

The 2002 Indiana 1122 Law Enforcement Expo & Training Conference

September 16-17, 2002

Indianapolis, Indiana



Exhibitor Prospectus

Sponsored by:
Indiana Counterdrug Resource Office
US General Services Administration (GSA)
National Institute of Justice (NIJ)
Defense Logistics Agency (DLA)



Event Management

1122online.com



1122 Law Enforcement Purchasing Program authorizes Agencies to purchase directly from GSA Vendors to assist in the war here at home, the drug war.

Drug Enforcement has always been part of our Homeland Defense, and the officers and departments that do it are on the front lines. Does your company support them?

**State and Local Law Enforcement Equipment Procurement Program
"The1122 Program"**

Section 1122 of the FY 1994 National Defense Authorization Act established the authority for State and local Governments to purchase law enforcement equipment through Federal Procurement channels, provided that the equipment can be used in the performance of counter-drug activities. The authority for the "1122 Program" resides with the Department of Defense. The U.S. Army, as the Executive Agent of the program, has formed a steering committee consisting of representatives from the General Services Administration (GSA), the Defense Logistics Agency (DLA), and the Department of Justice (DOJ). Under the provisions of the statute, GSA is responsible for the development of a catalog, which not only explains the 1122 Program, but also delineates those products, which may be procured under the program.

Each state participating in the 1122 Program designates a State Point of Contact (SPOC) to administer the state's activities under the program, by validating the counter-drug mission of each procurement request, and ensuring the availability of funds. To date, forty-four (44) states have elected to participate in the 1122 Program.

With the approval of the Executive Agent, GSA has approved ten (10) Federal Supply Schedules and the purchase of motor vehicles under the program.

1122 Expo/Training Events

Who Benefits?

Vendors/Exhibitors- Regional 1122 events will introduce Vendors to the State Points of Contacts (SPOCs), State purchasing agents, local and federal buyers at an affordable cost. These events will have a cost range of \$750-1250.00 per show for two complete days. The model event includes VIP reception, Vendor training hosted by GSA Customer Service Directors (CSD's) and Account Managers, and IT Acquisition Center, as well as the opportunity for specific training on increasing sales with seminars hosted by Federal Sales Solutions Inc. Face to face marketing in a safe secure environment.

SPOCs- The major responsibilities for SPOC's are to train and educate agencies about the advantages and cost saving associated with using the leverage buying power of the Federal Government. Most states have assumed these duties without any additional funding or staffing. A turnkey 1122 event provides an opportunity to achieve their mission of educating and contributing to reduction of illegal drug trafficking.

GSA- States are customers of GSA-FSS and these events offer the opportunity for CSD's to meet not only the Vendors but also the Law Enforcement Agencies. Any GSA customer can attend these events and these save not only time but also travel dollars for GSA and the Vendors. It also demonstrates GSA proactive participation in a congressionally mandated program. GSA will be inviting all Federal Agencies throughout the region.

NIJ- The National Institute of Justice offers many programs and services to state, local, federal, and rural law enforcement agencies. Many agencies have limited resources to participate in available programs, or may be unaware of their availability. Providing training at 1122 events gives regional exposure at a substantial cost savings without reducing the quality of training.

LEA's- Law Enforcement Agencies need exposure to products and services that are designed to assist them in their Counterdrug role. Many Chiefs and Sheriffs have the opportunity to attend national shows and events; however, these department heads generally are not the persons who research products and service. Each state has thousands of potential users of 1122. These events will give them a chance to touch and see live demos and receive certified training that is applied to their In-service training requirements.

NLESA- This professional, not-for-profit association of State Coordinators and State Points of Contact (SPOCs) is dedicated to promoting the advantages of Federal property and purchasing programs while preserving States Rights issues. A regional 1122 event supports consistent training of SPOCs, educates vendors, and provides quality Counterdrug training. This type of event supports major savings of tax dollars and provides a regional opportunity for SPOCs to meet and share information, and meet potential vendors that their states may use.

Reach an audience of Professionals that need your products, programs and services.

Here are some facts...

