SPONSORSHIP / EXHIBITOR OPPORTUNITIES

2026 Professional Development Training Seminar & Exhibitor Show

The Maryland Chiefs of Police Association (MCPA) and The Maryland Sheriffs' Association (MSA) will host their Annual Professional Development Training Seminar and Exhibitor Show at the Ashore Resort & Beach Club Ocean City, Maryland on **September 20-22, 2026**. ***We would like to invite you to be one of our great exhibitors and/or sponsors!***

We work tirelessly on behalf of our members and our communities in several critical areas: Legislative and Legal Advocacy, Training and Member Services. Our active engagement on issues of public safety policy has allowed the associations to effectively shape legislation that impacts legal, social, and budgetary issues. MCPA & MSA are recognized as the voice of law enforcement advocacy on behalf of local law enforcement in Maryland. MCPA & MSA provides contemporary training to law enforcement leaders statewide, ensuring our members remain current on leading issues as well as preparing the next generation of Maryland's law enforcement executives.

MCPA/MSA's Annual Professional Development Training Seminar & Exhibitor Show is the Associations' flagship event and the premier annual training seminar in the law enforcement community in Maryland. The four-day training seminar and exhibitor show brings together more than 350+ leaders in law enforcement with industry partners for amazing networking opportunities, educational sessions, awards ceremonies and a marketplace showcasing the products and services of over 80 exhibitors.

For you and your company, it's the ideal platform to show your support for the most influential community of law enforcement decision makers in Maryland. As a sponsor, you will have direct access to top level law enforcement executives who have come together to train and learn about the latest developments in public safety products and services.

Sponsorship of the MCPA/MSA Professional Development Training Seminar will showcase your company's commitment to the broader law enforcement community and bring your brand and message to life. It also puts your business in the company of major organizations who truly understand the impact and reach that MCPA & MSA can provide you with.

We hope that you will consider supporting our great Associations through one of the many sponsorships offered on the following pages!

We are always working hard to ensure that our sponsors and exhibitors are getting the best experience possible at our Seminar and Exhibitor Show and we listen to your comments and take them to heart! As a result of your comments and suggestions, we have expanded the footprint of our exhibitor show with great success. We also expanded the vendor exhibitor time to THREE days, Sunday evening through Tuesday afternoon and in 2026, we will once again be inviting quartermasters, purchasing agents and others not attending the Seminar down to meet with our great exhibitors on Tuesday! At our last event, a number of exhibitors asked for a **"Exhibitor Passport"** program to drive attendees to their booths and that was an overwhelming success! That we will be repeating in 2026!

SEMINAR SPONSORSHIP OPPORTUNITIES

$15,000.00 Installation Banquet Sponsor

Wednesday evening. Logo on all printed seminar materials, as well as signage at the banquet. Table for eight (8) at the banquet and the opportunity to address the membership during the Banquet for 10 minutes. One premium exhibitor booth with two sponsor representative attendees. Company logo and link on MCPA website as an Association "premier" sponsor for one year. 30 second sponsor video (provided by Sponsor) to be played four (4) times, just prior to the Banquet, Opening Session and the beginning of two sessions during the Seminar. Full page ad/article in MCPA Newsletter. The Banquet is a "business attire function." ***(Sponsor Exclusivity)*** *(Includes attendee bag insert)*

$10,000.00 Honoree Appreciation Dinner Sponsor

Monday evening. Logo on all printed seminar materials as well as signage at the dinner. Table for six (6) at the event and the opportunity to address the membership during the event for ten (10) minutes. One (1) premium exhibitor booth with two sponsor representative attendees. Company logo and link on MCPA website as an Association "premier" sponsor for one year. 30 second sponsor video (provided by Sponsor) to be played two (2) times, just prior to the Dinner and the beginning of one general session during the Seminar. Full page ad/article in MCPA Newsletter. This Dinner is a "casual attire" function. ***(Sponsor Exclusivity)*** *(Includes attendee bag insert)*

$7,500.00 Lunch Sponsor for Monday or Wednesday. Signage at event, logos on all printed materials for seminar. Four (4) company representatives to attend lunch with an opportunity to address attending members for five (5) minutes during lunch or before a general session. One premium exhibitor booth, with company logo and link on MCPA website as an Association sponsor for one year. 30 second sponsor video (provided by Sponsor) to be played two (2) times, at the beginning of the lunch session and one time during a subsequent session during the Seminar. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter. ***Limited to two sponsors, exclusivity at each luncheon)*** *(Includes attendee bag insert)*

