



Sponsor and Exhibitor Prospectus

C A C P 1 0 7 ^{T H} A N N U A L C O N F E R E N C E



August 19 - 22, 2012 • Cape Breton, Nova Scotia

**One Nation, Many Peoples:
The Full Circle of Policing in Canada**

www.cacpconference.ca

We are pleased to invite you to the Canadian Association of Chiefs of Police 107th Annual Conference and Tradeshow in Cape Breton, Nova Scotia, August 19 to 22, 2012.

C A C P 1 0 7 ^{T H} A N N U A L C O N F E R E N C E



Sydney is Nova Scotia's third largest city and acts as a major industrial hub for the rest of Atlantic Canada. Located on the shores of the vast Sydney harbour, Sydney is a popular stopover point for cruise ships on the Atlantic Shore. Whether it is for the rich history, breathtaking views or its rich and vibrant shopping district, Sydney has something for everyone.

This historic community is a mainstay of the legendary Cape Breton region, and boasts several buildings and landmarks that date as far back as 1786. Strolling along the Oceanfront Esplanade will lead visitors to numerous statues and plaques that celebrate Sydney's rich cultural heritage. Also commonly known as the Steel City, Sydney was once home to one of the world's largest steel plants, a significant part of Cape Breton's heritage. With the proximity to the harbour and railway connections, Sydney played an important role during World War II. Mainly established to stage supply convoys bound for Europe, Sydney's coal shipping and steel manufacturing were essential ingredients in the Allied victory.

Throughout the Cape Breton Region you will experience heart-stopping views around every corner, from highland hills that tower above the clear blue Atlantic Ocean, to the sun rising over the waters of the Bras d'Or Lakes, to the splendor of the Margaree Valley's incomparable salmon rivers. Indulge in a gourmet meal at one of Sydney's fine dining restaurants while you take in our vibrant waterfront and nearby picturesque golf greens. Home to one of the best driving destinations in the world, the Cabot Trail will guide you through charming villages, through Cape Breton Highlands National Park and the glacier-carved valleys of the Acadian region. Waterfalls, look-offs and vistas, mountain hikes and wildlife, from the whales in the bay to the moose in the highlands, the area provides many breath-taking photo opportunities for nature at its finest.

Photography: Whalley Hayes

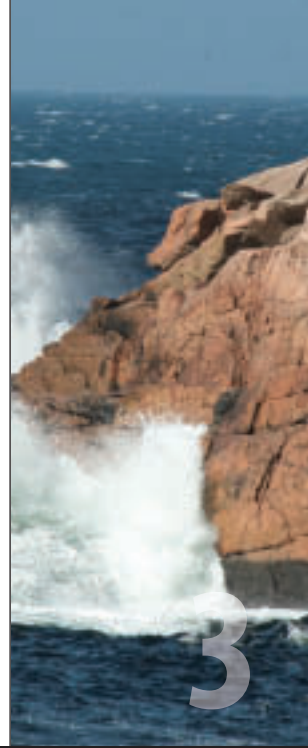
Things are a little different on Cape Breton Island. The pace of life. The ocean backdrop. The history and the people. This is one host city you will not want to miss and will likely want to stay a little longer!

www.cacpconference.ca

BECOME A SPONSOR of the 2012 Annual Conference of the Canadian Association of Chiefs of Police (CACP) to be held in Cape Breton, NS, August 19 - 22, 2012. Hosted by the Cape Breton Regional Police Service, an audience of over 350 member delegates and 150 Company exhibitors is anticipated.

The national Association's interests and concerns have relevance to police at all levels including municipal, regional, provincial and federal. Many initiatives and work of the Association and its committees throughout the year are reported on at the Annual Conference where recommendations are tendered and resolutions adopted. In many cases, these form the basis of the Association's ongoing work on behalf of the policing community and the society that it serves.

CACP is dedicated to the support and promotion of efficient law enforcement and to the protection and security of the people of Canada. Much of the work in pursuit of these goals is done through the activities and special projects of a number of committees and through active liaison with various levels of government and departmental ministries having legislative and executive responsibility in law and policing.



