

2009 SWAT ROUND-UP INTERNATIONAL VENDOR TRADE SHOW PROSPECTUS



November 30 – December 3, 2009

WHERE SPECIAL OPERATIONS PROFESSIONALS COMPETE

www.swatroundup.org

Vendor Coordinator
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What is the SWAT Round-Up International?

The SWAT Round-Up International, celebrating its 27th Anniversary, is three unique programs in one. It features competition, educational seminars, and a trade show all in one event. Special operations teams in Central Florida started the Round-Up to provide a forum for the exchange of ideas among the agencies. The SWAT Round-Up has become the premier SWAT operations event and has brought together teams from all over the country and around the world.

SWAT Round-Up International participants have included representatives from:

Law Enforcement Special Operations/SWAT Teams
Military Special Reaction Teams
Correctional Riot Teams
Government Contracted, Special Operations Teams
International Law Enforcement Teams

The SWAT Round-Up is a cooperative effort of the following agencies: Orange County Sheriff's Office, Orlando Police Department, Maitland Police Department, Winter Park Police Department and Valencia Community College.

The SWAT Round-Up International Trade Show

The Trade Show is scheduled for three days. The Trade Show pavilion is adjacent to all the events at the range site. If your product is of interest to law enforcement, corrections, contractual, or military special operations teams, the SWAT Round-Up Trade Show targets your clients. The continuous traffic of the attending teams and individuals is further increased by the administrators, purchasing agents and other interested purchasers who are invited to attend. Approximately 4,000 individuals will visit the Range facility during this event.

2009 Trade Show Schedule

Set Up

- Monday, November 30th, 12:00 p.m. – 5:00 p.m.
- Tuesday, December 1st, 8:00 a.m. – 11:00 a.m.

Trade Show

- Tuesday, December 1st, 8:00 a.m. - 5:00 p.m.
- Wednesday, December 2nd, 8:00 a.m. – 5:00 p.m.
- Thursday, December 3rd, 8:00 a.m. - 5:00 p.m.

Appreciation Reception

- Wednesday, December 2nd, 8:00 p.m. - Hotel

Tear Down

- Thursday, December 3rd, 5:00 p.m.

Please do not plan to start tearing down prior to 3:00 p.m. There will be a penalty for early teardown.

All vendors are encouraged to adhere to the posted times. Please notify the SWAT Round-Up Staff if you are unable to comply.

Booth Information

Single Booth: \$800.00

Includes: 10' x 10' space
Two (2) 6' tables
Two (2) chairs
Program Listing

Single Booth (Center): \$800.00

Includes: 8' x 10' space
One (1) 6' table
One (1) 8' table
Two (2) chairs
Program Listing

Silver Sponsorship: \$1,800.00

Includes: 15' x 12' space
Four (4) 6' tables
Four (4) chairs
½ page Program Advertisement/Program Listing
One (1) Trophy Sponsorship

Gold Sponsorship: \$2,750.00

Includes: 20' x 12' space
Four (4) 6' tables
Two (2) 8' tables
Six (6) chairs
On-Demand Range Access*
Platinum/Gold Sponsors Reception
Full Page Program Advertisement
Program Listing
One (1) Top Ten Trophy Sponsorship
(First Come, First serve)

Platinum Sponsorship: \$5,000.00 (Only five available)

Includes: 20' x 12' space
Four (4) 6' tables
Three (3) 8' tables
Eight (8) chairs
On-Demand Range Access*
Platinum/Gold Sponsors Reception
Full Page Program Advertisement/Program Listing
One (1) Full Event Sponsorship
Two (2) Award Ceremony/Dinner Tickets

Add \$100 to booth fees if registered after October 1, 2009

*Subject to availability during competitions.

Table count subject to change without notice.

Banners: Banners will be hung at the discretion of the committee. Please, no banners larger than 4' x 20'. There will be no banners hung on the berm.

