

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

CHIA 2018

49th Annual Training Conference



February 27 – March 1, 2018

EXHIBITOR'S PROSPECTUS



Palms Casino Resort, Las Vegas



Conference Highlights

February 27

Exhibitor Set-Up

8:00 am - 11:00 am

Member Registration

12:00 pm - 5:00 pm

Welcome Reception

5:00 pm - 7:00 pm

February 28

Exhibitor Showcase

7:00 am - 5:00 pm

CHIA Comedy Night

6:00 pm - 9:00 pm

March 1

Exhibitor Showcase

7:00 am - 5:00 pm

Exhibitor Take-Down

3:30 pm - 5:00 pm

WELCOME

Welcome to the 49th Annual CHIA Conference

The **California Homicide Investigators Association (CHIA)** invites you to be a part of the 2018 CHIA Conference on **February 27 – March 1, 2018** at the Palms Casino Resort in Las Vegas, NV.

At our annual conference, CHIA members and exhibitors come together for one of the largest gatherings of homicide investigators, crime scene technicians, forensic investigators, criminal prosecutors and District Attorney investigators in the United States. Sponsors and exhibitors can discover new business opportunities by showcasing your company's cutting-edge technology, demonstrating your latest software, or presenting new tools and services directly to the experts in the field. CHIA members not only include your company's end-users, but also the decision-makers and law enforcement managers who assist in acquiring your products for their respective agencies.

This year, CHIA has added new opportunities for exhibitors to take advantage of with our new **CHIA App** (see Page 6). This event app allows companies to engage with CHIA attendees in ways that have never been possible before. See how the new CHIA App can help drive attendees to your Booth & company website to boost sales.

In addition to the CHIA App, sponsors and exhibitors can take advantage of other promotional opportunities to reach their target audience. Please see the **PROMOTIONALS** page to see how you can generate new leads outside the exhibit hall.

We look forward to seeing you at the 49th Annual CHIA Conference!

Sincerely,

Lieutenant Bob McCloskey

California Homicide Investigators Association
CHIA President

President@chia187.com

RMcCloskey@pd.cityofsacramento.org

(916) 808-0306





SCHEDULE

EXHIBITOR'S SCHEDULE

TUESDAY, FEBRUARY 27, 2018

8:00 am – 11:00 am	Exhibitor Set-up
12:00 pm – 5:00 pm	Member Registration / Exhibitor Showcase
5:00 pm – 7:00 pm	Welcome Reception <i>(Inside the Exhibitor room)</i>

WEDNESDAY, FEBRUARY 28, 2018

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 <i>(Inside the Ballroom)</i>

**Sponsors & exhibitors are welcome to attend. Dinner and drinks provided.*

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

THURSDAY, MARCH 1, 2018

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

Exhibitors can start setting up their booths on:

Tuesday, February 27th, 2018, from 8:00 a.m. to 11:00 a.m.

***Registration is from **12:00 p.m. to 5:00 p.m.** that same day.

DISMANTLING

Dismantling of exhibits may begin on:

Thursday afternoon, March 1st, 2018
After the afternoon break at 3:30 p.m.

All exhibits/materials must be removed from the Addison Room no later than 5:00 p.m. on Thursday, March 1st.



**How Far Did
Your 2017
CHIA Investment
Reach?**

785

CHIA Attendees

168

**Law Enforcement
Agencies**

13

Different States



EXHIBITOR BOOTHS

Exhibitor Booths - \$1,000

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

Space 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 Addison Room, directly across the casino floor from the Pearl Theater, 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 services, 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

Sponsors/Vendors must indicate that they require an electrical outlet on the Sponsorship form so we can coordinate with the hotel to provide that service for you. Each sponsor/vendor is afforded (1) electrical outlet as part of the exhibitors 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 President Bob McCloskey 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 Palms Hotel

