



EXHIBITOR / VENDOR REGISTRATION FORM

2020 & 2021 NATIONAL INTERDICTION CONFERENCE

Location: Baltimore, Maryland

Dates: February 8 – 11, 2021

Vendor & Advertisement Registration Forms must be received by January 11, 2021

Name: _____

Email Address: _____ Title: _____

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Best Contact Phone Number(s): _____

Section 1: Exhibitor Level Package Options

Below you will find our exhibitor level package options for the National Interdiction Conference (NIC). Feel free to choose from one of our pre-packaged options or select your own "a la carte" options in Section 2. Section 1 packages are detailed on pages 3 & 4.

- | | | |
|--------------------------|--|-------------------------------------|
| <input type="checkbox"/> | Silver Level Exhibitor (2 Days; Mon & Tues) | \$ 1,700 |
| <input type="checkbox"/> | Gold Level Exhibitor (2 Days; Mon & Tues) | \$ 2,300 |
| <input type="checkbox"/> | Platinum Level Exhibitor (3 Days; Mon - Wed) | \$ 7,000 |
| <input type="checkbox"/> | Diamond Level Exhibitor (3 Days; Mon - Wed) | \$ 10,000 |
| <input type="checkbox"/> | Customize Your Exhibitor Needs Instead | Select Desired Options in Section 2 |

Section 2: "A La Carte" Exhibitor Options

If you are not interested in one of our exhibitor level package options found in Section 1, you can select from the "a la carte" options below.

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> | 8X8 Booth (2 Days; Mon & Tues) | \$ 1,000 |
| <input type="checkbox"/> | 8X16 Booth (2 Days; Mon & Tues) | \$ 1,500 |
| <input type="checkbox"/> | Internet Access (Wireless – 5 MB up/down) | \$ 75 per device; How many? _____ |
| <input type="checkbox"/> | Electricity (Up to 5 Amps placed at rear center of booth) | \$ 100 per booth for the entire duration |

* If your needs for internet or electricity are greater than what is outlined above, regardless of whether you are choosing options from sections 1 or 2, please reach out to our NIC Vendor Liaison (contact information is located on page 2). Our liaison will put you in direct contact with the supplier so that you can order what you need directly from them. If/when this occurs, your organization would encounter additional costs.

Section 3: Additional Sponsorship & Exposure Opportunities

Listed below are additional sponsorship & exposure opportunities to help highlight your company at our conference. Most of the below options are better outlined on pages 5 & 6.

Event Sponsorship Opportunities

- Reception Hospitality Event \$ 2,500
- Morning & Afternoon Snack Event \$ 2,000
- Sponsor A Guest Speaker \$ 1,500

Additional Exposure Opportunities

- Additional Day of Vending (Thursday)** \$ 200
- Booth Near Search Vehicle \$ 150
- Gift Bag Trinkets or Fliers \$ 150
- Conference Gift Bags No fee
- Gamification No fee

Conference Advertisements

*Only Silver, Gold, Platinum and Diamond Level Exhibitors will receive additional advertising at the conference event, as outlined within their descriptions on pages 3 & 4.

Your Package Total: \$ _____

Total Vendor Package Fees:		(from above):	
Awards Banquet Tickets		X	\$50.00:
(Note: The awards banquet is an optional event held Thursday evening. 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.)			Total Due:

Please send your registration form and payment (**check or money order made payable to Desert Snow**) to the mailing address listed below. You can also scan your completed registration form and email it to our Vendor Liaison. **Payments must be received at least 21 days prior to the event.**

Mailing Address: *NIC Vendor Registration
PO Box 18377
Golden, CO 80402*

NIC Vendor Liaison: *Brad Kellar
bkellar@ncea314.com
(574) 265-4377*

Electricity? Yes___ No___ Internet? Yes___ No___

Extra Needs: _____

*Please let us know about any "extra needs" you have. We can help point you in the right direction.

