



FLORIDA SHERIFFS ASSOCIATION'S 2009 ANNUAL SUMMER CONFERENCE

July 19-22, 2009

PGA National Resort & Spa

Palm Beach Gardens, FL 33418 ★ Phone: 561/627-2000

EXHIBITOR/SPONSOR GUIDELINES

(Payment in advance or at time of registration – NO EXCEPTIONS)

FSA has established the following uniform guidelines for FSA Exhibitor/Sponsors:

Exhibitor/Sponsor and Representative(s) Registration Forms

The “**Exhibitor/Sponsor Registration Form**” and the “**Representative Pre-Registration Form**” must be completed and returned to FSA **no later than July 3, 2009**. This deadline is set to allow your firm’s name to be included within our printed program. Your firm’s name will appear exactly as you indicate on the Exhibitor/Sponsor Registration Form so **please type or print clearly**.

Levels of Exhibitorship/Sponsorship

1. **Full Exhibitor and Sponsor:**

Exhibitors/Sponsors are invited to exhibit their law enforcement-related products and services over the entire span of the conference.

The exhibitor registration fee is \$725.00. This fee covers two (2) individual registrations for members of your firm. **There is a \$300 registration fee for each additional representative (above two) who plans to attend any activity (NO EXCEPTIONS).**

Registered representatives are entitled to attend all meals and functions of the conference with the exception of “closed sessions” which are reserved for Sheriffs only.

All exhibitors/sponsors must wear their FSA issued name badges to all functions, particularly meal functions, as our badge is your admission ticket into each event. We must assume that if you are not wearing a badge to a particular function, that you have not paid the proper fees to attend it. In fairness to those that have paid the proper fees, and to keep our guaranteed head counts in proper order, we sincerely hope that we are not put in a position of having to challenge the presence of anyone not wearing our badge. In that light, we respectfully ask your voluntary adherence to this policy.

Exhibitor/Sponsor Registration Includes:

- Exhibit Space
- Firm’s name listed in printed program
- Sponsors will receive special recognition at a Sponsors’ Luncheon.
- Representatives are entitled to attend all meals and functions listed on the program with the exception of the Sheriffs’ Executive Business Meetings.

2. **“Take-One” Exhibit Space:**

If you can’t be with us, the “Take-One” space is a popular and cost-effective way to disseminate information about your products and services and to display your brochures, pamphlets, cards,

leaflets or other printed materials. The fee is only \$150. "Take-One" materials will be displayed on a draped table within the exhibit area and FSA staff will maintain and replenish your materials.

3. Portfolio Stuffers:

If you can't attend the conference but want to guarantee your literature gets into the hands of each participant consider this option. At registration, each participant receives a portfolio containing all conference-related materials; a program, meeting schedule and other helpful information. We will include a copy of your brochure or catalog for just \$200. Send a copy of your material for FSA approval when you submit your application. Once approval has been made, FSA will contact you with an approximate number for shipping and a deadline date for receipt of your material. Please include approximately 25-50 additional packets in the event of additional Sheriff's Office personnel attending.

4. Underwriting a Specific Event:

To participate in this way a corporate sponsor donates a sum of money that will be used where it is most needed to enhance the conference. It strengthens the foundation of the conference and ensures that the costs of necessities will be covered. Sponsorship is a most significant type of help. Underwriting allows you to choose the specific event.

If you choose to participate in this way, Rneé Stockton, FSA Conference Planner, will work with you to develop the event and ensure the best use of the dedicated funds. In addition, you will receive a special acknowledgment at the "Sponsors Luncheon", special mention in the program, and a sign recognizing the sponsorship (where possible).

Exhibitor/Sponsor Registration and Setup Schedule

Exhibits will setup in PGA Grand B & C and pre-function area. Setup of exhibits will be on Sunday, July 19th, between 11:00 a.m. and 4:00 p.m.

	Date	Registration	Show Hours
Sunday	7/19/09	10:00 a.m. – 5:00 p.m.	6:00 p.m. – 7:00 p.m.
Monday	7/20/09	8:00 a.m. – 4:00 p.m.	8:00 a.m. – 4:00 p.m.
Tuesday	7/21/09	8:00 a.m. – 2:00 p.m.	8:00 a.m. – 2:00 p.m.

Hotel Reservations

Enclosed is a Hotel Reservation Form to be returned to the PGA National Resort & Spa. Room reservation requests must be received by the hotel **no later than 3:00 p.m. on June 22, 2009**. They will not guarantee that accommodations will be available after this date. I urge you to make your reservations **now**, even if you are not sure you will attend. You may, of course, cancel if you find you will be unable to be with us. A deposit of one night's room rate is required or you may guarantee through a major credit card.

