

CALIFORNIA *H*OMICIDE *I*NVESTIGATORS *A*SSOCIATION

CHIA 2023

54th Annual Training Conference



EXHIBITOR'S PROSPECTUS



Aug 15-17th, 2023

Conference Highlights

August 15

Exhibitor Set-Up

8:00 am - 11:30 am

Member Registration

11:30 am - 5:00 pm

Welcome Reception

5:00 pm - 7:00 pm

August 16

Exhibitor Showcase

7:00 am - 5:00 pm

CHIA Comedy Night

6:00 pm - 9:00 pm

August 17

Exhibitor Showcase

7:00 am - 5:00 pm

Exhibitor Take-Down

3:30 pm - 5:00 pm



WELCOME



The **California Homicide Investigators Association (CHIA)** invites you to be a part of the 54th Annual CHIA Conference on **August 15–17, 2023** in Las Vegas, NV.

For 2023, we will be back at the **Red Rock Casino Resort and Spa**. The feedback from both our attendees and exhibitors has been overwhelmingly positive for our new conference location. Having our exhibitor ballroom and conference ballroom on the same floor has been a welcome change from years past and has allowed for increased networking between our attendees and exhibitors.

CHIA prides itself on putting on a great conference for both attendees and exhibitors. Year after year, CHIA brings together the largest number of homicide investigators, crime scene technicians, prosecutors, and law enforcement managers into one location. Last year's conference was a huge success with over 700 attendees and 60 exhibitors. Please see page 4 for our 2022 conference attendance breakdown.

CHIA makes it a priority to provide an atmosphere where our exhibitors can showcase their products and latest technologies. CHIA members not only include the end users, but also the decision-makers and law enforcement managers who assist in acquiring these products for their respective agencies. CHIA continues to offer many other great advertising opportunities for our exhibitors. Please see the 'Promotional' page to learn more about the **CHIA App**, **In-Theatre Advertising**, our **Newsletter**, and all our other new and exciting promotional opportunities to reach our conference attendees.

Please take time to read the entire Exhibitors Prospectus as one of the things that have changed are the requirements on how food and drinks are served in the Summerlin Ballroom. If you have ideas for other sponsorship or advertising opportunities not listed, please don't hesitate to reach out.

CHIA is excited to announce we will be at the Red Rock Casino for the next several years. Please put the following conference dates on your calendar: August 20-22, 2024; August 26-28, 2025; and August 18-20, 2026.

We look forward to seeing you at the 54th Annual CHIA Conference at the Red Rock Casino Resort and Spa!

Lieutenant Brian Kinney

California Homicide Investigators Association

CHIA Vice President

VicePresident@chia187.com

BKinney@pd.cityofsacramento.org

(916) 808-2292





SCHEDULE

EXHIBITOR'S SCHEDULE

TUESDAY, AUGUST 15, 2023

8:00 am – 11:30 am	Exhibitor Set-up
11:30 am – 5:00 pm	Member Registration / Exhibitor Showcase
5:00 pm – 7:00 pm	Welcome Reception (Inside the Summerlin Ballroom)

WEDNESDAY, AUGUST 16, 2023

7:00 am – 8:00 am	Continental Breakfast
10:00 am – 10:30 am	Morning Break
12:00 pm – 1:00 pm	Lunch
3:00 pm – 3:30 pm	Afternoon Break
6:00 pm – 8:00 pm	CHIA Comedy Night (Inside the Red Rock Ballroom)

**Sponsors & exhibitors are welcome to attend.*

**CHIA reserves the right to cancel any event(s) that will cause undue financial hardship on the membership or association.*

THURSDAY, AUGUST 17, 2023

7:00 am – 8:00 am	Continental Breakfast
10:00 am – 10:30 am	Morning Break
12:00 pm – 1:00 pm	Lunch
3:00 pm – 3:30 pm	Afternoon Break
5:00 pm	Exhibitor Showcase Concludes



