during the Monday evening Vendor Hospitality Gathering
- Company logo advertised on the NIC website with link to your website for a period of one year
- Complimentary third day of vending (optional)

## Tentative Exhibitor/Vendor Schedule:

Sunday, April 22	Vendor Setup Allowed	1500 to 2100
Monday, April 29	Vendor Setup Allowed	0700 to 0900
Monday, April 29	Vendor Area Open	0900 to 1900
<i>(Monday evening from 1700 to 1900, NIC is hosting a hospitality event with free beverages in the large vendor room)</i>		
Tuesday, April 30	Vendor Area Open	0700 to 1800
<b>Tuesday, April 30</b>	<b>Vendor Load Out</b>	<b>1800 to 2100</b>
<i>(Vendors must tear down and vacate the area on Tuesday night from 1800 to 2100 unless they have purchased the optional third day of vending)</i>		
<b>Wednesday, May 1</b>	<b>Vendor Area Open</b>	<b>0700 to 1800</b>
<b>Wednesday, May 1</b>	<b>Vendor Load Out</b>	<b>1800 to 2000</b>
<b>Thursday, May 2</b>	<b>Vendor Load Out</b>	<b>0700 to 0900</b>

Vendors can expect large crowds of people during the following times due to long breaks, lunches, and hospitality:

<b>Monday, April 29</b>	<b>(0930 to 1000)</b>	<b>(1130 to 1330)</b>	<b>(1500 to 1530)</b>	<b>(1700 to 1900)</b>	
<b>Tuesday, April 30</b>	<b>(0700 to 0800)</b>	<b>(0930 to 1000)</b>	<b>(1130 to 1330)</b>	<b>(1500 to 1530)</b>	<b>(1700 to 1800)</b>
<b>Wednesday, May 1</b>	<b>(0700 to 0800)</b>	<b>(0930 to 1000)</b>	<b>(1130 to 1330)</b>	<b>(1500 to 1530)</b>	<b>(1700 to 1800)</b>

**\*Wednesday is an optional third day for vendors. Additional costs are explained above.**

## Delivery & Shipment Information:

The Hotel & Convention Center is not equipped to take delivery of vendor show items. The National Interdiction Conference has partnered with the below exhibitor service to take delivery of all your vendor freight and to assist you with other optional items you may need (extra tables, electricity, carpet, etc...). They will then deliver all freight to the conference venue prior to the designated set-up schedule.

**Fern Exposition Services, LLC**  
Attn: Mike Lisec  
[mlisec@fernexpo.com](mailto:mlisec@fernexpo.com)  
Mobile: 816-305-1730

**751 Wyoming**  
**Kansas City, MO 64101**  
Phone: 816-221-0525  
Fax: 816-471-1602

# Special Event Sponsorships

**Welcome Reception Hospitality Event** – Only one (1) night available; first come basis **\$ 1,000**

Host the Welcome Reception Hospitality Event. This event will be held on Sunday evening. When attendees arrive they will be confronted with signage letting them know that your organization hosted this event. Your advertisement monies will be used by NIC to help offset the costs of the free cold frosty beverages provided to the attendees that evening. What a great way to show these officers your appreciation for what they do.

**Morning & Afternoon Snack Event** – Only four (4) days available; first come basis **\$ 1,750**

Each day (Mon – Thurs), snack items and beverages will be provided to the conference attendees in the Exhibitor Room. When attendees arrive to get their food and beverages they will be confronted with signage letting them know that your organization hosted that event.

**Sponsor A Guest Speaker** – Only ten (10) available; first come basis **\$ 1,500**

There are a lot of expenses involved in getting speakers to this national conference. You can help us by sponsoring one of our guest speakers. Our conference program will identify your organization and sponsorship next to the speaker you have chosen. Your organization will also be verbally recognized prior to the speaker beginning their presentation.

## Additional Exposure Opportunities

**Booth Near Search Vehicles** **\$ 100**

Do you have products that are best demonstrated in action? Now you can select a premium booth location near conference-provided vehicles loaded with hidden mock contraband and/or inert explosives. Let our attendees go hands-on with your devices so they can learn just how fantastic they are!

**Conference Gift Bags** – First come basis **No Fee**

Your organization can provide us with a minimum of 1,200 quality cloth type bags with your company logo affixed which would be provided to each attendee at registration. Placing your company's logo on these bags is a great way to get your name out there and to show your support of the interdiction officers in attendance. The numerous freebies placed into these bags make them a yearly hit. The bag and artwork must be preapproved by the NIC.

**Gift Bag Trinkets or Fliers** **\$ 150**

Your organization can provide us with a minimum of 1,200 trinket type items or one page advertisement fliers to promote your products/services. Regarding trinkets, only smaller items will be accepted as they must fit into the gift bags provided to each of our attendees at registration.

