

ENFORCEMENT

EXPO ||| SOUTHWEST

2009 MARKETING KIT

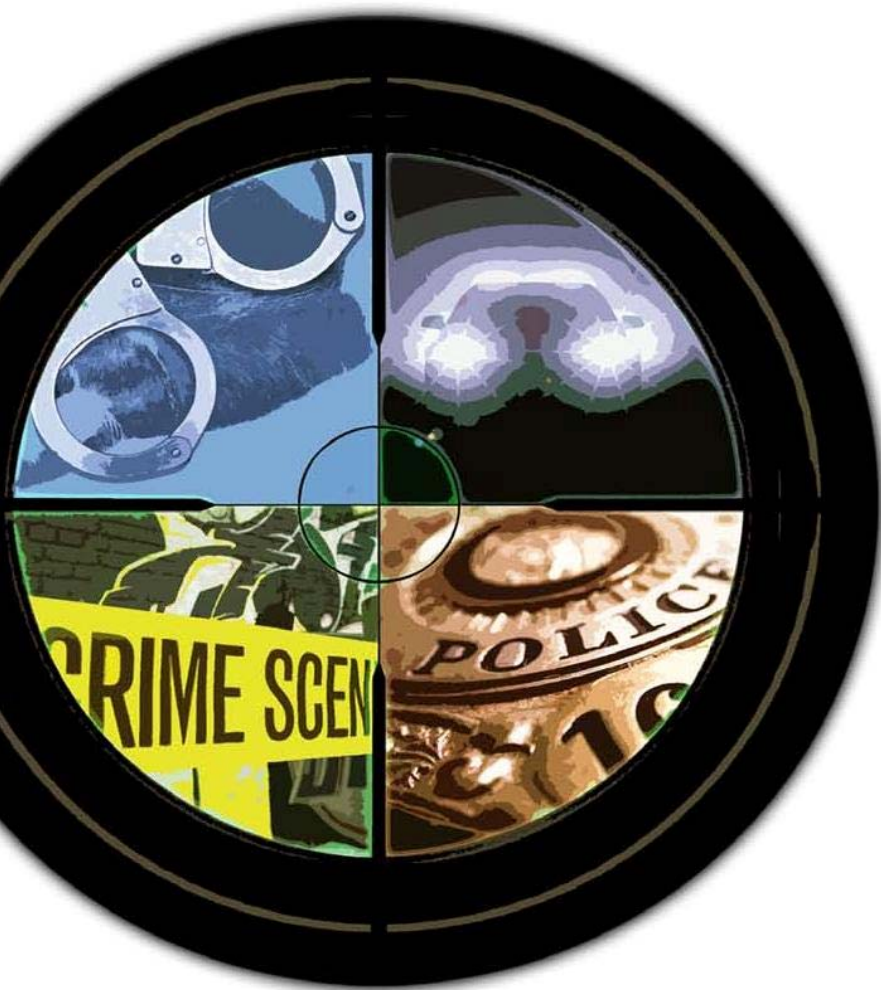


TABLE OF CONTENTS

Fact Sheet	2
Pre-Show Checklist	3
Show Guide Listing	4
Show Guide Advertising	5
Free Promotional Tools	6
Online Advertising Forms	7 - 9
Attendee Mailing List Use	10

FACT SHEET

WHAT

Enforcement Expo Southwest

WHERE

Phoenix Convention Center

Phoenix, AZ

WHEN

Exhibits

Tuesday, August 4: 2:00pm – 6:00pm

Wednesday, August 5: 9:00am – 2:00pm

Conference Program

Tuesday, August 4: 8:00am – 9:30am; 9:45am – 11:15am; 2:30pm – 4:00pm

Wednesday, August 5: 8:00am – 9:30am; 9:45am – 11:15am; 11:30am – 1:00pm

Full event schedule available at www.EnforcementExpo.com

SHOW MANAGEMENT CONTACTS

Enforcement Expo Southwest

Produced by Cygnus Expositions

801 Cliff Road East, Suite 201

Burnsville, MN 55337

P: 800.827.8009 | F: 952.894.8252

Show Manager / Exhibit Sales (Companies A-L)

Bob Luikens, 952-808-3362

Bob.Luikens@enforcementexpo.com

Exhibit Sales (Companies M-Z)

Scott Odin, 952-808-3337

Scott.Odin@enforcementexpo.com

Marketing

Judy Corey, 952-808-3356

Judy.Corey@cygnusexpos.com

Operations

Sarah Carlson, 952-808-3338

Sarah.Carlson@cygnusexpos.com

Marketing

Kelly Hartmann, 952-808-3355

Kelly.Hartmann@cygnusexpos.com

PRE-SHOW PROMOTION CHECKLIST

ASAP

- Purchase a Virtual Booth Package to promote new products and services
- Select the events(s) or promotional item(s) you plan to [sponsor](#) at the show
- Develop your direct mail and advertising program for May – July
- Purchase web advertising space on www.EnforcementExpo.com

