

CALIFORNIA *H*OMICIDE *I*NVESTIGATORS *A*SSOCIATION

CHIA 2021

52nd Annual Training Conference



EXHIBITOR'S PROSPECTUS



Aug 24-26th, 2021

Conference Highlights

August 24

Exhibitor Set-Up

8:00 am - 11:30 am

Member Registration

12:00 pm - 5:00 pm

Welcome Reception

5:00 pm - 7:00 pm

August 25

Exhibitor Showcase

7:00 am - 5:00 pm

CHIA Comedy Night

6:00 pm - 9:00 pm

August 26

Exhibitor Showcase

7:00 am - 5:00 pm

Exhibitor Take-Down

3:30 pm - 5:00 pm

WELCOME



The **California Homicide Investigators Association (CHIA)** invites you to be a part of the 2021 CHIA Conference on **August 24 – 26, 2021** at the Red Rock Casino Resort, Las Vegas.

This past year has proven to be a challenge for us all and planning our annual conference has been no exception. Our normal conference location, The Palms Casino Resort, still has not reopened and does not plan to until early 2022. The CHIA Board toured several different venues before choosing the **Red Rock Casino Resort and Spa**. While the location may be different, much of what our exhibitors have come to expect and love about our conference will remain the same.

As we continue to plan for our conference, the State of Nevada still has a limit on the amount of people who can gather for an event, which currently stands at 250. On May 1, 2021, the state is returning the decision-making to the individual counties in Nevada. It is widely believed that Clark County, the home of Las Vegas, will be lifting restrictions and allowing for larger events. What does this mean for CHIA? CHIA, which is a federally recognized non-profit organization, has a financial responsibility to our members and has set a June 1st deadline to have at least 400 attendees registered for the conference. If we do not reach the 400-attendee mark by that date, we would be forced to cancel the conference. Canceling in June allows CHIA an opportunity to not be financially responsible for the unaccounted hotel rooms and other obligations of our contract if we fell below the minimum required mark. In the event of a cancelled conference, **all paid exhibitor fees would be fully refunded.**

With all this in mind, CHIA is moving full steam ahead and is fully committed to our 2021 conference. We believe we have found a great conference location at the Red Rock Casino Resort. The hotel offers a spacious ballroom to host our exhibitors and the room layout will be very similar to what has been offered in recent years. The exhibitor area and conference room for the presentations are situated near each other, which will allow for easy access between our members and exhibitors.

CHIA prides itself on providing an atmosphere where our exhibitors can showcase their products & latest technologies. CHIA members not only include the end users, but also the decision-makers and law enforcement managers who assist in acquiring your products for their respective agencies. CHIA continues to offer many other great advertising opportunities for our exhibitors. Please see the 'Promotional' page to learn more about the **CHIA App, In-Theatre Advertising & our Newsletter.**

We look forward to seeing you at the 52nd Annual CHIA Conference at the Red Rock Casino Resort and Spa!

Lieutenant Brian Kinney

California Homicide Investigators Association
CHIA Director

BrianKinney@chia187.com

BKinney@pd.cityofsacramento.org

(916) 808-0331





SCHEDULE

EXHIBITOR'S SCHEDULE

TUESDAY, AUGUST 24, 2021

- 8:00 am – 11:30 am **Exhibitor Set-up**
- 12:00 pm – 5:00 pm **Member Registration / Exhibitor Showcase**
- 5:00 pm – 7:00 pm **Welcome Reception (Inside the Red Rock Ballroom)**

WEDNESDAY, AUGUST 25, 2021

- 7:00 am – 8:00 am **Continental Breakfast**
- 10:00 am – 10:30 am **Morning Break**
- 12:00 pm – 1:00 pm **Lunch**
- 3:00 pm – 3:30 pm **Afternoon Break**
- 6:00 pm – 8:00 pm **CHIA Comedy Night (Inside the Summerlin Ballroom)**

**Sponsors & exhibitors are welcome to attend. Dinner and drinks provided.*

**CHIA reserves the right to cancel any event(s) that will cause undue financial hardship on the membership or association.*

THURSDAY, AUGUST 26, 2021

- 7:00 am – 8:00 am **Continental Breakfast**
- 10:00 am – 10:30 am **Morning Break**
- 12:00 pm – 1:00 pm **Lunch**
- 3:00 pm – 3:30 pm **Afternoon Break**
- 5:00 pm **Exhibitor Showcase Concludes**



EXHIBITOR BOOTH SET-UP / TAKE-DOWN

INSTALLATION

Exhibitors can start setting up their booths on:

Tuesday, August 24th, 2021, from 8:00 a.m. to 11:30 a.m.

