



Since 1874

SHERIFFS' ASSOCIATION OF TEXAS

1601 SOUTH IH-35 AUSTIN, TEXAS 78741-2503
PHONE (512) 445-5888 FAX (512) 445-0228

STEVE M. WESTBROOK
EXECUTIVE DIRECTOR

THOMAS KERSS
PRESIDENT
Sheriff, Nacogdoches County
Nacogdoches, Texas

GARY PAINTER
FIRST VICE-PRESIDENT
Sheriff, Midland County
Midland, Texas

J. W. JANKOWSKI
SECOND VICE-PRESIDENT
Sheriff, Washington County
Brenham, Texas

DANIEL C. LAW
THIRD VICE-PRESIDENT
Sheriff, Caldwell County
Lockhart, Texas

MAXEY CERLIANO
SERGEANT-AT-ARMS
Sheriff, Gregg County
Longview, Texas

CHRIS C. KIRK
IMMEDIATE PAST PRESIDENT
Sheriff, Brazos County
Bryan, Texas

SAM JONES
DIRECTOR
Sheriff, Andrews County
Andrews, Texas

KENT HENSON
DIRECTOR
Sheriff, Angelina County
Lufkin, Texas

DON LETSINGER
DIRECTOR
Sheriff, Edwards County
Rocksprings, Texas

BEN KIRK
DIRECTOR
Sheriff, Falls County
Marlin, Texas

T. MICHAEL O'CONNOR
DIRECTOR
Sheriff, Victoria County
Victoria, Texas

LARRY G. SPENCE
CHAPLAIN
Sheriff, Willacy County
Raymondville, Texas

EMAIL:
info@txsheriffs.org

WEBSITE:
www.txsheriffs.org

TO: Exhibitors, Suppliers and Sponsors

FROM: Steve M. Westbrook, Executive Director

SUBJECT: Sheriffs' Association of Texas
132nd Annual Training Conference
Fort Worth Convention Center, Fort Worth, Texas

On behalf of the Officers and Board of Directors, I would like to invite you to exhibit at the Sheriffs' Association of Texas 132nd Annual Training Conference in Fort Worth, Texas, on July 25-28, 2010. The trade show dates will be July 25-26, 2010, with exhibitor set up on July 24, 2010.

Our Annual Conference is the largest composite gathering of law enforcement officials in the State. Attendees include Sheriffs and their employees, along with other County, State and Federal Law Enforcement Officials. The majority of attendees also bring their spouses and family members. The conference is an excellent way to showcase your services and/or products to decision makers from a variety of law enforcement agencies. Our goal is to give you maximum exposure; we do this by holding registration and special functions in the Exhibit Hall with you. In addition to the numerous opportunities the participants have to browse the exhibits, we have dedicated two hours Monday afternoon for them to spend time with you.

We have enclosed an Exhibitor Packet, which will provide you with the necessary information and forms to register. Some important information:

- The cost of Exhibitor Registration is \$600.00 for a standard booth and \$900.00 for a vehicle space.
- Application Deadline for Booth Space is June 4, 2010.
- Advertisement for the Pre-Conference issue of *the Texas Lawman* magazine must be submitted by April 23, 2010 (See enclosed rate sheet). All Exhibitors will receive 20% off ad rates.

To coordinate your booth arrangements, please contact our Exhibit Coordinator, Norma R. Vasquez or me at 512-445-5888. This information can also be found on our website at www.txsheriffs.org, along with availability of booth spaces – updated daily.

Exhibitors may also increase their exposure at the trade show by becoming Sponsors and making special contributions to help us offset some of the cost of the Conference. Enclosed is a chart outlining the benefits of Sponsorship. In addition, exhibitors who have attended 10 or more years, and who are SAT Business Members will receive special recognition. Please call us for details regarding these exciting opportunities.

We look forward to having you at our 132nd Annual Training Conference in Fort Worth and please call if you have any questions.

P.S. Don't forget to sign up for a Business Membership...Receive 10% off your booth registration by joining today!