**\*These items must be shipped and received by April 23, 2019 to the following address:  
Kansas Highway Patrol; Attn: Lt Dax Lewis; 3501 NW HWY 24; Topeka, KS 66618**

**Virtual Event Bags – Basic Vendor** **No Fee**

We are sharing a digital event page with our audience to help us produce a 'GREEN' event and provide you additional value. As a vendor for this year's event, we are giving you the opportunity to present a placement to our audience inside our online page. Your placement could be a traditional discount offer, online store discount, educational information, or a simple advertisement posted right inside our page! As an added value to your participation, after the event, we are able to provide robust performance reports with metrics outlining the visits and interactions with your ad placement. Best of all, the entire experience is 'GREEN' so together we are reducing our waste footprint! **Placements must be completed by April 20, 2019 to receive these benefits.**

**Virtual Event Bags – Enhanced Service****\$25 - \$100**

Same basic benefits of the basic vendor package but provides full range of marketing data from customer contact information to larger size ads and more prominent placement. Details will be provided in the link sent to all exhibitors, advertisers and sponsors. **Placements must be completed by April 19, 2019 to receive these benefits.**

**Gamification****No Fee**

The NIC is always finding creative ways to divert more traffic towards your exhibitor spaces. The gamification rewards program offers a rich set of advanced traffic directing tools like Facebook graph API, Twitter search API, and POS system which is designed to direct traffic to you at no additional cost. This in addition to our standard conference slate of customer directing techniques. Upon your participation confirmation as an exhibitor, sponsor, or advertiser, you will receive instructions on the program and how it will work for your level of participation. **All required information is needed by April 19, 2019 to receive use of this service.**

## Advertise In Our Conference & Awards Programs

These programs are given to each attendee and are used to take notes and keep track of the daily schedule of events.

<b>Inside Front Color Ad (Full Page) – Only one (1) available; first come basis</b>	<b>\$ 450</b>
<b>Inside Back Color Ad (Full Page) – Only one (1) available; first come basis</b>	<b>\$ 400</b>
<b>Full Page Color Ad</b>	<b>\$ 350</b>
<b>Full Page Black &amp; White Ad</b>	<b>\$ 250</b>
<b>1/2 Page Color Ad</b>	<b>\$ 200</b>
<b>1/2 Page Black &amp; White Ad</b>	<b>\$ 150</b>
<b>1/3 Page Color Ad</b>	<b>\$ 150</b>
<b>1/3 Page Black &amp; White Ad</b>	<b>\$ 100</b>

**\*If you purchase an advertisement, it must be emailed to [jcook@ncea314.com](mailto:jcook@ncea314.com) on or before April 2, 2019**

**For dimensions please see last page of this packet. All images should be high resolution .eps, .jpg for ads less than a full page. Full page ads should be in print quality .pdf with bleeds if at all possible or one of the aforementioned high resolution formats.**

# Vendor & Advertisement Terms & Conditions

**Vendor & Advertisement Registration Forms must be received by April 2, 2019**

The vendor & advertisement deadline is timed to allow for adequate space preparation and other planning needs.

All vendors must check-in with the NIC Vendor Services Representative upon arrival at the conference site.

## **IMPORTANT – PLEASE READ:**

Due to requirements placed on us by hosting facilities and conference centers, it is important for all vendors to realize that NIC may not be responsible for last minute changes in vendor booth placement, booth size or restrictions on items such as wall hangings and banners, etc. All efforts will be made to accommodate our vendors to the highest degree but final decisions on any conflicts will be made by NIC.

1. Vendor space as defined includes one table, two chairs and approximately 8' X 8' floor space. Vendor space is subject to change depending on venue space and facility requirements. Extra needs such as electricity, internet and phone access must be arranged with the host facility and are not included in NIC vendor fees. Extra needs should be made known to NIC prior to the vendor registration deadline. Double booth spaces are approximately 8' X 16' and will include 2 tables and 4 chairs.
2. Vehicles may be displayed as allowed by the host facility and may require special modifications or accommodations due to safety and fire codes. Additional fees may be required for displaying vehicles; arrangement should be made through NIC prior to deadline dates.
3. Website logo and link must be approved and arranged through the NIC webmaster.
4. Banners must be pre-approved prior to the conference and may be limited due to facility rules or requirements.
5. No merchandise may be sold outside of the designated exhibitor areas. The sale of certain apparel will be restricted. Our Vendor Services Representative will contact you if there may be a conflict. Anyone found to be in violation will be asked to leave immediately and any registrations fees will be forfeited.
6. All printed materials for conference programs must be paid for, submitted and approved prior to print. The deadline for submittal of these materials shall be the same deadline date as the vendor registration form. NIC reserves the right to modify size and placement as necessary.
7. Donations of merchandise in lieu of cash payment may be accepted on a case by case basis. This must be approved prior to Vendor Application Deadline and must include an itemized list of products and their retail value. Cost for product is base+10% in wholesale value. Products must be unisexed and unisexed.

All details are subject to prior approval of NIC. NIC reserves the right to limit or change any details as necessary with or without prior approval. Any concerns or special needs should be addressed with NIC prior to vendor registration form deadline or as soon as reasonably possible.

***Cancellation Policy: All cancellations must be made in writing and are subject to the refunds listed hereafter based on amount of notice provided to the NIC: 100% refund prior to 45 days; 90% refund between 45 days and 30 days; 75% refund between 29 days and 15 days; 50% refund between 15 days and 48 hours; no refunds 48 hours until event.***

1/3 Page  
Horizontal



1/2 Page Horizontal



1/4 Page



1/3 Page  
Vertical



1/2 Page  
Vertical



Double Truck



Full Page



**Ad Size**

Business Card

**Live Area**

2.25 x 4.875

1/4 Page, No Bleed

3.5 x 4.875

1/3 Page Horizontal

4.625 x 4.875

1/3 Page Vertical

2.25 x 10

1/2 Page Horizontal

7 x 4.875

1/2 Page Vertical

3.5 x 10

Half Page Double Truck

16.25 x 5

2/3 Page

4.625 x 10

Full Page

7.375 x 10

Double Truck

16.25 x 10

**Trim Size**

8.375 x 5.4375

4.1875 x 10.875

8.375 x 10.875

**Bleed**

*(Trim + .125" bleed on all sides)*

8.625 x 5.5625

4.4375 x 11.125

17 x 5.5625

8.625 x 11.125