*****Member registration is from 12:00 p.m. to 5:00 p.m. that same day.**

DISMANTLING

Dismantling of exhibits may begin on:

Thursday afternoon, August 26th, 2021
After the afternoon break at 3:30 p.m.

All exhibits/materials must be removed from the Red Rock Ballroom no later than 5:00 p.m. on Thursday, August 26th

EXHIBITOR BOOTHS



**How Far Did
Your 2020
CHIA Investment
Reach?**

782
CHIA Attendees

172
**Law Enforcement
Agencies**

14
Different States



Exhibitor Booths - \$1,250

**Receptions/dinners on Tuesday & Wednesday evenings are included with booth registration fees!*

Space Specifications

The exhibitor table top displays include (1) six foot skirted table, (2) chairs and (1) 5-amp electrical outlet. Booth allocations are on a first-come, first-served basis with **all sponsors** receiving premium locations. The CHIA exhibitors' area is strategically located inside the Red Rock Ballroom, 2nd Floor, and is a great place to display and showcase your products and/or services. CHIA members will be drawn to this area with conference registration, morning breakfast services, raffle prizes and other announcements throughout the conference. CHIA reserves the right to re-assign booth locations as needed.

Electrical, A/V and Internet Services

Sponsors/Vendors must indicate that they require an electrical outlet on the Sponsorship form so we can coordinate with the hotel to provide that service for you. Each sponsor/vendor is afforded (1) electrical outlet as part of the exhibitors package. If additional electrical outlets are needed, an additional charge will apply.

If sponsors/vendors need audio/visual or internet services for their displays, please contact **CHIA Director Brian Kinney** to request that service. While CHIA does not handle the internet or wireless options for the hotel, we can facilitate getting you the proper hotel forms and/or contact person to assist you with your needs.

WIRELESS INTERNET: CHIA does not provide wireless internet services inside the exhibitors' area. Companies should plan accordingly if internet access is needed for their displays.

Shipping Items Directly to the Red Rock Casino

Sponsors/Vendors that need to ship items/products directly to the hotel can do so by shipping them to the following address:

Name of Vendor Sending Packages, Hotel Guest
RED ROCK CASINO RESORT & SPA
11011 West Charleston Blvd.
Las Vegas, NV 89135
HOLD FOR: CHIA Exhibits

For Questions: Charene Fitzmeyer, (702) 797-7554
Email: Charlene.Fitzmeyer@stationscasinos.com

SPONSORSHIPS

Sponsorship Opportunities (*All sponsorships include exhibitor booth fees, & being listed on the CHIA App with company logos, website links & contact information)



Diamond Sponsor - \$20,000 Sponsorship includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- Recognition during opening ceremonies
- 'Major Sponsor' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Member tote bag insert with company information
- Access passes to Hospitality Suite & daily lunches
- Pre-Conference email blast to members to promote your attendance, products & services



Platinum Sponsor - \$10,000 Sponsorship includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- Recognition as a session sponsor
- 'Premier' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Member tote bag insert with company information
- Pre-Conference email blast to members to promote your attendance, products & services



Gold Sponsor - \$5,000 Sponsorship includes:

- (10) minute Session-sponsored Infomercial spot in the General Session area
- In-Theatre Advertisement
- 'Premier' vendor location
- Sponsor link with hyperlinked company logo on CHIA website
- Pre-Conference email blast to members to promote your attendance, products & services



Silver Sponsor - \$2,500 Sponsorship includes:

- Sponsorship recognition on CHIA Website
- 'Preferred' vendor location
- Sponsor link with hyperlinked company logo on CHIA website



Bronze Sponsor - \$1,500 Sponsorship includes:

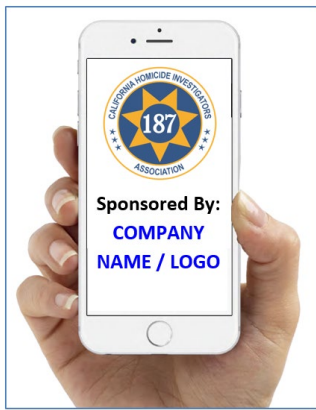
- Sponsorship recognition on CHIA Website
- 'Upgraded' vendor location
- Sponsor link from the CHIA conference website

think
outside
the booth

SPONSORSHIP
OPPORTUNITIES

CHIA APP

Splash Screen



Splash Screen - \$1,000 (Limit one)

- Make a strong first impression with this exclusive opportunity to introduce the **CHIA App**.
- Full-screen visual appears each time event is launched & is displayed for up to 5 seconds.
- Be the first company that all the attendees see when logging in each time.
- Company logo is viewed multiple times throughout the three-day conference event.

