



## MICHIGAN SHERIFFS' ASSOCIATION

EDUCATIONAL SERVICES, INC.

515 North Capitol Avenue  
Lansing MI 48933-1241

517-485-3135  
[www.misheriff.org](http://www.misheriff.org)

Dear Exhibitor,

The Michigan Sheriffs' Association would like to extend an invitation to you to participate in our 2010 Annual Fall Training Conference and Trade Show. After a record turnout at last year's conference, we are excited to once again provide 3 great days of training and networking to you, the Sheriffs and their staff. We are pleased to be hosting this exciting event October 10-12th at the Amway Grand Plaza Hotel and the DeVos Place in Grand Rapids.

On Sunday evening October 10<sup>th</sup>, we will kick off the conference with an opening banquet. We invite all Sheriffs and their staff as well as our vendors to participate in this event. The trade show will begin with our annual exhibit reception on October 11<sup>th</sup> from 6:00-8:00 p.m. and on Tuesday morning, along with conference attendees, we invite Law Enforcement personnel from around the state as part of our "Law Enforcement Appreciation Day".

As exhibitors, you play a leading role in our Fall Training Conference. We deliver to you an audience with purchasing power – the decision-makers for the office. Our Trade Show draws criminal justice professionals: sheriffs, undersheriffs, state and county officials, jail administrators and many others who manage public and municipal funds. We are keeping your interests in mind when planning the Trade Show.

To help you better plan your time with us, the enclosed Trade Show registration and information packet includes:

- Application and Contract and a postage free return envelope.
- Fact Sheet entitled "Rules, Regulations and General Information" (back sheet of brochure)
- Hotel registration for the Amway Grand Plaza (this form due September 8th)
- Registration for opening banquet, electrical services, and program sponsorship

Please fill out all information requested. **Due to the limited space provided please mail application, along with payment, to the Michigan Sheriffs' Association office before the September 22<sup>nd</sup> deadline.** Please contact our office at 517-485-3135 for assistance or by e-mail at [msa@misheriff.org](mailto:msa@misheriff.org).

The Board of Directors and staff anticipate hearing from you soon and look forward to seeing you October 10-12<sup>th</sup> in Grand Rapids.

Sincerely,

Terrence L. Jungel, Sheriff (Ret.)  
Executive Director

**MOVE-IN – DeVos Place**

Monday, October 11, 2010.....1:00p.m. - 5:00p.m.

**SHOW DATES & TIMES – DeVos Place**

Monday, October 11, 2010.....6:00p.m - 8:00p.m.

**Exhibit Area: Vendor Show, Evening Reception and Buffet**

Tuesday, October 12, 2010.....9:00a.m. – 12:00 p.m.

**Exhibit Area: Sheriffs, Undersheriffs, Jail Administrators, Law Enforcement Officials**

**MOVE-OUT**

Tuesday, October 12, 2010.....12:00 p.m.

**BOOTH EQUIPMENT**

All booths will be 10' x 10' with 8' high back drape and 3' high side dividers and will include one 8' covered and skirted table, two chairs, a wastebasket and a Booth I.D. sign.

**Vehicle Display**

Vehicles will be allowed to be displayed in booth space in the exhibit hall. Exhibitors are required to reserve enough exhibit space to include their vehicle. Attached is a Vehicle Rules form from the DeVos Place. All vehicles must meet these requirements, no exceptions.

For additional equipment or services:

Please Contact: Jeff Hook

Art Craft Display, Inc.

3140 Three Mile Rd. NW Grand Rapids MI 49534

Phone: 800-292-2033

**UTILITIES**

Electrical services are available in the exhibit hall. Enclosed is a registration form that must be completed and sent to the DeVos Place

**WIRELESS INTERNET**

Wireless internet is available in the DeVos Place. Please visit [www.misheriff.org](http://www.misheriff.org) and download a wireless internet form from our conference page.

**EXHIBITOR REGISTRATION**

Each exhibiting company will receive 2 complimentary registrations which include access to all Educational Sessions and 2 meal packages. Each meal package includes Monday evening at the Reception and the Tuesday morning break. Additional meal packages are available at \$25 each. Exhibitor registration does not include tickets to the Opening Banquet on Sunday, October 10, 2010. Banquet Tickets are available for \$35 each pre-sale or \$50 at the door.

**EXHIBITOR HOSPITALITY SUITES**

Hospitality suites are available to exhibiting companies ONLY and must be arranged through the Michigan Sheriffs' Association at 517-485-3135.