EXHIBITOR BOOTH SET-UP / TAKE-DOWN

INSTALLATION	DISMANTLING
<p>Exhibitors can start setting up their booths on:</p> <p>Tuesday, August 15th, 2023, from 8:00 a.m. to 11:30 a.m.</p> <p>***Member registration is from 11:30 a.m. to 5:00 p.m. that same day.</p>	<p>Dismantling of exhibits may begin on:</p> <p>Thursday afternoon, August 17th, 2023 After the afternoon break at 3:30 p.m.</p> <p>All exhibits/materials must be removed from the Summerlin Ballroom no later than 5:00 p.m. on Thursday, August 17th</p>



**How Far Did
Your 2022
CHIA Investment
Reach?**

730
CHIA Attendees

159
**Law Enforcement
Agencies**

15
Different States



EXHIBITOR BOOTHS

Exhibitor Booths - \$1,750

**Receptions/dinners on Tuesday & Wednesday evenings are included with booth registration fees!*

Booth Specifications

The exhibitor table top displays include (1) six foot skirted table, (2) chairs and (1) 5-amp electrical outlet. Booth allocations are on a first-come, first-served basis with **all sponsors** receiving premium locations. The CHIA exhibitors' area is strategically located inside the Summerlin room, 2nd Floor, and is a great place to display and showcase your products and/or services. CHIA members will be drawn to this area with conference registration, morning breakfast, raffle prizes and other announcements throughout the conference. CHIA reserves the right to re-assign booth locations as needed.

Electrical, A/V and Internet Services

Each sponsor/vendor is afforded (1) electrical outlet as part of the exhibitor's package. If additional electrical outlets are needed, an additional charge will apply. If sponsors/vendors need audio/visual or internet services for their displays, please contact **CHIA Vice President Brian Kinney** to request that service. While CHIA does not handle the internet or wireless options for the hotel, we can facilitate getting you the proper hotel forms and/or contact person to assist you with your needs.

WIRELESS INTERNET: CHIA does not provide wireless internet services inside the exhibitors' area. Companies should plan accordingly if internet access is needed for their displays.

Shipping Items Directly to the Red Rock Casino

Sponsors/Vendors that need to ship items/products directly to the hotel can do so by shipping them to the following address:

Name of Vendor Sending Packages, Hotel Guest
RED ROCK CASINO RESORT & SPA
11011 West Charleston Blvd.
Las Vegas, NV 89135
HOLD FOR: CHIA Exhibits

For Questions: Charlene Fitzmeyer, (702) 797-7554
Email: Charlene.Fitzmeyer@stationscasinos.com

SPONSORSHIPS

Sponsorship Opportunities (*All sponsorships include exhibitor booth fees, & being listed on the CHIA App with company logos, website links & contact information)



Diamond Sponsor - \$20,000 Sponsorship includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- Recognition during opening ceremonies
- 'Major Sponsor' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Member tote bag insert with company information
- Access passes to Hospitality Suite & daily lunches
- Pre-Conference email blast to members to promote your attendance, products & services



Platinum Sponsor - \$10,000 Sponsorship includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- Recognition as a session sponsor
- 'Premier' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Member tote bag insert with company information
- Pre-Conference email blast to members to promote your attendance, products & services



Gold Sponsor - \$6,000 Sponsorship (5 available) includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- 'Premier' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Pre-Conference email blast to members to promote your attendance, products & services



Silver Sponsor - \$3,000 Sponsorship includes:

- Sponsorship recognition on CHIA Website
- 'Preferred' vendor location
- Sponsor link with hyperlinked company logo on CHIA website



Bronze Sponsor - \$2,000 Sponsorship includes:

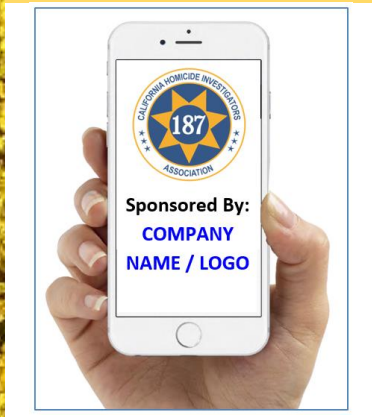
- Sponsorship recognition on CHIA Website
- 'Upgraded' vendor location
- Sponsor link from the CHIA conference website

think
outside
the booth

SPONSORSHIP
OPPORTUNITIES

CHIA APP

Splash Screen



Splash Screen - \$1,000 (Limit one)

- Make a strong first impression with this exclusive opportunity to introduce the **CHIA App**.
- Full-screen visual appears each time event is launched & is displayed for up to 5 seconds.
- Be the first company that all the attendees see when logging in each time.
- Company logo is viewed multiple times throughout the three-day conference event.

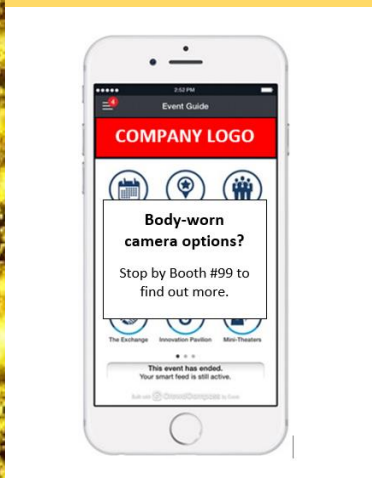
Banner Ads



Banner Ads - \$500

- **Most popular form of advertisement** for mobile event apps & dynamic way to reach attendees.
- Cost-effective way to build brand awareness, drive booth and website traffic and boost sales.
- Ads placed on main screen for ultimate visibility.
- Attendees can easily connect with sponsors by tapping through to their websites.

Push Notifications



Push Notifications - \$250

- Send a message directly to the CHIA attendees.
- Gain additional exposure by sponsoring a 'Booth Raffle'.
- Optimal way to make important announcements, promote demonstrations, or just to drive traffic to your booth.

NOTE:

All sponsorships (Bronze, Silver, Gold, etc.) will be listed on the CHIA App with their company logos, website links & contact information (included in price). All exhibitors will be listed by company name only.

ADVERTISEMENTS

CHIA Website



In-Theatre Advertising

In-Theatre Advertising - \$300

Give your message the impact it deserves by advertising on the big screen inside the General Session area. No other medium can match the benefits of the towering canvass to fully engage the attendees. Advertisement spots will continuously run before, during the breaks, and after each CHIA presentation.

Make sure our CHIA members see and remember your company's name.

CHIA Newsletter



\$150 / per issue or

\$500 / annually

***Annual fee Includes
(4) Quarterly issues!**



See the **2023 Exhibitor's Registration Form** to take advantage of this opportunity!

PROMOTIONALS



Additional Marketing Opportunities

Company Showcase Email Promotion - \$500

Your company will be featured in (2) two separate email blasts to our entire membership. The first email will feature your company logo and up to a (60) sixty-word company description. The second email blast can feature a specific product and/or service as well as a personal invitation to visit your individual booth while at the conference.

Member Tote Bag Inserts - \$500

Exhibitors can advertise their products and/or services to the conference attendees by including a company or product flyer with the give-away bags. Inserts are limited to (1) one page (8.5"x11") that will be provided to all members at check-in *(front & back sides of page are encouraged).*

Morning Breakfast - \$3,000

Includes 1,200 beverage sized napkins with company logo, and recognition on the CHIA App.

Afternoon Snack/Beverage Breaks - \$2,500

Includes 1,200 beverage sized napkins with company logo, and recognition on the CHIA App.

Exhibitor Booth Punchcard Raffle - \$100

To help increase booth traffic and encourage members to visit your booth, companies can participate in a Punchcard Raffle. To participate in this raffle, exhibitors pay **\$100** that will go towards an iPad(s) that will be raffled off throughout the conference. Members who visit a participating company's booth and obtain a stamp are eligible for this special drawing. **All booths on the punchcard must be visited for a member to be eligible.** The number of iPads raffled will depend on the number of companies who chose to participate in this option.