Our mission | *The CACP leads progressive change in policing*

Our objectives

- ADVOCATING legislative reform, resources allocation and policy improvements with the people of Canada and their governments;
- ADVOCATING innovative solutions for crime and public order issues with CACP partners and concerned people of Canada;
- ADVOCATING community partnerships with the people of Canada;
- ADVOCATING the highest professional and ethical standards with the police community; and
- PROMOTING excellence through the provision of service, support and information to CACP Members.

Our beliefs

That preserving and respecting the Rule of Law and the Charter of Rights and Freedoms guarantee policing by consent of our society.

That quality police service:

- MUST enhance the safety and development of communities;
- REQUIRES continuous learning for professional excellence and pride;
- IS PREMISED on integrity and accountability; and
- REQUIRES empowerment to produce innovation and creativity.

The following comprehensive sponsorship program offers many opportunities for quality exposure to this important audience, with options to satisfy a diverse range of marketing budgets.

We encourage you to consider sponsoring at the CACP 2012 Annual Conference and Tradeshow.

In addition to prominent recognition during the conference, you will have an unmatched opportunity to reach out to conference delegates from the outset of the conference and inform them of your commitment to CACP.

S P O N S O R S H I P O P P O R T U N I T I E S

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PLATINUM LEVEL - \$25,000+

Conference Banner and Signage

- Your company name and logo on a banner and signs prominently displayed at the conference.

Promotional Opportunities

- Option to provide one promotional item to be included in the delegates' registration kit.

Marketing Profile

- Your company name and logo will appear prominently in the Conference Program;
- Your company logo and level of sponsorship will be included on the conference website's front page and sponsor page (www.cacpconference.ca) with a direct link to your website;
- Sponsor recognition with your name badges;
- Opening and Closing Plenary acknowledgement with logo; and
- A complimentary one quarter (1/4) page black and white advertisement (premium location) in the Program (**must be received by July 27, 2012**).

Other Benefits

- Three (3) complimentary conference registrations for selected members of your staff;
- Invitation to the VIP Reception, **Sunday, August 19, 2012**;
- Reserved seating at the Gala Awards Banquet, **Wednesday, August 22, 2012**;
- One (1) additional complimentary booth personnel with the purchase of a booth;
- One-time access to the early bird Delegate List in advance of the conference; and
- Opportunity for priority booth selection for the following year.

GOLD LEVEL - \$15,000+

Conference Banner and Signage

- Your company logo on a banner and signs prominently displayed at the conference.

Promotional Opportunities

- Option to provide one promotional item to be included in the delegates' registration kit.

Marketing Profile

- Your company name and logo will appear prominently in the Conference Program;
- Your company logo and level of sponsorship will be included on the conference website's sponsor page (www.cacpconference.ca);
- Sponsor recognition with your name badges; and
- Opening and Closing Plenary acknowledgement with logo.

Other Benefits

- Two (2) complimentary conference registrations for selected members of your staff;
- One (1) additional complimentary booth personnel with the purchase of a booth;
- Invitation to the VIP Reception, **Sunday, August 19, 2012**; and
- Opportunity for priority booth selection for the following year.

ASSOCIATED OPPORTUNITIES

Your company is also invited to sponsor any of the following:

Events: Board of Directors Reception and Dinner • VIP Reception • Opening Ceremonies • Provincial Appreciation Night • Gala Evening • Networking Break • Breakfast • Luncheon • Companion Program Events • Youth Program Events • Plenary Session | **Services:** Printing • Signage • Transportation (vehicles, gas) • Cyber-Café | **Products:** Delegate Kit Bags • Delegate Gifts • Companion Kit Bags • Youth Kit Bags | **Prizes:** Delegate prizes • Exhibit and Trade Show Prizes

SILVER LEVEL - \$10,000+

Conference Signage

- Your company logo prominently displayed at the conference.

Promotional Opportunities

- Option to provide one promotional item to be included in the delegates' registration kit.