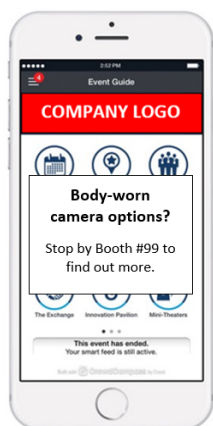
Banner Ads



Banner Ads - \$500

- **Most popular form of advertisement** for mobile event apps & dynamic way to reach attendees.
- Cost-effective way to build brand awareness, drive booth and website traffic and boost sales.
- Ads placed on main screen for ultimate visibility.
- Attendees can easily connect with sponsors by tapping through to their websites.

Push Notifications



Push Notifications - \$250

- Send a message directly to the CHIA attendees.
- Gain additional exposure by sponsoring a 'Booth Raffle'.
- Optimal way to make important announcements, promote demonstrations, or just to drive traffic to your booth.

NOTE:

All sponsorships (Bronze, Silver, Gold, etc.) will be listed on the CHIA App with their company logos, website links & contact information (included in price). All exhibitors will be listed by company name only.

ADVERTISEMENTS

CHIA Website



In-Theatre Advertising

In-Theatre Advertising - \$300

Give your message the impact it deserves by advertising on the big screen inside the General Session area. No other medium can match the benefits of the towering canvass to fully engage the attendees. Advertisement spots will continuously run before, during the breaks, and after each CHIA presentation.

Make sure our CHIA members see and remember your company's name.

CHIA Newsletter



See the **2021 Exhibitor's Registration Form** to take advantage of this opportunity!

\$150 / per issue or

\$500 / annually

***Annual fee Includes
(4) Quarterly issues!**

PROMOTIONALS



Additional Marketing Opportunities

Company Showcase Email Promotion - \$500

Your company will be featured in (2) two separate email blasts to our entire membership. The first email will feature your company logo and up to a (60) sixty-word company description. The second email blast can feature a specific product and/or service as well as a personal invitation to visit your individual booth while at the conference.

Member Tote Bag Inserts - \$500

Exhibitors can advertise their products and/or services to the conference attendees by including a company or product flyer with the give-away bags. Inserts are limited to (1) one page (8.5"x11") that will be provided to all members at check-in *(front & back sides of page are encouraged)*.

Afternoon Snack/Beverage Breaks - \$2,500

Includes company recognition on the snack tables, on the CHIA App and on the CHIA website.

Exhibitor Booth Punchcard Raffle - \$100

To help increase booth traffic and encourage members to visit your booth, companies can participate in a Punchcard Raffle. To participate in this raffle, exhibitors pay **\$100** that will go towards an iPad(s) that will be raffled off throughout the conference. Members who visit a participating company's booth and obtain a stamp are eligible for this special drawing. **All booths on the punchcard must be visited for a member to be eligible.** The number of iPads raffled will depend on the number of companies who chose to participate in this option.

Don't wait; this option sells out every year!



SCHOLARSHIP

Detective Michael Davis, Jr. Memorial Scholarship Award

The California Homicide Investigators Association is proud to present the **Michael Davis Jr. Memorial Scholarship Award**.

On October 24, 2014, Detective Michael Davis, Jr. was shot and killed during a manhunt to arrest a carjacker who earlier had murdered Sacramento County Sheriff's Deputy Danny Oliver. Detective Davis had served with the Placer County Sheriff's Department for 15 years in Northern California and was about to celebrate his 43rd birthday. His prior service as a police officer was with the Auburn Police Department from 1996 to 1999. Detective Davis is survived by his wife, Jessica, and their four children.

Detective Davis was the **1st CHIA member killed in the line of duty**. He would be honored to know that his legacy lives on and has a potential to help someone within the CHIA family. Detective Davis' father, Investigator Michael David Davis Sr., was killed in the line of duty on October 24th, 1988, while serving with the Riverside County Sheriff's Department. Their line of duty deaths occurred exactly 26 years apart to the day.

In 2018, CHIA presented the first two scholarships, \$2500 each, in his honor. The CHIA Scholarship Program was designed to provide funds to family member(s) of homicide victims in support of their education and/or job training efforts. Through these scholarships, the memory of Detective Michael Davis, Jr. will live on.