Don't wait; this option sells out every year!



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PROMOTIONALS

Additional Marketing Opportunities

Comedy Night Sponsor - \$8,000

Your company will be featured as our sole sponsor for the CHIA Comedy Night with recognition on the In-Theatre screens, the CHIA website and conference app. Additionally, your company can address the entire audience during a (10) minute presentation prior to the evening event.

Hotel Cardkey Sponsor - \$6,000

Exhibitors can advertise their company logo on all 1,200 conference room cardkeys giving members an exclusive reminder of your company's importance. Have your company's logo be the image our members see all week every time they access their rooms.

Crimson Room Sponsor - \$5,000

Includes 1,200 beverage sized napkins with company logo, recognition on the CHIA App, and your company logo displayed on all screens inside the Crimson Room. Be able to interact with our members, in a relaxed setting, to see how your companies products/services can benefit their investigations.

Registration Desk Ads - \$750 (two available)

Be able to your display your company logo and/or advertisements on a digital screen near the member registration area on registration day (Tuesday). This opportunity only includes two screens, one on each side of the registration desk. Be one of the first companies our members see when arriving at the host hotel for the CHIA Conference.

Digital Elevator Displays - \$2,000 (two available)

Be able to your display your company logo and/or advertisements on all the digital screens on the Red Rock elevators. There are two opportunities for this advertisement; one opportunity per day.



SCHOLARSHIP

Detective Michael Davis, Jr. Memorial Scholarship Award

The California Homicide Investigators Association is proud to present the **Michael Davis Jr. Memorial Scholarship Award**.

On October 24, 2014, Detective Michael Davis, Jr. was shot and killed during a manhunt to arrest a carjacker who earlier had murdered Sacramento County Sheriff's Deputy Danny Oliver. Detective Davis had served with the Placer County Sheriff's Department for 15 years in Northern California and was about to celebrate his 43rd birthday. His prior service as a police officer was with the Auburn Police Department from 1996 to 1999. Detective Davis is survived by his wife, Jessica, and their four children.

Detective Davis was the **1st CHIA member killed in the line of duty**. He would be honored to know that his legacy lives on and has a potential to help someone within the CHIA family. Detective Davis' father, Investigator Michael David Davis Sr., was killed in the line of duty on October 24th, 1988, while serving with the Riverside County Sheriff's Department. Their line of duty deaths occurred exactly 26 years apart to the day.

In 2018, CHIA presented the first two scholarships, \$2500 each, in his honor. The CHIA Scholarship Program was designed to provide funds to family member(s) of homicide victims in support of their education and/or job training efforts. Through these scholarships, the memory of Detective Michael Davis, Jr. will live on.

\$5,000 Scholarship includes:

- Award(s) to be given to recipient(s) at conference during 'Opening Ceremonies'.
 - *CHIA is a 501©(3) tax exempt charitable organization*
- In-Theatre advertisement option included for sponsoring company