Sponsor Chart

Sheriffs' Association of Texas

132nd Annual Training Conference, July 25-28, 2010 – Fort Worth, Texas



DIAMOND SPONSOR

\$7,500 +



PLATINUM SPONSOR

\$5,000 - \$7,499



GOLD SPONSOR

\$2,500 - \$4,999



SILVER SPONSOR

\$1,000 - \$2,499



BRONZE SPONSOR

\$500 - \$999

Sponsor Benefits include:

- Listing as a Sponsor in *the Texas Lawman* magazine for one year
- Listing as a Sponsor in the on-site conference program
- Listing as a Sponsor on prominently displayed signs in exhibit hall and other attendee events
- Distinct Sponsor name badge
- First choice of booth space for next year's Conference
- Listing on www.txsheriffs.org with link to your company's website

Limited opportunities also exist to become an exclusive Sponsor of the following:

Coffee/Refreshment Break
Sunday Night Entertainment
Participant Lunch
Entertainment at Monday Evening Ice Cream Social
Spouse Event

For more information on how to take advantage of these Sponsorship opportunities contact Steve Westbrook at (512) 445-5888 or steve@txsheriffs.org.



SHERIFFS' ASSOCIATION OF TEXAS
 1601 S IH-35
 AUSTIN, TX 78741-2503
 (512) 445-5888
 FAX: (512) 445-0228
 www.txsheriffs.org

ADVERTISING RATES FOR *THE TEXAS LAWMAN*

Space	Dimensions (W x H inches)	Cost Per Issue	
		Single Issue	1 Year (4 consecutive issues)
Full Page	7-1/4 x 10	\$1,000.00	\$3,200.00 (\$800.00 per issue)
1/2 Page	7-1/4 x 4-15/16	\$500.00	\$1,600.00 (\$400.00 per issue)
1/4 Page	3-1/2 x 4-15/16	\$300.00	\$960.00 (\$240.00 per issue)
Inside Front and Back Cover			
Full Page	7-1/4 x 10	\$2,000.00	\$6,400.00 (\$1,600.00 per issue)
1/2 Page	7-1/4 x 4-15/16	\$1,000.00	\$3,200.00 (\$800.00 per issue)
Outside Back Cover			
1/2 Page	7-1/4 x 4-15/16	\$1,200.00	\$3,840.00 (\$960.00 per issue)
1/4 Page	3-1/2 x 4-15/16	\$800.00	\$2,560.00 (\$640.00 per issue)

PUBLISHER'S EDITORIAL STATEMENT

the Texas Lawman is the official quarterly magazine of the Sheriffs' Association of Texas. *the Texas Lawman's* approximately 55,000 subscribers include Sheriffs of Texas, as well as law enforcement personnel throughout the State, libraries, affiliated groups, and key people in regulatory agencies in the State.

TERMS

Advertising is invoiced when advertising agreement is signed and accepted. Payment is due within 10 days of invoice date; prior to going to press.

CONTRACT REGULATIONS

The publisher will not be bound by any conditions appearing in orders or copy instructions when those conditions conflict with the regulations set forth in this rate chart.

The publisher reserves the right to reject advertising and parts of advertisements that he feels are not in keeping with the publication's standards.

Every attempt will be made to follow advertiser's positioning requests, but the positioning of advertising is at the discretion of the publisher. Exceptions include contracts for center spread and cover positions, for which advertisers pays a premium.

Publisher has the option to repeat previous advertisements if new advertisement does not arrive by deadline.

Charges will be adjusted in accordance with the frequency rate earned if more or fewer insertions are used than ordered.

RATES, MECHANICAL REQUIREMENTS AND PRODUCTION CHARGES

Tabulated rates are for camera-ready advertisements. Camera-ready advertisements may be submitted on disc or as 133-line screen veloxes. Advertisements or parts of advertisements clipped from other publications will not be accepted. Charges for art work, typesetting, camera work and other preparations will be billed to the advertiser at publisher's actual cost.

BLEEDS

Accepted only on full-page and cover advertisements. Bleed size is 8-5/8 x 11-1/4 inches. No extra charge for bleed. Please indicate if you desire a bleed.