Computers and Information Systems

- In 1999, about 7 in 10 local law enforcement officers worked for an agency that used in-field computers or terminals in 1999, compared to 3 in 10 in 1990.
- As of June 1999, local police departments nationwide had 20 in-field computers or terminals per 100 officers, and sheriffs' offices had 15 per 100.
- In 1999, more than half of all officers worked for an agency where at least some sworn personnel in the field could access information on wanted suspects via in-field computer, and about a third were in agencies where information on prior calls for service at a dispatched location was accessible.
- In 1999, more than half of local police and sheriffs' dispatch systems were computer-aided, compared to about a third in 1990.
- Most local police departments serving 10,000 or more residents, and most sheriffs' offices serving 50,000 or more residents, were using computers for crime analysis and crime mapping during 1999.

Drug asset forfeiture

- Collectively, local police departments received \$490 million worth of cash, goods, and property from drug asset forfeiture programs during fiscal 1997. Sheriffs' offices had total receipts of \$158 million.

Education and Training Requirements

- In 1997, 14% of local police departments and 11% of sheriffs' offices had some type of college education requirement for new officers. One percent of offices required a 4-year degree.
- The typical new officer recruit was required to complete 1,100 hours of training in local police departments and 900 hours in sheriffs' offices during 1997.

In 1996 there were about 738,000 full-time sworn law enforcement officers in the United States (are they your customers yet?)

Type of agency	Number of agencies	Number of full-time sworn officers
Total		738,028
All State and local	18,769	663,535
Local police	13,578	410,956
Sheriff	3,088	152,922
Primary State police	49	54,587
Special police	1,316	43,082
Texas constable		1,988
Federal*		74,493

Note: Special police category includes both State-level and local-level agencies. Five consolidated police-sheriffs are included under local police category. *Non-military federal officers authorized to carry firearms and make arrests.

All above listed data comes from
U.S. Department of Justice
Bureau of Justice Statistics

What Does the Term "Law Enforcement Officer" Mean? According to the Bureau of Justice Affairs it is the following:

According to the Act, the term "Law Enforcement Officer" means any officer, agent, or employee of a State, unit of local government, or an Indian tribe authorized by law or by a government agency to engage in or supervise the prevention, detection, or investigation of any violation of criminal law, or authorized by law to supervise sentenced criminal offenders. This includes full, part-time and auxiliary personnel, whether paid or volunteer.

Below is a list of general job categories determined to be eligible for this program. Personnel not on this list may be eligible and should contact their State Point of Contact for more information.

**Police Officers -
Sheriff Deputies
Adult and Juvenile Jail, Detention Center and Correctional Institution Officers
Judicial Officers
Prosecutorial Officers
Transit Authority Police
Fire Marshals
Arson Investigators
State Patrol Officer, Troopers
Transit Police
State, County and City College and University Police
Park, Conservation Police
Harbor/Port Authority Police
Traffic and Code Enforcement Officers
Liquor Control/Authority Investigators
Juvenile Probation Officers
Adult Parole and Probation Officers
Police Chaplains**

These are the invited attendees, they come from both small and large departments, they have budgets and they are authorized to use your GSA Schedule. They use computers, cameras, video equipment, police equipment, and tactical equipment. They use radios, batteries, and boats. They respond to hazardous scenes. They share information, drive vehicles; wear vests, drug test, investigate, record, manage documents, talk on phones, and use the Internet. They have sirens, software, forms and lights.

In addition to the Agencies and Officer listed above: Mayor's, Council Members, State Officials, will be encouraged to attend the Expo and training sessions.

Is your company in a position *not* to sell your products to these agencies?

Exhibition Marketing

NINE WAYS TO JUSTIFY SHOW PARTICIPATION

Why should my company participate in trade shows?

Regardless of company size, trade shows provide an excellent opportunity to collect qualified leads, make sales and build relationships. Trade shows can complement your other sales and marketing mediums. Choose and use them well, and you will realize many benefits. Consider these:

1. More bang for your buck.

Trade shows are one of the most cost-effective ways for your company to reach qualified audiences. According to a study by Exhibit Surveys Inc., the average cost per visitor reached at a trade show is \$177, while the average cost of a field sales call is \$295. You do the math.

2. Less work, more fulfilling.

Trade show sales leads require less effort to close. Research by Exhibit Surveys indicates that only .8 calls are needed to close a qualified trade show lead, compared to 3.7 calls to close a typical business sale. Also, 54 percent of all orders placed as a result of a trade show lead require no personal follow-up visit, according to another study by the McGraw-Hill Research Foundation.