SPONSORSHIP OPPORTUNITIES

$7500.00 **Official Hotel Key Cards (exclusive to 1 sponsor)**

Get your company information in the hands of every person staying at the host hotel. Sponsorship includes:
Custom hotel key card with your company name and logo distributed to all Registered guests at the Ashore Resort & Beach Club. One premium exhibitor booth with company logo and link on the MCPA Website as an Association Sponsor for one year. Insert a piece of product literature, product CD, or giveaway item into the conference attendee bags. Bags are given to all MCPA/MSA Professional Development Training Seminar attendees. This is great for announcing a promotion, giveaway or contest at your booth. Sponsor is responsible for providing literature and any shipping costs. 1/2—page ad or article in the Maryland Law Enforcement News & Information Newsletter. *(Includes attendee bag insert)*

$4000.00 **Sponsor of the Conference App**

for smart phone / tablet devices utilized by all Seminar attendees with your company name on the home page of the conference app with agreed upon recognition for your company such as "This app powered by YOUR COMPANY" or your company logo. Two push notifications on the conference app to all conference attendees from YOUR COMPANY with agreed upon messaging. One standard exhibitor booth, one representative attendee, company logo and link on MCPA website as an Association sponsor for one year. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter.

$3500.00 **Presidents' Reception (Sunday Evening)**

Company signage at reception area stating that the reception is sponsored by YOUR COMPANY, logo on all seminar materials, two (2) company representatives invited to meet and greet attending members as they arrive for the reception and during the reception. The reception is held in the vendor area and your company would be highlighted with signage throughout the event area. 1/2—page ad/article in Maryland Law Enforcement News & Information Newsletter.

$3500.00 **Conference Bags**

This is your company's opportunity to gain exposure during the show, as well as afterward by providing a conference bag. Give your attendees a useful souvenir that they will hold onto and reuse time after time. If sponsor wants to provide a gift in addition to the bag, sponsor is responsible for providing gift. Sponsorship includes standard exhibitor booth space, company logo on our sponsor list, and 1/2 page ad/article in the weekly Maryland Law Enforcement Newsletter.

SPONSORSHIP OPPORTUNITIES

$2,500.00 **Incoming President's Reception** (Tuesday evening). Company signage at reception area, logo on all seminar printed materials, two (2) company representatives invited to meet and greet attending members during Reception. *This sponsorship will also be a "Sponsor" for the Chiefs' & Sheriffs' Boardwalk Plunge to benefit Maryland Concerns of Police Survivors & Special Olympics Maryland with $1000 of this $2500 sponsorship going to these worthy charities.* ***(Limited to four sponsors)***

$2000.00 **Lanyard Sponsorship (Exclusive to 1 Sponsor)**
Place your company logo and/or name on the official conference lanyard worn by every attendee. Logo on all Seminar printed materials. Insert a piece of product literature, or giveaway item into conference attendee bags.

$1750.00 **Social Networking Sponsor**
Logo on all Seminar printed materials, signage at Social Networking hospitality room for Sunday, Monday, Tuesday, and Wednesday evenings. Two company representatives to meet and greet members at social networking hospitality room. ***(Limited to four sponsors, co-sponsoring each evening or one sponsor with exclusivity for $5000.***

$1,500.00 **Break Sponsor** Logo on all Seminar printed materials. Company poster at assigned morning or afternoon breaks with logo and the opportunity for two (2) company representatives to be present during morning or afternoon break and set up a display in the break area to meet and greet members.
(Limited to four sponsors, exclusivity at each break)

$1,000.00 **General Seminar Sponsor** Logo posted on all printed materials to include signage at seminar venue and registration materials. Sponsorship includes 1/4 page ad / article in Maryland Law Enforcement News & Information Newsletter. *(Includes attendee bag insert)*

$500.00 **Registration Gift** Welcome every MCPA/MSA Professional Development Training Seminar attendee with a gift upon Registration. Sponsor is responsible for providing gift and any shipping costs. Sponsorship includes 1/4 page ad /article in Maryland Law Enforcement News & Information Newsletter and two tickets to the Presidents Reception and Dinner.

$250.00 **Attendee Bag Insert** (*unlimited sponsorships*)
Insert a piece of product literature or product CD into conference attendee bags. Bags are given to all Professional Development Training Seminar attendees. This is great for announcing a promotion, giveaway, or contest at your booth. Sponsor is responsible for providing literature and any shipping costs incurred.

