

TWO DAYS OF PRIVATE SALES MEETINGS WITH POLICE TECHNOLOGY BUYERS

THE SMART, EFFECTIVE WAY TO
**MEET THE BUYERS OF
TECHNOLOGY**

AT **POLICE**
DEPARTMENTS



WWW.COPTECH.COM

THE COPTECH FORUM
NOVEMBER 13-15, 2011 · AUSTIN, TEXAS

YOU WANT **NEW CUSTOMERS**, BUT THESE DAYS, YOUR
TRADE SHOWS DON'T WORK
BUYERS AREN'T SHOWING UP. WHERE'S THE RETURN?



HERE'S A WHOLE **NEW WAY TO MEET BUYERS:**

NO BOOTHS

NO HASSLES

NO EXTRA EXPENSES AND...

NO WONDERING IF ANY BUYERS WILL SHOW UP

COPTECH GETS RESULTS. JUST ASK YOUR COMPETITORS



“Much better than a traditional trade show. I’m now a big fan of CopTech.”



“We’re coming back to CopTech with an even bigger presence, and we’ve recommended it to manufacturers we work with. Great!”



“CopTech was productive and powerful. You can sign us up to do this again this year.”



“CopTech continues to perform for us. We have a complete line of police technology, and CopTech delegates are our buyers.”



“This has been an outstanding event. It gives us a closeness to new business prospects we just can’t get at a trade show.”



“The CopTech delegates are the right buyers for police technology. It’s great for us.”



“CopTech has been a success all three times we’ve been here. It’s a good investment in our business. We’re happy to be here.”



“It was a great event for us once again. Thank you for the opportunity to be a part of The CopTech Forum.”



“Seriously, this beats everything else we do. We’re cutting back on shows and investing more in CopTech. We’ll be here every event.”



“We’re pretty sure we closed new business even before we left the CopTech meeting.”

TWO DAYS OF PRE-SCHEDULED, PRIVATE,
GUARANTEED **SALES**
APPOINTMENTS



WITH

NO TIRE-KICKERS

EVERYONE IS PRE-SCREENED. WE ADMIT

ONLY QUALIFIED BUYERS

WE MATCH YOU
WITH THE POLICE TECHNOLOGY
BUYERS YOU SELECT



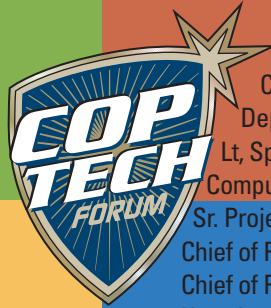
YOU'LL HAVE A FULL SCHEDULE OF
PRIVATE MEETINGS
WITH POLICE DEPTS ON YOUR LIST

www.COPTECH.com (800) 746-9646

LOOK WHO YOU CAN MEET!

Actual attendees who've registered and attended the CopTech Forum

		Sworn Officers	Population
Chief of Police	Jacksonville Sheriff's Office (FL)	1,710	850,000
Major, Corp. Services	Atlanta Police Department (GA)	1,700	500,000
Manager, Police Technology	Austin Police Department (TX)	1,650	1,500,000
Assistant Director	Cleveland Dept of Public Safety (OH)	1,600	470,000
Assistant Chief	El Paso Police Department (TX)	1,100	650,000
Grants Administrator	East Baton Rouge Parish Sheriff (LA)	900	250,000
IT Business Analyst	Polk County Sheriff's Office (FL)	800	550,000
Captain Planning	Tulsa Police Department (OK)	780	400,000
Technology Unit	St Paul Police Department (MN)	650	250,000
IT Manager	Durham Police Department (NC)	510	300,000
Sergeant	Syracuse Police (NY)	501	141,000
Lieutenant	Corpus Christi Police Dept (TX)	451	285,000
Captain	San Mateo County Sheriff (CA)	450	700,000
Sheriff	Lafourche Parish Sheriff (LA)	450	98,000
Technology & Records Div Mgr	Scottsdale Police Department (AZ)	432	275,000
Lieutenant, Support Services	Knoxville Police Department (TN)	415	180,000
Technical Services supervisor	Knoxville Police Department (TN)	415	190,000
IT/Purchasing Manager	Chatham County Sheriff's Office (GA)	380	260,000
Systems Administrator	Chatham County Sheriff's Office (GA)	380	260,000
Chief of Police	Henry County Police Dept (GA)	263	119,000
Commander	Kenner Police Department (LA)	250	70,500
Chief of Police	Brownsville Police Department (TX)	245	187,000
Information Systems Coordinator	Spokane County Sheriff's Office (WA)	230	250,000
Support Services Commander	Buncombe County Sheriffs Office (NC)	220	230,000