Marketing Profile

- Your company name and logo will appear prominently in the Conference Program;
- Your company logo and level of sponsorship will be included on the conference website's sponsor page (www.cacpconference.ca);
- Sponsor recognition with your name badges; and
- Opening and Closing Plenary acknowledgement with logo.

Other Benefits

- One (1) complimentary conference registration for a selected member of your staff;
- One (1) additional complimentary booth personnel with the purchase of a booth;
- Invitation to the VIP Reception, **Sunday, August 19, 2012**; and
- Opportunity for priority booth selection for the following year.

BRONZE LEVEL - \$5,000+

Conference Signage

- Your company logo prominently displayed at the conference.

Marketing Profile

- Your company name will appear prominently in the Conference Program;
- Your company level of sponsorship will be included on the conference website's sponsor page (www.cacpconference.ca);
- Sponsor recognition with your name badges; and
- Opening and Closing Plenary acknowledgement.

Other Benefits

- Invitation to the VIP Reception, **Sunday, August 19, 2012**; and
- Opportunity for priority booth selection for the following year.

FRIENDS OF CACP < \$5,000

As a Friend of CACP you will receive the following entitlements:

Marketing Profile

- Your company name will appear in the Conference Program;
- Your company level of sponsorship will be included on the conference website's sponsor page (www.cacpconference.ca); and
- Opening and Closing Plenary acknowledgement.

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To discuss any of the above opportunities and for further information, please contact:

April Taylor, CACP Sponsor and Exhibit Manager

Taylor & Associates, 11 - 5370 Canotek Road, Gloucester, Ontario K1J 9E8

Toll free: 1-800-853-4494 • Tel: 613-747-0262 • Fax: 613-745-1846

Email: ataylor@taylorandassociates.ca



Reserve
Your
Exhibit
Space
Now

Who Attends?

The 107th Annual Conference of the Canadian Association of Chiefs of Police will be held in Sydney, Nova Scotia, August 19 - 22, 2012. Your CACP 2012 host is the Cape Breton Regional Police Service. An audience of over 350 member delegates is anticipated.

In addition, local police and emergency services will be invited to attend the tradeshow during designated hours on Tuesday, August 21, 2012. Scheduled programming allows exhibitors to showcase their products and services, allowing senior law enforcement personnel to make informed purchasing decisions.

EXHIBITOR INVITATION



SHOW DATES AUGUST 20 - 21, 2012

Why you need to be at this Conference...

- Market and showcase your services and products to new agencies
- Develop a higher profile within the law enforcement arena
- Secure your dominance as the leader of your industry
- Develop existing relationships and create new ones



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BOOTH RENTAL RATES | REGISTER EARLY AND SAVE!

Early Bird – Booth Rental	CAD \$1,550.00 + 15% HST	up to April 27, 2012
Booth Rental	CAD \$1,650.00 + 15% HST	as of April 28, 2012

TRADESHOW LOCATION

Centre 200
Arena Floor, 481 George Street
Sydney, Nova Scotia B1P 6R7
Telephone: 902-564-2200
Fax: 902-539-4598

Make plans now and ensure your marketing budget includes your presence at the CACP 2012 Annual Conference and Tradeshow!

TRADESHOW SCHEDULE

Move-In/Setup

Sunday, August 19 | 11:00 – 19:00

Monday, August 20 | 08:00 – 09:00

Show Hours

Monday, August 20 | 10:00 – 15:30

Tuesday, August 21 | 09:00 – 15:30

Move-Out / Tear Down

Tuesday, August 21 | 15:30 – 21:00

Local services and regional buyers will be invited to attend the tradeshow on Tuesday August 21, 2012 from 09:00 to 15:30.

Scheduled programming includes refreshment breaks and luncheons both days.

