



Southern Police Institute Alumni Association
72nd Annual Training Conference
July 14-18, 2024
Sheboygan, Wisconsin

January 1, 2024

The Sheboygan Police Department will be hosting the 72nd Annual Southern Police Institute Alumni Association Conference at Blue Harbor Resort and Conference Center in Sheboygan, WI, from July 14 – 18, 2024. We are inviting select vendors and sponsors to be a part of this event which attracts around 100 police professionals and their families from agencies of all sizes across the country to learn about current research and evidence-based best practices in policing.

The Southern Police Institute was founded in 1951 and offers advanced instruction on current issues in policing through a professional certificate and continuing education methods. The Southern Police Institute Alumni Association (SPIAA) is made up of graduates of the Southern Police Institute's Administrative Officers' and Command Officers' Development courses, known as the AOC and CODC, respectively. These courses are intensive, research-based, and implementation-focused and include instruction on best practices in leadership, police administration, budgeting, media and community relations, and managing organizational performance.

The annual alumni conference provides an opportunity for attendees to stay up to date with developments in police research, legal issues and current best practices and to network with other police professionals and partners from around the country. We believe that this experience imparts significant benefits to attendees, the police and sheriff's departments they represent, and the communities they serve.

The SPIAA 72nd conference will be offering limited space for vendors with booths directly adjacent to the conference meeting space as well as extensive opportunities to interact with the attendees through presentations during conference sessions and participation in networking events. In addition, vendors and sponsors will be prominently featured as outlined below. Vendors and sponsors may choose to participate through the following opportunities:

- Vendor display booth (10 X 10) which attendees will pass when entering and leaving conference sessions
- Conference sponsorship providing overall visibility and engagement with attendees throughout the event
- Sponsorship of up to four networking events and the conference banquet, including optional presentations and interaction with membership
- Introductory presentations on your products or services at the beginning of a conference session
- Door prize giveaways and attendee gift bag promotional items
- Attendance at evening networking events
- Announcement of sponsorships during conference sessions and recognition in the printed conference booklet and online marketing material
- Advance email marketing to attendees to acknowledge sponsorship and/or encourage attendance and visiting the vendor booth

We recognize the support that our partners provide to police agencies of all types in making their communities safe and providing service that is fair, effective, and trusted. We sincerely appreciate your participation in the 72nd Annual SPIAA Conference as a means of continuing to pursue our collective public safety mission.

Information on sponsorship and vendor participation opportunities is attached. I am happy to answer any questions or discuss opportunities for further engagement with our membership at any time.

Sincerely,

A handwritten signature in black ink, appearing to read "Kurt D. Zempel". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Kurt Zempel
Assistant Chief
Sheboygan Police Department
President, SPIAA
920-459-3187
Kurt.zempel@sheboyganwi.gov

Attachments

Sponsorship Opportunities
Exhibitor Application
Hotel Reservations



SPONSORSHIP OPPORTUNITIES

CONFERENCE UNDERWRITER SPONSORSHIP: \$10,000

Conference underwriter sponsors will be recognized with a two-page ad in the conference booklet, a banner display during conference training sessions, and in-person recognition throughout the event. Conference sponsors will also be acknowledged prominently in conference advertising and on the SPIAA conference website. Conference sponsorship includes:

- One exhibitor booth in a preferred location
- Four tickets to an all-evening networking event
- Presentation to the membership during a conference session or networking event

NETWORKING EVENT SPONSORSHIP: \$6,000

Networking event sponsors will be acknowledged with a one-page ad in the conference booklet, a banner display during the networking event, and in-person recognition with the opportunity to speak to attendees during the networking event. Networking event sponsors will also be recognized in conference advertising and on the SPIAA conference website. Networking event sponsorship includes:

- One exhibitor booth in a preferred location
- Four tickets to an all-evening networking event
- Presentation to the membership during a conference session or a networking event

CONFERENCE BANQUET SPONSORSHIP: \$4,000

Conference banquet sponsors will be acknowledged with a one-page ad in the conference booklet, a banner display during the closing banquet, and in-person recognition with the opportunity to speak to attendees during the banquet presentation. Banquet sponsors will also be recognized in conference advertising and on the SPIAA conference website. Conference banquet sponsorship includes:

- One exhibitor booth in a preferred location
- Four tickets to an all-evening networking event
- Presentation to the membership during the banquet