IMPORTANT DATES

Issue	Ad Closing Date	Approx Drop Date
Spring 2010	January 22, 2010	March 10, 2010
Summer 2010	April 23, 2010	June 10, 2010
Fall 2010	July 30, 2010	September 22, 2010
Winter 2010	October 28, 2010	December 8, 2010

Schedule of Events & Hours of Operation for Exhibitors

Sheriffs' Association of Texas

132nd Annual Training Conference, July 25-28, 2010 – Fort Worth, Texas

FRIDAY July 23 rd	3:00 p.m. - 6:00 p.m.	Exhibit Vehicles Move In
SATURDAY July 24 th	9:00 a.m. - 6:00 p.m.	Exhibitors Set Up Booths
SUNDAY July 25 th	9:00 a.m. - 6:00 p.m.	Exhibits Open Sheriffs' Association of Texas Conference Participant Registration in the Fort Worth Convention Center Halls A & B
	6:00 p.m.	Exhibits Close
	6:00 p.m. - 8:00 p.m.	Welcome Reception and Entertainment Exhibitors Welcome
MONDAY July 26 th	8:00 a.m.	Exhibits Open
	10:00 a.m. - 10:30 a.m.	Refreshment Break - Exhibit Hall
	12:00 Noon	Lunch (provided)
	3:00 p.m. - 5:00 p.m.	Review of Exhibits by ALL Attendees Exhibitor Door Prizes
	5:00 p.m.	Close Exhibits and move out

***** IMPORTANT DEADLINES *****

Advertisement deadline for *the Texas Lawman*..... **April 23, 2010**

APPLICATION DEADLINE - must be received by this date to be printed in Conference Program and Directory of Exhibits*..... **June 4, 2010**

***There is no Exhibitor Addendum to the Program.**

Exhibitor Agreement

Rules, Terms and Conditions of Exhibit Space

Sheriffs' Association of Texas

132nd Annual Training Conference, July 25-28, 2010 – Fort Worth, Texas

1. RESERVATIONS AND CANCELLATIONS

Reservations for booth space will be accepted upon receipt of your exhibitor packet. All requests for space will be processed on a first come, first assigned basis. Reservations must be accompanied by a signed agreement and payment for each booth. To reserve Exhibit Space complete the enclosed Application for Exhibit Space and forward it together with appropriate payment to:

Sheriffs' Association of Texas
Norma R. Vasquez, Exhibit Coordinator
1601 South IH-35
Austin, Texas 78741-2503

Phone: (512) 445-5888 FAX: (512) 445-0228
Email: norma@txsheriffs.org Website: www.txsheriffs.org

Requests for cancellation and refund will be determined on an individual basis and all costs to Sheriffs' Association of Texas will be deducted.

2. STANDARD BOOTH DESCRIPTION AND REGULATIONS

All booths are 10'x10'. Height of built-up displays is limited to 8 feet. Side wings should not obstruct a view of the adjacent booths. Items can be placed along the sides or on tables as long as they do not obstruct a view of the adjacent booth.

3. EXHIBIT PRICES

The standard 10' x 10' booth space is **\$600.00**. Vehicles spaces are **\$900.00**

The basic booth space cost includes:

- (A) Draped 8' back wall and 3' draped sidewalls.
- (B) One draped 6' table and 2 chairs.
- (C) Company sign (7" x 44").
- (D) Participation in the food functions at the Presidential Reception on Sunday evening.
- (E) Participation in the Refreshment Break on Monday.
- (F) Participation in the Lunch on Monday.

These food functions are at no cost to Exhibitors who are wearing a Sheriffs' Association of Texas exhibitor name badge.

4. CONVENTION DECORATING SERVICES, INC.

This company will forward you an **EXHIBITOR SERVICE KIT**, this kit will describe information on rental furniture, labor to install and dismantle exhibits, special booth decorations, carpeting, special sign service, electrical, telephone, technology, janitorial, freight and shipping services and can be ordered in advance at prevailing rates.

Convention Decorating Service, Inc.
3559 Belguim Lane
San Antonio, TX 78212
Phone: (210) 467-0041
FAX: (210) 467-0048

5. TIMELY SET-UP

Exhibitor Vehicle Check in will be on Friday, July 23, 2010 from 3:00 p.m. to 6:00 p.m.

Exhibitor Booth Space will be available for installation on Saturday, July 24, 2010, between the hours of 9:00 a.m. to 6:00 p.m. All work must be completed and each booth ready for the opening of the Exhibits at 9:00 a.m. Sunday, July 25, 2010. All booths should be occupied during published show hours.

6. PROPER USE OF EXHIBIT SPACE

All booths should be assembled in a manner, which does not distract from or obstruct adjacent booths. Exhibitors may not reassign, sublet, or allow the use by other Exhibitors of whole or part of the booth space assigned by Sheriffs' Association of Texas.

