



National Tactical Officers Association

# TACTICAL OPERATIONS CONFERENCE & TRADE SHOW

SEPTEMBER 9–14, 2012 | SEATTLE, WA  
THE WESTIN SEATTLE HOTEL

Co-hosted by Washington State Tactical Officers Association and Port of Seattle Police  
Assisted by Seattle Police Department and King County Sheriff's Office



800-279-9127 | [www.ntoa.org](http://www.ntoa.org)



## THE WESTIN SEATTLE HOTEL | SEATTLE, WA

Exhibit Dates: September 9–10, 2012 | Conference Dates: September 9–14, 2012

For the first time in the Pacific Northwest, the NTOA is hosting our 29<sup>th</sup> Annual Tactical Conference and Trade Show for patrol and SWAT officers! Stunning downtown Seattle, Washington, site of our host hotel, The Westin Seattle, offers an abundance of fantastic city attractions.

### WHO WILL ATTEND?

The NTOA is highly committed to its attendees and exhibitors, bringing them together in Seattle, WA. Come and show your products to officers from all over the United States, Canada and other countries. Year after year, the NTOA Tactical Operations Conference receives comments such as:

“The conference was a great chance to get together with tactical operators from all around the country. It lets us all see what’s going on in other agencies, keep up on trends in the tactical community, and try out products from numerous vendors.”

— Adam Zeich, Morris County SO

“Great vendor show and overall conference!”

— Mike Foreman, Point Blank Solutions

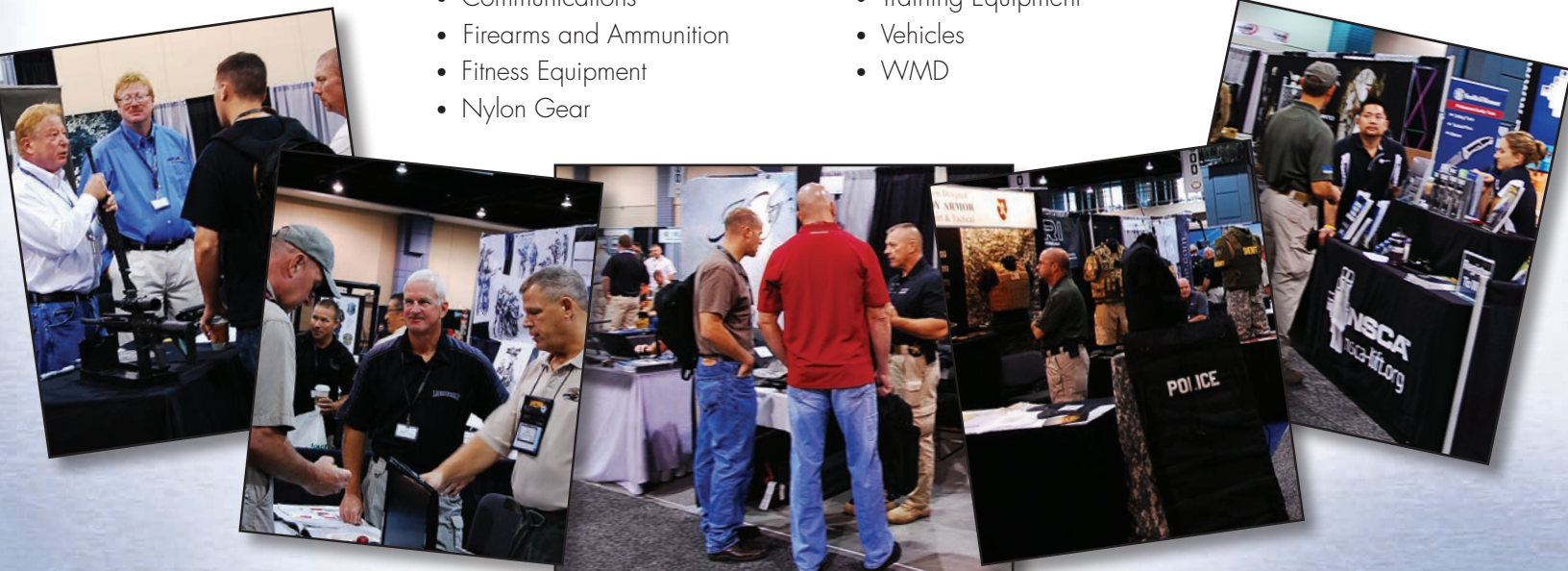
“I just wanted to thank you for putting together a wonderful NTOA exposition in Richmond. My COO and I were very impressed with the turnout and the size of the exhibit hall. We had a very good show overall.”

