

40TH ANNUAL ALEA CONFERENCE & EXPOSITION



2010 EXHIBITOR PROSPECTUS

ALEA IS SOARING INTO

TUCSON



The ALEA 40th Annual Conference and Exposition will set the standard for excellence in the airborne law enforcement arena. Exhibitors can showcase their products and services and reach the aviation unit decision-makers and end users, all in one location. This prospectus will highlight what you need to know to be a part of the Airborne Law Enforcement Association's 40th Annual Conference and Exposition in Tucson, Arizona, to be held on July 14-17, 2010.

Remember you can reserve your booth on our website, www.alea.org and download all conference and exposition information. If you have additional questions, call the ALEA office at (301) 631-2406 or e-mail ngentile@alea.org.

More than ever, modern law enforcement must depend on technological advances to optimize operations. Better ways to accomplish various missions are continually being developed. A viable aviation operation is not a luxury - it's a necessity!

Decision-making managers, supervisors and aviation personnel will have the opportunity to interface with you, the supplier, during this three-day exposition. ALEA is the only organization bringing all of these key players together!

"AeroComputers has been a proud member of ALEA since 1996, and the annual ALEA conference continues to be an excellent opportunity to demonstrate our newest technology for the law enforcement market. We enjoy the opportunity to meet with both existing and prospective customers to discuss their needs and wants. Hands-on evaluation of our products at the show prove to be a very effective way to help police aviators make the decision to select AeroComputers tactical mission equipment for their aircraft."

-Grace Morris, Aero Computers



"The ALEA Annual Conference allows us the unique opportunity to connect with our North American Law Enforcement Customers in one convenient and cost-effective location."

-Susan Mays, Turbomeca USA



"Sagem Avionics, Inc. finds the Airborne Law Enforcement Association Annual Convention to be the single best opportunity to reach out to worldwide airborne law enforcement professionals in a relaxed yet educational setting providing opportunities for interaction and marketing of products deserving of the men and women who support crime suppression and the antiterrorism effort."

-Daniel Johnson, Sagem Avionics, Inc.

THE EXHIBIT HALL



TUCSON CONVENTION CENTER

260 S. Church Ave. • Tucson, AZ 85701
520-791-4101 • www.tucsonaz.gov/tcc

2010 EXHIBIT HOURS

MONDAY, JULY 12

Aircraft Fly-In

All booths must be fully staffed during the following hours:

TUESDAY, JULY 13

Exhibit Set-up 8 am – 5 pm
Registration 8 am – 5 pm

WEDNESDAY, JULY 14 5 pm – 7 pm

THURSDAY, JULY 15 11 am – 4 pm

FRIDAY, JULY 16 11 am – 4 pm

WEDNESDAY, JULY 14

Exhibit Set-up 8 am – 3 pm
Registration 8 am – 7 pm

EXHIBITOR DISMANTLE/FLY-OUT

Friday 4 pm – 12 am
Saturday 8 am – 12 pm

HOTEL ACCOMMODATIONS



JW MARRIOTT STARR RESORT AND SPA (MAIN HOTEL)

3800 West Starr Pass Blvd. • Tucson, AZ • 85745
Tel: 888-527-8989

www.jwmarriottstarrpass.com

\$139⁰⁰ S/D per night with 12.05% tax and a City of Tucson occupancy fee of \$1.00 per room per night.

Reservation deadline : June 14, 2010

DISCOUNT CODE: Airborne Law Enforcement Assn



HOTEL ARIZONA

181 West Broadway Blvd. • Tucson, AZ • 85701
Tel: 800-845-4596

www.thehotelarizona.com

\$94⁰⁰ S/D per night with 11.5% tax and a City of Tucson occupancy fee of \$1.00 per room per night.

Reservation deadline : June 15, 2010

DISCOUNT CODE: Airborne Law Enforcement Assn

ALEA MARKETING OPPORTUNITIES

SPONSORSHIPS

Sponsoring events and providing special products for the attendees is crucial to increasing your visibility and name recognition throughout the conference and thereafter. Repetition is key to developing your company's exposure to this industry. Your sponsorships will automatically be recognized in all of the following promotional media:

2010 ALEA Program Guide Air Beat Magazine Conference Preview Issue ALEA Website • Signage at the event

Host a special event or sponsor a pre-conference course and you will receive a half page, full color advertising space in the Program Guide and a 1/4-page, full-color space in the Conference Preview Issue of *Air Beat* to promote your event or sponsorship. Sponsorships must be confirmed by mid-February to be included in the Conference Preview Issue of *Air Beat*.