Vendor Demonstrations

General vendor demonstrations are encouraged by the SWAT Round-Up Committee as a means of educating our attendees about the products which are currently available to them.

The Committee has made both the shoothouse and the area adjacent to it available as a designated for all live fire demonstrations. A limited number of times are available. All demonstration must be coordinated and scheduled with the Vendor Coordinator and the Committee.

The SWAT Round-Up International Program

The SWAT Round-Up Program has proven to be a huge success. The Program contains information for all team members and trade show attendees. The Program contains an event schedule, map, and other information necessary to all attendees. The Program format is 5.5" x 8" booklet in black and white, on glossy paper. Advertising space for the Program is offered to our vendors. This allows you a cost effective means to distribute your information directly into the hands of the end-users and show them you support the Round-Up.

Advertisement Sizes:

Full Page (5" x 8") - \$340.00

Half Page (5" x 4") - \$190.00

Space may be reserved by contacting the vendor coordinator at svendors@floridaswat.org. You may also reserve space by checking the desired box on the registration form and enclosing payment.

NOTE: Camera ready line art in the listed sizes is acceptable. The Vendor Coordinator must receive all ad materials MARKED and submitted by October 31, 2009.

Merchandise Guidelines

The SWAT Round-Up relies on sales of its own T-shirts and logo apparel to subsidize the low team entry and vendor booth fees. Vendors are not allowed to offer any item for sale, which bears the SWAT Round-Up International name or logo without the express, written consent of the SWAT Round-Up Committee.

Payment of Fees

Each booth space will require a 50% deposit due at time of registration. An invoice showing the deposit received and the remaining balance will be sent. Final payments will be due **November 1, 2009. AFTER OCTOBER 1, 2009, FULL PAYMENT IS REQUIRED WITH ALL APPLICATIONS.** Booth space is not guaranteed until full payment is received. Registration will close November 1, 2009.

If an electrical extension cord is to be furnished by the SWAT Round-Up Staff, a \$30.00 refundable deposit will be required.

Make all checks payable to:

[Orange County Sheriff's Office](#)

There will be a \$25.00 fee for any returned checks.

Send Payment Payable to:

Orange County Sheriff's Office
Attention: Bev Thornton
2500 West Colonial Drive
Orlando, Florida 32804

Terms of Cancellation

Once booth space has been requested, any cancellation of a booth after November 1, 2009 will result in forfeiture of 50% of the total booth space cost. If vendor cancels on or after November 15, 2009, they will be required to pay the full cost of the total booth space contracted for.

Shipping Information

The Orange County Sheriff's Firearms Range provides secure, on-site storage for show materials. The range staff asks for vendors shipping materials to the range to utilize the following requests:

- Please be sure the company name appears on all cartons shipped.
- Be sure to mark "hold for SWAT Round-up" on each carton
- Number the cartons. Example: 1 of 3
- Please do not ship more than two weeks prior to the event. Any shipments received two weeks prior to the event or two weeks following the event will be charged a \$50.00 per day storage fee.
- Crate size **must not** exceed 4' x 6' – charges will be implemented for any crate exceeding 4' x 6'

Shipping address:

The Orange County Sheriff's Firearms Range
Hold for SWAT Round-Up
14500 Wewahoottee Road
Orlando, Florida 32832
(407) 737-2435

** Please read number 9 under the rules and regulations for more shipping information.*

SWAT Round-Up International 2009 Web Page

Sponsors and vendors can stay up to date on the latest SWAT Round-Up information by accessing our web site located on the World-Wide-Web.

www.swatroundup.org

Note: Some of the suspense dates listed for advertising material and vendor notifications of planned manufacturer's demonstrations, etc., are subject to change.

Set-up and Removal of Exhibits

Exhibit set up: Monday, November 30, 2009, 2:00 p.m. – 5:00 p.m.
NO SET-UP SHALL BEGIN PRIOR to 12:00 p.m. (noon)
Tuesday, December 1, 2009, 8:00 a.m. – 11:00 a.m.
Note: NO SET-UP shall begin before 8:00 a.m.