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

The Palms Casino Resort: Business Center

Recipients Name: Jocelyn McKinney

2018 CHIA Conference

c/o: Palms Hotel Casino Resort

4321 West Flamingo Rd.

Las Vegas, NV 89103

SPONSORSHIPS

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



Diamond Sponsor - \$20,000 Sponsorship *includes:*

- (10) minute Session-sponsored Infomercial
- Full page advertisement in Conference Program
- 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 Pearl or in the Ballroom at lunch
- Half page advertisement in Conference Program
- 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 - \$5,000 Sponsorship *includes:*

- (10) minute Session-sponsored Infomercial spot in the Pearl or in the Ballroom at lunch
- Quarter page advertisement in Conference Program
- '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 - \$2,500 Sponsorship *includes:*

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



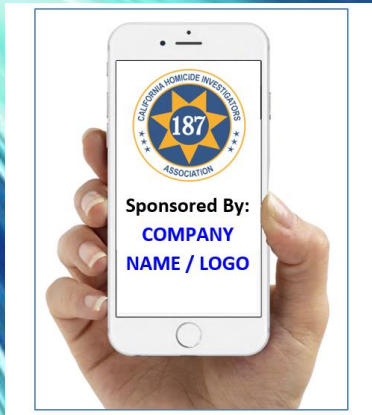
Bronze Sponsor - \$1,250 Sponsorship *includes:*

- Sponsorship recognition in Conference Program
- 'Upgraded' vendor location
- Sponsor link from the CHIA conference website

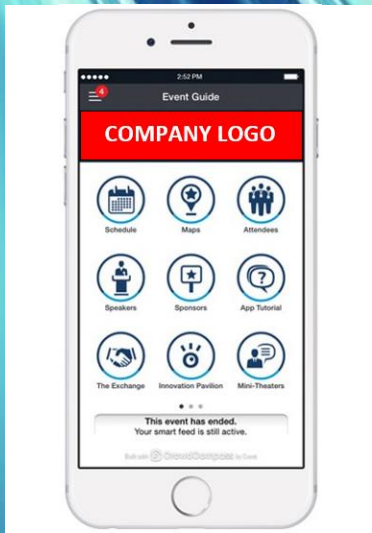


SPONSORSHIP
OPPORTUNITIES

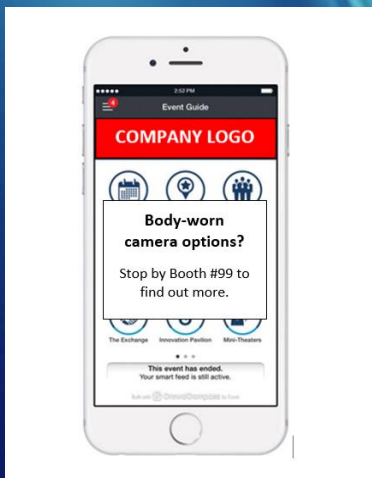
Splash Screen



Banner Ads



Push Notifications



CHIA APP - *NEW!*

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.
- Company logo is viewed multiple times throughout the three-day conference event.

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.

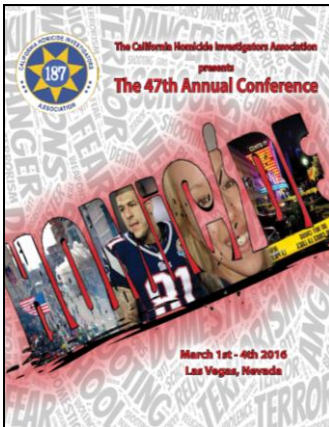
Push Notifications - \$250

- 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



2018 CHIA Program



CHIA Website



CHIA Newsletter

\$150 / per issue or

\$500 / annually

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

Conference Program Pricing

Put your money to work for you. Make sure our CHIA members see and remember your name.

Files must be submitted in a JPEG, TIFF, or a high-res PDF format with no bleeds on ADs.