PRE-CONFERENCE COURSE SPONSOR

Courses are available to all ALEA members for three full days before the main conference begins. Held on Monday, Tuesday and Wednesday, these classes attract unit managers, pilots, tactical flight officers, flight medics and many of the unit decision-makers that keep an air unit "flying."

Cost: \$7,500 for three-day course; \$6,000 for two-day course

- ◆ Advertisement in the 2010 Conference Preview Issue of *Air Beat* magazine.
- ◆ Advertisement in the 2010 Program Guide.
- ◆ 10 minutes to speak or present in the classroom to introduce your company.
- ◆ The opportunity to distribute handouts, promotional and/or marketing material to the attendees of the course.

SPECIAL EVENT SPONSOR

SNEAK PREVIEW	Wednesday, July 14, 5-7 p.m. Exhibit Hall
OPENING RECEPTION	Wednesday, July 14, 7:30 p.m. Location TBD
OPENING BREAKFAST	Thursday, July 15, 9 a.m. Tucson Convention Center

OTHER SPONSORSHIPS

BREAK SPONSOR: Sponsor one of the three daily breaks for the Pre-Conference course attendees. Cost: \$2,500.

TOTE BAG SPONSOR: Your company's logo can be placed on the official conference tote bag which will be distributed to each ALEA attendee. Available to one or multiple exhibitors. Call for quote.

ADVERTISING

PROGRAM GUIDE: The Program Guide is available to all who attend this event. Included in this publication are schedules and descriptions of all classes and courses, social events, product briefings and a full listing of all exhibitors participating in the exposition. Reserve advertising space in the Conference Preview Issue of *Air Beat* and receive \$100 off a Program Guide ad space reservation.

Pricing and Specs:

- ◆ Covers: \$1300 each (only three available, first come, first-served)
- ◆ Full Page Full Color: \$1000
- ◆ Full Page B & W: \$750
- ◆ Bleed Size: 5.75"w x 8.75"h
- ◆ Trim Size: 5.5"w x 8.5"h
- ◆ Live Area: 5.25"w x 8.25"h

AIR BEAT MAGAZINE: The Conference Preview Issue is mailed in April to all members of the Association. This issue will contain registration information and class schedules for all members interested in attending. The May/June issue will be mailed prior to the show in July and will also make its appearance on the show floor. Call for a quote or go to www.alea.org under Advertising Information to review pricing.

AIR BEAT TODAY: Three full color, daily newsletters are printed onsite to share information, activities, educational schedules and events with the attendees.

- ◆ Ad Space: \$300 per issue or \$850 for all three issues
- ◆ Trim: 2.625"W x 3.625"H

*Bonus: Companies are also encouraged to submit free editorial material regarding new products, events, or any news features that promote their presence at the Conference.

- ◆ Text: 50-100 words submitted in a word document.
- ◆ Photos: 300dpi submitted in a jpeg or tiff format.

AISLE SIGNS: Your company logo along with the aisle number can be placed on an 8' x 4' aisle sign to hang above the exhibit booths for all to see. Cost: \$350 per sign.



EXHIBITOR CONTACT INFORMATION

Please direct all exhibiting & sponsorship questions to:
Nicole Gentile, Operations Manager
411 Aviation Way, Suite 200, Frederick, MD 21701
office: 301-631-2406 • fax: 301-631-2466 • ngentile@alea.org

Please direct all advertising questions to:
Jennifer L. Thornton, Sales Manager
13405 E. 90th Street North, Owasso, OK 74055
office: 918-274-3874 • fax: 918-274-8450 • jthornton@alea.org

IMPORTANT SUBMISSION DATES

JANUARY 31, 2010

Booth Payments for booths reserved by Dec. 31, 2009

MAY 14, 2010

Program Guide reservations & Ad materials

MAY 17, 2010

Company Description to be used in Program Guide, Buyers Guide and Membership Director