— Mike Miktus, Drakontas, LLC

### WHO SHOULD EXHIBIT?

Any company that sells or manufactures equipment, products and services used by police. Some of the product categories that will be represented at our conference are:

- Body Armor/Personal Protection
- Clothing/Footwear
- Communications
- Firearms and Ammunition
- Fitness Equipment
- Nylon Gear
- Surveillance/Electronics
- TEMS Gear
- Training Equipment
- Vehicles
- WMD





# SIGN UP EARLY FOR BEST LOCATION!

Register online at [www.ntoa.org/tactical-conference](http://www.ntoa.org/tactical-conference)

## IMPORTANT DATES

JUNE 1	JUNE 25	JULY 15	AUGUST 1	AUGUST 24
<p>Cancel before this date and receive full refund</p> <p>Cancel on or after this date and receive only a 50% refund, regardless of registration date</p>	<p>Conference ad materials due</p>	<p>Cancel after this date and receive no refund regardless of registration date</p>	<p>Email names for badges to <a href="mailto:advertising@ntoa.org">advertising@ntoa.org</a></p>	<p>Balance due must be paid by this date (forfeit of space is possible)</p>
SEPTEMBER 7	SEPTEMBER 8	SEPTEMBER 9	SEPTEMBER 9	SEPTEMBER 10
<p>Vehicle move-in</p>	<p>Vendor setup: 8:00 a.m. – 6:00 p.m.</p> <p>Vendor Appreciation: 7:00 p.m. – 9:00 p.m.</p>	<p>Vendor setup: 7:00 a.m. – 10:00 a.m.</p>	<p>Exhibits hours: 10:00 a.m. – 4:00 p.m.</p>	<p>Exhibits hours: 10:00 a.m. – 4:00 p.m.</p>

### EXHIBIT CENTER

Seattle Convention Center

### HOTELS FOR VENDORS

Contact Julie Saunders at Worldview Travel for hotel reservations:  
800-774-4174 | [jrsaunders@worldviewtravel.com](mailto:jrsaunders@worldviewtravel.com)

### BOOTH RATES (when registered on or before July 1)

Red Booth.....	\$1,550
Blue Booth.....	\$1,450
Green Booth.....	\$1,350
Standard Booth.....	\$1,250
Corner Booth.....	Add \$100
Island Booth.....	Add \$400

### BOOTH INCLUSIONS

- 10" x 10" booth
- Pipe and drape
- 6-foot table with table covering and skirting
- Exhibit ID sign with your company name printed
- Two chairs, waste basket
- Web link to your home page on the NTOA Conference Web site
- Your company contact information listed in the Conference Show Guide and Mobile App

### ADVERTISEMENT OPPORTUNITIES

Half-Page Ad.....	\$600
Full-Page Ad.....	\$850
Two-Page Spread.....	\$1,525
Cover 2 (inside front cover of Show Guide).....	\$1,150
Cover 3 (last page of Show Guide).....	\$1,000
Cover 4 (back cover of Show Guide).....	\$1,400

Logo on NTOA Conference Web site, in Show Guide and Mobile App .....	\$150
Logo on NTOA Conference Web site and in Show Guide .....	\$115
Logo on NTOA Conference Web site only .....	\$50
Logo in Show Guide only .....	\$80
Mobile App Logo.....	\$35
Web & App Logo.....	\$70
Mobile App Banner (Limit 5).....	\$750

Insert your item into student conference bags (per item).....	\$500
Aisle Sign Ad/logo (per sign).....	\$150