Special Needs

To make arrangements for any of the "special needs" listed below, please contact Mr. Carmine Rondinelli, Director, Conference Services for the PGA National Resort at 561/627-2000 ext. 5109.

- **PHONE LINES** — Exhibitors/Sponsors requiring dedicated phone lines must make arrangements directly with the hotel.
- **ELECTRICAL NEEDS** — Exhibitors/Sponsors requiring special lighting or unusual electrical needs, (220v lines, etc.) must make arrangements directly with the hotel.
- **OUTDOOR DISPLAYS** — Exhibitors/Sponsors requiring an outdoor display must contact the hotel and Rneé Stockton, FSA Conference Planner.
- **SHIPPING** — Exhibitors/Sponsors will be responsible for making all shipping, handling, and storage of exhibit displays and materials directly with the hotel. The Florida Sheriffs Association will not be responsible for such items which are lost, damaged or mishandled.

PLEASE NOTE: Drayage charges will be assessed for all packages/boxes handled by PGA National Resort & Spa:

- \$ 10.00 per package up to 50 lbs
- \$ 20.00 per package up to 150 lbs
- \$ 150.00 per pallet

The hotel will not accept any exhibit displays or materials more than three days prior to the scheduled show dates. NOTE: All exhibit materials must enter and exit the Hotel via the loading dock.

Space Allotment

Every effort will be made to allocate each vendor an 8x10 area within the Exhibit Hall – space permitting. However, should your booth exceed these measurements, **you will be required to purchase an additional booth.** *Please note that this will be strictly enforced this year due to limited space available for exhibits.* We encourage you to reserve space early in order to avoid possible exclusion from the conference.

General Security Information

While Florida Sheriffs Association and the PGA National Resort & Spa will exercise reasonable care in safeguarding Exhibitor’s property, neither Florida Sheriffs Association, or the Resort nor any of their officers, agents or employees assumes any responsibility for such property. Security services are provided by the Palm Beach County Sheriff’s Office overnight in the exhibit hall during non-show hours.

Insurance: Exhibitors should include in, or have a rider attached to their insurance policies covering the period of time from the date of shipment of merchandise/display to the show through and including the return arrival date of the merchandise/display at the exhibitors’ home base.

On behalf of Exhibitors, Florida Sheriffs Association has taken the following steps to safeguard against theft.

- Special attention will be paid to assure that unauthorized persons do not have access to these areas.
- No one will be allowed to re-enter the Exhibit Hall after official move-in hours, after actual show hours or after official move-out hours, unless you have obtained an **“Exhibit Hall Admission”** form from the Conference Coordinator. **BE CERTAIN TO TAKE ALL PERSONAL EFFECTS WITH YOU WHEN LEAVING THE SHOW FOR THE EVENING.**

- Only persons wearing an official EXHIBITOR/SPONSOR badge will be allowed to carry merchandise out of the Exhibit Hall. Any merchandise leaving the show (other than during official move-out hours) must be accompanied by an official FSA Carry-Out Pass. These passes are available from the Conference Coordinator.

PLEASE NOTE: ALL EXHIBITS MUST BE REMOVED FROM THE EXHIBIT HALL BY 3:00 P.M. ON TUESDAY, JULY 21, 2009. IF YOU DO NOT INTEND TO STAY FOR THE TUESDAY EVENING FUNCTION – PLEASE DO NOT INDICATE YOUR ATTENDANCE ON THE REGISTRATION FORM.

Exhibitor/Sponsor Recognition

We will recognize exhibitors/sponsors by posting their firm names within the printed program. New exhibitors/sponsors will also be recognized at a special luncheon on Monday, July 20, 2009.

Coffee service will be setup in the exhibit area throughout the conference, where Sheriffs and others will be taking breaks.

All exhibiting companies must be in good standing with the Florida Sheriffs Association. All outstanding invoices must be paid in full before exhibiting companies will be allowed to set up their displays.

Golf Tournament

The Conference Golf Tournament is scheduled for Sunday, July 19th at The Champion Golf Course. All golfers are asked to be at the pro-shop no later than 7:00 a.m. for a shotgun start at 8:30 a.m. If members of your firm will be participating, please indicate this in the space provided on the Exhibitor/Sponsor Registration Form (please include handicap). You must also complete the individual golf registration form for each player participating at a cost of \$110.00 each, breakfast and lunch is included.

NOTE: If you plan to participate in the tournament, payment MUST BE received by July 3, 2009. NO EXCEPTIONS WILL BE MADE. This is due to FSA having to pay for guarantees on the Golf Tournament, NO REFUNDS WILL BE GIVEN.

FSA Contact Person

For further information or assistance, contact Rneé Stockton at the Florida Sheriffs Association at 850/877-2165 between the hours of 8:00 a.m. - 5:00 p.m. daily