JUNE 1, 2010

Aircraft Display Form and Insurance

JUNE 11, 2010

Exhibitor badge listing

JUNE 14, 2010

Hotel Reservation discount deadline

JUNE 18, 2010

Air Beat Today reservations & Ad materials

RULES & REGULATIONS

ASSIGNMENT OF SPACE AND PAYMENT

All exhibit space, with the exception of the island displays, will be allocated on a first-come, first-served basis. Confirmation of space will be sent immediately upon receipt of signed contract and full payment. ALEA reserves the right to reassign booth space if need be. Payment in full is due upon submission of contract for those contracts submitted after January 1, 2010. Exhibit space must be occupied solely by your organization in exhibiting your products at the ALEA 40th Annual Conference and Exposition. No exhibitor shall assign, sublet, or share the whole, or any part of, the space contracted without prior written consent of ALEA.

BOOTH SPECIFICATIONS

The standard booth size is 10' x 10' (approximately 3.05m x 3.05m). Except for custom-size or island displays, the booth price in this agreement provides for installation, maintenance and removal of standard framing materials. The materials include a quality fabric, 8' high backdrop; 42" high side divider rails; and an expertly lettered 7" x 44" exhibitor sign for each space.

EXHIBITOR NAME BADGES

We request that all badges be ordered via our website at www.alea.org. If web access is unavailable, please contact the ALEA office at 301-631-2406 or ngentile@alea.org.

The exhibitor badge entitles the wearer access to the exhibit floor only and exhibitor badges are issued only to personnel actually staffing the booth. The name of the exhibiting company, as it has been listed on the exhibit space contract, will appear on each badge. Three exhibitor badges will be provided for each 10' x 10' area of display space contracted, to a maximum of 30 badges. Additional badges are available at \$25 each.

Exhibitors are urged to order badges in advance to avoid long lines at the registration desk. The exhibitor badge list is due June 11, 2010. The registration desk is scheduled to be open beginning July 13 at 8 am.

One-day guest passes are available for your customers at \$80.00 each. This would entitle the guest access to the Expo Hall and the educational classes for that day ONLY. Go online at www.alea.org and order with your Visa, MasterCard, American Express or Discover.

Badges will be available for pickup onsite at the exhibitor registration desk beginning Tuesday, July 13, at 8 am. The Annual Awards Banquet will be held Friday, July 16th; separate tickets must be purchased for this event.

INSTALLATION & DISMANTLING

Installation of exhibits may commence on Tuesday, July 13, 2010 at 8 am, at the convention center. All exhibits must be fully assembled and ready for display no later than 3 pm on Wednesday, July 14, 2010. Dismantling of exhibits may begin after 4 pm on Friday, July 16, 2010. All exhibits and materials must be totally removed from the exhibit hall no later than 12 noon on Saturday, July 17, 2010. No dismantling allowed before 4 pm, Friday, July 16, 2010.

OFFICIAL SERVICE CONTRACTOR

BEC Group, Mr. Robert Chance, PO Box 1372, Abita Springs, LA 70420; Telephone:(985)871-9106; Fax:(888)722-3067; e-mail: rchance1@earthlink.net. Upon receipt of your completed contract and payment in full, an Exhibitor's Service Kit will be mailed or emailed to each exhibitor. This packet will include all necessary information and forms regarding: shipping of displays; display rental; floor coverings; telephone service; electrical service and utilities; furniture and accessories; etc.

CANCELLATION

Exhibitors may reduce or cancel contracted space by submitting written notice to the ALEA Home Office on the following schedule:

Written notice received 60 days or more from the event:

75% refund

Written notice received 30 – 59 days from the event:

50% refund

No refunds will be issued less than 30 days from the start of the event.

SECURITY

ALEA will provide 24-hour security services at the convention center for all displays, for the duration of the Conference and Exposition. While every precaution will be taken, ALEA assumes no liability for providing this service. The ultimate responsibility remains with the individual exhibitors to protect their property and appropriate protection and insurance should be arranged.

