



2018 WPLF MID-WINTER TRAINING CONFERENCE EXHIBITOR RESOURCE GUIDE

CONFERENCE LOCATION & EXHIBITOR COORDINATOR POINT OF CONTACT:

Kalahari Resort & Conference Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53913
Phone: 877-253-5466
Web: www.kalahariresorts.com

Please address all WPLF Training Conference exhibition related questions to:

Pete Peters (WPLF Conference Coordinator)
Office Phone: 715-364-2367
Cell Phone: 218-348-5911
Email: peters3006@gmail.com

EXHIBITION BOOTH PRICING & ASSIGNMENT DETAILS:

Exhibition Booth Type/Size: Basic (Non-Vehicular)/8.0 X 10.0'

Exhibition Booth Price: \$475.00*

**NOTE: A Basic (Non-Vehicular) Exhibition Booth features an 8.0' Back Drape and a 3.0' Side Drape. The booth price includes an 8.0' Skirted Table, (2) Chairs and a Company Identification Sign (7.0 X 44.0") as well as Conference Lunch and Break Refreshments for (2) Exhibitor representatives/booth personnel. Conference Lunch and Break Refreshments for additional Exhibitor representatives/booth personnel may be purchased separately for price of \$50.00/person. If your company is interested in multiple booths or a vehicle booth, please contact Pete Peters (Conference Exhibitor Coordinator) directly.*

Exhibitor booth assignments are determined on a "first come/first served" basis so specific booth placement within the Exhibition Hall can *NOT* be guaranteed. Exhibitor booth assignments and availability may be viewed online in real-time by selecting the "**Exhibition Hall Floor Plan**" option from the "**2018 WPLF Mid-Winter Training Conference Resources**" side navigation menu option located at www.wichiefs.org.

EXHIBITOR MATERIALS/SERVICE PROVIDER DETAILS:

Valley Expo & Displays (www.valleyexpodisplays.com) is the official exhibitor materials/service provider for the 2018 WPLF Mid-Winter Training Conference. Valley Expo & Displays will send all registered Exhibitors a "**Exhibitor Service Kit**" which will contain information about ordering any additional exhibitor booth services or such as electricity, carpeting, furniture, etc...



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KALAHARI RESORT (HOST HOTEL) ROOM RATES & RESERVATIONS:

Single Room Rate: \$91.00/night (includes a FREE Indoor Water Park Pass)

Double/Triple/Quadruple Occupancy Room Rate: \$109.00/night (includes up to (4) FREE Indoor Water Park Passes)

Reservation/Booking Phone: 877-525-2427

Booking ID#: 26567*

***NOTE:** To receive these special room rates you **MUST** reserve/book your room at the Kalahari Resort by no later than January 11th, 2018 and reference Booking ID# 26567 or the Wisconsin Police Leadership Foundation (WPLF) Room Block when making your reservation. Special room rates are applicable for check-in on 02/11/18 through 02/14/18. Room reservation/booking requests for special room rates received after the 01/11/18 deadline date is subject to availability. Also note that the number of rooms allocated to the Training Conference's room block at the special discounted rate is limited and sell out very quickly. Therefore, all Exhibitors are encouraged to make their room reservations at the Kalahari Resort as soon as possible.

GREAT WOLF LODGE (OVERFLOW HOTEL) ROOM RATES & RESERVATIONS:

Single Room Rate: \$82.00/night

Double/Triple/Quadruple Occupancy Room Rate: \$109.00/night

Reservation/Booking Phone: 866-979-9653

Booking ID#: 1802WCPA*

***NOTE:** To receive these special room rates you **MUST** reserve/book your room at the Great Wolf Lodge by no later than January 10th, 2018 and reference the Wisconsin Police Leadership Foundation (WPLF) with Booking ID# 1802WCPA when making your reservation. Special room rates are applicable for check-in on 02/11/18 through 02/14/18. Room rate for check-in on 02/10/18 is \$178.99/night. Room reservation/booking requests for special room rates received after the 01/10/18 deadline date is subject to availability.