CONFERENCE LUNCHEON SPONSORSHIP: \$3,000

Conference luncheon sponsors will be acknowledged with a half-page ad in the conference booklet and in-person recognition with the opportunity to speak to attendees during the luncheon presentation. Luncheon sponsors will also be recognized in conference advertising and on the SPIAA conference website. Conference luncheon sponsorship includes:

- One exhibitor booth in a preferred location
- Four tickets to an all-evening networking event
- Presentation to the membership during the luncheon

CONFERENCE PARTNER SPONSORSHIP: \$2,000

Sponsorship at the conference partner level will include a half-page ad in the conference booklet, in-person recognition, and the opportunity to speak to attendees at the start of a training session. Conference partner sponsorship includes:

- One exhibitor booth
- Two tickets to an all-evening networking event
- Presentation to the membership during a conference session or networking event

OTHER SPONSORSHIP OPPORTUNITIES:

Sponsorship of hospitality room, President's Breakfast, and Auxiliary Breakfast are available for \$500 each. This also includes the opportunity to present at the sponsored event.

Door prizes: Contribution of door prizes will include recognition in the conference booklet and announcement during conference sessions. Any size or type of door prize is welcome, including merchandise, gift certificates, or other giveaways! You may also be present to award your door prize to the membership at a conference session or the banquet in person.

Conference welcome bag items: Attendees will receive a gift bag as part of their registration, and additional marketing items or gifts are welcome for inclusion. Welcome bag donations will be acknowledged in the conference program. Items must arrive before Sunday, July 14th, to be included. The hotel will not accept packages prior to July 7th. Ship welcome bag items to:

**Blue Harbor Resort and Conference Center
ATTN: SPIAA July 14-18
725 Blue Harbor Drive
Sheboygan, WI 53081**



EXHIBITOR APPLICATION

To hold your space, we require \$1,000 down.
**REMAINING EXHIBITOR FEES ARE TO BE PAID
 IN FULL BY MARCH 15, 2024**

Monday, July 15, 12:00 – 4:00 PM
Tuesday, July 16, 8:00 AM – 5:00 PM
Wednesday, July 17, 8:00 AM – 5:00 PM
Thursday, July 18, 8:00 AM – 12:00 PM
Thursday, July 18, 12:00 – 4:00 PM

Vendor check-in/setup
Vendor expo open
Vendor expo open
Vendor expo open
Vendor teardown/closing

In accordance with the exhibit regulations governing the rental of exhibit space on the attachment to this application, the undersigned hereby apply for exhibit space at the Southern Police Institute Alumni Association 2024 Conference in Sheboygan, WI, July 14, 2024, through July 18, 2024. We have read and agree to the exhibition regulations. We understand that these regulations are incorporated into this contract when accepted and confirmed by the SPIAA 2024 Conference host.

Company: _____

On-site exhibitor representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Fax: _____

Email: _____

Company introduction/product description: _____

Product/service category (please check one)

- | | | |
|--|---|---|
| <input type="checkbox"/> Awards and Accessories | <input type="checkbox"/> Clothing and duty equipment | <input type="checkbox"/> Communications |
| <input type="checkbox"/> Computers/Software | <input type="checkbox"/> Professional/training services | <input type="checkbox"/> Vehicles/fleet accessories |
| <input type="checkbox"/> Weapons/tactical gear | <input type="checkbox"/> Other technology | |
| <input type="checkbox"/> Other Category (write-in) | | |

Sponsor Level (please check at least one)

- | | |
|---|---|
| <input type="checkbox"/> Conference Underwriter (includes booth) \$10,000 | <input type="checkbox"/> Network Event Sponsor (includes booth) \$6,000 |
| <input type="checkbox"/> Banquet Sponsorship (includes booth) \$4,000 | <input type="checkbox"/> Luncheon Sponsorship (includes booth) \$3,000 |
| <input type="checkbox"/> Conference Partner (includes booth) \$2,000 | <input type="checkbox"/> Vendor Booth (only) \$1,000 |
| <input type="checkbox"/> Auxiliary Breakfast \$500 | <input type="checkbox"/> Hospitality Room \$500 |
| <input type="checkbox"/> President's Breakfast \$500 | |

Please select the following options for additional exhibitor participation

Door prize (describe item): _____

Attendee gift bag (describe item): _____

Terms and conditions:

- 1. Reservations and cancelations:** Reservations for booth space will be processed on a first-come, first-served basis and must be accompanied by a signed application and payment for exhibit space and/or sponsorship. Refunds for cancelations after March 15, 2024, will be made only if the exhibit space can be resold and the exhibition is sold out. Confirmation of your reservation will be sent upon processing of the application.
- 2. Booth description and regulation:** All exhibit space will be approximately 10' X 10' and include one 6' skirted table. Signage and other items may be placed around the exhibit space provided it does not obstruct the view of adjacent exhibit space. Exhibit rental does not include drapage, decoration, guard/security service, or electricity. Power strips and cords are available for rental from the hotel. A/V options are available for daily fees. These must be reserved before July 1, 2024. Convention center costs for typical A/V items are:

Extension cord \$12	Portable sound system \$100
Portable projector \$100	Portable screen (12X 13 or 5X5) \$50
TV cart with TV/DVD player \$100	Whiteboard \$30
Easel \$15	Hardwired internet connection \$50
- 3. Displayed materials/decor:** The Hotel will not permit anything to be affixed to walls, floors, or ceiling with nails, staples, or other damaging substances. Please consult with the conference center staff for assistance with displaying all materials. Helium balloons, open flames, glitter, sand, bubbles, and mini confetti are not permitted. There will be an additional service fee for extraordinary cleaning when required.
- 4. Pricing/Service Charge/Tax:** All prices are subject to change with notice. A 24% service charge (or the current service charge on the day of the event) and applicable sales tax (5.5% or the current sales tax on the day of the event) will be added to all food, beverage, room rental and A/V equipment ordered through the Hotel.
- 5. Security:** Neither SPIAA nor the Hotel carries insurance for and is not liable for any exhibitor loss, illegal action or any activity on hotel property, and the exhibitor shall defend, hold harmless, and indemnify SPIAA and the conference center from such loss, expense, claim or action.
- 6. Shipping and Packages:** Exhibitors must notify SPIAA of any packages that will be shipped to the Hotel at least one week in advance. All packages must include the name of the event (SPIAA) and may not be received earlier than one (1) week prior to the event (July 7, 2024). Neither the Hotel nor SPIAA accepts any responsibility or liability for the delivery, security or condition of the packages. The hotel does not have a loading dock or pallet jack. All pallets, boxes, and containers bigger than 2' X 2' must be brought inside the hotel to the designated storage area by the exhibitor's arranged trucking or delivery company. The hotel will not load or unload these items.
- 7. Lost and Found:** Neither SPIAA nor the Hotel is responsible for damage or loss of any articles left in the Hotel prior to or following the event. Security arrangements should be made for all articles set up prior to the planned event or left unattended at any time.

ALL APPLICATIONS MUST BE SIGNED TO CONFIRM BOOTH RESERVATIONS. I UNDERSTAND, ACKNOWLEDGE RECEIPT OF, AND AGREE TO ABIDE BY THE OFFICIAL TERMS AND CONDITIONS UNDER WHICH EXHIBIT SPACE AT BLUE HARBOR RESORT AND CONFERENCE CENTER, SHEBOYGAN, WI, IS LEASED TO THE SOUTHERN POLICE INSTITUTE ALUMNI ASSOCIATION 2024 CONFERENCE.

Signature: _____ Date: _____

**Return application and payment to: SPIAA 2024 Conference, C/O Kurt Zempel
Sheboygan Police Department
1315 N. 23rd St.
Sheboygan, WI 53081**

Applications received without an enclosed check for the exhibit fee will receive an invoice sent to the email address provided above and will include instructions on credit card payment.



HOTEL RESERVATIONS

BLUE HARBOR RESORT & CONFERENCE CENTER

Information on reserving lodging for the SPIAA 2024 Conference is available here:

<https://www.spiaa.org/SPIAAlodging2024>



SPIAA has reserved a block of rooms for conference attendees, presenters, and exhibitors at a special rate of \$278.99 nightly, including the resort fee. This is a family-friendly venue with an indoor/outdoor waterpark, beachfront access, and lots of other activities in and around the hotel, and waterpark passes are included with your room rate! Bring your family and enjoy a working vacation!

BOOK NOW. DON'T HESITATE OR DELAY!

We strongly recommend booking your room early to ensure that you are part of our group's reserved block of rooms. The Republican National Committee (RNC) is holding its convention in Milwaukee, WI, the same week as the SPIAA 72nd Annual Training Conference. While our venue, Blue Harbor Conference Center and Resort, is not part of the current RNC group of hotels, we expect that overflow rooms needed by the RNC attendees will be at hotels in the Sheboygan area. Therefore, lodging availability cannot be guaranteed once the SPIAA block is reserved. Although the cutoff date for making reservations is June 14, 2024, don't delay.