### SPONSOR OPPORTUNITIES (Tax Deductible)

Scholarship Sponsor (per student).....	\$1,400
Vendor Show Sponsor.....	\$1,000
Coffee Sponsor.....	\$1,000
Transportation Sponsor.....	\$1,500

**Note: Carpet and electric is not included with your booth, but may be ordered through Freeman Company.**



# RULES AND REGULATIONS

## EXHIBITION RULES

- **Height restrictions** – Booth/tower cannot obstruct the sprinkler system.
- **Moving of boxes and freight** – Due to convention center requirements, the freight dock cannot be used by any vendor without the permission of the Freeman site manager.
- **Shipping** – It is highly recommended to not ship to the hotel, as they will charge by the pound, per day. Please contact Freeman for shipping suggestions.
- **Weapons** – Do not leave weapons in the exhibit hall during non-show hours. All weapons must be locked up in your hotel room, or arrangements can be made to store weapons with the co-host.
- **Electric and carpet** – Freeman will provide to your booth for a fee, upon request.

## REQUIREMENTS FOR VEHICLES

- All vehicle vendors must reserve a minimum of 20'x 20' booth area and this is subject to the size of your vehicle. (*Your vehicle can not be in the aisle*).
- Vehicles are not permitted in single aisles.
- Contact Freeman for fuel and battery regulations.
- Freeman will contact you two weeks prior to the show to assign your set-up time (*usually two hours prior to general setup*).

## CANCELLATION POLICY

Cancellation before June 1, 2012 will result in a full refund. Cancel on or after June 1, and receive a 50% refund regardless of the registration date. Cancel on or after July 15, 2012 and receive no refund regardless of the registration date. By signing this contract, I acknowledge reading and fully understanding all rules and regulations for the NTOA Tactical Operations Conference and Vendor Show, Seattle, WA. I agree to abide by all rules and regulations and acknowledge that the acceptance of this registration by NTOA, constitutes a legally binding contract.

## RESPONSIBILITY OF EXHIBITOR PROPERTY

Exhibitor assumes responsibility and agrees to indemnify and defend National Tactical Officers Association and the Seattle Convention Center, Seattle, WA and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither National Tactical Officers Association nor the Seattle Convention Center Seattle, WA maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.





# FLOORPLAN IS SUBJECT TO CHANGE DAILY

Please visit [www.ntoa.org/tactical-conference](http://www.ntoa.org/tactical-conference) for the latest map

## CORPORATE SPONSOR DISCOUNTS

Corporate sponsors will receive a 50% discount when booking in the Red, Blue or Green areas.

A Freeman packet will be emailed to you when NTOA receives your completed registration form and payment.

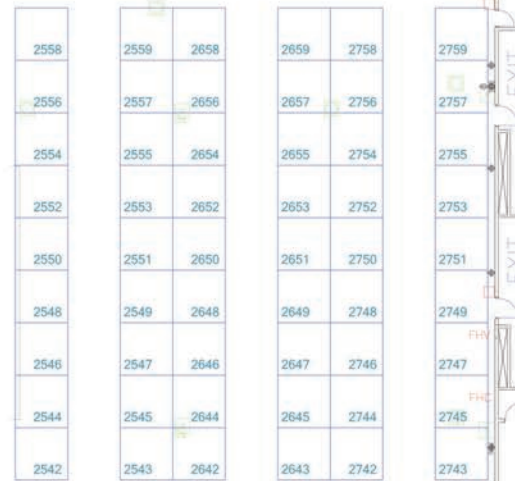
## FREEMAN COMPANY SERVICES

NTOA has contracted with Freeman Company for our 2012 tactical trade show. With decades of experience and a comprehensive array of exhibition general contracting services, Freeman will create a professional and successful exhibition for us in Seattle, WA.