Lieutenant, Technology	Bossier City Police Dept. (LA)	220	65,000
Administrative Captain	Allentown Police Department (PA)	215	117,000
Director	Pinal County Sheriff's Office (AZ)	213	180,000
Police IT Administrator	Dearborn Police Department (MI)	210	100,000
Deputy Chief	Pueblo Police Department (CO)	207	105,000
Chief of Police	Kenosha Police Department (WI)	199	100,000
Tech Services /911 Director	Eugene Police Department (OR)	195	145,000
IT Manager	Brockton Police Department (MA)	185	100,000
Information Technology Mgr	Fremont Police Department (CA)	180	215,000
Sheriff	Jackson County Sheriff's Office (OR)	175	205,000
Chief of Police	Harrisburg Police Bureau (PA)	172	48,000
Chief of Police	Concord Police Department (CA)	155	124
Deputy Chief of Police	City of Gretna Police Dept (LA)	150	41,000
Lt, Special Tech Projects	Santa Fe Police Department (NM)	168	90,000
Computer Coordinator	Rockingham County Sheriff (VA)	150	120,000
Sr. Project Coordinator	Ogden City Police Department (UT)	144	82,000
Chief of Police	Yakima Police Department (WA)	143	84,300
Chief of Police	Frisco Police Department (TX)	140	108,000
Homeland Security Coordinator	Marietta Police Department (GA)	137	70,000
Sheriff	Cleveland County Sheriff's Office (NC)	135	99,000
Colonel	Licking County Sheriff's Office (OH)	130	160,000
Information Techonology Mgr.	Pharr Police Department (TX)	130	81,000
Lieutenant	Catawba County Sheriff's Office (NC)	128	149,000
Chief	Bloomington Police Department (IL)	123	75,000
Deputy Chief	Bradenton Police Department (FL)	120	55,000

EVERY BUYER IS HAND PICKED AND PRE-QUALIFIED

CALL US NOW SO YOU CAN MEET THEM AT COPTECH (800) 746-9646

WE HAND PICK EVERY DELEGATE TO FIND THE ONES
BUYING VIDEO, LPR, CAD, DATA
LAPTOPS, COMMUNICATIONS, 911, AND MORE



COPTECH IS ALL ABOUT THE PRODUCTS
WE'RE NOT A SOCIAL EVENT. WE'RE NOT A CONFERENCE.

THEY COME HERE TO BUY

CALL US TO RESERVE YOUR PLACE (800) 746-9646

WWW.COPTECH.COM (800) 746-9646

YOU'RE THE SPEAKER

TO A ROOM FULL OF BUYERS GATHERED TO HEAR
YOU GIVE A PRESENTATION



THE NEXT DAY, YOU'RE MATCHED UP FOR YOUR
PRIVATE APPOINTMENTS
ONE-ON-ONE WITH INTERESTED BUYERS

HOW IT WORKS IT'S 48 HOURS OF UP-CLOSE SELLING TIME WITH YOUR BEST BUYERS



DAY ONE



AFTERNOON ARRIVAL

Our driver picks you up at the airport. You might share your ride with a delegate. Check in at the hotel, already paid for by us.



EVENING RECEPTION

It's casual, relaxed networking in a friendly environment at our cocktail party where everyone gets to know each other.



DINNER WITH BUYERS

At dinner, we use assigned seats to maximize your contact with buyers. Over 2 days, you'll meet virtually every delegate.



BREAKFAST WITH BUYERS

Breakfast with delegates, then our keynote speaker on police technology from the US Dept. of Homeland Security (invited).