<b>BOOTH FEES</b>		
<b>On or Before September 22, 2010</b>		
	<b><u>Member</u></b>	<b><u>Non-Member</u></b>
<b>1<sup>st</sup> Booth</b>	\$425.00	\$495.00
<b>Add'l Booths</b>	\$335.00	\$335.00
<b>After September 22, 2010</b>		
	<b><u>Member</u></b>	<b><u>Non-Member</u></b>
<b>1<sup>st</sup> Booth</b>	\$450.00	\$600.00
<b>Add'l Booths</b>	\$385.00	\$425.00

# Exhibit Space Application & Contract

Michigan Sheriffs' Association Conference \* 515 N. Capitol Ave. \* Lansing, MI 48933  
PHONE (517) 485-3135 \* FAX (517) 485-8016

Exhibiting Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Company Representatives or Booth Attendants: (for name tags)

Product/Service to be exhibited: \_\_\_\_\_

Competitors you wish to be separated from: \_\_\_\_\_

**We will need the following: Electrical** \_\_\_\_\_

Enclosed is an electrical form that must be sent w/payment to the DeVos Place

**BOOTH SIGN** One Booth I.D. Sign will be provided. Please type or print legibly, and limit line to 32 characters, including spaces and punctuation:

Name \_\_\_\_\_

**BOOTH REQUESTS:** Booth spaces are issued on a first-come, first-serve basis. Choices are not guaranteed, however, best efforts will be made to accommodate your choices.

                    1<sup>st</sup> Choice      2<sup>nd</sup> Choice      3<sup>rd</sup> Choice  
BOOTH #(S)    \_\_\_\_\_

**\*\* WE WILL BE EXHIBITING A VEHICLE** \_\_\_\_\_

Return your completed contract along with a check made payable to the Michigan Sheriffs' Association, 515 N. Capitol Ave., Lansing, MI 48933. A deposit of 50% must accompany your contract. **Balance is due on or before September 22, 2010.** No exhibitor will be permitted to exhibit unless their account is current and paid in full (US funds). No refunds will be made for cancellations after September 29, 2010.

**DEADLINE TO RESERVE SPACE IS SEPTEMBER 22, 2010.**

All space, which is not occupied by show opening, may be subject to resale with no refund.

## Michigan Sheriffs' Association Members

Please reserve for our company's use:

**(Paid-in-full prior to or on September 22, 2010)**

\_\_\_\_\_ 1<sup>st</sup> Booth Space @ \$425.00      =\$ \_\_\_\_\_

\_\_\_\_\_ Additional Booth(s) @ \$335.00      =\$ \_\_\_\_\_

**(Paid-in-full after September 22, 2010)**

\_\_\_\_\_ 1<sup>st</sup> Booth Space @ \$450.00      =\$ \_\_\_\_\_

\_\_\_\_\_ Additional Booth(s) @ \$385.00      =\$ \_\_\_\_\_

**BOOTH TOTAL** =\$ \_\_\_\_\_

## NON-MEMBERS

Please reserve for our company's use:

**(Paid-in-full prior to or on September 22, 2010)**

\_\_\_\_\_ 1<sup>st</sup> Booth Space @ \$495.00      =\$ \_\_\_\_\_

\_\_\_\_\_ Additional Booth(s) @ \$335.00      =\$ \_\_\_\_\_

**(Paid-in-full after September 22, 2010)**

\_\_\_\_\_ 1<sup>st</sup> Booth Space @ \$600.00      =\$ \_\_\_\_\_

\_\_\_\_\_ Additional Booth(s) @ \$425.00      =\$ \_\_\_\_\_

**BOOTH TOTAL** =\$ \_\_\_\_\_

**GRAND TOTAL** =\$ \_\_\_\_\_

The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in the exhibit brochure.

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

### Payment by Credit Card

Credit Card Number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Type: Visa \_\_ MC \_\_ Discover \_\_

Do not mail credit card info, please fax to 517-485-8016.  
The Michigan Sheriffs' Association is not responsible for credit card info mailed.

