



VENDOR TRADE SHOW PROSPECTUS



June 1-2, 2009

www.floridaswat.org

Director of Operations-Conference Coordinator

David Arnott

P.O. Box 917589

Longwood, FL 32791

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Florida SWAT Association



What is the Florida SWAT Association?

The Florida SWAT Association, formed in 1986 by a core group of Florida's tactical professionals, exists to enhance the professional standards, training and management awareness of Florida's tactical community. Florida SWAT offers its members a dynamic training program, schools and seminars every year, each offered at a minimal cost.

Florida SWAT Association Membership:

All seven Regions of Florida are well represented with membership exceeding 2000 members. FSA members currently come from 37 different states, 13 countries and all branches of the U.S. Military.

Partnerships:

Since its beginning Florida SWAT has recognized the importance of partnerships with makers and distributors of law enforcement products. Many of these partners participate in our training programs, directly deal with our members throughout the year and market themselves successfully in our extremely popular magazine.

Conference Attendees:

The FSA Training Conference will attract tactical members from throughout the Southeastern United States. The attendance is expected to exceed 450 members of the Florida SWAT Association.

The Florida SWAT Association Vendor Exhibit

The Vendor Exhibit is scheduled for two days. The Vendor Exhibit area is the center piece of the entire conference. If your product is of interest to law enforcement, corrections, contractual, or military special operations teams, the FSA Trade Show targets your clients. The continuous traffic of the attendees is further increased by the administrators, purchasing agents and other interested purchasers who are invited to attend.

2009 Vendor Exhibit Show Schedule

Set Up

- Sunday, May 31st, 2 p.m. – 6:00 p.m.

Trade Show

- Monday, June 1st, 9:00 a.m. - 6:00 p.m.
- Tuesday, June 2nd, 8:00 a.m. – 5:00 p.m.

Vendor Hospitality Reception

- Sunday, May 31st, 7:00 p.m. - 9:00 p.m.

Tear Down

- Tuesday, June 2nd, 5:00 p.m.

Booth Information

Gold Sponsorship-Single Booth: **\$750.00**

Includes: Two (2) 6' tables
Two (2) chairs
Identified as a Gold Sponsor in Conference Guide

Book

Exposure to Florida's Tactical Community

Platinum Sponsorship: **\$1,800.00**

Includes: Three (3) 6' tables
Two (2) chairs
Exhibit ID Sign with company name
Free 1/2 page ad in Conference Guide Book (B/W)
Free 1/2 page ad in FSA Magazine (pre or post conference)
Identified as a Platinum Sponsor in Conference Guide Book
Banner display at hotel
Exposure to Florida's Tactical Community

Diamond Sponsorship: **\$2,800.00**

Includes: Four (4) 6' tables
Four (4) chairs
Premium location-maximum attendee exposure
Exhibit ID Sign with company name
Free Full page ad in Conference Guide Book (B/W)
Free Full page ad in FSA Magazine (pre or post conference)
Identified as Diamond Sponsor in Conference Guide Book
Banner display at hotel and select training sites
Exposure to Florida's Tactical Community
Mail out to FSA members of product info

Add \$100 to booth fees if registered after April 15, 2009

Vendor Demonstrations

General vendor information seminars are encouraged by the Florida SWAT Association as a means of educating our attendees about the products which are currently available to them.

FSA will reserve two rooms that will be utilized for Vendor Information Seminars. Thirty (30) minute time slots will be allotted for interested vendors to privately display and educate attendees about their product. Diamond Sponsors will be given the time slot of their choice, followed by Platinum Sponsors and Gold Sponsors.

Florida SWAT Association



The Florida SWAT Association Conference Guide Book

The Florida SWAT Association Conference Guide Book is a professionally done magazine and contains information for all attendees. The Guide Book contains an agenda, maps, and other information necessary to all attendees. The Program format is 8.5" x 11" magazine in color, on glossy paper. Advertising space for the Program is offered to our vendors. This allows you a cost effective means to distribute your information directly into the hands of the end-users and show them you support the Florida SWAT Association.

Advertisement Sizes:

Front Inside Cover	\$650.00
Back Inside Cover	\$600.00
Back Cover	\$700.00
Full Page 4-Color	\$425.00
Half Page 4-Color	\$300.00
Full Page B/W	\$250.00
Half Page B/W	\$195.00

Space may be reserved by contacting Laurie Dau, Vendor Conference Guide Advertising Coordinator at e-mail address lauriedau@ntoa.org. You may also reserve space by checking the desired box on the registration form and enclosing payment.