YOUR FIRST PRESENTATION

You're the speaker! The first 15 buyers, based on your picks, sit for your 20-minute demo in a private boardroom. Q&A follows.



LUNCH AND LEARN

Once again, we match you and your tablemates to give you time with some of the delegates you haven't yet presented to.

DAY TWO (CONTINUED)



YOU PRESENT, AGAIN

You pitch to another buyer group. As before, they've been selected based on your match requests. No competitors are in the room.



IN-BETWEEN TIME

One of your prospects asks you for a follow-up conversation after your presentation. Or, you can ask our staff for an introduction.



EVENING GALA DINNER

By now, everyone feels like old friends. Enjoy drinks, dinner, even after-dinner cordials and cigars. This is how business happens.



ONE-ON-ONE APPOINTMENTS

You'll have individual appointments where you sit with buyers one-on-one. Here, you discuss the buyers' specific needs.



MORE ON-ON-ONES

A break, then the second half of your One-on-Ones. These are great for exploring just how your product fits their buying plans.



2:00 PM, IT'S A WRAP

Lunch, and you're headed home. No booths to tear down or ship. Just plenty of real conversations and a newly-filled sales pipeline.

NOVEMBER 13-15, 2011 AUSTIN, TX • BARTON CREEK RESORT

WWW.COPTech.COM

(800) 746-9646

POLICE BUYERS SAY COPTech IS HOW THEY WANT TO DO BUSINESS



“An outstanding experience! A comfortable and time-efficient environment. We’re already looking at several technology vendors we met at CopTech. You hit a home run with this program.”

- **Chief of Police, Folsom, CA**

“Overall, a great event! This is definitely better than talking with vendors by phone or in sales calls.”

- **MIS Director, Baltimore City Police Dept.**



“Wonderful! A very effective way for me to meet with technology vendors and be able to get questions answered and not waste their time or mine.”

- **Division Chief, Denver CO Police Dept.**



“We saw new vendors we’re now looking at for video, license plate readers, software, and other applications.”

- **Captain, Des Moines IA Police Dept.**

“I thought The Forum was an excellent way to meet with a large number of vendors in a short period of time. **I am scheduling several site visits with vendors as we speak.**”

- **Assistant Chief for Logistics, Jacksonville FL**



“The most informative and educational event I’ve ever attended. I had detailed discussions with technology providers and compared products to help me in my department’s needs.”

- **Planning & Development Officer, Rocky Mount, NC**

IF YOU'RE CUTTING BACK ON TRADE SHOWS, THEN COPTech IS FOR YOU

YOU CAN'T AFFORD **EVENTS** WITH HIDDEN COSTS, SHRINKING AUDIENCES, AND UNCERTAIN RESULTS

TRADE SHOW
ATTENDANCE
IS DOWN.

TRADE SHOW
EXPENSES
ARE UP.

TRADE SHOW
RESULTS ARE
UNCERTAIN.

TRADE SHOW COSTS

Exhibit Space Only: \$2,500 - \$12,000 or more

ADD
Booth and Shipping: \$2,800 - \$15,000 add'l

ADD
Labor, Drayage, Setup: \$2,900 - \$10,000 add'l

ADD
PC Projector, Screen: \$600 add'l

ADD
Hotel Rooms, 2 staffers: \$1,500 add'l

ADD
Meals, Taxis, Entertainment: \$1,500 add'l

Real Cost of Trade Show: \$ 12,000-\$ 40,000

COPTech COSTS

Complete Fee: \$13,500 includes everything

No Booth or Shipping Costs *No extra cost!*

No Labor, Drayage or Setup Costs *No extra cost!*

PC, Projector, Screen Included *No extra cost!*

Hotel Rooms Included, 2 rooms *No extra cost!*

Meals, Transfers, Events Included *No extra cost!*

Real Cost of CopTech: \$ 13,500 Complete

COPTech
ATTENDEES
SHOW UP.

COPTech HAS
NO HIDDEN
EXPENSES.

COPTech
RESULTS ARE
REAL!