Exhibit dismantle: Thursday, December 3, 2009, 5:00 p.m.

Note: Exhibits must be removed no later than 5:00 p.m. on Friday, December 4, 2009.

Exhibition Rules and Regulations

The rules and regulations as stated herein have been formulated in the best interest of the exhibitors and are a part of the contract for exhibit space and sponsorship. The SWAT Round-Up Committee shall have full power to interpret or amend these rules and regulations. The SWAT Round-Up Committee Chairman respectfully requests the full cooperation of the exhibitors in complying with these rules and regulations. Any points not covered are subject to the interpretation and decision of the SWAT Round-Up Committee Chairman.

1. Exhibit Schedule

Tuesday, December 1, 2009 8:00 p.m. – 5:00 p.m.
Wednesday, December 2, 2009 8:00 p.m. – 5:00 p.m.
Thursday, December 3, 2009 8:00 a.m. – 5:00 p.m.

2. Proper Use of Exhibit Space

Exhibitors and/or sponsors may not reassign, sublet or allow unregistered companies to use the whole or a part of the space assigned to them. Exhibitors and/or sponsors may not display or advertise any goods or services not manufactured, distributed or otherwise provided by the exhibiting company during the normal course of business. The final decision will rest with the Vendor Coordinator and all decisions will be final.

3. Additional Services

You must make any request for special services known on your vendor registration form. Additional services may include electricity or freight service. **Range access for all exhibitors will be governed by the on-going competition. The final decision will be made by the OCSO Range Safety Officers.**

4. Liability

The SWAT Round-Up Committee shall not, in any manner or for any cause, be liable or responsible to the exhibitor or the exhibitor's directors, officers, employees, agents, licensees, or guests for any loss of, or any injury or damage to the goods or other property of the exhibitor that may occur to the exhibitor, or to the exhibitor's directors, officers, employees, agents, licensee or guests. Any and all claims for such injuries are hereby waived.

Each exhibitor and all persons who will be assisting the exhibitor must be registered and have a name badge. Each person will also be required to sign a Waiver of Liability prior to receiving their badge.

The exhibitor is responsible to protect and provide the security for their exhibit, demonstrations, goods, materials and/or equipment during conference times.

The exhibitor is responsible for taking all measures necessary to protect other parties and property from any harm, which might result from or be caused by its exhibit, demonstration, goods, materials, and/or equipment. The exhibitor shall be solely liable for any and all damages, costs or expenses which the exhibitor may incur, suffer or be required to pay by reason of injury to persons or loss of or injury to property which may be caused by or result from any act of omission on the part of the exhibitor, or caused by or result from any demonstrations or exhibit of the exhibitor.

5 Insurance

The exhibitor must secure, and maintain liability insurance effective during all periods of the exhibitor's participation at the exhibition. In addition, each vendor needs to provide a "Certificate of Insurance" showing their policy limits and add the Orange County Sheriff's Office as an additional insured. If you have a question regarding this requirement, please contact Georgene Rye, Human Resources, Orange County Sheriff's Office; office # 407-836-4075, fax # 407-836-4055.

6. Rejection of Application

The SWAT Round-Up Committee reserves the right to cancel exhibition or display space, refuse admittance or remove any person or company whose conduct or display of goods is, in the opinion of the SWAT Round-Up Committee, incompatible with the general character, safety and objectives of the exhibition.

7. Cancellation and Relocation

The SWAT Round-Up Committee reserves the right to cancel or relocate the event. If the SWAT Round-Up Committee cancels or relocates the event due to circumstances within the Committee's control, the liability shall be limited to a refund of payment for exhibit and sponsorship costs paid by the exhibitor in accordance with the payment terms of the agreement. In the event that the Committee has no control over the cancellation or relocation of the exhibition, the Committee has no liability of any kind and may, in its discretion, refund any payments for exhibition and/or sponsorship costs paid by the exhibitor. In any event, the Committee's maximum and sole liability, if any, to the exhibitor and/or sponsor in the event of cancellation or relocation shall be for the return of the exhibition and/or sponsorship fee, or a portion of the fee, as the Committee, in its discretion, determines.