Full Page AD

Size: 7-7/8" x 10-3/8"

Cost: \$1,000

Half Page AD

Size: 7-7/8" x 5-1/8"

Cost: \$600

Quarter Page AD

Size: 3-7/8" x 5-1/8"

Cost: \$300

All company advertising materials must be submitted by Friday, **January 5, 2018** for inclusion in the **2018 CHIA Conference Program**. There is no guarantee the exhibiting company's information will be included if the information is not received by this date. **Diamond**, **Platinum** and **Gold Sponsors** all have designated advertisement opportunities included with each of the respective packages!

PROMOTIONALS



Additional Marketing Opportunities

Company Showcase Email Promotion - \$500

You 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.

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 are encouraged*).

Afternoon Snack/Beverage Breaks - \$2,500

Includes company recognition on the snack tables, in the Conference Program, the CHIA App and on the CHIA website.

Conference Program Sponsor - \$2,500

Includes a full-page AD for your company (**\$1,000 value**), along with a company sponsored tagline on the bottom of each page.

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 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.



HOTEL & SECURITY

Hotel Reservations

If sponsors/exhibitors need to make hotel reservations for the upcoming 2018 CHIA Conference at the Palms Casino Resort, please **CLICK** on the below website link:

<https://aws.passkey.com/e/49103791>

For Reservations, call Palms Casino Resort at:

(702) 942-7064 or (866) 942-7770

Special CHIA Code: *CHCHI18*

4321 West Flamingo Rd
Las Vegas, NV 89103
www.palms.com/

Exhibitor Name Badges

In order to have your name badge(s) ready upon your arrival, please email the name(s) in your party to **Lt Bob McCloskey**. This email must be received no later than Friday, **February 9, 2018**. Each exhibitor can have up to (2) two badges (does not apply to sponsors). 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 **2018 CHIA Exhibitor Registration Form**, will appear on each badge. Badges will be available for pick-up at the Addison Room on Tuesday, February 27, 2018.

Exhibitor Access to Pearl Theater

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

Cancellation

Exhibitors may cancel contracted booth space by submitting written notice/email to Lt Bob McCloskey at President@chia187.com. Such notice must be received no later than **January 12, 2018**. 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 January 12 and February 27, 2018, 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 (i.e. Conference Program). If no suitable replacement is found, the company will be charged the full amount of the booth.

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 and appropriate protection and insurance should be arranged.



CHIA Wants to Thank Our 2017 Sponsors & Exhibitors:

AAA Crime Scene Clean-up	Force Protection Video	PORAC
Aftermath Services LLC	Emergency Response Crime Scene Cleaning	Professional Law Enforcement Association
Alliance Environmental Group	Forensic Analytical Sciences	Red Seat Ventures dba/CRIMECON
BlackBag Technologies	Graveyard Vineyards	San Francisco Police Credit Union
Brother Mobile Solutions	Hawk Analytics	SDFI - TeleMedicine
California Casualty	iRecord	Serological Research Institute
California Coast University	Litigation Animation, Inc	Side Action Apparel
Callyo	MSAB Inc	Signalscape
Capture Technologies	M-Vac Systems	Sleuthhawk Holster Company
CBS News / 48 Hours	NBC News / Dateline	SpeakWrite
Columbia Southern University	Net Transcripts, Inc	SRN, Inc
COPAN Diagnostics	North American Rescue LLC	Tayga International, Inc
Crime Scene Steri-Clean	OIC Advance	Uncharted Software Inc
Crime Watch Daily w/Chris Hansen	Parabon Snapshot DNA Penotyping	Union Institute & University
Deep Blue Enterprises	Pelican	United Estate Planning, Inc
Enovative Technologies	Pen-Link, Ltd	V2 Interview Room Recording
First Tactical	Perez Forensics Strategies	WatchGuard Video
		ZetX

Building partnerships with our Sponsors/Exhibitors!

