California Narcotic Officers’ Association

Fifty-Sixth Annual Training Institute Equipment & Services Expo

Manchester Grand Hyatt
San Diego CA
November 20th - 24th, 2020

Exhibitor Prospectus And Application

“Better Narcotic Enforcement Through Education”
THE ASSOCIATION

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 fifty-six 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 fifty-sixth Annual Training Institute and Law Enforcement Equipment and Services Exposition in San Diego CA November 20-24, 2020. 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 Manchester Grand Hyatt, San Diego CA

The Annual “Bob Hussey” Memorial 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 tried to provide exhibitors with the most exposure possible with minimal cost and time to our vendors. We have designed our registration process to incorporate the exhibit area so all in attendance will see your products. **Beginning in 2014, CNOA has changed the order of the trade show to provide even more exposure. Exhibits will open on Friday, November 20th, 2020 from 5:00PM to 8:00PM. The trade show will continue on Saturday, November 21st, 2020, from 8:00AM until 4:00 PM and 7:00PM through 10:00PM that evening which includes our very popular Welcome Reception, in the exhibit area. With music, food and beverages, this event has always been the highlight of the tradeshow.**

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 or near 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
SCHEDULE OF EVENTS

Friday, November 20th, 2020

1000-1600 hrs: Bob Hussey Memorial Golf Tournament
(exhibitors wishing to play, contact CNOA Headquarters @ (661) 775-6960)
1200 - 1700 hrs: Equipment /Services exhibitor registration and set-up
1700 - 2000 hrs: Equipment /Services exhibits

Saturday, November 21st, 2020

0800 - 1600 hrs: Equipment /Services exhibits. Exhibitor Door Prize Drawings
0800 - 1600 hrs: Attendee registration
1300 - 1830 hrs:
- Institute Opening Session
- Memorial Service
- Annual Business Meeting
- General Session Training
1900 - 2200 hrs: Welcoming Reception and Equipment/Services Exposition
2200 - 0200 hrs: Exhibit dismantling (optional)

Sunday, November 22nd, 2020

0700 - 1200 hrs: Equipment /Services dismantling of Exhibits
0800 - 1200 hrs: Attendee late registration.
0800 - 1200 hrs: Workshops
1200 - 1330 hrs: No Host Lunch
1330 - 1730 hrs: Workshops
1930 - 2130 hrs: Installation and Awards Banquet.

Monday, November 23rd, 2020

0800 - 1200 hrs: Workshops
1200 - 1330 hrs: No Host Lunch
1330 - 1730 hrs: Workshops

Tuesday, November 24th, 2020

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

(Times are subject to change)

"The California Narcotic Officer"
Official Magazine of the California Narcotic Officers’ Association

CNOA’s official magazine, “The California Narcotic Officer” is published quarterly. 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. For Pricing and complete details please call 911 Media at: (818) 848-6397

Upcoming CNOA Tradeshows

- 2021 Training Institute-November 11-23 - Peppermill Resort Spa Casino, Reno, NV
- 2022 Training Institute-November 18-22 - Indian Wells, CA
- 2023 Training Institute-November 17-21 - Peppermill Resort Spa Casino, Reno, NV
- 2024 Training Institute-November 22-26- Indian Wells, CA
- 2025 Training Institute-November 21-25- Manchester Grand Hyatt, San Diego, CA
- 2026 Training Institute-November 20-24- Manchester Grand Hyatt, San Diego, CA
LOCATION OF EXHIBIT: Manchester Grand Hyatt, San Diego CA One Market Place, San Diego, CA 92101 (619) 232-1234

EXHIBITOR REGISTRATION & INSTALLATION: Friday, November 20th, 2020, 1200 - 1700 hrs.

EXHIBIT HOURS: Friday, November 20th, 2010 1700-2000
Saturday, November 21st, 2020. 0800 - 1600 hrs. 1900 - 2200 hrs. (Welcoming Reception)

EXHIBIT DISMANTLING: Saturday, November 21st, 2020 2200 – 0200 (Optional)
Sunday, November 22nd, 2020, 0800-1200 hrs.