8. Security

The SWAT Round-Up Committee, in conjunction with the Orange County Sheriff's Office, will provide 24-hour security at the Range facility for the duration of the Trade Show.

9. Return of Vendor Materials

Each vendor must make arrangements to have all items shipped into the facility for the Trade Show, removed as soon as possible after the show. All cartons should be labeled with the company name and destination address prior to your departure from the show. No responsibility will be taken for improperly labeled cartons.

Shipping paperwork must be presented to the Orange County Sheriff's Office Range staff when attempting to store your items for pick-up. Items **will not** be accepted without shipping paperwork.

The S.W.A.T. Round-Up Committee along with the Orange County Sheriff's Office will not be responsible for any materials left at the range for more than two weeks after the end of the show.

10. Donation of Prizes

The SWAT Round-Up Committee sincerely appreciates prize donations. It is the responsibility of each donating exhibitor to ensure delivery of prizes to the team/individual who wins that respective prize(s).

**For Further Information Contact:
srivendors@floridaswat.org**

Michelle Griffin
#215-262-0391

SWAT ROUND-UP INTERNATIONAL



2009 Tradeshow Registration Form
November 30 – December 3, 2009

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Web Address: _____

Additional Badges Required: _____

Booth Fees: Add \$100 to booth fee if booked after October 1, 2009

Platinum: \$5000 Gold: \$2750 Silver: \$1800 Single: \$800 Single Center: \$800

Please Check One: Platinum: Gold: Silver: Single: Single Center:

Event Program Advertisement: Full Page - \$340.00 _____ Half Page - \$190.00 _____

Would you be interested in donating for our "Goody Bags"? Yes: No:



DEPOSIT & PAYMENT INFORMATION – Please check one:

Enclosed is a check for 50% deposit in the amount of \$_____ (make check payable to OCSO)
I understand that the balance is due by November 1, 2009 or the space and deposit may be forfeited.

Enclosed is a check for Payment in Full in the amount of \$_____ (make check payable to OCSO)

I agree to allow SRI to charge my credit card (MC or Visa only) for a 50% deposit in the amount of \$_____, I understand the balance is due by November 1, 2009 or the space and deposit may be forfeited.

I agree to allow SRI to charge my credit card for Payment in Full in the amount of \$_____.

CREDIT CARD INFORMATION: *Visa or Mastercard only.*

Credit Card Number _____ - _____ - _____ Exp. _____



SIGNATURE: _____ DATE _____

By signing this contract, I acknowledge reading and fully understanding all rules and regulations for SRI. I agree to abide by all rules and Regulations and acknowledge that the acceptance of this registration by SWAT Round-Up International, constitutes a legally binding contract
Please mail completed form and payment to : Bev Thornton, 2500 West Colonial Drive, Orlando, Florida 32804, or fax #407-254-7017

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Any or all of these sponsorship opportunities can be shared with another vendor; splitting cost, but still receiving full exposure and advertisement.

Opening Ceremonies and Competitor Dinner - Sunday November 29th

Sponsorship Cost – \$10,000

- Free Full Page Ad in the Competitor Program that is distributed to 1,200 attendees
- Exclusive Banner & Sign Placement at the Opening Ceremonies (Note: There are no other banners/signs on display at Opening Ceremonies)
- Display of product and/or material at a table located adjacent to the Opening Ceremonies (Note: This will be an early opportunity for competitors to get a first look at your product)
- Identification in the Competitor Program as the Sponsor of the Opening Ceremonies
- Recognition at the Opening Ceremonies and at the Closing Awards Ceremonies

