

California Narcotic Officers' Association

**FORTY-FIFTH Annual
Training Institute
Equipment & Services Expo**



**Hilton San Francisco
San Francisco, CA
November 21-24, 2009**

**Exhibitor Prospectus
And
Application**

“Better Narcotic Enforcement Through Education”

THE ASSOCIATION

"As always, the CNOA show was an excellent event. Everyone from the event staff, through to the security and even the trade show service company was courteous and informative."

"The membership is diverse and always produces viable sales leads. An excellent time to network with members and show our products in a relaxed atmosphere."

Joseph J. Hines,
Manufacturing Manager
Sirchie Finger Print
Labs, Inc., Vehicle
Division
Medford, NJ

"Thank you CNOA for providing exhibit space for COPS..."

"You were all so gracious to us. We can't thank you enough"...

Kathy Garrett Page
COPS - Concerns of Police
Survivors
Folsom, CA

"Best darnn show around"..."The people in attendance appreciate your products and information"...Excellent exposure, many contacts, well managed show"...

Ron Ross, President
Ross Distributing
Upland, California

The California Narcotic Officers' Association was founded in 1964 to assist law enforcement in the growing problem of narcotic abuse and trafficking. With over 7000 members, CNOA has become the largest association of its type in the United States and possibly the world. The motto of CNOA "for better narcotic enforcement" is what directs our many activities:

- ◆ **CNOA conducts hundreds of individual training courses throughout the state every year.**
- ◆ **CNOA develops and supports legislation to assist law enforcement and protect the community from narcotic and drug abuse.**
- ◆ **The CNOA Survivors' Memorial Fund supports the immediate family needs of all California Law Enforcement Officers killed in the line of duty.**
- ◆ **Through our magazine, CNOA distributes important information to members, elected officials and law enforcement executives.**
- ◆ **CNOA provides a media for the exchange of information and ideas to assist law enforcement in the fight against narcotic and drug abuse.**
- ◆ **Through our "Narcotic Educational Foundation of America" we provide education pertaining to the dangers of narcotic, drug and alcohol abuse to schools and organizations throughout the world.**
- ◆ **For forty-five years CNOA has sponsored the most comprehensive training institute available to law enforcement anywhere in the world. Premier instructors are brought together from all over the country to train our members in the latest techniques and demonstrate the most advanced technologies which will assist them in their battle against narcotic and drug abuse and trafficking.**

THE EVENT

CNOA will be presenting its Forty-Fifth Annual Training Institute and Law Enforcement Equipment and Services Exposition in San Francisco, CA, November 21-24, 2009. This event has grown to be one of the premier shows offered to selected companies with product lines that compliment our training efforts.

Drawing from the 7000 members of CNOA, the Institute and Exposition is normally attended by over 2000 people including their guests. Through the outreach of CNOA to the Narcotic Associations of other states and countries, the Institute routinely draws attendees from surrounding states and representatives from Europe.

This year's event will be held at the Hilton San Francisco, CA. The Annual "Bob Hussey" golf tournament is scheduled before the Training Institute. Exhibitors are invited to participate in the tournament and should contact CNOA for details.

ATTENDEE PROFILE

The CNOA Institute and Exhibition provides an excellent opportunity for networking with local, state and federal law enforcement agencies involved in narcotic enforcement. Over 1800 representatives from most Police and Sheriffs' departments in California, the Department of Justice, the Highway Patrol, State Parole, probation departments, district attorneys, U.S. Customs, A.T.F., postal inspectors, Internal Revenue Service, D.E.A., F.B.I. and many other organizations attend this event. Attendees range from investigators to executives, and in addition, CNOA invites forensic technicians from all surrounding agencies to attend free of charge.

EXHIBIT TIMES AND EXCLUSIVE EVENTS

CNOA has always striven to provide exhibitors with the most exposure possible. We have designed our registration process to incorporate the exhibit area so all in attendance will see your products. Additionally, CNOA will again sponsor our "ANNUAL ATTENDEE WELCOMING RECEPTION" in the exhibit area. With music, food and beverages, this event has always been the highlight of the exhibit.

The following day, CNOA ensures continued vendor exposure by scheduling Lunch and Door Prize drawings in the vendor exhibit area. During this session, drawings for vendor sponsored prizes will be conducted.