THE EVENT WHERE YOU HAVE MEETINGS WITH POLICE DEPTS BUYING
LPR, VIDEO, MOBILE DATA, CAD
LAPTOPS, COMMUNICATIONS, INVESTIGATIVE TECHNOLOGY

COP TECH FORUM

Eaton Hall Exhibitions
256 Columbia Turnpike
Florham Park, NJ 07932

Meet Prescreened, Prequalified Police Buyers

Nov. 13-15, 2011
Austin, Texas
Barton Creek Resort and Spa

www.CopTech.com (800) 746-9646

A close-up photograph of a male police officer in a dark blue uniform, smiling and looking upwards. The background is blurred, showing what appears to be a police station or a similar setting with "POLICE" visible on a sign.

YOU'LL HAVE PRIVATE MEETINGS, PRE-ARRANGED, UP CLOSE WITH PRE-QUALIFIED
POLICE TECHNOLOGY BUYERS. GUARANTEED.



COP TECH FORUM Fall 2011

The Invitation-Only Event for Police Technology, IT, and Communications Buyers

Eaton Hall Exhibitions • 256 Columbia Turnpike, Florham Park, NJ 07932
Phone (800) 746-9646 (973) 514-5900 Fax (973) 514-5977 www.COPTECH.com

Vendor Participation Application, Fall 2011

Participating Company:

Contact Person and Title

Street Address

City/ State/ Zip

Telephone

Cell Phone

Your E-Mail Address
(Please Print Clearly)

Products or Services Offered: _____

Your Participation includes everything you need with no hidden expenses:

- **Two Hotel Rooms, Two Nights**, for your staff
- **All Meals** at the event
- Airport ground transport to and from the hotel
- Scheduled Boardroom Presentations to buyers in Two Boardroom sessions
- Ten to Twenty One-on-One Appointments
- Participation for two of your staff in **all networking activities**, meals, events
- **Attendee list** for your use after the event
- **Audio-visual equipment** for your Boardroom session (standard PC, LCD projector, screen)

CopTech Fall, November 13-15, 2011, Austin, TX

Vendor Participation, Includes all items shown above: **\$ 13,500.** \$ _____

Sponsorships: _____ \$ _____

Third Vendor Staff Attendee (Two are Included) \$2,500. \$ _____

Total Amount \$ _____

Deposit Enclosed \$ _____

Payment Terms: • One-half due with your space reservation • Full payment due 90 days prior to the event

___ Check being mailed, payable to Eaton Hall Exhibitions ___ MasterCard ___ Visa ___ AmEx

Card Number _____ Expires _____

Name on Card _____ Billing Zipcode _____

Accepted, for Participating Company: By signing below, you acknowledge that you have read and agree with the contract terms and conditions shown on the reverse side (or sent with) this form, and you are authorized to execute this contract on behalf of the participating company.

Signature  _____ Date _____

Please Print Name _____ Title _____

Thank You, and Welcome to The Cop Tech Forum!

CONTRACT TERMS AND CONDITIONS: Upon acceptance of the contract, the participating firm named on the front of this contract ("The Supplier") shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by Eaton Hall and **The CopTech Forum**, and related events, (hereinafter referred to jointly as "CopTech.") References to CopTech herein shall be deemed to include Eaton Hall, the sponsors, the advisory board, event management and any duly authorized representative, agent or employee of the foregoing.