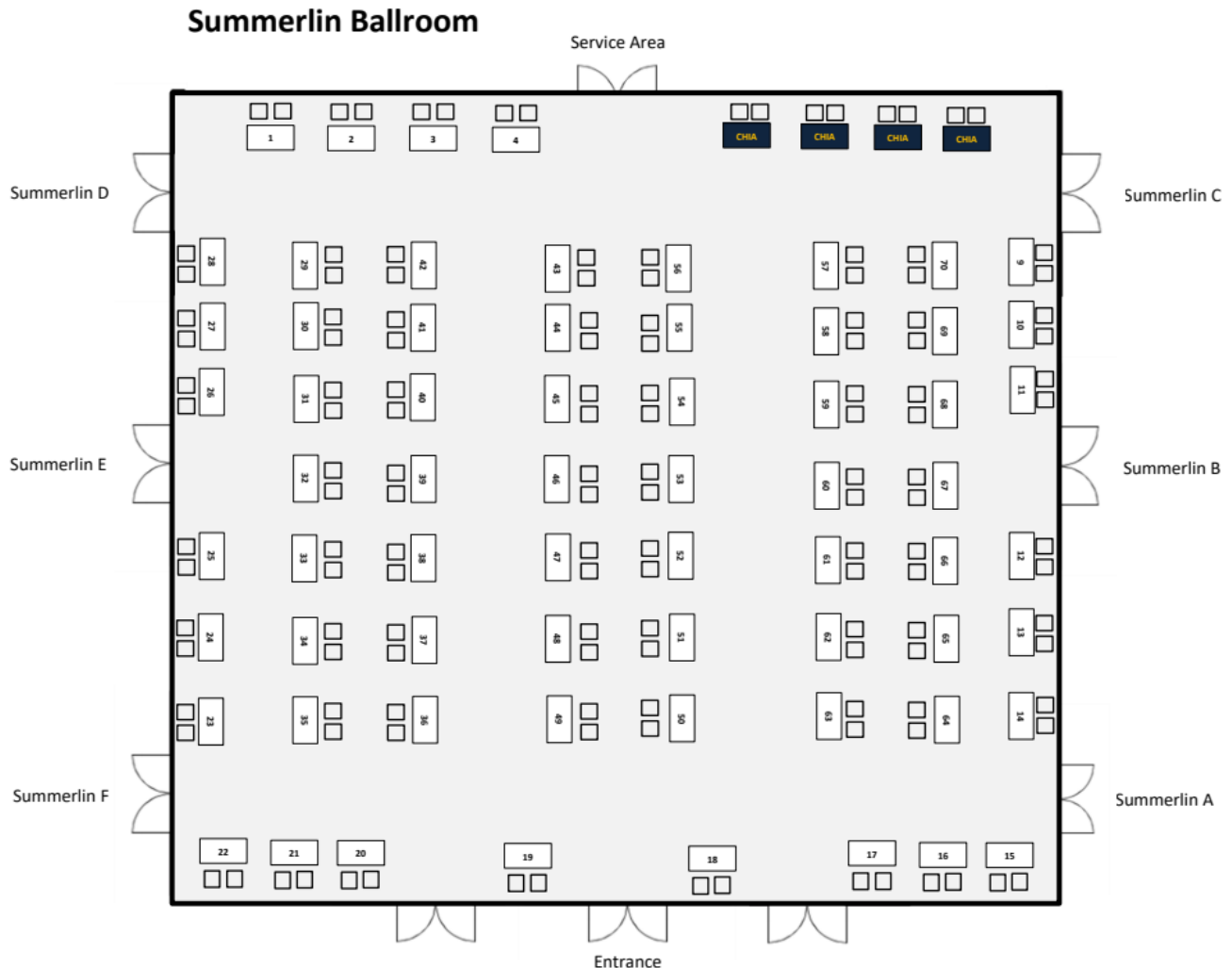


Michael David Davis, Jr.
(EOW 10/24/14)

BOOTH LAYOUT

Exhibitor Booth Layout

In order to better facilitate the flow of members through the Exhibitor's Showcase in the Summerlin Ballroom, CHIA has worked with the Red Rock Casino Resort to maximize the layout for this year's conference. Please keep in mind that the individual booth numbers may change, but the room layout should remain consistent. The booths up front and along the exterior walls are reserved for **higher priced sponsorships** and are subject to change.



Front Doors To The Summerlin Ballroom

SPECIAL ATTENTION: Per Red Rock Casino rules, there is no food or beverage allowed in the Summerlin Ballroom. If an exhibitor wants to serve food or beverage, they will be subject to a corkage fee which is the exhibitor's responsibility. CHIA is not responsible for any costs associated with this request. Exhibitors wishing to serve food or beverage can contact **Charlene Fitzmeyer** for pricing.

Food & Beverage Pricing / Questions: Charlene Fitzmeyer, (702) 797-7554
Email: Charlene.Fitzmeyer@stationscasinos.com

HOTEL & SECURITY

Hotel Reservations



Once registered for the conference, a secure link will be provided to book a room at the Red Rock Casino. Rooms are limited and available on a first come, first serve basis.