3. Fresh faces.

A study by Exhibit Surveys shows only 12 percent of the average exhibitor's booth traffic have been called on by a salesperson from that company in the 12 months prior to the show; 88 percent are new prospects. Furthermore, trade shows bring you high-quality visitors. Eighty-two percent of an exhibit's visitors have buying influence for the exhibiting company's products or services, and 49 percent of an exhibit's visitors are planning to buy those products or services.

4. Competitive edge.

Trade shows offer your company another opportunity to stand out from the crowd. You can outshine the competition with a well-trained booth staff, aggressive pre- and at-show promotion, eye-catching booth design, and conscientious follow-up after the show. Also, trade show attendees use the opportunity to "comparison shop." So this is your opening to point out where your product is superior - in performance, pricing, service, etc.

5. "Face time."

You can reach more prospects in a two-day period than your sales force can in two months. Meeting prospects face to face is also the fastest way to build relationships.

6. Customer bonding.

Customer service is a hot topic for many companies. Trade shows are an excellent place to reinforce existing customer relationships. Say "thanks" to key customers with hospitality suites, one-on-one dinners or special services, such as transportation to and from the convention center.

7. Hands-on learning.

How much of your product line can your salespeople actually carry with them and demonstrate on the road? Probably not much, trade shows are a great place for prospects to "test drive" your products.

8. Competitive analysis.

The trade shows floor provides an invaluable opportunity to study the competition. Where else can you find out so much information on a competitor's new product offerings, pricing and marketing strategies? Much can be learned by just watching and listening.

9. "Survey says-"

Trade shows offer a great opportunity to conduct market research. If you're considering launching a new product or service, you can survey show attendees.

Exhibit Information

Booth Details

All booths are a skirted table with 2 side chairs, booth identification sign with company name and booth number will be provided. 24-Hour security will be provided during move in, set up, tear down, and during the event. **The cost is \$795.00** Displays units are welcome; please notify us if you will require more space. Additional space may be purchased for \$10.00 a square foot.

Special Benefits to Exhibitors

- ◆ **Complimentary Registration** for up to 2 individuals per booth.
- ◆ **Vendor Break Room** with refreshments.
- ◆ **Exhibitor Guide** delivered to each attendee with Company information and point of contact.
- ◆ **Electronic list of attendees** will be emailed to you after the event.
- ◆ **If you have Drawing and Prizes** we will announce the times and booth number and note it on the Exhibitor Guide.
- ◆ **GSA Training** meeting and discussion with GSA Customer Service Directors and Marketing Mangers.
- ◆ **Federal Sales Solutions** will provide training to Vendors at no additional cost on ways to Maximize your GSA Contract.

See them at www.federsalesolutions.com

Show Schedule

Subject to change

Sunday September 15, 2002

3:00 pm – 5:00 pm Setup of Exhibits
7:00 pm – 9:00 pm VIP Reception

Monday September 16, 2002

8:00 am –11:00 am
Federal Sales Solutions Training
(Maximizing your GSA Contract)
12:30 pm-5:00 pm Exhibit Open

Tuesday September 17, 2002

8:00 am –11:00 am
GSA Training (Maximizing your GSA Contract)
12:30 pm-5:00 pm Exhibit Open

Tear Down is at 5:00 pm and all booths must remain up until that time.

“The past show was beneficial because we met the right people. We used our time to the optimum, and as a company we know that the 1122 Program will just keep getting better. I know that if a Vendor does not attend, they are missing a great opportunity. This show is well managed and well organized”

John Lounbios
Safety Systems Corporation

“The 1122 Law Enforcement Events gave us exposure and identified the particular needs of the area. It allowed us to meet the decision makers, we found it to be a really worthwhile event.”

Clinton Wilhight
NEC Mitsubishi

**EXHIBITORS' PROSPECTUS
SPACE RESERVATION CONTRACT**

**Indiana 1122 Law Enforcement Expo and Training Conference
September 16-17, 2002**



PLEASE PRINT THESE PAGES AND MAIL TO Federal Sales Solutions

CONTACT INFORMATION

Company _____
Contact Name _____
Title _____
Street Address _____
City _____ State _____ Zip _____
Phone (_____) _____ Fax (_____) _____
E-mail Address _____

EXHIBIT NAME (to be printed on booth sign-maximum 35 characters)

ATTENDING REPRESENTATIVES (Limit 2 names; \$35 for additional)

1. _____
2. _____
3. _____

EXHIBIT DESCRIPTION (for a free listing in the program-maximum 425 characters)

Would you like to donate a prize to the Exhibit Hall Raffle? Yes No

If so, what would this be? (Describe item(s) for the program-maximum 200 characters)

Would you like to be a sponsor of Expo Yes No

Would you like more information about sponsoring events? Yes No

Would you like to make a donation to NLESA? Yes No

We appreciate our sponsors and donors. It is because of them that the National Law Enforcement Support Association is able to provide education, awareness and service to all State Points of Contact for the 1122 Program. All donations and sponsorships will receive proper acknowledgement.