Competition & Staff Golf Carts November 29th – December 4th

Sponsorship Cost – \$4,000

- Free ½ Page Ad in the Competitor Program that is distributed to 1,200 attendees
- Signage (provided by your company) will be attached to every golf cart operated by SRI
- Golf carts will be on full display throughout the range to all competitors, visitors, vendors and staff.
- Identification in the Competitor Program as the Sponsor of the SRI Golf Carts
- Recognition at the Opening Ceremonies and at the Closing Awards Ceremonies

Competitor & Vendor Reception - December 2nd

Sponsorship Cost – \$10,000

- Free Full Page Ad in the Competitor Program that is distributed to 1,200 attendees
- Exclusive Banner & Sign Placement at the Front Gate of the Range, Competitor Check In at the Range and at the Awards Banquet
- Display of product and/or material at a table located adjacent to the Competitor & Vendor Reception (Note: This will be a unique opportunity for competitors to get a private look at your product)
- Identification in the Competitor Program as the Sponsor of the Reception
- Opportunity to Speak at the Reception regarding your company & products
- Recognition at the Opening Ceremonies and at the Closing Awards Ceremonies

Closing Awards Ceremonies - Friday, December 4th

Sponsorship Cost – \$10,000

- Free Full Page Ad in the Competitor Program that is distributed to 1,200 attendees
- Exclusive Banner & Sign Placement at the Closing Ceremonies (Note: There are no other banners/signs on display at Closing Ceremonies)
- Display of product and/or material at a table located adjacent to the Closing Ceremonies (Note: This will be an early opportunity for competitors to get a first look at your product)
- Identification in the Competitor Program as the Sponsor of the Closing Ceremonies
- Recognition at the Closing Awards Ceremonies

These are unique and great opportunities created by the SWAT Round-Up International Committee to offer you an exclusive opportunity to promote your company and products with the competitors and attendees.

As you are aware, these sponsorships will go quickly. We will take them on a first come, first serve basis, therefore it is highly recommended that you reserve your sponsorship immediately! Some of the sponsorships can be shared with another vendor, thus splitting the cost. Please indicate that in your communications with Michelle Griffin, Vendor Coordinator.

Below is a tentative schedule for SWAT Round-Up International 2009:

Sunday, November 29th:

0900 to 1500 hours: Team & Competitor SRI Registration at the Hotel
1300 to 1600 hours: Training Classes at the Hotel
1800 hours: Opening Ceremonies at the Hotel

Monday, November 30th:

No Competition on this day
0800 to 1100 hours: Training Classes at the Hotel & Range
1200 to 1600 hours: Vendor Registration and Set-Up at the Range
1300 to 1600 hours: Training Classes at the Hotel & Range
1000 to 1600 hours: Individual & Team Fitness Challenge at the Range – Optional

Tuesday, December 1st:

0800 hours: Hostage Rescue at the Range – Team Event
0800 to 1700 hours: Vendor Show at the Range
1300 hours: Pricher Scramble at the Range - Team Event
1000 to 1600 hours: Individual & Team Fitness Challenge at the Range - Optional

Wednesday, December 2nd:

0800 to 1600 hours: Vendor Show at the Range
0900 hours: Officer Rescue at the Range – Team Event
1200 hours: FSA Challenge at the Range – Individual Event – Optional
1000 to 1600 hours: Individual & Team Fitness Challenge at the Range - Optional
1800 hours: FSA Meeting & Appreciation Reception at the Hotel

Thursday, December 3rd:

0700 hours: Super SWAT Cop at the Range – Individual Event - Optional
0800 to 1700 hours: Vendor Show at the Range
1000 hours: Tower Scramble at the Range – Team Event
1000 to 1200 hours: Individual & Team Fitness Challenge at the Range - Optional

Friday, December 4th:

0800 hours: Obstacle Course at the Range – Team Event
0900 hours: Super Sniper at the Range – Individual Event - Optional
1900 hours: Closing Awards Ceremony and Dinner at the Hotel

We look forward to welcoming each and every one of you to the 2009 SWAT Round-Up International Trade Show.