NOTE: Ad specific information can be obtained by contacting Laurie Dau at lauriedau@ntoa.org. The Advertising Coordinator must receive all ad materials MARKED and submitted by April 30, 2009.

Merchandise Guidelines

The Florida SWAT Association relies on sales of its own T-shirts and logo apparel to subsidize the low vendor booth fees. Vendors are not allowed to offer any item for sale, which bears the FSA name or logo without the express, written consent of the Florida SWAT Association.

Payment of Fees

Each booth space will require a minimum 50% deposit due at time of registration. **Final payments will be due no later than April 15, 2009. AFTER APRIL 15, 2009, FULL PAYMENT IS REQUIRED WITH ALL APPLICATIONS.** Booth space is not guaranteed until full payment is received. Registration will close May 25, 2009.

Make all checks payable to:

[FLORIDA SWAT ASSOCIATION](#)

Send Payment to:

FLORIDA SWAT ASSOCIATION
P.O. Box 917589
Longwood, FL 32791

Terms of Cancellation

Once booth space has been requested, any cancellation of a booth after March 1, 2009 will result in forfeiture of 100% of the total booth space cost.

Shipping Information

The Host Hotel provides secure, on-site storage for show materials. The hotel staff asks for vendors shipping materials to the hotel to utilize the following requests:

- Please be sure the company name appears on all cartons shipped.
- Be sure to mark "hold for FSA Conference" on each carton
- Number the cartons. Example: 1 of 3
- Please do not ship more than three days prior to the conference.
- Handling of up to Seven (7) boxes is complimentary, \$5 per box after that will be charged to the vendor.

Shipping address:

Orlando Airport Marriott
7499 Augusta National Drive Orlando, FL 32822
Hold for Florida SWAT Association Conference
Orlando, Florida 32801

Florida SWAT Association Web Page

Sponsors and vendors can stay up to date on the latest Florida SWAT Association information by accessing our web site located on the Internet.

www.floridaswat.org

Florida SWAT Association



Exhibition Rules and Regulations

The rules and regulations as stated herein have been formulated in the best interest of the exhibitors and are a part of the contract for exhibit space and sponsorship. The Florida SWAT Association shall have full power to interpret or amend these rules and regulations. The Florida SWAT Association Director of Operations respectfully requests the full cooperation of the exhibitors in complying with these rules and regulations. Any points not covered are subject to the interpretation and decision of the Florida SWAT Association Board of Directors.

Set-up and Removal of Exhibits

Exhibit set up: Sunday, May 31st 2009, 2:00 p.m. – 6:00 p.m.
NO SET-UP SHALL BEGIN BEFORE 2:00 p.m.

Exhibit dismantled: Tuesday, June 2, 2009, 5:00 p.m.
Note: Exhibits must be removed no later than 5:00 p.m.

1. Exhibit Schedule

Monday, June 1, 2009	9:00 a.m. – 6:00 p.m.
Tuesday, June 2, 2009	8:00 a.m. – 5:00 p.m.

2. Proper Use of Exhibit Space

Exhibitors and/or sponsors may not reassign, sublet or allow unregistered companies to use the whole or a part of the space assigned to them. Exhibitors and/or sponsors may not display or advertise any goods or services not manufactured, distributed or otherwise provided by the exhibiting company during the normal course of business. The final decision will rest with the Vendor Coordinator and all decisions will be final.

3. Additional Services

You must make any request for special services known on your vendor registration form. Additional services may include electricity or freight service.

4. Liability

The Florida SWAT Association shall not, in any manner or for any cause, be liable or responsible to the exhibitor or the exhibitor's directors, officers, employees, agents, licensees, or guests for any loss of, or any injury or damage to the goods or other property of the exhibitor that may occur to the exhibitor, or to the exhibitor's directors, officers, employees, agents, licensee or guests. Any and all claims for such injuries are hereby waived.

Each exhibitor and all persons who will be assisting the exhibitor must be registered and have a name badge. Each person will also be required to sign a Waiver of Liability prior to receiving their badge.

The exhibitor is responsible to protect and provide the security for their exhibit, demonstrations, goods, materials and/or equipment during conference times.

The exhibitor is responsible for taking all measures necessary to protect other parties and property from any harm, which might result

from or be caused by its exhibit, demonstration, goods, materials, and/or equipment. The exhibitor shall be solely liable for any and all damages, costs or expenses which the exhibitor may incur, suffer or be required to pay by reason of injury to persons or loss of or injury to property which may be caused by or result from any act of omission on the part of the exhibitor, or caused by or result from any demonstrations or exhibit of the exhibitor.