EXHIBITOR BOOTHs: Booths are 10' x 10' and will normally consist of 8' back drape and 3’ side rails. Rental includes installation and dismantling, one 8’ draped table and two chairs, an identification sign showing the firm name and booth number and one wastebasket. No attachments shall be made to any part of the exhibit area or any furnishings or fixtures without express permission of CNOA. No banners, posters or signs may be erected which in anyway interfere or distract the view, light or space of any other exhibitor. Advertising material or signs of firms other that those who have engaged space is prohibited.

BOOTH COST: First booth, $1000.00. Second booth, $900.00. Third and subsequent booth, $800.00

OUTSIDE EXHIBIT SPACE: All exhibits will be located in the designated exhibit area. No displays are permitted outside the official exhibit area unless authorized by CNOA.

EXHIBITOR RESPONSIBILITIES: Manchester Grand Hyatt, cannot accept delivery of any shipments. A representative of the exhibitor must be present during uncrating, installation and dismantling of their exhibit. At least one person shall be in attendance inside the exhibit booth during exhibit hours.

SUBLEASING: Exhibitors may not sublet their space, nor any part thereof.

PAYMENT OF BOOTH RENTAL FEES: A deposit of fifty (50) percent is required at the time of your application. Payment of the remaining balance is due no later than October 16th, 2020. If total payment has not been received by October 16th, 2020. CNOA reserves the right to cancel the space requested by the exhibitor and all arrangements will be considered void.

CANCELLATION OF EXHIBIT SPACE: A non-refundable fee of $250.00 will apply to any reservation of space CANCELLED less than 30 days before the start of the exhibit time.

DISPLAY SPACE NOT CLAIMED: Space not occupied or claimed by 1200 hours on November 21st, 2020 may not be CANCELLED or reassigned without approval of CNOA.

DEMONSTRATIONS OUTSIDE EXHIBIT AREA: Companies which, by the nature of their products, must be in an area outside the official exhibit area are required to contract for exhibit space. After approval of CNOA, companies must make individual arrangements with appropriate regulatory agencies and Manchester Grand Hyatt to ensure compliance with all applicable governing codes and regulations.

DECORATOR AND DRAYAGE SERVICE: To ensure expeditious and efficient handling and installation of exhibit material, arrangements have been made with the following firm for booth installation, electrical service, furnishings and drayage information. Upon receipt and acceptance of application, this firm will promptly supply each exhibitor separately with all the necessary information:

GES Exposition Services
Juli Richardson – Account Manager
jrichardson@ges.com
Direct 619.498.6344
Fax 619.498.6366
491 C Street
Chula Vista, CA 91910
www.ges.com

GUARD PROTECTION: Security will be provided during non-exhibit hours beginning at installation and will continue through removal of displays. However, CNOA cannot be responsible for, or guarantee against losses.

FIRE PROTECTION: Flammable materials must be flame-proofed before being taken into the exhibit area. Flame retardant Certificates must be available and presented to the Reno Inspector upon demand.

LIABILITY: The Exhibitor assumes responsibility and agrees to indemnify and defend the California Narcotic Officers’ Association and Manchester Grand Hyatt and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the California Narcotic Officers’ Association or the Manchester Grand Hyatt maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance. In the event of any litigation arising from this exhibit, the exhibitor agrees that such action shall be brought in a California State Court within the jurisdictional venue of the home office of the California Narcotic Officers’ Association, which is locate in Santa Clarita, California.

APPLICATION ON REVERSE SIDE
APPLICATION AND CONTRACT TO EXHIBIT

In accordance with the Agreement of Conditions governing the rental of exhibit space, as set forth on the reverse side of this document, the undersigned hereby makes application for exhibit space at the 2020 California Narcotic Officers’ Association Training Institute and Law Enforcement Equipment and Services Exposition. We have read these regulations and agree to conform to same. We understand that these regulations are incorporated into this contract by reference and that this application becomes a contract when signed and accepted by the California Narcotic Officers’ Association. We understand that a fifty (50) percent deposit is due with this application and the remainder due no later than October 16th, 2020.

Please complete, sign and return this contract with remittance payable to CNOA, PO Box 55009, Valencia, CA 91385-0009. Please mark envelope to the attention of Rudy Delgado, Exposition Chairman or register on-line at www.cnoa.org.