EXHIBITOR CHECK-IN/BOOTH SET-UP DATES & TIMES:

Early Exhibitor Check-In/Booth Set-Up: Sunday, February 11th from 1:00pm until 6:00pm*

***NOTE:** Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 02/11/18 by 10:00am.

Regular Exhibitor Check-In/Booth Set-Up: Monday, February 12th from 7:00am until 9:00am



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EXHIBITION HALL DATES & HOURS:

Monday, February 12th from 9:30am until 7:30pm

Tuesday, February 13th from 9:00am until 3:30pm*

***NOTE:** Exhibition Booth break-down starts on 02/13/18 at 3:30pm. All Exhibition Booths MUST remain set-up until this date/time unless prior authorization for early break-down has been received.

CONFERENCE AGENDA BOOKLET ADVERTISING DETAILS:

The Conference Agenda is printed as an 8.5 X 11.0" full color booklet with vertical page layout that is distributed to all Conference Attendees and Exhibition Booth personnel.

Advertising Rates & Dimensions:

- **Full-Page (Full Color):** \$350.00
- **Half-Page (Full Color):** \$200.00

Advertisement Artwork File Dimensions, Specifications & Submission Deadline Date:

- **Full-Page Advertisement Dimensions:** 8.5 X 11.0" with 1/8" bleed
- **Half-Page Advertisement Dimensions:** 4.25 X 11.0" with 1/8" bleed (vertical layout)

Advertisers are responsible for emailing their advertisement artwork file in either (AI, EPS, PDF or JPEG) format to aaron@etgi.us. To help ensure the best print quality, the advertisement artwork file should be provided in high resolution.

IMPORTANT NOTE: Advertisers are responsible for submitting their advertisement artwork file via email to aaron@etgi.us by **NO LATER THAN Friday, January 12th**. Advertisement artwork files that are **NOT** received by the 01/12/18 deadline date may **NOT** be featured in the Conference Agenda Booklet.

MEMBER REGISTRATION PACKET LITERATURE INSERTION DETAILS:

Exhibitors taking advantage of the "**Member Registration Packet Literature Insertion**" opportunity as a part of a Conference Event Sponsorship benefit or if purchased separately (\$200.00) are responsible for ensuring that the materials delivered to the address listed below by Friday, February 9th. Exhibitors should provide at least (400) literature pieces/packets to ensure an ample quantity is available.

**Kalahari Resort & Conference Center
ATTN: Pete Peters (WPLF Conference)
1305 Kalahari Dr.
Wisconsin Dells, WI 53913**



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EXHIBITION BOOTH CANCELLATION/REFUND POLICY:

In the event an Exhibitor cancels all, or part, of the Exhibition Booth space ordered the following provisions shall apply: (i) if written notice of cancellation is received by the WPLF prior to January 5th, 2018, the Exhibitor shall be refunded 75% of the cancelled Exhibition Booth space fee; (ii) if written notice of cancellation is received by the WPLF prior to January 12th, 2018 the Exhibitor shall be refunded 50% of the Exhibition Booth space fee. (iii) No refund will be issued if an Exhibitor Booth space cancellation notice is received after January 19th, 2018.

FIREARM/WEAPON DISPLAY POLICY:

To help ensure the safety of all Exhibitors that will be displaying firearms or weapons at their Exhibition Booth *MUST* adhere to following:

- Firearms are *NOT* to be left unattended at any time in the Exhibition Hall.
- Firearms *MUST* be locked in your hotel room or in another secure place when the Exhibition Hall is closed.
- *NO* live ammunition is allowed at any Exhibition Booth.
- Firearms *MUST* be unloaded and have their firing pins removed to ensure that they cannot fire a round. If a firing pin cannot be removed, the firearm *MUST* be disabled in another manner to ensure that weapon is unable to fire a round.
- It is strongly recommended that *NO* magazine is inserted into a firearm on display, unless it is necessary to show the functionality of the firearm.
- The use of firearm “breach flags” is strongly recommended.
- Firearms *MUST* have actions opened while being displayed.
- It is highly recommended that you do *NOT* carry any live firearm, concealed or not, within the Exhibition Hall. If you elect to carry a live, concealed firearm within the Exhibition Hall, that firearm *MUST* never be used as a display.

Prior to the Exhibition Hall opening each day, a WPLF Conference Safety Officer will visit each Exhibition Booth in which firearms or weapons are to be displayed for inspection to ensure that the firearm/weapon display policy is being adhered to.