\$2,500 Scholarship includes:

- Award(s) to be given to recipient(s) at conference during 'Opening Ceremonies'.
- *CHIA is a 501(c)(3) tax exempt charitable organization*
- In-Theatre advertisement option included for sponsoring company

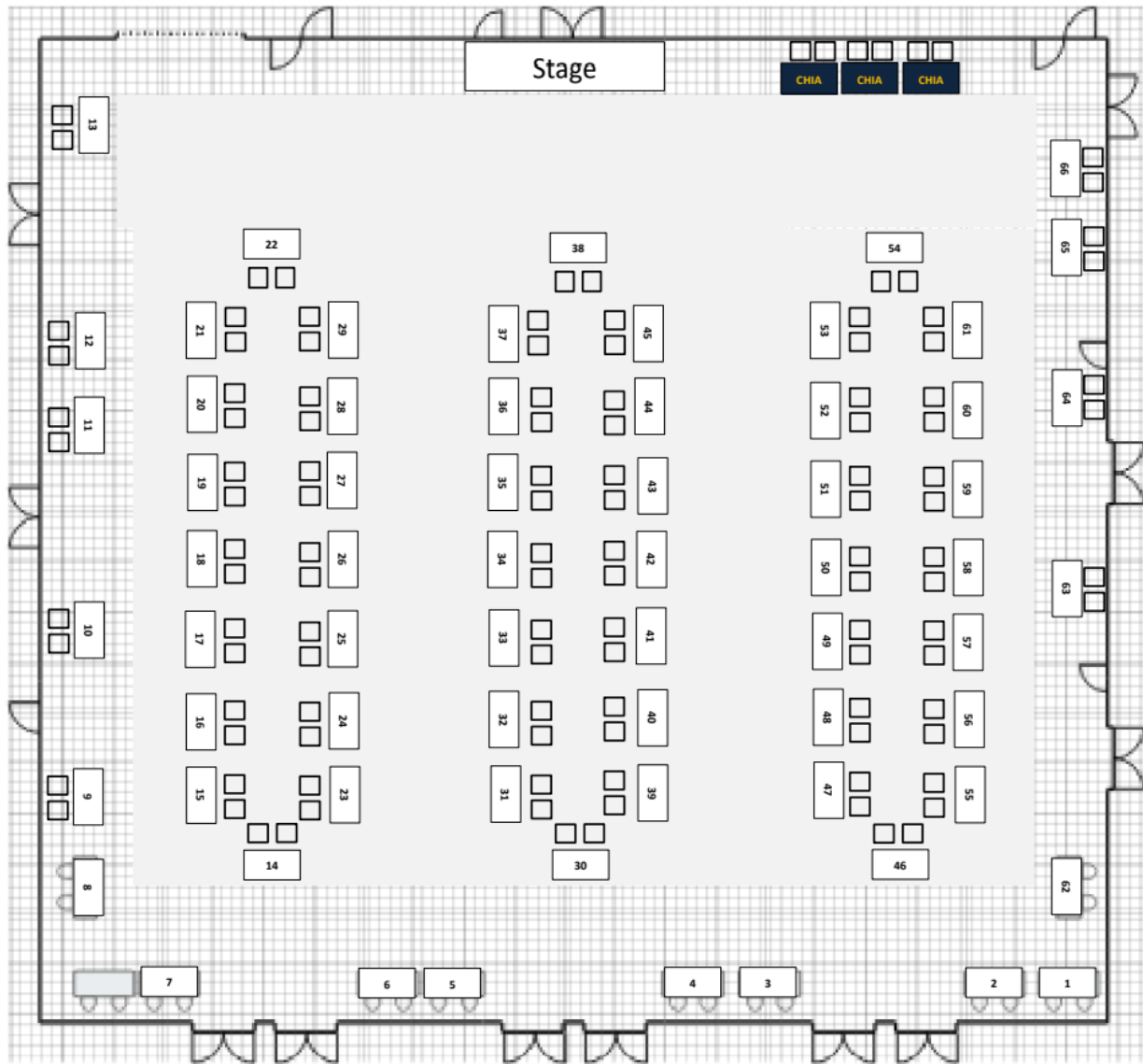


Michael David Davis, Jr.
(EOW 10/24/14)

BOOTH LAYOUT

Exhibitor Booth Layout

In order to better facilitate the flow of members through the Exhibitor's Showcase in the Red Rock Ballroom, CHIA has worked with the Red Rock Casino Resort to maximize the layout for this year's conference. Please keep in mind that the individual booth numbers may change, but the room layout should remain consistent. The booths up front and along the exterior walls are reserved for **higher priced sponsorships** and are subject to change.