EXHIBIT SPACE

Your exhibitor booth package includes:

- Complimentary registration for **one (1) booth personnel**;
- **10' wide by 8' deep booth space** (see floor plan);
- Background pipe and drape 8' high;
- Sides pipe and draping 3' high;
- 1 skirted table (6' long) and two (2) chairs;
- Complimentary refreshments and luncheons in the exhibit;
- Overnight security in the exhibit area for the duration and for move-in/move-out;
- Invitation to attend the President's Reception, **Sunday, August 19** and the Provincial Appreciation Evening, **Monday, August 20**;
- Listing on the conference website;
- Name badges for all exhibit representatives (maximum 4 per booth); and
- Company description (maximum of 50 words – to be provided in both official languages) in the Conference Program.

*The cost of additional booth personnel is \$300.00 per person to a maximum of four (4) people per booth.

PLEASE NOTE: A \$25.00 administration fee will be applicable to any booth personnel name change received after Friday, August 10, 2012.

The following is NOT included in your booth package:

- **Booth Carpeting – Please note: carpeting is mandatory**
- Material handling, additional equipment/supplies or drayage costs;
- Individual booth lighting, transportation, warehousing, brokerage services, special materials, carpets or furnishings beyond those already specified, and the movement, transfer, removal, storage, setup, and dismantling of customer exhibits;
- Electrical outlets, electricity; and
- Telephone, computer data lines, and specialized telecommunication services.



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www.cacpconference.ca

All necessary forms for the above services can be found online in the Exhibitor Service Kit as of May 25, 2012.



Booth space will sell out quickly, so act NOW!

Visit www.cacpconference.ca



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CANCELLATION POLICY

If booth space is cancelled on or before March 30, 2012, a full refund less an administrative charge of \$125.00 will apply. If space is cancelled between March 30 and May 11, 2012, 50% of the booth fees will be refunded. No refunds will be given for cancellations received after May 11, 2012.

Notice of cancellation of booth space and/or booth personnel must be submitted in writing and sent to CACP, c/o Taylor & Associates.

BOOTH AVAILABILITY

Application forms will be numbered upon receipt, and space will be assigned on a **first-come, first-paid** basis according to your choice. To reserve an exhibit space, complete the attached Exhibitor Application Form and fax, mail or email the signed form **with your payment** to CACP, c/o Taylor & Associates.

INSURANCE

Each exhibitor must maintain in force, during the days of the exhibition and during the two weeks preceding and succeeding those days, insurance in an amount not less than \$2,000,000 of liability for injury to persons and loss of or damage to property. The insurance must include coverage for product's liability, and all operations connected with the exhibition.

THE EXHIBITOR SERVICE KIT

Once the application is received and booths are confirmed, an **electronic** Exhibitor Service Kit will be available online as of **May 25, 2012** on the CACP website. A booth confirmation letter will be sent to the **identified contact person** who will be given directions on how to access the link to the Exhibitor Service Kit.

The Exhibitor Service Kit includes the Show's Rules and Regulations, a booth confirmation and agreement form and various other important order forms relating to equipment and booth set-up. In the Exhibitor Service Kit you will also find contact information for the Show Suppliers, their services and applicable order forms, shipping instructions and a deadline checklist.

Don't miss any of the great opportunities to market your company to this important and influential audience. Save money by checking all deadlines and ensure your presence at the show is valuable!

Reserve your exhibit space now!

STEP 1:

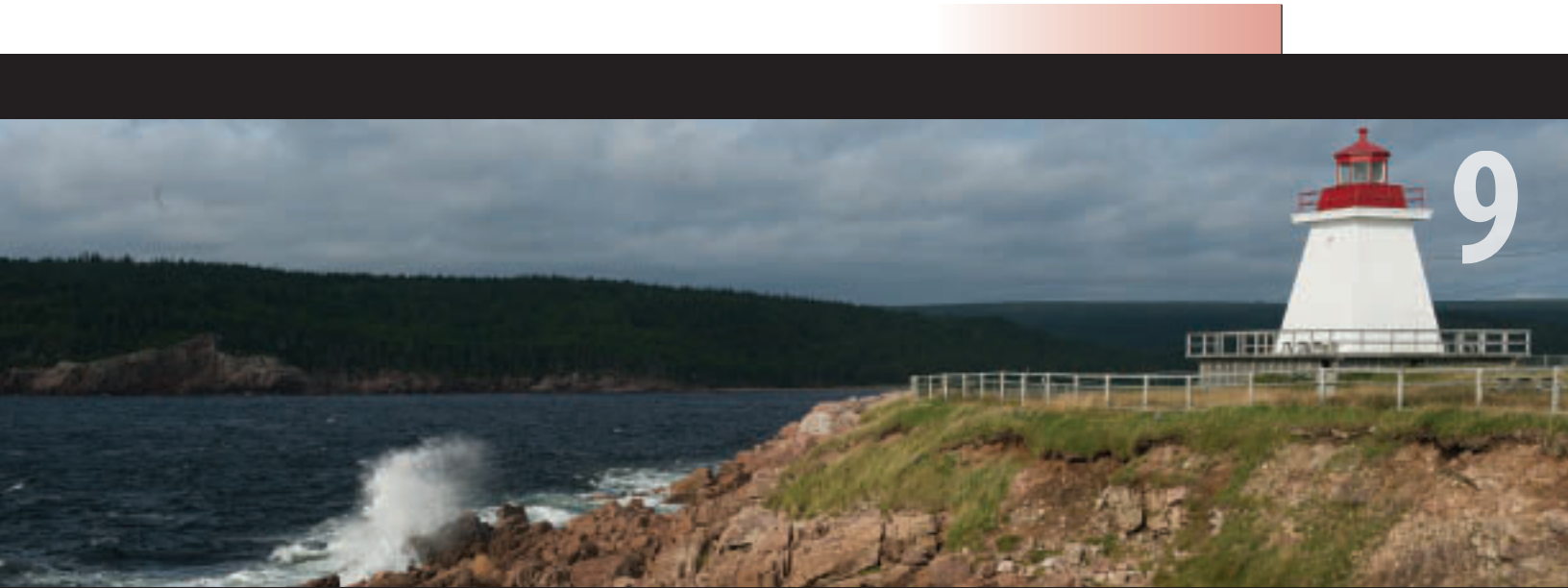
Complete the Exhibitor Booth Application Form attached to this Prospectus or download an application from the CACP 2012 Annual Conference website at www.cacpconference.ca.

STEP 2:

Mail, fax or email the completed form with your payment to :

CACP c/o Taylor & Associates, 11-5370 Canotek Road, Gloucester, ON K1J 9E8

Toll free: 1-800-853-4494 | Tel: 613-747-0262 | Fax: 613-745-1846 | cacp@taylorandassociates.ca



ACCOMMODATION

Exhibitors can receive special hotel rates at the following hotels on bookings made **before July 17, 2012**. Availability and rates cannot be guaranteed after this date. Please make your reservations directly with the hotel and request the **Canadian Association of Chiefs of Police** room block or **book online at www.cacpconference.ca**.

Cambridge Suites Hotel

380 Esplanade
Sydney, NS B1P 1B1
Call Toll Free: 1-800-565-9466

Room Rates:

Studio Suite \$140 plus taxes per night
One Bedroom Suite \$150 plus taxes per night
Harbourview Suite \$160 plus taxes per night

Days Inn

480 King Street
Sydney, NS B1S 1A8
Call Toll Free: 1-877-834-0333

Room Rate:

\$119 - \$139 plus taxes per night

Hampton Inn

60 Millard Street
Sydney, NS B1S 3W3
Call Toll Free: 1-855-564-8282

Room Rate:

\$179 plus taxes per night
(Please note that due to this being a new hotel their office will not be open to take reservations until February 2012 – hotel phone number will be posted at that time)

PAST EXHIBITORS / EXPOSANTS ANTÉCÉDENTS *

** This is a sampling of exhibitors from previous years / Ceci est une liste des entreprises qui ont participées dans le passé.*

