

# **2017 CATO Training Conference & Vendor Trade Show**

## **Town and Country Resort & Convention Center**

**San Diego, CA  
December 4-7, 2017**



### **Vendor Trade Show**

**December 4 & 5, 2017**

11am – 7pm each day

**Town and Country  
Resort & Convention Center**

**500 Hotel Circle North San Diego, CA 92108  
(619) 291-7131**

[www.catonews.org](http://www.catonews.org)

## **2016 CATO Conference Coordinator**

**Scott Bickle**

**sbickle@glendaleca.gov**

## **Vendor Show Coordinator**

**Randy Winn**

**vicepresident@catonews.org**

**(916) 606-2753**

**P.O. Box 6126**

**Folsom, CA 95763**

## **CATO Executive Board**

**Charles 'Sid' Heal, President**

**Randy Winn, Vice President**

**Nick Weaver, Secretary**

**Bob Benton, Treasurer**

**Brian Jones, Director**

**R.K. Miller, Director**

**Scott Bickle, Director**

**Tim Anderson, Director**

**Ken Hubbs, Training Director**

**Gene Ramirez, General Counsel**

**Darby Darrow, Chief Technology Officer**

## **CATO**

The California Association of Tactical Officers was founded in 1997 as a professional organization dedicated to improving the tactics, safety and professionalism of special weapons and tactics officers through education, training and information sharing. CATO has since become a premier professional organization and is dedicated to the continued improvement of officer safety through training, education and advocacy.

Our annual **training conference** hosts approximately 1000 SWAT officers, supervisors and commanders from teams throughout the Western United States. The conference features educational seminars and presentations on emerging trends, tactics, legal issues, leadership and valuable 'lessons learned' from after action incident review. We also offer a two day **vendor trade show** where equipment manufacturers, distributors, and suppliers highlight the latest safety gear, weapons, munitions, clothing, emergency vehicles and technology. The CATO Conference and Vendor Trade Show is one of the few events that bring the police supply vendors, the end users and the executives that approve equipment purchases together in the same room.

The 2017 CATO Conference and Vendor Trade Show will be held at the Town and Country Resort & Convention Center. The trade show will take place on **Monday and Tuesday** in the Grand Exhibit Hall which offers more than 41,000 square feet of fully carpeted exhibition area.

### **2017 Trade Show Schedule**

#### **Set Up**

- Sunday December 3<sup>rd</sup> from 1pm-6pm
- Monday December 4<sup>th</sup> from 7am-11am

#### **Trade Show**

- Monday and Tuesday December 4<sup>th</sup> & 5<sup>th</sup>
- 11am-7pm

#### **Tear Down**

- Tuesday December 5<sup>th</sup> after 7pm

The vendor trade show will start on Monday with a 2 hour block for attendee participation. In addition, raffle drawings will be conducted in the Grand Exhibit Hall during breaks, lunchtime and evening hospitality events. This ensures maximum interaction time with attendees during the show.

Raffle prize donations are encouraged from participating vendors.

### **Exhibit Rates for 2017**

All vendor booths will be located in the carpeted Grand Exhibit Hall and will include 8' skirted tables, pipe and drape, chairs, a wastebasket and a company ID sign. Each booth includes two lunch tickets per day. Additional tickets may be purchased for \$40.00 each.

#### **Standard booth (\$800.00)**

- 10' x 10' booth
- One table and two chairs

#### **Corner booth (\$900.00)**

- 10' x 10' booth on corner
- Two tables and two chairs

#### **Double booth (\$1600.00)**

- Two 10' x 10' booths
- Two tables and four chairs

#### **Double booth with corner (\$1700.00)**

- Two 10' x 10' booths
- Three tables and four chairs

#### **Triple booth with two corners (\$2000.00)**

- Three 10' x 10' booths
- Five tables and six chairs

#### **Exhibition Island (\$2500.00)**

- Four 10' x 10' booths back to back
- 400' sq. feet of exhibition space
- Tables and chairs as requested

#### **Vehicles (\$2500.00)**

- Access doors 12'W x 14'H
- IFC 314.4 display requirements apply

### Vendor Hall

The Grand Exhibit Hall has 41,000 square feet of carpeted exhibition space with 26' ceilings. The hall will accommodate up to 200 10' x 10' exhibition booths. The roll up door access is 12' wide and 14' high.