COMPANY NAME: ______________________________________________________________________________________
MAILING ADDRESS: ____________________________________________________________________________________
CITY_____________________________________________________STATE:___________________ZIP: _______________
PHONE :(______) ____________________FAX: (_____) __________________EMAIL__________________________________________
(Where exhibitor info should be sent)
CONTACT PERSON: _________________________________________TITLE:_____________________________________
NUMBER OF PERSON(S) ATTENDING: (____) NAMES: __________________________________________________
________________________________________________________________________________________________________
DESCRIPTION OF PRODUCT FEATURED: (This description will be used in the Buyers Guide. (Be specific but brief)
______________________________________________________________________________________________________ 
______________________________________________________________________________________________________
WEBSITE ADDRESS_______________________________________
NUMBER OF VEHICLES: (______)
(A Vehicle Requires the Rental of (2) booths, Please contact either CNOA or GES regarding limitations on High Profile Vehicles)
TOTAL NUMBER OF BOOTHS REQUESTED: (______)

DO YOU WISH TO CONTRIBUTE TO THE EXPOSITION DOOR PRIZE PROGRAM?   IF YES, WHAT WILL YOU FURNISH AS A PRIZE?  (________) ______________________________________________________________________

(On-line registration available at www.cnoa.org)

PAYMENT METHOD- □CASH-□CHECK-□CHARGE (VISA-M/C-AMEX)
CREDIT CARD # ____________________________ EXP. DATE: __________________
NAME ON C.C. _____________________________________________________________

AMOUNT CHARGED/PAID: __________________________AMOUNT DUE BY October 16th, 2020: $ __________
SIGNATURE: ____________________________DATE: ____________________________
Join the 2020 California Narcotic Officers' Association Annual Training Institute and put your company in the spotlight with a corporate sponsorship. This is an excellent opportunity to highlight your company’s products in a classroom setting and to show your support to law enforcement. Please review the information and let us know how you would like to become involved. For more information contact Joe Stewart at 661 775-6960 or email at jstewart@cnoa.org.

The Annual Training Institute will be celebrating its 56th year as one of the premier law enforcement training activities in the United States. Presented over a four-day time period, the Institute presents a mixture of excellent training workshops, social events and a Law Enforcement Equipment and Services Exposition. Attended by over 2000 local, state and federal law enforcement professionals, the Institute offers a great opportunity to highlight your company’s products and support of law enforcement.

The Equipment and Services Exposition has dedicated exhibit times on peak days of the Training Institute with social events scheduled within the exposition area. During the past several years the Exposition has grown to over 85 companies displaying the latest in law enforcement equipment and services.

Please use the below Sponsor Registration form or contact the California Narcotic Officers’ Association for additional information.

Send to:

California Narcotic Officers’ Association
28245 Avenue Crocker, Suite #230
Santa Clarita, CA 91355-1201
Ph. (661) 775-6960
Fax. (661) 775-1648
www.CNOA.org

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(See Enclosed Sponsor Opportunities)
CNOA 56th Annual Training Institute

-SPONSOR LEVEL PARTICIPATION OPPORTUNITIES-

**PREMIER (TITLE) SPONSOR - $15,000**

- 2 Complimentary Exhibit Booths (10' x 10' each) with tables, chairs, draping and identification sign
- 4 Complimentary Registrations that can be transferred to any law enforcement officer. Great for showing support of the agency or officer of your choice.
- 4 Complimentary one-year Associate Memberships to CNOA for your company representatives
- Complimentary Social Function admittance to up to 4 of your company representatives
- Logo and Company Information featured at event.
- Recognition on  [www.CNOA.org](http://www.CNOA.org) with a link to the Sponsors Homepage
- Company Recognition Signs displayed at Institute
- Recognition in Association Magazine with distribution to over 7,500 law enforcement professionals

**PLATINUM SPONSOR - $10,000**

- 1 Complimentary Exhibit Booth (10' x 10' each) with table, chairs, draping and identification sign
- 3 Complimentary Registrations that can be transferred to any law enforcement officer. Great for showing support of the agency or officer of your choice. (Does not include lodging or transportation)
- 3 Complimentary one-year Associate Memberships to CNOA for your company representatives
- Complimentary Social Function admittance to up to 4 of your company representatives
- Logo and Company Information featured in Program
- Recognition on  [www.CNOA.org](http://www.CNOA.org) with a link to the Sponsors Homepage
- Company Recognition Signs displayed at Institute
- Recognition in Association Magazine with distribution to over 7,500 law enforcement professionals

