



2016 Integrated Exhibitor Packages

Increase your exposure in San Diego with IACP's marketing opportunities! The IACP Annual Conference and Exposition is the largest and most important law enforcement event of the year, attracting more than 14,000 attendees. Luckily, IACP offers many opportunities that will amp up your show marketing strategy.

Advertise today and save — As an exhibitor, you have an opportunity to take advantage of discounted advertising packages that include both print and digital media. See pricing below and reserve yours today.

| Packages & Benefits | THE CHIEF \$15,000 Save \$3,760 | THE COLONEL \$11,275 Save \$2,475 | THE MAJOR \$8,200 Save \$1,460 | THE CAPTAIN \$6,100 Save \$910 |
|---|---|--|--|--|
| The Police Chief Print advertising in the three (3) conference issues | Full Page Ad August, October & December | 2/3 Page Ad August, October & December | 1/2 Page Ad August, October & December | 1/3 Page Ad August, October & December |
| Exhibitor Listing Included in two (2) issues of <i>The Police Chief</i> | 4-color Logo August & October | 4-color Logo August & October | 4-color Logo August & October | 4-color Logo August & October |
| Police Chief Online Banner advertising (20,000 impressions, run-of-site) | ✓ | ✓ | ✓ | ✓ |
| IACP News Text Link 10-15 word headline in <i>IACP News</i> e-newsletter | ✓ | ✓ | ✓ | |
| IACP News Banner Call-to-action banner (272 x 127 pixels) in <i>IACP News</i> | ✓ | ✓ | | |
| Editorial Content Printed in the Product Update column of <i>The Police Chief</i> | ✓ | | | |

Customized Packages Available!

Let us create a marketing package that is tailored to your goals and budget. Call today for more information.

IACP Advertising Sales Firm
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036

Companies 1-M
Liz Barrett
National Sales Manager
202.367.1231
ebarrett@townsend-group.com

Companies N-Z
Kevin McDonnell
National Sales Manager
202.367.1259
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2016 Integrated Exhibitor Package Insertion Order

COMPANY INFORMATION:

Firm Name _____
Mailing Address _____
City/State/Zip _____ Country _____
Web Link _____

CONTACT PERSON:

Name _____ E-mail _____
Phone _____ Fax _____

SELECT A PACKAGE:

- The Chief – \$15,000 The Major – \$8,200
- The Colonel – \$11,275 The Captain – \$6,100

ADVERTISING TERMS:

First time advertisers must complete a credit card authorization form. If you did not receive a form, please contact Kala Burke: kburke@townsend-group.com or 202-367-2488.

BILLING OPTIONS - CHECK ONE:

- Charge my credit card upon publication and send me a statement and tearsheet.
- Charge my credit card for the entire schedule.
- Invoice me upon publication. My credit card will be charged if I do not pay within 30 days of the invoice date.
- Invoice me for my entire schedule.

A credit card number is still required if you are requesting to be invoiced. The credit card will only be charged if payment is NOT received within 30 days of the invoice date.

SUBMIT PAYMENT TO:

International Association of Chiefs of Police
Attn: Accounts Receivable
44 Canal Center Plaza, Suite 200
Alexandria, VA 22314-2357

SPECIAL NOTES:

- Cancellation/Changes: Written cancellations are accepted prior to closing date; no cancellations accepted after closing date. Short rate will be reflected in final invoice.
- Agency Commission: A 15% commission will be honored to established advertising agencies only.
- New Accounts: First ad must be prepaid by reservation date. Invoicing to begin upon subsequent insertions backed up by credit card authorization form.
- Ads will not begin to run without a signed contract.
- Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to IACP.

As an authorized representative of the company name above, I understand and accept the terms outlined above.

Signature _____

Title _____ Date _____