# RULES, REGULATIONS AND GENERAL INFORMATION

1. All charges for exhibit space must be paid in full with good US funds by date specified on contract/application. Exhibitors not complying will not be allowed to move-in
2. The sponsors, their agents or representatives of this event cannot guarantee by your exhibiting at this event any financial gain to you or your organization; nor can they guarantee attendance of the same.
3. Refunds: No refunds will be made if spaces engaged are not used, nor will any refund be made for space used but part of the time. Cancellation of exhibit space must be directed in writing to the address specified herein. In no event will a refund be made for cancellation after the date specified.
4. Liability for loss, theft, property damage or destruction and personal injury:
  - A. Exhibitor hereby waives any and all claims against the sponsor, their agents or representatives resulting from loss, theft, damage, or destruction to it's property, or from personal injuries to it, its agents, and/or employees.
  - B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others, or person(s) participating in the trade show. Exhibitor hereby waives any right of indemnification which it may have against the sponsor, their agents or representatives for any and all claims arising from exhibiting.
5. Insurance: It is expressly acknowledged that the sponsor, their agents or representatives have not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so. The exhibitor agrees to obtain the following insurance coverage during this event, including move in and move out days:
  - a) Comprehensive general liability insurance coverage including protective and contractual liability coverage; b) Employers liability insurance; c) Worker's Compensation coverage in full compliance with federal and state laws; d) Comprehensive General Automobile liability insurance covering owned, non-owned and hired vehicles including loading/unloading hazards.
6. The exhibitor agrees to abide by all rules and regulations of the building in which the event takes place. All rules and regulations are on file in the general office of the building. No part of any exhibit or any signs relating theretofore, shall be pasted, nailed or otherwise attached to the walls, doors, etc. in any way as to deface same, damage arising by failure to observe these rules shall be paid by the exhibitor.
7. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. Nothing shall be displayed at a height above the back wall of the booth, which is 8'. Exhibitors having displays requiring greater depth than are shown on the floor plan or those requiring greater height than the 8' limits for their background display, may arrange with the management for space on the perimeter. Where additional depth is required, the prorated rate per square foot will apply.
8. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside of booth is forbidden. All exhibitors must wait to dismantle exhibits until show closing.
9. Motion picture projectors and other apparatus must conform to the state and/or city fire regulations. All draperies or other fabrics must be fire retardant before entering into the decoration of any exhibit. Paper decorations are not permitted. Electrical wiring must conform with the local fire codes.
10. Advertising material or signs of firms, other than those who have engaged space, are prohibited. **CANVASSING, SOLICITATION OR BUSINESS IN THE INTEREST OF BUSINESS, EXCEPT BY EXHIBITING FIRMS, IS PROHIBITED. THE MICHIGAN SHERIFFS' ASSOCIATION WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS RULE.**
11. Unethical conduct, infraction of rules or any sexually oriented material, on the part of an exhibitor or their representatives, or both, will subject the exhibitor or their representatives to dismissal from the exhibit hall, in which event it is agreed no refund shall be made by the exhibit management and further no demand for redress will be made by the exhibitor or their representatives.
12. The sponsor, their agents or representatives will not be liable for the fulfillment of this lease as to delivery of space if non-delivery is due to any of the following causes by reason of the building being destroyed by fire, acts of God, strikes, the authority of the law, or for any other causes beyond the sponsor's control.
13. Change of time, place, or floor plan: The sponsor, their agents or representatives shall have the right to change the location, time and floor plan of the trade show.
14. **ONLY REGISTERED EXHIBITORS** will be admitted to the exhibit hall. All attendees must register to enter; present official pass; where applicable.
15. Your company, or your company representatives, or your agents shall be held jointly, collectively and individually responsible for any and all debts incurred for all exhibit costs, fees, charges and any violation of the Rules and Regulations.
16. Exhibits and Public Policy. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, public safety and State sales tax while participating in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
17. Loud speakers, radios, television sets, or the operation of any machinery or equipment which is sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Tables or platforms on which the monitor is placed cannot exceed a height of 42 inches, and it must be positioned in the rear of the display.
18. Subletting of Space. The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment or materials from firms other than their own in the exhibit space without written consent of the Management.
19. Soliciting for Exhibits or any other reason by registered or unregistered persons, firms or associations is strictly forbidden. Violation of this regulation will result in removal from the show premises immediately and is subject to any and all remedies available at law.
20. The Michigan Sheriffs' Association has the right to refuse an exhibitor on the grounds of non compatibility with the event.
21. Any exhibitor selling or distributing good products is solely responsible to pay any concession fee.
22. The exhibitor authorizes the Michigan Sheriffs' Association, their employees or agents to use exhibitors' names to promote the event and to solicit other exhibitors for this and future events
23. Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music. Either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless this event, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitor shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.
24. The sponsor will make available to Exhibitor an official service contractor (decorator) for the purpose of providing utilities, furnishings, accessories, tables, drapery, spotlight, signs, models, labor for erecting and dismantling exhibits, etc. Exhibitor may not employ any other contractor for these services without at least 10 day prior written notice to the event management. Exhibitor must receive consent from event management for outside services. It is expressly understood that the service contractor is not the agent or employee of the sponsor and that the sponsor shall not be liable to exhibitor or any other person for the acts or omissions of the official service contractor.
25. Litigation arising from alleged infringement of copyrights, trademarks and patents is the sole responsibility of the exhibitor.
26. All points not covered herein are subject to settlement by the Michigan Sheriffs' Association.

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**515 N. Capitol Avenue, Lansing, MI 48933 \* Phone 517-485-3135**

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