Our scheduling of events, the hosted reception and door prize drawings will provide you with exposure to your product and networking opportunities unsurpassed by other shows.

OUR EXHIBITORS

CNOA accepts applications from only those companies whose product line is applicable to this specialized area of law enforcement and the needs of our members.

At CNOA we believe the exhibits are an extension of the excellent training provided at the institute. We believe the exhibitors provide needed knowledge of changing technology and services which increase our members effectiveness and safety. For these reasons we treat our exhibitors as we do our instructors. A lounge, stocked with refreshments, is provided in the exhibit area so you can get away and relax. You are not a lost soul at the CNOA exhibition. Upon reserving a booth, you will be assigned a personal representative to answer any questions or assist with unforeseen problems, before and during the exhibition.

We take pride in our Training Institute and Exposition and welcome you to call any of our past exhibitors for reference information. We are confident once you have displayed your product at our exposition you will be very satisfied and like most of our past exhibitors make this show the one you do not miss.

For more information, please contact Rudy Delgado, Exposition Chairman, at (661) 775-6960

"The preparation and organization that the CNOA exhibitor committee puts forth for this two day exposition is exceptional. The traffic flow and contacts made at the conference cannot be rivaled."

"Our hearty congratulations to another successful show, and we look forward to seeing you next year."

Jack Thorndike
ODV Inc.
South Paris, ME

"Great exhibit shows...attendance ran over 2000 attendees...support for the exhibitors."

"...looking forward to next years show..."

Scott Jones
National Sales Manager
Pelican Products
Torrance, CA

SCHEDULE OF EVENTS

Friday, November 20, 2009

0900 hrs: 3rd Annual "Bob Hussey" golf tournament.
(*exhibitors wishing to play, contact CNOA Headquarters @ 661-775-6960*)
1200 - 1700 hrs: Exhibitor registration and set up.

Saturday, November 21st, 2009

0800 - 1600 hrs: Equipment and Services exhibits open.
0800 - 1600 hrs: Attendee registration in exhibit area.
1300 - 1400 hrs: Business Meeting
1400 - 1800 hrs: General Session
1800 - 1830 hrs: Memorial
1900 - 2200 hrs: Welcoming Reception and Equipment/Services Exposition.
(*Food, Beverages and Music hosted by CNOA*)

Sunday, November 22nd, 2009

0800 - 1200 hrs: Attendee late registration.
0800 - 1200 hrs: Workshops
0800 - 1400 hrs: Equipment and Services Exhibits Open.
1200 - 1400 hrs: No Host Lunch in Exhibit Area and Exhibitor Door Prize Drawings.
1400 - 1600 hrs: Dismantling of Exhibits
1400 - 1800 hrs: Attendee Workshops
1930 - 2130 hrs: *Installation and Awards Banquet.*

Monday, November 23rd, 2009

0800 - 1800 hrs: Workshops.
1900 - 2100 hrs: Hosted Reception

Tuesday, November 24th, 2009

0800 - 1200 hrs: Workshops.
1200 hrs: Institute Concludes

"The California Narcotic Officer"

Official Magazine of the California Narcotic Officers' Association

CNOA's official magazine, "The California Narcotic Officer" is published periodically. Distribution is to all CNOA members plus every law enforcement executive, members of the legislature and elected officials nationwide. This high quality media will provide the advertising your product needs. Get the word of your product to those who use it and buy it.

Advertising rates range from \$225.00 for a tenth page to \$1500.00 for a full page. Corporate sponsors are always welcome for a rate of \$ 125.00. For complete details please call Midwest Publishing at the following numbers:

WESTERN REGION (602) 943-1244

EASTERN REGION (313) 380-1700

WWW.CNOA.ORG

Receiving hundreds of visitors a day, the official website of the California Narcotic Officers' Association, www.cnoa.org, continues to provide information to our members and the community as well. Advertising on our website can help promote your product or services to first time and return visitors of our website.

Web advertising opportunities are available from \$50.00 a month for a simple "Button" ad, \$75.00 a month for a "Banner" ad and \$150.00 a month for a "High Traffic Display" ad.

For additional advertising information please call CNOA Headquarters Office at (661) 775-6960.