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

Exhibitor Level Packages

Hundreds of interdiction officers, agency heads, purchasing agents and other qualified buyers will gather 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

\$ 1,700

- One Double Vendor Booth Space (8' x 16')
- When requested, internet access (wireless – 5 MB up/down) and electricity (Up to 5 Amps placed at rear center of booth) provided at no charge
 - To prevent us from paying for unneeded services, please notate if you want/need internet or electricity in the “Extra Needs” section found on page 2. If you do not indicate the need for these services, they will not be provided.
- Advertisement listing within our conference web app acknowledging your organization and exhibitor level
- 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 to the below address and received by February 1, 2021:
Maryland State Police; Attn: Cpl. Brian Hirsch; 15 Turnpike Drive, Perryville, MD 21903
- Can purchase an optional third day of vending for only \$100

Gold Level Exhibitor

\$ 2,300

- One Double Vendor Booth Space (8' x 16') **located in a Premium Location**
- When requested, internet access (wireless – 5 MB up/down) and electricity (Up to 5 Amps placed at rear center of booth) provided at no charge
 - To prevent us from paying for unneeded services, please notate if you want/need internet or electricity in the “Extra Needs” section found on page 2. If you do not indicate the need for these services, they will not be provided.
- Listing within our conference web app acknowledging your organization and exhibitor level
- **1/2 page color advertisement placed in our banquet awards program**
 - This ad must be emailed to our NIC Vendor Liaison on or before January 11, 2021
- 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 to the below address and received by February 1, 2021:
Maryland State Police; Attn: Cpl. Brian Hirsch; 15 Turnpike Drive, Perryville, MD 21903
- **One (1) scheduled email blast highlighting your organization to all conference attendees**
 - This email blast would be sent out post conference and within 90 days of the event. Simply contact our NIC Vendor Liaison within 30 days after the conference event to coordinate
- Can purchase an optional third day of vending for only \$100

Platinum Sponsorship

\$ 7,000

- Will receive Gold Level Exhibitor Booth package (see above for details), in addition to:
- Recognition as a Platinum Sponsor during the conference event
- VIP table at annual awards banquet for up to four (4) guests
- Company logo will be periodically displayed in the main convention area on our digital media display(s)
- Provided with one of the best exhibitor booth locations (absolute best locations provided to Diamond Level Exhibitors)
- Full page color advertisement placed in our banquet awards program
 - This ad must be emailed to our NIC Vendor Liaison on or before January 11, 2021
- Up to 3 minutes of on-stage presentation time during the Monday evening Vendor Hospitality Gathering
- Company logo advertised on the NIC website and linked to your website until the end of the conference event
- Complimentary third day of vending (optional)

Diamond Sponsorship

\$ 10,000

- Will receive Gold Level Exhibitor Booth package (see above for details), in addition to:
- Recognition as our Diamond Sponsor during the conference event
- VIP table at annual awards banquet for up to eight (8) guests
- Company logo will be periodically displayed in the main convention area on our digital media display(s)
- Provided with one of the absolute best exhibitor booth locations
- Up to three (3) scheduled email blast highlighting your organization to all conference attendees
 - These email blasts would be sent out post conference and within 90 days of the event. Simply contact our NIC Vendor Liaison within 30 days after the conference event to coordinate
- Full page color advertisement placed in our banquet awards program, in a prime location
 - This ad must be emailed to our NIC Vendor Liaison on or before January 11, 2021
- Up to 6 minutes of on-stage presentation time during the Monday evening Vendor Hospitality Gathering
- Company logo advertised on the NIC website and linked to your website until the end of the conference event
- Complimentary third day of vending (optional)

Exhibitor/Vendor Schedule:

Monday, February 8	Vendor Setup Allowed	1200 to 2000
Tuesday, February 9	Vendor Setup Allowed	0700 to 0900
Tuesday, February 9	Vendor Area Open	0900 to 1900

**Tuesday evening from 1700 to 1900, NIC is hosting a hospitality event with free beverages in the large vendor room*

Wednesday, February 10	Vendor Area Open	0700 to 1800
Wednesday, February 10	Vendor Load Out	1800 to 2100

**Vendors must teardown and vacate the area on Tuesday night from 1800 to 2100 unless they have purchased the optional third day of vending*

Thursday, February 11	Vendor Area Open	0700 to 1600
Thursday, February 11	Vendor Load Out	1600 to 1730