**GOLD SPONSOR - $5,000**

- 1 Complimentary Exhibit Booth (10' x 10' each) with tables, chairs, draping and identification sign
- 1 Complimentary Registration that can be transferred to any law enforcement officer. Great for showing support of the agency or officer of your choice.
- 2 Complimentary one-year Associate Memberships to CNOA
- Complimentary Social Function admittance to up to 2 of your company representatives
- Logo and Company Information featured in Program
- Recognition on  [www.CNOA.org](http://www.CNOA.org) with a link to the Sponsors Homepage
- Company Recognition Signs displayed at Institute

**SILVER SPONSOR - $2,500**

- 1 Complimentary Exhibit Booth (10' x 10' each) with tables, chairs, draping and identification sign
- 1 Complimentary Registration that can be transferred to any law enforcement officer. Great for showing support of the agency or officer of your choice.
- 1 Complimentary one-year Associate Membership to CNOA for a company representative
- Complimentary Social Function admittance to up to 2 of your company representatives
- Logo and Company Information featured in Program
- Recognition on  [www.CNOA.org](http://www.CNOA.org) with a link to the Sponsors Homepage
- Company Recognition Signs displayed at Institute
CLASS SPONSOR - $3,500

- 1 Complimentary Exhibit Booth (10’x10’) with Tables, Chairs, draping and Identification Sign
- **LOGO and Company Name Featured at Each Sponsored Class Presentation**
- **Opportunity to conduct a Raffle at the Sponsored Class**
- 1 Complimentary Registration that can be transferred to any Law Enforcement Officer
- 1 Complimentary one-year Associate Membership to CNOA for a Company Representative
- Recognition on [www.cnoa.org](http://www.cnoa.org) with a link to our Sponsors Homepage
- Company Recognition Signs Displayed at Institute
- Complimentary Social Function admittance for 2 of your Company Representatives

SPONSOR AN OFFICER - $1300

You can sponsor the cost to send an officer from your community to the conference. You can personally sponsor an officer or your scholarship can be designated to the Chief or Sheriff of an agency of your choosing and advised of your donation. The agency can choose which officer to attend. The officer will need to contact CNOA to complete the registration. The scholarship donor, sponsored officer and agency can be highlighted during the Training Institute.

- Tuition …….. $665.00 (Includes Required Membership)
- Lodging (4 nights) ……… $800.00
- Total ………. $1465.00

-AWARDS SPONSORSHIPS-

**AL STEWART NARCOTIC OFFICER OF THE YEAR AWARDS - $10,000**

(Award sponsor for ALL Al Stewart “Narc of The Year” nominees and winner.

- 1 Complimentary Exhibit Booth (10’x10’) with Tables, Chairs, draping and Identification Sign
- **LOGO and Company Name Featured at Sponsored Award Presentation**
- 1 Complimentary Registration that can be transferred to any Law Enforcement Officer
- 1 Complimentary one-year Associate Membership to CNOA for a Company Representative
- Logo and Company Information featured in Program
- Recognition on [www.cnoa.org](http://www.cnoa.org) with a link to our Sponsors Homepage
- Company Recognition Signs Displayed at Institute
- Complimentary Social Function admittance for 2 of your Company Representatives

-ADDITIONAL AWARD AND FOOD EVENT SPONSORSHIP OPPORTUNITIES-

(CNOA hosts social and networking events during the conference where recognition awards for “Outstanding Prosecutor”, “Lucky Narc”, “Patrol Officer”, and Scholarship Awards are presented. Food sponsorship opportunities are available.

- **AWARDS BANQUET (FOOD) - $10,000**
- **SATURDAY OPENING NETWORKING SOCIAL EVENT - $7500**
- **FRIDAY NIGHT “EARLY-BIRD” EVENT (FOOD) - $5,000**
- **S. BERT JENSEN SCHOLARSHIP AWARD - $4,000**
- **AL STEWART “NARC OF THE YEAR” PAST WINNERS LUNCH (FOOD) - $2,000**
- **PROSECUTOR OF THE YEAR - $1,500**
- **LUCKY NARC AWARD - $1,500**
- **PATROL OFFICER OF THE YEAR - $1,500**

Thank you for your time and considering a partnership with the California Narcotic Officers’ Association. We are looking forward to talking with you about your opportunities for sponsorship. To learn more about CNOA sponsorships contact CNOA at (661)775-6960 or email info@cnoa.org.