MAY

- Place insertion order for on-site show guide advertising

JUNE

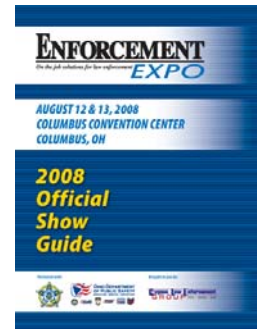
- Distribute your free E-VITE to invite your best customers and prospects to visit you at the show
- Company description for on-site show guide due **June 22**
- Insertion order due for on-site show guide advertising **June 29**

JULY

- Ad materials for on-site show guide advertising due **July 6**
- Send out a mailing to our pre-show attendee registration list (available via 3rd party mailing house after July 6)

SHOW GUIDE LISTING

The Enforcement Expo on-site show guide is provided to all attendees and exhibitors immediately upon their arrival to the show. All company information including description, contact information and category listings must be provided by **June 22nd** or it will not be included in the show guide.



HOW TO ENTER YOUR COMPANY'S INFORMATION

- 1) Go to **www.EnforcementExpo.com** and click on the location you are exhibiting in.
- 2) On the left-hand side of the page, scroll down and click on "Exhibitor Tools"
- 3) Log-in with your user ID and password
Need your login information? Email lostid@cygnusexpos.com
- 4) Once logged in, click on 'Edit Your Exhibitor Profile' and fill out the following sections: Published Contact Information, Brief Company Description, and Product Category Listings

The information you submit will be listed in the program exactly as you have provided it.

STAND OUT FROM THE CROWD!

Include your **company logo** in the exhibitor listing portion of the show guide for just **\$250**.

Feature your company's **new product or service*** in the show guide for just **\$100**.

** A new product or service is one that will be announced for the first time at Enforcement Expo, or is less than six months old.*

For more information contact:

Bob Luikens (companies A-L)

Bob.Luikens@enforcementexpo.com

952-808-3362

Scott Odin (companies M-Z)

Scott.Odin@enforcementexpo.com

952-808-3337

SHOW GUIDE ADVERTISING

Increase your company's visibility and drive attendees to your booth through advertising in the on-site show guide. The show guide will be distributed to all attendees and exhibitors at the show.

SIZE SPECS & PRICING

	Description	Specs	Price
<input type="checkbox"/>	Inside Front Cover	Bleed 8 x 11"; Trim 7 7/8 x 10 3/4" Live 7 x 10	\$900
<input type="checkbox"/>	Inside Back Cover	Bleed 8 x 11"; Trim 7 7/8 x 10 3/4" Live 7 x 10	\$800
<input type="checkbox"/>	Back Cover	Bleed 8 x 11"; Trim 7 7/8 x 10 3/4" Live 7 x 10	\$1,000
<input type="checkbox"/>	Full Page	Bleed 8 x 11"; Trim 7 7/8 x 10 3/4" Live 7 x 10	\$800
<input type="checkbox"/>	Half Page	Standard 4 9/16 x 7 3/8" Horizontal 7 x 4 7/8" Vertical 3 3/8 x 10"	\$500
<input type="checkbox"/>	1/4 Page	3 3/8 x 4 7/8"	\$300
<input type="checkbox"/>	Company Logo in Exhibitor Listing	Logo must be submitted as EPS file	\$250

Mechanical Requirements

Ad materials must be submitted as hi-res PDF and must follow size requirements or an additional charge will be incurred. For an additional charge we can design an ad for you.

How to Send Files

FTP Site
<http://webftp.cygnuspub.com>
 Enter Name:
 Kelly Hartmann
 Click 'continue'.
 Instructions are provided to successfully transfer the files.

ADVERTISING DEADLINES

Ad Reservations: Monday, June 29, 2009 **Materials Due: Monday, July 6, 2009**

RESERVE YOUR SPACE TODAY!

Fax this form to **952.894.8252** or call your Account Manager at **800.827.8009** for details!

APPLICANT INFORMATION	PAYMENT METHOD
Company: _____	(Please select ad size above)
Contact Name: _____	TOTAL: \$ _____
Phone: _____	Payment Method: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
Email: _____	<input type="checkbox"/> Check (payable to Cygnus Expositions)
Authorized Signature: _____	Credit Card #: _____
Date: _____	Exp. Date: _____
	Name on Card: _____
FOR INTERNAL OFFICE USE ONLY	Billing Address: _____
Check #: _____ Amount: _____	Signature: _____
Invoice #: _____ Payment Date: _____	Fax Credit Card Payments To: 952.894.8252
Accepted By: Cygnus Expositions Date Accepted: _____	Mail Checks To: Cygnus Expositions – MN
Acceptance Signature: _____	Box 684080, Milwaukee, WI 53268-4080

FREE PROMOTIONAL TOOLS

These free promotional tools are a simple & effective way to let people know that you'll be at Enforcement Expo Southwest.