5. Rejection of Application

The Florida SWAT Association reserves the right to cancel exhibition or display space, refuse admittance or remove any person or company whose conduct or display of goods is, in the opinion of the Florida SWAT Association, incompatible with the general character, safety and objectives of the exhibition.

6. Cancellation and Relocation

The Florida SWAT Association reserves the right to cancel or relocate the event. If the Florida SWAT Association cancels or relocates the event due to circumstances within the Committee's control, the liability shall be limited to a refund of payment for exhibit and sponsorship costs paid by the exhibitor in accordance with the payment terms of the agreement. In the event that FSA has no control over the cancellation or relocation of the exhibition, FSA has no liability of any kind and may, in its discretion, refund any payments for exhibition and/or sponsorship costs paid by the exhibitor. In any event, FSA's maximum and sole liability, if any, to the exhibitor and/or sponsor in the event of cancellation or relocation shall be for the return of the exhibition and/or sponsorship fee, or a portion of the fee, as the Committee, in its discretion, determines.

7. Security

The Florida SWAT Association, in conjunction with the local law enforcement agency, will provide 24-hour security at the Host Hotel (Vendor Area) for the duration of the Vendor Exhibit.

8. Return of Vendor Materials

Each vendor must make arrangements to have all items shipped into the facility for the Vendor Exhibit, removed as soon as possible after the show. All cartons should be labeled with the company name and destination address prior to your departure from the show. No responsibility will be taken for improperly labeled cartons.

Shipping paperwork must be presented to the Host Hotel staff when attempting to store your items for pick-up. Items **will not** be accepted without shipping paperwork.

The Florida SWAT Association along with the local law enforcement agency will not be responsible for any materials left at the hotel.

For Further Information Contact:

David Arnott
Director of Operations
Conference Coordinator
Phone 321-228-9238
E-mail: davearnott@floridaswat.org

Florida SWAT Association



4th Annual FSA Tactical Operations Conference Exhibit Registration Form June 1-2, 2009 Orlando, Florida

Exhibitor/Company Name		
Contact:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:	Web Address:	
Exhibitor Name to be displayed at Conference:		

Booth Fees: Add \$100 to booth fee if booked after April 15, 2009

Diamond Sponsor: \$2800

Platinum Sponsor: \$1800

Gold Sponsor: \$750

Selections:

Diamond Sponsor Booth: <input type="checkbox"/>	Platinum Sponsor Booth: <input type="checkbox"/>	Gold Sponsor Booth: <input type="checkbox"/>
Conference Guide Advertisement: Front Inside Cover-\$650 _____ Back Inside Cover-\$600 _____ Back Cover-\$700 _____		
Full Page 4-Color Ad-\$425 _____ Half Page 4-Color Ad-\$300 _____ Full Page B/W-\$250 _____ Half Page B/W-\$195 _____		
Are you interested in donating a Raffle Prize for the Conference?		

Deposit & Payment Information-Please check one:

Enclosed is a check for 50% deposit in the amount of \$ _____. (Make Checks payable to Florida SWAT) <i>I understand that the balance is due by April 15, 2009 or the space and deposit may be forfeited.</i>	<input type="checkbox"/>
Enclosed is a check for Payment in Full in the amount of \$ _____. (Make Checks payable to Florida SWAT)	<input type="checkbox"/>
I agree to have Florida SWAT charge my credit card for a 50% deposit in the amount of \$ _____. <i>I understand that the balance is due by April 15, 2009 or the space and deposit may be forfeited.</i>	<input type="checkbox"/>
I agree to have Florida SWAT charge my credit card for Payment in Full in the amount of \$ _____.	<input type="checkbox"/>
Credit Card to be charged: _____ Visa _____ Master Card _____ American Express	
Credit Card Number: _____	Exp. Date: _____ Card Code: _____
Cardholder Name: _____	
Credit Card Billing Address(if different from above): _____	
Signature: _____	Date: _____

SIGNATURE: _____ DATE _____

By signing this contract, I acknowledge reading and fully understanding all rules and regulations for FSA. I agree to abide by all rules and Regulations and acknowledge that the acceptance of this registration by the Florida SWAT Association, constitutes a legally binding contract
Please mail completed form and payment to : Florida SWAT Association P.O. Box 917589 Longwood, FL 32791.

FAXED REGISTRATIONS ACCEPTED at 407-246-2936

Florida SWAT Association



Host Hotel:

Orlando Airport Marriott
7499 Augusta National Drive
Orlando, FL 32822

Reservations by phone:

407-851-9000
800-228-9290

Reservations by web:

www.marriott.com

Room Rates:

\$105 per night

Mention **“Florida SWAT Association Conference”** when making reservations in order to receive these rates.

Reservation cut off date is May 20, 2009