### BOOTH SIZE: 10"X10"

- Red.....\$1,550
  - Blue.....\$1,450
  - Green.....\$1,350
  - White (Standard booth).....\$1,250
- Corner Booth Add \$100**  
**Island Booth Add \$400**

For current booth availability contact: Corey Luby – NTOA Exhibit Show Manager  
PO Box 797, Doylestown, PA 18901 | 800-279-9127, ext. 120  
corey.luby@ntoa.org | [www.ntoa.org/tactical-conference](http://www.ntoa.org/tactical-conference)





29<sup>th</sup> Annual NTOA Tactical Operations Conference & Trade Show  
**EXHIBIT SPACE APPLICATION & CONTRACT**  
 September 9–14, 2012 | Seattle WA, Seattle Convention Center



**EXHIBITOR INFORMATION**

Company/Organization Name:			
Contact Name:			
Street Address:	City:	State:	Zip:
Country:	Phone:	Fax:	
E-mail:	Web Address: www.		
Exhibitor/Company Name to be displayed on Web site and sign:			

**BOOTH OPTIONS** (Signed contract and payment must be received before booth space will be assigned)

BOOTH	BOOTH PRICE	TOTAL	BOOTH LOCATION
<input type="checkbox"/> Red Booth	\$1,550	\$	First Choice:
<input type="checkbox"/> Blue Booth	\$1,450	\$	Second Choice:
<input type="checkbox"/> Green Booth	\$1,350	\$	Third Choice:
<input type="checkbox"/> Standard Booth	\$1,250	\$	Fourth Choice:
<input type="checkbox"/> Corner Booth	Add \$100	\$	Number of booths requested:
<input type="checkbox"/> Island Booth	Add \$400	\$	

**ADVERTISEMENT OPPORTUNITIES**

VENDOR SHOW GUIDE	AD PRICE	QUANTITY	TOTAL	VENDOR SHOW GUIDE	AD PRICE	QUANTITY	TOTAL
<input type="checkbox"/> Half-Page Ad	\$600		\$	<input type="checkbox"/> Logo on NTOA Conference Web site only	\$50		\$
<input type="checkbox"/> Full-Page Ad	\$850		\$	<input type="checkbox"/> Logo in Show Guide only	\$80		\$
<input type="checkbox"/> Two-Page Spread	\$1,525		\$	<input type="checkbox"/> Aisle Sign Ad/Logo	\$150		\$
<input type="checkbox"/> Cover 2 (inside front cover)	\$1,150		\$	<input type="checkbox"/> Insert your item into student conference bags	\$500		\$
<input type="checkbox"/> Cover 3 (last page of booklet)	\$1,000		\$	<input type="checkbox"/> Mobile App Logo	\$35		\$
<input type="checkbox"/> Cover 4 (back cover)	\$1,400		\$	<input type="checkbox"/> Web/App Logo	\$70		\$
<input type="checkbox"/> Logo on NTOA Conference Web site, in Show Guide & Mobile App	\$150		\$	<input type="checkbox"/> Mobile App Banner (Limit 5)	\$750		\$

**SPONSOR OPPORTUNITIES** (NTOA is a 501(c)3 non-profit organization. Sponsor opportunities are tax deductible.)

SPONSORS	PRICE	QUANTITY	TOTAL	SPONSORS	PRICE	QUANTITY	TOTAL
<input type="checkbox"/> Scholarship Sponsor	\$1,400		\$	<input type="checkbox"/> Transportation Sponsor	\$1,500		\$
<input type="checkbox"/> Vendor Show Sponsor	\$1,000		\$	<b>ADDITIONAL SPONSOR OPPORTUNITIES</b>			
<input type="checkbox"/> Coffee Sponsor	\$1,000		\$	<input type="checkbox"/> SWAT Call Out Dinner Sponsor		<input type="checkbox"/> Raffle Prize Donor	

**METHOD OF PAYMENT**

<b>Total amount of check or credit card order: \$</b> <small>(booth + advertisement + sponsor costs)</small>	<input type="checkbox"/> Check <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
Credit Card Number:	
Cardholder Name:	Card Code:      Exp Date:
Credit Card Billing Address (if different from above):	
Cardholder Phone Number:	Cardholder Signature:
<b>MAIL FULL PAYMENT TO: NTOA, PO Box 797, Doylestown, PA 18901   Phone: 800-279-9127, ext. 120   Fax 215-230-1807   corey.luby@ntoa.org</b>	