QUICK TIP: Make it easy for visitors to find you by including your booth number

E-VITE

Use this tool to send an electronic invitation to your best customers & prospects!

The E-Vite will be sent to all exhibitors in June with instructions for forwarding to your e-mail database.

LOGO & WEB BANNERS

The Enforcement Expo Southwest logo and web banners in various sizes are available for download on our website. Use these tools to link to www.EnforcementExpo.com on your company website or place in advertisements and direct mail pieces.



ENFORCEMENT EXPO LABELS

Download & print labels to put on your mailings to clients or prospects highlighting your involvement in Enforcement Expo Southwest. The template is set up to print on Avery 5160 Address labels.

Visit www.EnforcementExpo.com and click on 'Exhibitor Tools' for instructions on how to utilize these FREE online promotional tools!

VIRTUAL BOOTH ORDER FORM

1. Fax this completed form to **952.894.8252**
2. You will know that it is live when the "**more info**" button appears next to your company name on the exhibitor list.
3. Virtual Booths remain on the website for no less than 60 days following the event.

Virtual Booth includes:

- ❖ **BOLDED** company name & booth number listed in the Exhibitor List with a "**more info**" button linking to your web page that features:
 - Your company **LOGO**
 - Your company Program Name followed by a 50 word description
 - Your company Booth Number
 - An expanded description (from 1 to 3 paragraphs)
 - New product/service announcement with **PHOTO**
 - A link to **your company website**
 - A list of 5 "Search Categories"
 - A list of up to 5 manufacturers you wish to promote
 - Contact information that can include address, phone, fax and email
 - An **ITINERARY** button that allows attendees to add your company to their event itinerary list
- ❖ Posting of **your press releases**
- ❖ New product info added to a special "**New Products**" page



Select Expo	Financial Summary
<input type="checkbox"/> Enforcement Expo Southwest <input type="checkbox"/> Enforcement Expo Great Lakes <input type="checkbox"/> Enforcement Expo Southeast	Virtual Booth \$250 <input type="checkbox"/> Video Option - \$250 additional \$ _____ <hr/> <p style="text-align: right;">TOTAL \$ _____</p> <p style="text-align: center;">(must be paid in full before activation)</p>
Applicant Information	Payment Method
(Please Print or Type All Information)	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions)
Company _____	Credit Card # _____
Contact _____ Date _____	Exp. Date: _____
Phone _____ Ext. _____	Name On Card _____
Email _____	Billing Address _____
Authorized Signature _____	Signature _____
For Internal Office Use Only	
Check # _____ Amount _____	
Invoice # _____ Payment Date _____	
Accepted by: Cygnus Expositions _____ Date Accepted _____	
Acceptance Signature _____	

Fax Credit Card Payments to: 952.894.8252
Mail Checks to:
Cygnus Expositions – MN
Box 684080, Milwaukee, WI 53268-4080

FEATURED VIRTUAL BOOTH ORDER FORM

1. Fax this completed form to **952.894.8252**
2. You will know that it is live when the "**more info**" button appears next to your company name on the exhibitor list.
3. Virtual Booths remain on the website for no less than 60 days following the event.

Featured Virtual Booth is **limited to 4 companies** and includes:

- ❖ **Top billing** on the Exhibitor List and Search Results pages
- ❖ **BIGGER & BOLDER** company name & booth number listed in the Exhibitor List with a "**more info**" button linking to your web page that features:
 - Your company **LOGO** and Booth Number
 - Your company Program Name with 50 word description
 - An expanded description (from 1 to 3 paragraphs)
 - New product/service announcement with **PHOTO**
 - A link to **your company website**
 - A list of **10** "Search Categories"
 - A list of up to 5 manufacturers you wish to promote
 - Contact information including address, phone, fax & email
 - An **ITINERARY** button that allows attendees to add your company to their event itinerary list
- ❖ Posting of **your press releases**
- ❖ New product info added to a special "**New Products**" page
- ❖ A **160x120 pixel banner ad** for standard rotation