LIABILITY, INSURANCE & HOLD HARMLESS

In consideration for the opportunity to display services and products at an ALEA Conference and Exposition, Exhibitor, its officers, directors, agents and insurers, agrees to indemnify and hold harmless ALEA, its officers, directors, contractors, employees and agents and the seminar facility, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, ALEA and the seminar facility, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the seminar facility resulting in the immediate assessment of damages against ALEA from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor. Any commercial exhibitor that brings an owned, leased or borrowed aircraft to the conference site, including the use of aircraft belonging to a governmental agency, agrees to name ALEA, Inc., its agents, officers, directors and employees and the exhibition convention center, its owners, management company, officers, directors, and employees as an "additional insured" on the exhibitor's policy of insurance covering the operation of aircraft. In addition Exhibitor acknowledges that ALEA does not maintain any insurance to cover loss or damage to any property of Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims. Furthermore, it is requested that all exhibiting companies carry general liability and property insurance, including workers' compensation, if applicable.

RESTRICTIONS

ALEA reserves the right to determine the eligibility of a company or their product for inclusion in the exhibits, and reserves the right to restrict exhibits that, because of noise, method of operation, materials or for any other reason, become objectionable to ALEA. ALEA also reserves the right to prohibit any exhibit that, in the opinion of ALEA management, may detract from the general character of the exhibit show as a whole. In such event, ALEA shall not be liable to any exhibitor for any refund of exhibit fee or expenses incurred by exhibitor to exhibit. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area or seminar facility. ALEA policy firmly restricts representation or organization that has not been assigned an official exhibit booth from soliciting business and/or distributing promotional material of any type within the exhibit area or any other areas. Further, those organizations that have been assigned an official ALEA exhibit booth must conduct all business activities from within their assigned booth space and not impede traffic through the Exhibit Hall aisles or other areas. All children under the age of 18 must be accompanied by an adult.

You may also register and download forms at www.alea.org. Any questions, contact Nicole Gentile at ngentile@alea.org.

2010 CONTRACT FOR EXHIBIT SPACE



EXHIBIT SIZES Please reserve the following:

Price:	Booth Size:	Price:	Booth Size:
\$ 97510X10	\$ 695020X40
\$180010X20	\$ 765020X50
\$277510X30	\$ 735030X30
\$345020X20	\$ 900030X40
\$527520X30	\$1640050X50

Sponsorship Opportunities:

- Pre-Conference Course (2-day) \$6000
- Pre-Conference Course (3-day) \$7500
- Break \$2500
- Technical Briefings FREE

Advertising:

- Aisle Signs \$350
- Interested in Program Guide and/or *Air Beat Today* advertising Call for quote

For Tote Bags, Sneak Preview, Opening Reception and Opening Breakfast please call the office for more details.

<p>Booth Space Number Preference*</p> <p>1st Choice _____ 2nd Choice _____</p> <p>Companies we would like to be near: _____</p> <p>_____</p> <p><small>*Every effort will be made to secure the exhibit space(s) in the priority you have listed. Priority is determined by date of request for space, accompanied by full payment.</small></p>	<p style="text-align: right;">Booth Fee \$ _____</p> <p style="text-align: right;">Sponsorship/Advertising Fee \$ _____</p> <p style="text-align: right;">Corporate members add \$400 \$ _____</p> <p style="text-align: right;"><input type="checkbox"/> Check here if you wish to apply the Corporate fee towards a one-year Corporate Membership (a \$360 value)</p> <p style="text-align: right;">Total \$ _____</p>
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EXHIBITOR INFORMATION - List information as it should appear in the Official Program Guide. Company description is due by May 17, 2010. This Exhibit Contract incorporates the ALEA 40th Annual Conference & Exposition Rules and Regulations contained in the Exhibitor Prospectus. We have read and understand the Exhibit Rules and Regulations and agree to abide by them and any additional rules deemed necessary by the Airborne Law Enforcement Association, Inc. (ALEA).

All material regarding the ALEA 40th Annual Conference and Exposition should be sent to:

Exhibiting Company _____

Exhibit Supervisor _____

Signature _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail address for contact person _____

Please return contract by fax to 301-631-2466 or submit online at www.alea.org. Please make checks payable to ALEA. Mail to: ALEA Conference & Exposition, 411 Aviation Way, Ste. 200 Frederick, MD 21701

To pay by credit card:

- VISA MASTERCARD AMEX DISCOVER

CREDIT CARD AUTHORIZATION

Print Name as it appears on card

Credit Card Number

V CODE

Signature

Expiration Date