7. DISMANTLING OF DISPLAYS

Exhibitors are discouraged from dismantling their exhibits or do any packing **until after 5:00 p.m. on Monday, July 26, 2010**. It is the responsibility of the Exhibitor to provide for return shipment of exhibit material.

8. LIABILITY AND INSURANCE

Neither the Sheriffs' Association of Texas, Tarrant County Sheriffs' Office nor the Fort Worth Convention Center will be responsible for any loss, damage, or injury that may occur to the Exhibitor, or the Exhibitor's employees or property from any cause whatsoever, prior to, during or after the period covered by the exhibit agreement. The Exhibitor specifically agrees to hold harmless the Sheriffs' Association of Texas and agrees to indemnify against any and all claims for loss, damage, or injury to any Exhibitor's property or employees. The Exhibitor shall be solely responsible for the operation of his exhibit and indemnifies the Sheriffs' Association of Texas against any claims for loss, damage, or injury to the exhibitor, his employees, spectators, or attendees, arising from the operation of said exhibit. Insurance on each exhibit shall be obtained at the Exhibitor's own expense.

9. UNCLAIMED BOOTH SPACE

Exhibit Space not claimed or occupied by 10:00 a.m. on the morning of Sunday, July 25, 2010 may be reassigned at the discretion of Sheriffs' Association of Texas. The Sheriffs' Association of Texas reserves the right to reassign/or realign booth space as required for the benefit of all Exhibitors present **without prior approval of the Exhibitor**.

10. PROPER USE OF AUDIO-VISUAL EQUIPMENT

The use of audio-visual and other special effects equipment should not obstruct or otherwise interfere with adjacent booths or other events conducted by the Sheriffs' Association of Texas.

11. DIRECT SALES ARE ALLOWED

However, Exhibitors will be responsible for collecting and paying all taxes if due. **EXCEPTION:** Soft drinks and/or food may not be sold. **Complimentary bite sized sample** portions may be dispensed, all other food items must be approved by the convention center. The sale of any other item or equipment is allowed in compliance with state and federal laws. The sale of firearms by Federally Licensed Firearm Dealers must comply with State and Federal Rules.

12. UNAUTHORIZED DISPLAYS

To protect the interests of all Exhibitors, **signs and displays other than those** located at Exhibitors' booths in the Exhibit Hall **are prohibited** except for public interest signs provided and displayed by Sheriffs' Association of Texas.

13. EXHIBITOR REPRESENTATIVES

The Exhibitors must insure that representatives working in their booth are aware of all terms, conditions and rules pertaining to the exhibition.

14. SECURITY

During the hours that the Exhibits are closed, Security will be provided for the area. All persons are hereby notified that neither Sheriffs' Association of Texas, Tarrant County Sheriffs' Office nor the Fort Worth Convention Center will assume the responsibility for loss/damage to items left in the booth. All firearms, computers, cameras and/or items subject to pilferage should always be secured to prevent loss or misuse.

15. EXHIBIT HALL POLICY

Sheriffs' Association of Texas policy firmly restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and/or distributing promotional materials of any type within the Exhibit Hall area or any other areas. Further, those organizations that have been assigned an official SAT exhibit booth (s) must conduct all business activities from within their assigned booth space and may not impede traffic through the Exhibit Hall aisles and other areas.

Floor Plan

Sheriffs' Association of Texas

132nd Annual Training Conference, July 25-28, 2010 – Fort Worth, Texas

Fort Worth Convention Center
Exhibit Hall A & B
Exhibit Show – July 25-26, 2010



FLOOR PLAN



visit our website at
www.txsheriffs.org

click on Annual Training Conference page
click on Floor Plan

**AN UPDATED FLOOR PLAN
WILL BE POSTED EVERY WEEK.**

Sheriffs' Association of Texas

Norma R. Vasquez, Exhibit Coordinator
1601 South IH-35 * Austin, Texas 78741
P (512) 445-5888 * F (512) 445-0228
norma@txsheriffs.org * www.txsheriffs.org

EXHIBIT SPACE APPLICATION & CONTRACT

July 25-26, 2010 * Fort Worth Convention Center * Fort Worth , Texas



I. Directory Information

Company/Organization _____
(Name to be printed in the Exhibitor's Directory and Booth Sign 7" x 44")

Billing Contact _____ Contact Person to be Listed Directory _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Web address _____

Email _____

II. Exhibit Details

Exhibit Booth Preferences/Vehicle Preferences

1st _____ 2nd _____ 3rd _____ 4th _____

(Assignment of preferences cannot be guaranteed.)