3M Canada	Ford of Canada Ltd.	Ontario Human Rights Commission
3M Cogent, Inc.	Forensic Technology Inc.	Ontario Police College
ABM United Kingdom Limited	Frontline Training & Tactical Products Inc.	Original Shoe Co.
Accident Support Services International Ltd.	Fujitsu Canada Inc.	Outdoor Outfits
ACS, A Xerox Company	General Dynamics	Pacific Safety Products Inc.
Adesa Canada	Genetec Inc.	Panasonic Canada Inc.
Advanced Interactive Systems	Getac Inc.	Penn State Justice & Safety Institute
Aidestat	Group Techna	PMAM Corporation
Altel Integration Systems	Hi-Tec Intervention	Polar Imaging
American Military University	i2 Inc.	Police Ordnance Company Inc.
Andrei Master Tailors	IBM Canada Inc. Demands Program	Priority Dispatch Corp.
Bank of Canada	IBS Sigma	R. Nicholls Distributors Inc.
Bell	ICOP	Raybestos Brake Products
Blue Line Magazine	Integral Tactical	Rockwell Collins
Brother International Corporation Canada Ltd.	Integrated Video & Surveillance Inc.	RCMP - Canadian Firearms Program
CALEA (Commission on Accreditation for Law Enforcement Agencies)	Intergraph Canada Ltd.	RCMP - International Peace Operations Branch
Cambli International	Inter-Op Canada Inc.	RCMP - INTERPOL/EUROPOL
Campbell / Harris Security Equipment Company (CSECO)	InTime Solutions Inc.	RCMP - National Missing Children Services
Canadian Police Knowledge Network	Intoximeters, Inc.	RCMP - National Police Services
Charles Sturt University (Australia)	ISIS - Institute for Strategic International Studies	Royal Roads University
Chrysler Canada Inc.	Island Corporation	Sabre-Security Equipment Corporation
Cold Fire Canada Ltd.	KDH Defense Systems Inc.	Samsung Techwin Canada
Colt Canada	Key Tracer Systems	Savage Range Systems Inc.
Commissionaires Canada	Korth Group Ltd.	Shred-it
copLogic Inc.	L-1 Identity Solutions	Sigzeen Textiles Inc.
Cornerstone Detention Products, Inc.	Lanier Healthcare Canada	Special Olympics
Correctional Service of Canada - Electronic Monitoring	M.D. Charlton Co. Ltd.	Stoeger Canada Ltd.
Correctional Service of Canada - Victim Services Unit	Mancom Manufacturing Inc.	Strath Craft Limited
Crime Sciences Inc.	Martin & Levesque Uniforms / Blauer Canada	Symbol Arts
Crywolf - Public Safety Corporation	Maxxam Analytics	Tait Radio Communications
CTOMS Inc.	MediaSolv Solutions Corporation	TeleStaff by PDSI
Cummins-Allison ULC	Mega-Tech	Ten4 Body Armor Inc.
D & R Electronics Co.	Meggitt Training Systems Canada Inc.	Thomson Reuters
DAVTech Analytical Services (Canada) Inc.	Met-Scan Canada	Tiffin Metal Products
Defence R & D Canada - Center for Security Science	Morpho Safran	Top Ten Regalia
Detica NetReveal	Mr. Pin Man Inc.	TriCarm Software Inc.
Digital Boundary Group	MSJ Automotive Services Ltd.	Trium Group
Draeger Safety Canada Ltd.	Muriel McQueen Fergusson Centre, UNB	Turning Technologies Canada
Draganfly Innovations Inc.	NAPA Canada	V.H. Blackinton & Co.
DriveWise Canada	Naylor (Canada) Inc.	VDG International
eJust Systems	NCI (Net Cyclops Inc.)	VPAPPS Inc. / Oracle Corp.
Emergency Vehicle Restoration	NCIC Inmate Phone Service	WatchGuard Video
Eurocopter Canada Limited	Network Innovations	Webasto Product North America
FARO Technologies	Niche Technology Inc.	Whelen Canada
Federal Signal	OnStar	Work Authority

CACP 2012 TRADE SHOW / SALON DES EXPOSANTS 2011 L'ACCP

www.cacpconference.ca



Make your booth choices by reviewing the current floorplan at www.cacpconference.ca

Choisissez votre emplacement sur le plan affiché à www.cacpconference.ca