### Vendor Demonstrations

No demonstrations outside of booth space will be permitted without the explicit permission of the Conference Coordinator and Vendor Show Coordinator.

### **ELECTRICAL SERVICE MUST BE ORDERED DURING REGISTRATION. (Standard - \$99.00)**

### Additional Services/Shipping/Storage

Global Experience Specialist (GES) is the official and exclusive decorator and material handling company for the 2017 Vendor Trade Show. GES will coordinate any additionally requested furnishings, showcases or special accessories desired by the exhibitor using the Vendor Kit link.

Vendor Kit:

<https://ordering.ges.com/025601027>

GES will begin accepting appropriately packaged materials beginning November 1, 2017. Please use the GES Shipping labels contained in the vendor kit. Shipments arriving to the warehouse before November 1 or after November 24 will incur additional fees.

Primary Account Executive  
Teri Schloemer  
Office: 775.332.7049  
Cell: 775.200.5789  
[tschloemer@ges.com](mailto:tschloemer@ges.com)

### Sponsorships

A limited number of sponsorships and special marketing opportunities are available. Please contact Vendor Trade Show Coordinator Randy Winn at [vicepresident@catonews.org](mailto:vicepresident@catonews.org) for additional details.

**Host Hotel**  
**Town and Country**  
**Resort & Convention Center**  
500 Hotel Circle North  
San Diego, CA 92108  
(619) 291-7131

Standard Room Rate: \$110.00/night  
Plus daily resort fee of \$5.00/night

Town and Country Resort & Convention Center  
room reservation link:

<https://aws.passkey.com/e/15092649>

### Vendor Show Registration

Companies are **encouraged** to register and pay by credit card using the Vendor Show Registration Link:

<http://events.constantcontact.com/register/event?llr=rrbpsxjab&oeidk=a07edgwzmq72f37af53>

Booth space is not guaranteed until full payment is received. If necessary, companies can pay by check using the attached registration form in lieu of the online link. Mail the registration form and payment to:

CATO  
C/o Randy Winn  
PO Box 6126  
Folsom, CA 95763

***Registration closes November 6, 2017***

### Terms of Cancellation

Cancellations received by October 4, 2017 will be entitled to a **50% refund**. There will be no refunds for cancellations received after the deadline.

### CATO Web Page

Sponsors and vendors can stay up to date on the latest CATO information by accessing our web site located at [www.catonews.org](http://www.catonews.org)

**VENDOR SHOW IS FREE to all Law Enforcement, Fire & Military personnel with valid identification. You may invite your clients from 11am to 7pm each day!**



**2017 CATO Conference**  
**Vendor Trade Show Registration Form**  
*December 4<sup>th</sup> & 5<sup>th</sup>, 2017*

**COMPANY NAME:** \_\_\_\_\_  
(This is how your company name will appear on identification placard.)

**Number/Type of Booth:**

- |   |  |
|---|--|
| _____ Standard 10' x 10' booth (\$800.00)     | _____ Standard 10' x 10' booth with corner (\$900.00)      |
| _____ Double booth 20' x 10' (\$1600.00)      | _____ Double booth- 20' x 10' with corner (\$1700.00)      |
| _____ Exhibition Island 20' x 20' (\$2500.00) | _____ Triple booth -30' x 10' with two corners (\$2000.00) |
| _____ Additional Lunch Tickets (\$40.00 each) | _____ Emergency Vehicle (\$2500.00)                        |
| _____ <b>Standard Electrical</b> (\$99.00)    | <b>TOTAL:</b> _____  |

**Brief Company/Product Description: -**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Point of Contact:**

**\*Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**\*Company Address:** \_\_\_\_\_

**\*Phone:** \_\_\_\_\_ **\*Email:** \_\_\_\_\_

**Badges Required:** (Please list all names of those attending the show)

- 1) \_\_\_\_\_ 2) \_\_\_\_\_  
3) \_\_\_\_\_ 4) \_\_\_\_\_

**Special Considerations** (i.e. Location near or away from affiliate / competing vendor)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*The undersigned hereby authorizes CATO to reserve exhibit space for use by the above company or organization during the 2017 CATO Trade Show. The undersigned hereby acknowledges receipt of, and agrees to abide by, the exhibit rules and regulations as printed in this prospectus.*

**Authorized Signature for Contract:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_

**\*\*\* Make all checks payable to: CATO**  
**Mail to: CATO c/o Randy Winn PO Box 6126 Folsom, CA 95763\*\*\***