Front Doors To The Red Rock Ballroom

HOTEL & SECURITY

Hotel Reservations

If sponsors/exhibitors need to make hotel reservations for the upcoming 2021 CHIA Conference at the Red Rock Casino Resort, please CLICK on the below website link:

<https://book.passkey.com/e/50185061>

For Phone Reservations, call the Red Rock Casino Resort at:

(800) 678-2846

Special CHIA Code: *RCICHI*

11011 West Charleston Blvd.
Las Vegas, NV 89135

Exhibitor Name Badges

In order to have your name badge(s) ready upon your arrival, please email the name(s) in your party to **Lt Brian Kinney**. This email must be received no later than Friday, **August 13, 2021**. Each exhibitor can have up to **(2) two badges** (does not apply to sponsors). **Additional badges are available at \$50 each**. The exhibitor badge entitles the wearer access to the exhibitor floor as well as the evening receptions. The name of the exhibiting company, as it is listed on the **2021 CHIA Exhibitor Registration Form**, will appear on each badge. Badges will be available for pick-up at the Red Rock Ballroom on Tuesday, August 24, 2021.

Exhibitor Access to General Session Area

Exhibitors are not allowed access to the general session where the case presentations are being held. Due to the sensitive nature of the materials being presented, this area is for members only.

Cancellation

Exhibitors may cancel contracted booth space by submitting written notice/email to Lt Brian Kinney at BrianKinney@chia187.com. Such notice must be received no later than **July 23, 2021**. Exhibitors cancelling an exhibit booth shall be charged an administrative fee of 50% of the total cost of the space. Cancellation of contracted exhibit space between **July 23 and August 24**, will receive no refund unless CHIA can find a suitable replacement company. In the case a replacement company is found, the canceling company will only be charged that portion which has already been submitted for print (if any). If no suitable replacement is found, the company will be charged the full amount of the booth.

Restrictions

CHIA reserves the right to determine the eligibility of a company or their products/services for inclusion in the exhibitor's hall; and reserves the right to restrict exhibits that become objectionable to CHIA. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area. CHIA's policy restricts representation or organizations that have not been assigned an official exhibit booth from soliciting business and/or distributing promotional material of any type within the exhibit area. Further, those organizations that have been assigned an official CHIA exhibit booth should make every effort to conduct business activities within their assigned booth space and not to impede traffic through the exhibit aisles or other areas of the facility.

Liability, Losses & Hold Harmless

In consideration for the opportunity to display services and products at the CHIA Conference, Exhibitors, its officers, directors, agents and insurers, agrees to indemnify and hold harmless CHIA, its officers, directors, contractors, employees and agents and the conference facility, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, CHIA and the conference facility, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the conference facility resulting in the immediate assessment of damages against CHIA from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor.

Security

CHIA will not be responsible for 24-hour security services at the hotel for all displays during the conference. While every precaution will be taken by the board, CHIA assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, valuables, and display items and appropriate protection and insurance should be arranged.



CHIA Wants to Thank Our 2020 Sponsors & Exhibitors:

AAA Crime Scene Clean-up	Education Dynamics	Ring
ABC News 20/20	Emergency Response Crime Scene Cleaning	Riverside County District Attorney's Office
Adaptive Digital Systems Inc	First Tactical	Rush 10-8
ADF Solutions	Forensic Analytical Crime Lab	Serological Research Institute
Aftermath Services LLC	Forensic Logic, LLC	ShadowWave
American Spartan Apparel	Foster & Freeman USA	Side Action Apparel
Arlo Technologies	Hawk Analytics	Signature Science, LLC
Bode Technology	Indigo Films	Silicon Forensics
CAHP Credit Union	International E-Z Up, Inc	SpeakWrite
California Coast University	iRecord	Special Services LLC
Callyo	LAPFCU	SRN, Inc
CaseCracker & Capture Technologies	LexisNexis Risk Solutions	Tactical Support Equipment
CBS News / 48 Hours	MSAB, Inc	The Police Credit Union
Cellebrite Inc	M-Vac Systems, Inc	Trimble Inc
Columbia Southern University	NBC News / Dateline	Vintra, Inc
Crime Scene Steri-Clean, LLC	Net Transcripts / VIQ Solutions	Waldorf University
Critical Reach APBnet	Parabon NanoLabs	WatchGuard Video
Cybergenetics	Pelican	Whooster
Deep Blue Enterprises	Pen-Link, Ltd	Zet X, Inc
DNA Labs International	PORAC	
DNA Solutions	Radix Metasystems, Inc	

Building partnerships with our Sponsors/Exhibitors!