1. This contract includes participation by the Supplier company for two members of its staff in the meetings and sessions at CopTech (some conference sessions are reserved for buyers only).
2. Return of the Agreement and deposit indicates your agreement to participate in CopTech and to comply fully with the regulations set forth herein. One-half is due with this reservation. Full payment is due 90 days before event. **As this is an event with a limited number of suppliers, no cancellations can be accepted once participation is reserved.**
3. CopTech is a business networking event and conference. While certain buyers and their organization or agency have indicated their intent to attend, and Eaton Hall has made its best efforts to insure these buyers actually attend, the parties acknowledge that it is impossible to guarantee that each of these persons or agencies will actually participate. **This contract is not a guarantee of participation by any particular agency or individual buyer.**
4. Sharing of the space and time allotted to a participating Supplier with any other company, organization, or products other than that specified in the application, except as specifically arranged and approved by the Event in writing in advance, is not allowed.
5. Promotional activities outside the agenda such as signs, easels, or hotel room drops, are not permitted without prior special arrangements with CopTech Management. Supplier agrees not to play, broadcast or have performed any copyrighted material without first presenting to the Show proof satisfactory that the supplier has, or does not need, a license to use the material.
6. In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, public enemy, act of terror or imminent fear of such, or other cause, the Event or any part thereof is prevented from being held, is cancelled by the Management or by the Hotel or the event space applied for herein becomes unavailable, the Management shall in its sole discretion determine whether to refund to the applicant no more than his proportionate share of the balance of the aggregate exhibit fees received after deducting expenses incurred and to be incurred by the Management, plus reasonable compensation to the Management, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid.
7. If for any reason, the Management determines that the location or dates of the Event must be changed or the dates of the event changed, no refund will be due to the supplier, but the management shall assign to the supplier, in lieu of the original space, such other space as the Management deems appropriate and the supplier agrees to use such space under the terms of this agreement. CopTech shall not be financially liable or otherwise obligated in the event the event is postponed or relocated.
8. Each Supplier shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the supplier's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death, property damage in any one occurrence. A Certificate of Insurance indicating such coverage, and naming Eaton Hall as additional insured, shall be submitted not less than 45 days prior to the show date. Such insurance maintained by the supplier must be issued by an insurance company reasonably acceptable to Show Management and should include coverage of the indemnification obligations of the supplier under these rules and regulations.
9. Supplier is solely and fully responsible for its own material and should insure it against loss or damage from any cause whatsoever. All property of a Supplier is understood to remain in its care, custody, and control in transit to or from or within the confines of the Hotel. Supplier agrees to waive its rights of subrogation against CopTech, its officers, directors and employees.
10. **Audio-visual support (Windows laptop, LCD Projector, screen) is provided at no charge for the Supplier's static PowerPoint presentation. Presentations which include video, animation, Flash, or other non-static content; files requiring Vista; or content with special fonts, large images or the like, may require Supplier to provide his own laptop or other equipment, at his expense.** Please consult with Show Management for specific advice.
11. Neither CopTech Management nor the Hotel Facility nor any other officers, agents employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm or injury to the person or any property of the Supplier or any of its officers, agents, employees, or other representatives resulting from, or arising out of, the negligence of CopTech management, its agents or employees, or the negligence of any other persons present at CopTech, or from theft, fire, water, accident or any other cause.
12. The Supplier hereby agrees to indemnify, defend and protect Eaton Hall, CopTech, and the Hotel Facility against, and hold and save harmless from, any and all claims, demands, suits, liability, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of the supplier or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons.
13. In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at CopTech Management's option. The Supplier hereby waives any claim against CopTech for damages or compensation.
14. CopTech reserves the right to determine the Agenda for the event and to adopt, orally or in writing, any additional rule or regulation, or take any further action if CopTech deems such action necessary for the good and welfare of the event. Any matters not covered here shall be subject to the final judgment and decision of CopTech.
15. The Supplier agrees to abide by all agreements between CopTech, the official service contractor, and the Hotel or any of its agents. The Supplier agrees to comply with and be bound by all laws of the United States and the local jurisdiction of the event and rules and regulations of the local Police and Fire Department and those policies and criteria which have been established by CopTech or the Hotel Facility for use of the areas designated.
16. CopTech and the Supplier agree that any dispute arising out of this agreement shall be governed by the laws of the State of New Jersey, and in any suit arising therefrom the Supplier hereby agrees to submit himself to the jurisdiction of the courts of the State of New Jersey, and that venue for any such suit shall lie in Morris County.
17. This agreement contains the entire agreement of the parties hereto with respect to the matters embraced herein and may not be modified, discharged or terminated except by a written instrument, signed by the party to be charged. Nothing in this provision, however, shall preclude the Management from adopting additional rules and regulations, orally or in writing, as provided in Paragraph 14.