I would prefer NOT to be located near the following competitors: _____

Products to be exhibited: _____

Name of Representative(s) attending booth

Booth registration fee covers admittance for 2 representatives, additional reps are **\$25.00 each**.

You may attach a separate piece of paper to list these individuals.

1. _____ 2. _____

SAT Exhibitor Agreement

The undersigned hereby authorizes the Sheriffs' Association of Texas to reserve exhibit space during our 132nd Annual Training Conference in Fort Worth. The undersigned agrees to abide by the rules, terms and conditions set forth in the **SAT Exhibitor Agreement**.

Authorized Signature _____ Date _____

III. Method of Payment

Total Booth Cost: \$ _____

10 x 10 Cost \$600.00 each booth

Total Vehicle Cost: \$ _____

Vehicle Spaces \$900.00 each space

Associate Business Membership ID# _____

10% Discount on booth cost (extra badges do not apply)

Total Cost: \$ _____

Check Visa Mastercard

Card#: _____ - _____ - _____ - _____

Expiration Date: ____ - ____

X. _____
Signature of Card Holder

Mailing Address for Credit Card

City, State, Zip Code

Cancellation Policy: All cancellations must be submitted in writing to Exhibit Coordinator. Refunds due on cancellations will be made only if the space is resold and the exhibition is a sellout. There will be no refunds on space cancelled after June 18, 2010.

Door Prize Drawing

Sheriffs' Association of Texas

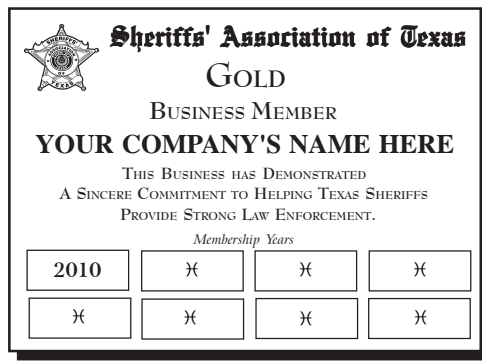
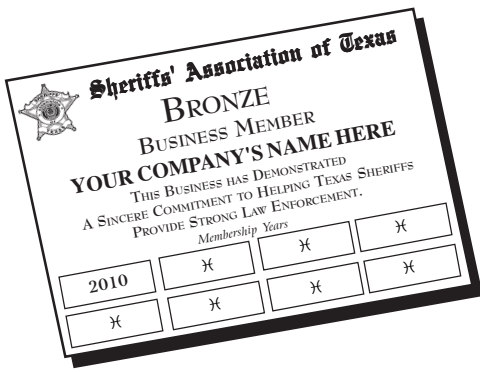
132nd Annual Training Conference, July 25-28, 2010 – Fort Worth, Texas

There is no requirement for you to provide door prizes for persons visiting your booths. In the event you elect to provide a door prize, the following procedure seems to work best for you and the Association.

During the time your booth is open, you may have persons register or leave a business card at your booth. At 3:00 p.m. on Monday, July 26th, you may select a name from those persons who visited your booth and write their name(s) on the card provided and display it on your table. During the period of 3:00 p.m. - 5:00 p.m. participants are encouraged to walk thru the exhibit area and visit every booth to see if they have won a door prize.

Door Prizes often cause potential customers to visit your booth and give you an opportunity to develop a list of those customers.

We look forward to having you at our 132nd Annual Training Conference in Fort Worth and please call if you have any questions.



Support Local Law Enforcement with a Business Membership in the Sheriffs' Association of Texas

More and more, business owners are relying on the increased presence of local law enforcement to protect their investment and livelihoods. They count on the training, the patrols, and the special crime prevention programs to ensure their places of business are safe and secure.

That is why the new Business Membership in the Sheriffs' Association of Texas is growing so fast. If you have noticed a bronze, silver or gold SAT plaque in a local business, be sure to commend the owner for his or her support of local law enforcement. If you are a business owner, why not consider joining our distinguished list of retail, service, professional and other types of businesses with memberships?