Select Expo	Financial Summary																
<input type="checkbox"/> Enforcement Expo Southwest <input type="checkbox"/> Enforcement Expo Great Lakes <input type="checkbox"/> Enforcement Expo Southeast	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Featured Virtual Booth</td> <td style="width: 30%; text-align: right;">\$1,000</td> </tr> <tr> <td><input type="checkbox"/> Video Option - \$250 additional</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTAL \$ _____</td> </tr> </table> <p style="text-align: center;">(must be paid in full before activation)</p>	Featured Virtual Booth	\$1,000	<input type="checkbox"/> Video Option - \$250 additional	\$ _____	TOTAL \$ _____											
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Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Email _____ Authorized Signature _____ For Internal Office Use Only <input type="checkbox"/>	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) Credit Card # _____ Exp. Date: _____ Name On Card _____ Billing Address _____ _____ Signature _____																
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Check # _____</td> <td style="width: 50%;">Amount _____</td> </tr> <tr> <td>Invoice # _____</td> <td>Payment Date _____</td> </tr> <tr> <td>Accepted by: Cygnus Expositions</td> <td>Date Accepted _____</td> </tr> <tr> <td colspan="2">Acceptance Signature _____</td> </tr> </table>	Check # _____	Amount _____	Invoice # _____	Payment Date _____	Accepted by: Cygnus Expositions	Date Accepted _____	Acceptance Signature _____		<table style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Fax Credit Card Payments to: 952.894.8252</td> </tr> <tr> <td colspan="2">Mail Checks to:</td> </tr> <tr> <td colspan="2" style="text-align: center;">Cygnus Expositions – MN</td> </tr> <tr> <td colspan="2" style="text-align: center;">Box 684080, Milwaukee, WI 53268-4080</td> </tr> </table>	Fax Credit Card Payments to: 952.894.8252		Mail Checks to:		Cygnus Expositions – MN		Box 684080, Milwaukee, WI 53268-4080	
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WWW.ENFORCEMENTEXPO.COM ADVERTISING

Ad Unit	Location	Dimensions	Rate
<input type="checkbox"/> Button	Right Column	160x60	\$250
<input type="checkbox"/> Tile	Right Column	160x120	\$500
<input type="checkbox"/> Horizontal	Page Bottom	468x60	\$750
<input type="checkbox"/> Skyscraper	Right Column	160x300	\$1,000

A basic banner ad provides random placement on all pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad in .gif or .jpg format.

Corner Peel-Away Ad

This is an exclusive ad placed ONLY on the top right corner of the Home Page! You supply the artwork and we'll create the ad. Only ONE peel-away ad is available for each event. Contact your Account Rep for all the details.

Design Enhancement Services

Whether you require the scanning of a logo or enhancement of your ad, Cygnus Expositions' design staff will work with you to create your ad. Rate is \$75/hour with a \$25 minimum. Contact your Account Rep for all the details.

Exclusive Ad Placements

Want your ad to always appear on the Home Page, Exhibitor List or Registration page? Then Exclusive Ad Placement is for you. They are available on a limited basis and priority placement will be given in the order sold. Contact your Account Rep for all the details.

NOTE - Banner ads are sold on an event cycle basis. Once your ad is placed on the website it will remain up until the site is re-launched for the next year's event, or until you ask to have it taken down. Ads must be paid in full before they will be placed. Standard rotation ads will be randomly displayed throughout the site. Exclusive ads will ONLY appear on the page selected and placement will be determined at time of payment. Cygnus Expositions reserves the right to limit the number of ads on any one page.

Select Expo	Financial Summary
<input type="checkbox"/> Enforcement Expo Southwest <input type="checkbox"/> Enforcement Expo Great Lakes <input type="checkbox"/> Enforcement Expo Southeast	Ad Total \$ _____ Design Service \$ _____ TOTAL \$ _____ (must be paid in full before activation)
Applicant Information	Payment Method
(Please Print or Type All Information) Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Email _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) Credit Card # _____ Exp. Date: _____ Name On Card _____ Billing Address _____ Signature _____
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Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	

ATTENDEE MAILING LIST USE

Reach out to current and potential customers before and after the show! Use of our attendee list is available through a third party mailing house.

TERMS

- Cygnus Expositions will provide **complimentary one-time use** of the Enforcement Expo attendee list to 2009 exhibitors, via a third party mailing house (Bolger). **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the pre-registered attendee list to Bolger on July 6, 2009 and the post-show attendee list August 19, 2009.
- The exhibitor must forward a copy of the mailing to Cygnus Expositions along with this form for approval. Materials can be sent to Kelly Hartmann (Kelly.Hartmann@cygnusexpos.com or by fax to 952.894.8252)
- Once the materials are approved, exhibitor will forward mailing materials to:

Bolger Vision Beyond Print
668 Kasota Avenue SE
Minneapolis, MN 55414
Attn: Lisa Digatono

- The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. For pricing information, please contact Lisa Digatono at 612.209.9764 or ldigatono@bolgerinc.com.

EXHIBITOR CONTACT INFORMATION

Company Name: _____

Contact: _____ Title: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature: _____ Date: _____