Exhibitor Name Badges

In order to have your name badge(s) ready upon your arrival, please email the name(s) to **Lt Brian Kinney**. This email must be received no later than Friday, **August 1, 2023**. Each exhibitor can have up to (2) two badges. Additional badges are available at \$50 each. The exhibitor badge entitles the wearer access to the exhibitor floor as well as the evening receptions. The name of the exhibiting company, as it is listed on the registration form, will appear on each badge. Badges will be available for pick-up at the Summerlin Ballroom upon arrival.

Exhibitor Access to General Session Area

Exhibitors are not allowed access to the general session where the case presentations are being held. Due to the sensitive nature of the materials being presented, this area is for members only.

Cancellation

Exhibitors may cancel contracted booth space by submitting written notice/email to Lt Brian Kinney at VicePresident@chia187.com. Such notice must be received no later than **July 14, 2023**. Exhibitors cancelling an exhibit booth shall be charged an administrative fee of 50% of the total cost of the space. Cancellation of contracted exhibit space between *July 14 and August 15*, will receive no refund unless CHIA can find a suitable replacement company. In the case a replacement company is found, the canceling company will only be charged that portion which has already been submitted for print (if any). If no suitable replacement is found, the company will be charged the full amount.

Restrictions

CHIA reserves the right to determine the eligibility of a company or their products/services for inclusion in the exhibitor's hall; and reserves the right to restrict exhibits that become objectionable to CHIA. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area. CHIA's policy restricts representation or organizations that have not been assigned an official exhibit booth from soliciting business and/or distributing promotional material of any type within the exhibit area. Further, those organizations that have been assigned an official CHIA exhibit booth should make every effort to conduct business activities within their assigned booth space and not to impede traffic through the exhibit aisles or other areas of the facility.

Liability, Losses & Hold Harmless

In consideration for the opportunity to display services and products at the CHIA Conference, Exhibitors, its officers, directors, agents and insurers, agrees to indemnify and hold harmless CHIA, its officers, directors, contractors, employees and agents and the conference facility, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, CHIA and the conference facility, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the conference facility resulting in the immediate assessment of damages against CHIA from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor.

Security

CHIA will not be responsible for 24-hour security services at the hotel for all displays during the conference. While every precaution will be taken by the board, CHIA assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, valuables, and display items and appropriate protection and insurance should be arranged.



CHIA Wants to Thank Our 2022 Sponsors & Exhibitors:

AAA Crime Scene Clean-up	First Tactical	Riverside County DA's Investigations Bureau
ABC News 20/20	Forensic Analytical Crime Lab	Security Lines
Aftermath	Grayshift	Side Action Apparel
American Bio Recovery	Hawk Analytics	Signature Science, LLC
Astrea Forensics	iNPUT-ACE / AXON	Silicon Forensics
Berla	InsureOne Insurance	Spyderco
Blue Light LLC	Intermountain Forensics	SRN / Barrier by Design
Bode Technology	Kaos Concealment Holsters	Sterile Pros
CAHP Credit Union	LAPFCU	SUR TEC, Inc
California Coast University	LexisNexis Risk Solutions	ThermoFisher Scientific
Callyo, A Motorola Solution Company	Magnet Forensics	Trimble, Inc
Cardinal Peak Technologies	MSAB	Union Institute & University
Cellebrite	M-Vac Systems	University of New Haven
Columbia University	NightHawk	University of San Diego
Cybergenetics	OIS Advance	Verogen
DATAPILOT	Parabon NanoLabs	Versatile Information Products
DATELINE	PenLink	Vigilant Solutions
DNA Labs International	PORAC	VIQ Solutions
E Pulse	Pure Gold Forensics	West Technology Forensics
Emergency Response Crime Scene Cleaning	Quicket	Whooster
First Rate Financial Group	Reulay	WSI-Technologies

Building partnerships with our Sponsors/Exhibitors!