SPACE RESERVATION CONTRACT

You are hereby authorized to reserve space for my/our use in the exhibit space at the Georgia 1122 Law Enforcement Expo and Training Conference.

I/We have read and agree to abide by all the requirements, restrictions and obligations as set forth in this exhibitors' prospectus. I/We agree to pay a **non-refundable** \$300 deposit (no exceptions) for space upon acceptance of this application and the **remaining balance on or before 1 August 2002**.

Authorized Signature _____

SIGN AND RETURN THIS ORIGINAL COPY TO:

Federal Sales Solutions
3213 Medway Street
Silver Spring, MD 20902

Phone: 301-942-5018
Fax: 240-456-1054
E-mail: cathryne@federalsalesolutions.com

Deposit enclosed Full payment enclosed

MAKE CHECKS PAYABLE TO:
Federal Sales Solutions

FOR CREDIT CARD PAYMENTS:
Call 301-942-5018

1122ONLINE.COM STANDARD TRADE SHOW EXHIBITOR CONTRACT REQUIRED TERMS AND CONDITIONS

Defined Terms-The term "Event" means 1122 Law Enforcement Expo and Training Conference, currently being held on 15-16 April 2002 at the Crown Plaza, Atlanta Ga. The Event is produced by 1122ONLINE.COM, Inc. As used hereinafter, the term "Organizer" means, 1122ONLINE.COM, and each of [its/their respective] officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Showcase" means, collectively, (i) the company or person that applied for showcase space rental and agreed to enter into this contract upon acceptance by 1122ONLINE.COM in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance-This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of 1122ONLINE.COM.

Assumption of Risks; Releases-Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

Limitation of Liability-Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid by Exhibitor for showcase space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

Qualifications of Exhibitor-1122ONLINE.COM, in its sole discretion, determine whether a prospective sponsor is eligible to participate in the Event. 1122ONLINE.COM reserve the right to restrict or remove any exhibit, which they believe is objectionable or inappropriate.

Assignment of Space-Showcase space shall be assigned by 1122ONLINE.COM in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. Management reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event.

Cancellation by Exhibitor-If Exhibitor desires to cancel this agreement; Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total exhibit fee unless the Organizer receives the written notice of cancellation. No refund will be provided for cancellations if the space is not rented to another exhibitor regardless of date of notice. Non-refunded deposits and payments are not applicable toward payment for space at future shows. Please see contract for cancellation terms.

Cancellation by 1122ONLINE.COM-If Exhibitor fails to make a payment required by this contract in a timely manner, 1122ONLINE.COM may terminate this contract without further notice and without obligation to refund monies previously paid.

Governing Law-This contract is governed by the laws of the State of Indiana as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Indiana shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Indianapolis, Indiana.



Basic Sponsorship Package -- Cost: \$5,800 Limit 2
 (Note these sponsorships must be non-competing companies)
 Call for details and explanations

10'x 10' exhibit space	Signage recognizing sponsors at the Event
Logo on Attendee Bag	One year listing on 1122online.com
Placement of two 3x6 Banners	Pre-and Post-Meeting Mailing Lists of invited attendees
One Insert into each attendee bag	One Hospitality Room (24 hour use)
Logo On Event Web Page	King Upgrade Lodging (2 nights)

Premier Sponsorship Package -- Cost: \$10,800 Limit One
 (Note-These include all the above with the noted exceptions)
 Call for details and explanations

12' x 12' Exhibit Space	VIP Reception Host /Attendee Lunch Sponsor
Logo on Attendee Folder with one insert	2 King Upgraded Lodging (2 nights)
Placement of two 4x8 Banners	One Hospitality Room (48 hour use)
One Insert into each attendee Folder	Logo on All Web Event Pages As the Premier Sponsor