Contact the Sheriffs' Association of Texas office for more information, (512) 445-5888, or fill out and return the membership order form on the bottom of this page. You will be surprised how many people you do business with who are active supporters of local law enforcement and training through their support of the Sheriffs' Association of Texas.



YES, I want to become a Business Member of the Sheriffs' Association of Texas



Business Name to Appear on Plaque: _____

Mailing Address: _____ Physical Address: _____

City/State/Zip: _____

Contact Person: Name & Title _____

Company Phone Number: () _____

PLEASE CHECK HERE:

Enclosed are our Company's annual dues for:

- \$500 Gold Business Membership
- \$250 Silver Business Membership
- \$100 Bronze Business Membership

Membership benefits includes:

- * a distinctive wall plaque
- * window decal for the office or vehicle
- * a year's subscription to *the Texas Lawman*

Mastercard and Visa Credit Cards accepted. Call (512) 445-5888 for processing.

Please make check or money order payable to:

Sheriffs' Association of Texas

Please mail application to:

Sheriffs' Association of Texas, 1601 South IH-35, Austin, TX 78741-2503

The Sheriffs' Association of Texas has been granted status under section 501(c)(3) of the IRS code.

This may make your dues deductible for income tax purposes.

SHERIFFS' ASSOCIATION OF TEXAS

CONFERENCE HOUSING FORM

132ND ANNUAL TRAINING CONFERENCE
JULY 25-28, 2010
FORT WORTH, TEXAS



Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: _____ Evening Phone: _____

Fax: _____ E-Mail: _____

Arrival Date: _____ Departure Date: _____

Room Information: (Please check one) (*room type request will be based on availability*)

____ 1 King Bed ____ 2 Double Beds ____ Special Needs

Room Rates: (Please check one) (*Tax added to room rates*)

___ Single Occupancy/Double Occupancy - \$159.00 ___ Triple Occupancy - \$169.00 ___ Quadruple Occupancy - \$179.00

Credit Card Information:

Credit Card: _____ Exp. Date: _____

Type Card: ____ MC ____ Visa ____ Discover ____ Diners Club ____ American Express

Signature: _____

Mailing Address of Credit Card Holder, if different from above:

Today's Date: _____

Cancellation Notice: *If room is canceled within 72 hours of arrival date, credit card **WILL BE** charged the reserved room rate.*

Please mail or fax completed form directly to:

Reservations Department
Sheraton Fort Worth Hotel & Spa
1701 Commerce St, Fort Worth, TX 76102
Phone Number: 817-335-7000
Fax Number: 817-335-3333

Reservation Deadline: July 2, 2010

Sheriffs' Association of Texas Conference Annual Golf Tournament

Saturday - July 24, 2010



Southern Oaks Golf Club
13765 Southern Oaks Dr
Burleson, TX 76028



Southern Oaks Gold Course is built on softly rolling landscape that is beautifully framed by centuries-old trees and intermittently intersected by Village Creek. PGA Champion Mark Brooks' skillful design blends these elements to create a course of exceptional character with a wonderful balance of long and short holes. Your fee includes green fees, cart, and box lunch before the tournament. Proper golf attire is required.

Shotgun Start: 11:00 am
Cost: \$75.00 per player

Registration Deadline: Wednesday, July 14, 2010

REGISTER EARLY!!! SPACE IS LIMITED! PAYMENT MUST BE RECEIVED AT TIME OF REGISTRATION TO SECURE A SPACE.

Registration is open to all attendees of the Training Conference. To register, please complete the form below, and send along with payment to the Sheriffs' Association of Texas. Feel free to contact Tia DeBord at (512) 445-5888 for questions.

Name _____

Address _____

City, St, Zip _____

Phone Number _____ Email _____

Please provide name and agency of addition players, if applicable:

Player 2 _____

Player 3 _____

Player 4 _____

Please select payment method

➡ Check, Money Order enclosed (*Payable to Sheriffs' Association of Texas*)

➡ Credit Card: Visa Card Number: _____ Exp Date _____
MasterCard Number: _____ Exp Date _____

Return completed forms to:

Sheriffs' Association of Texas
Attn: Tia DeBord/Golf
1601 South IH-35
Austin, TX 78741-2503
Fax: (512) 445-0228