

CALIFORNIA PEACE OFFICERS' ASSOCIATION'S
11TH ANNUAL COPSWEST TRADE SHOW

**NOVEMBER 16-17, 2010
ONTARIO CONVENTION CENTER
ONTARIO, CA**



**BIGGER & BETTER
HANDLE IT, TRY IT, COMPARE IT, AND BUY IT**





SPONSORSHIP OPPORTUNITIES

An array of marketing opportunities await you at the 11th Annual COPSWEST tradeshow.

By taking advantage of these offerings, you can:

BUILD and reinforce name recognition for your company and your products among nearly 2,500 public safety professionals.

ENHANCE your visibility beyond COPSWEST to achieve maximum exposure at the trade show.

PROMOTE the latest in product advances.

DEMONSTRATE your support for the public safety community and commitment to their education.

As a COPSWEST Sponsor, your company earns very tangible special benefits. Depending on the specific sponsorship, your company will be placed into one of four sponsorship levels:

Platinum - \$20,000

Gold - \$10,000

Silver - \$5,000

Bronze - \$3,000

Benefits	Platinum	Gold	Silver	Bronze
Sponsor logo/ribbon	X	X	X	X
Sponsorship acknowledgment placards throughout tradeshow location*	X	X	X	X
Listing in Onsite Program	X	X	X	X
Signs at sponsored events	X	X	X	X
Registration packet insert, acknowledged by sponsorship level	X	X		
Acknowledgement on the official website of the COPSWEST: www.copswest.com	X	X	X	X
Sponsor acknowledgement in post-meeting issues of the CPO Magazine	X	X	X	X
Company brochures at event**	X			
Ad in onsite program	Full	Half	Fourth	
Slide acknowledgement on reader board at Tradeshow	X	X		
Banner hung in exhibit hall	X			
Opportunity to hold a presentation theatre session	X	X		

* Dates, times, and attendance projections are subject to change. COPSWEST Sponsorship opportunities are non-refundable.

With COPSWEST approval, you may produce cups, napkins, tent cards, and other items with a company logo or product name for your sponsored social event.

* Display/placement as determined by COPSWEST Committee.

** Based on social events only, as determined in conjunction with sponsor by COPSWEST Committee.

COPSWEST SPONSORSHIP OPPORTUNITIES

Event Type -	Sponsorship Cost
All Sponsorship Includes:	
<ul style="list-style-type: none"> • Recognition on signage in the convention center • Recognition and web link on the 2010 COPSWEST web site • Recognition in multiple issues of CPOA's quarterly magazine, <i>California Peace Officer</i> (circulation of 4,000 per issue) 	
Opening Reception - Be a part of the event that people always talk about. The opening night reception has proven to be a huge hit and is always the talk of the convention center the next morning. Be a part of the "buzz" for the most anticipated event of the tradeshow. Details are unique to the sponsor so please call for further information.	\$30,000 -- SOLD --
Registration Bags - Put your company's name and logo in the hands of every decision maker attending the tradeshow. These popular bags are sought after, kept, and used by attendees during and after every tradeshow. This quality bag is distributed to all registered attendees.	\$10,000
Badge Lanyards - This sponsorship has incredible lasting power. Sponsor these high-quality vinyl, pocketed badge holders and have your company name, logo, and message imprinted on the lanyard. Badge holders will be given out to attendees on show site and can carry tickets, hotel keys, and small items.	\$ 8,000
Cyber Café - As the exclusive sponsor of the COPSWEST Cyber Café, you are providing attendees with the opportunity to stay connected without leaving the exhibit hall.	\$ 7,500
Electronic Room Keys (sponsor provides artwork) - Sponsor the hotel room key cards of attendees staying at official hotels and communicate your company message each time the attendees enter their hotel room. Logo and booth location is printed on each room key card for attendees of the event. Sponsor has the option of designing outside of the key card within hotel specifications.	\$ 7,000
Social Breaks Sponsorship	
Each day for an hour on the exhibit floor there will be break stations for attendees. Get additional exposure by sponsoring one or all of these breaks.	
Donuts & Coffee Cart	\$ 5,000 per day
Ice Cream bars	\$ 5,000 per day
Lemonade & Popcorn	\$ 5,000 per day
Onsite Program/Buyers Guide - Attracting conference decision-makers in the law enforcement profession, the onsite programs are very popular with the COPSWEST attendees. Attendees receive it onsite, refer to it during the tradeshow and utilize it as a reference tool throughout the year.	\$ 3,000
Solutions Presentation Theatre - Do you have a new product or service that you want to show firsthand to COPSWEST attendees? Well, this is your chance! This theatre will allow sponsors to create their own 45-minute session. Take this opportunity to conduct your own workshop or presentation right at the show.	\$ 1,000



SPONSORSHIP APPLICATION/CONTRACT

COPSWEST
11th Annual Tradeshow
November 16-17, 2010, Ontario, California
Contact: 916.263.5525

1. GENERAL INFORMATION

(Please type or print clearly.)

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Daytime Telephone _____

Fax _____

Email Address _____

2. PAYMENT METHOD

- VISA MasterCard American Express
- Payment Enclosed (make check payable to COPSWEST.)

If paying by credit card the form may be faxed to 916.263.6090.

Card Number _____

Security Code (3 digits) _____

Expiration Date _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip Code _____

Signature _____

Date _____

I agree to pay total amount according to card issuer agreement. Cancellations are not accepted.

COPSWEST SPONSORSHIP OPTIONS

<input type="checkbox"/> Platinum	\$20,000
<input type="checkbox"/> Gold	\$10,000
<input type="checkbox"/> Silver	\$5,000
<input type="checkbox"/> Bronze	\$3,000
<input type="checkbox"/> Opening Reception	\$30,000
<input type="checkbox"/> Registration Bags	\$10,000
<input type="checkbox"/> Badge lanyards	\$8,000
<input type="checkbox"/> Cyber Café	\$7,500
<input type="checkbox"/> Electronic Room Keys	\$7,000
<input type="checkbox"/> Donuts & Coffee Cart	\$5,000 (per day)
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Lemonade & Popcorn Breaks	\$5,000 (per day)
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Ice Cream bars	\$5,000 (per day)
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Onsite Program	\$3,000
<input type="checkbox"/> Solutions Presentation Theatre	\$1,000

Total Amount Enclosed \$ _____



Please mail form with the total payment to: 1455 Response Road, Suite 190, Sacramento, CA 95815

Phone: 916.263.5525 • Fax: 916.263.6090
Web site: www.copswest.com
E-mail: copswest@cpoa.org

For additional information please contact the CPOA office at 916.263.5525