**Vendors who purchase the Thursday option must teardown and loadout between 1600 and 1730 that same day*

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

Tuesday, February 9	(0930 to 1000)	(1130 to 1330)	(1500 to 1530)	(1700 to 1900)	
Wednesday, February 10	(0700 to 0800)	(0930 to 1000)	(1130 to 1330)	(1500 to 1530)	(1700 to 1800)
Thursday, February 11	(0700 to 0800)	(0930 to 1000)	(1130 to 1330)	(1500 to 1530)	

**Thursday is an optional third day for vendors. Additional costs are outlined in Section 3.*

Delivery & Shipment Information:

The Hotel is not equipped to take delivery of vendor show items. The National Interdiction Conference has partnered with the below exhibitor service to assist you with your vendor freight, and any other needs you may have (extra tables, extra chairs, carpet, etc...).

Alliance Nationwide Exposition
Attn: Exhibitor Services
exhibitorassistance@alliance-exposition.com
888.528.2011

Sara Mejia
sara.mejia@alliance-exposition.com
407-318-6197

Special Event Sponsorships

Reception Hospitality Event

\$ 2,500

How about hosting one of our Reception Hospitality Events? Each night, excluding Tuesday, our attendees kick back and enjoy some hospitality. When attendees arrive, they will be confronted with signage letting them know that your organization hosted this event. Your sponsorship 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

\$ 2,000

Each day (Mon – Thurs), snack items and beverages will be provided to the conference attendees, most often within 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 Conference Instructor – Only ten (10) available; first come basis

\$ 1,500

There are a lot of expenses involved in getting quality instructors to this national conference. You can help us by sponsoring one of them and in return your organization will be recognized prior to their class.

Additional Exposure Opportunities

Booth Near Search Vehicle

\$ 150

Do you have products that are best demonstrated in action? Now you can select a premium booth location near a conference provided vehicle. If needed, we can even help you conceal mock contraband and/or inert explosives within. Let our attendees go hands-on with your devices so they can learn just how fantastic they are!

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 to the below address and received by February 1, 2021:
Maryland State Police; Attn: Cpl. Brian Hirsch; 15 Turnpike Drive, Perryville, MD 21903**

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.

Gamification

No Fee

The NIC has implemented several creative ways to bring traffic to our vendor room and more importantly, your booth. Each exhibitor will be given a "code" that attendees will need in order to gain points and win high dollar prizes. For that reason, a high percentage of attendees will come directly to your booth space and the interaction of getting your code becomes an opportunity for you to promote your business. Not only will your booth be given a code, but so will each person you have working your booth. During the morning and afternoon breaks, food and drinks are served, and additional games are played, to increase traffic. Not to mention, our evening Vendor Hospitality event will give you a chance to mingle with our attendees for a prolonged period of time. We have been told by our exhibitors' time and time again that our strategic steps have helped them make valuable contacts year after year.

Exhibitor / Vendor Terms & Conditions

Exhibitor / Vendor Registration Forms must be received by [January 11, 2021](#)

The exhibitor / vendor form deadline is timed to allow for adequate space preparation and other planning needs.

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

IMPORTANT – PLEASE READ:

All vendors must adhere to any restrictions and guidelines provided to the National Interdiction Conference (NIC) by its contracted hotels, hosting facilities and conference centers. Efforts will be made to accommodate our vendors to the highest degree possible, but final decisions regarding any conflicts will be made by NIC.

1. Generally, each 8' X 8' booth space will include one (1) six-foot table, two chairs, a wastebasket and approximately 8' X 8' in floor space. Each double booth space will typically include two (2) six-foot tables, four chairs, a wastebasket and approximately 8' X 16' in floor space. Should space allow, the NIC reserves the right to provide slightly larger booth spaces (generally 10' X 10' or 10' X 20'). Vendor space is always subject to change.
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 the NIC Vendor Liaison prior to deadline dates.
3. Company logos placed on the NIC website must be approved by NIC.
4. Banners must be pre-approved prior to the conference and may be limited due to facility rules or requirements.
5. No exhibiting may take place, or merchandise may be sold, outside of a company's designated booth space. Anyone found to be in violation of this section will be asked to leave immediately and any registration fees will be forfeited.
6. The sale of specific apparel, or other items, may be subjected to restrictions. The NIC Vendor Liaison will contact you if a conflict arises.
7. All printed materials for any conference programs must be 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.

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 the 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.