EXHIBITOR OPPORTUNITIES

Our exhibitor pricing for 2026 will be as follows:

- Standard booth 8' X 8' with pipe and drape, one 6' draped table and chair, floor is carpeted - includes one exhibitor/vendor representative—***EARLY BIRD SPECIAL*** **$1000.00** prior to June 1st . The fee increases to **$1100** after June 1st.
- To address the significant waiting list we had for exhibitors last year, in collaboration with the conference center, we have made spaces available in the mezzanine area of the hotel. There are only eight spaces available in this location. Deserts for the reception Sunday evening and the breaks on Monday and Tuesday will be served in this area. This is area is directly outside of the classroom area for the training sessions. Since this is slightly away from the main exhibit area, the **EARLY BIRD SPECIAL** for these booth spaces is **$950.00.** The fee increases to $1050 after June 1st.
- Additional representatives at booth are **$400** each (everyone will be credentialed for admittance) ***This fee includes access to all conference events for the entire week, meals and social networking opportunities*** additional (Only fourteen available)
- Participate in the **Exhibitor Passport**—Attendees will be provided a card with participating exhibitor names on the "Passport." Attendees that participate get their Passport stamped by participating exhibitors in order to win a high-end prize. This is designed to drive traffic directly to your exhibitor space. The cost for this option is **$100** for participating exhibitors

The total number of exhibitors is limited to **80** and registrations will be accepted on a first come, first served basis. Based on your feedback, we opened our registration up early so you can plan your calendar accordingly. ***We expect these spaces to sell out fast, so please don't delay in signing up....last year we sold out quickly and we had an extensive waiting list!***

Other custom tailored opportunities exist for sponsorship if these sponsorship levels do not meet your needs. These opportunities can be arranged by contacting the Executive Director of the MCPA/MSA Associations', Darren Popkin at darren.popkin@marylandchiefs.org or 667-314-3216.

MARYLAND CHIEFS OF POLICE ASSOCIATION
MARYLAND SHERIFFS' ASSOCIATION

532 Baltimore Boulevard, Suite 308
Westminster, Maryland 21157

Dear Valued MCPA/MSA Seminar Vendor & Community Business Supporter,

I am writing you requesting your support for something that is near and dear to the hearts of our Association members. As you may be aware, the Maryland Chiefs of Police Association and the Maryland Sheriffs Association are tremendous supporters of Special Olympics Maryland and Maryland Concerns of Police Survivors and came up with an idea fourteen years ago that has raised significant funds for these charities…….a Solar/Polar Plunge at the combined Chiefs & Sheriffs Seminar in Ocean City on Tuesday, September 22, 2026!

You might be wondering…..*a Polar Bear Plunge in September*? **YES**, Chiefs and Sheriffs and members of our associations will be conducting a solar/polar on the beach…a very chilling experience that we know will warm the hearts of our law enforcement survivors and Special Olympics athletes as we raise money for these very worthy causes.

We are hoping that **you** will consider being a part of the Maryland Chiefs & Sheriffs Boardwalk Plunge through a sponsorship of the event. Below are some opportunities that would recognize your company and their commitment to Maryland law enforcement and our charities of choice, Maryland Concerns for Police Survivors and Special Olympics Maryland:

Donation $100 Your donation will go a long way in support of the very important programs of Maryland Concerns of Police Survivors and Special Olympics Maryland.

Contributor $250 Each Contributor will have their name printed in the event brochure that will be given to each attendee at the seminar, will have their company name printed on the back of the event long sleeve t-shirt, and will receive a desktop display stand to identify them in the vendor area of the seminar as a **Contributor** of the Chiefs & Sheriffs Boardwalk Plunge to benefit Special Olympics Maryland.

Supporter $500 Each Supporter will have their name boldly printed in the event brochure that will be given to each attendee at the seminar, will have their company name boldly printed on the back of the event long sleeve t-shirt, and will receive a desktop display to identify them in the vendor area of the seminar as a **Supporter** of the Chiefs & Sheriffs Boardwalk Plunge to benefit Maryland Concerns of Police Survivors and Special Olympics Maryland.

Sponsor $1000 Each Sponsor will have their company logo printed in the event brochure that will be given to each attendee at the seminar, will have their company logo printed on the back of the event long sleeve t-shirt, and will receive a desktop display to identify them in the vendor area of the seminar as a **Sponsor** of the Chiefs & Sheriffs Boardwalk Plunge to benefit Maryland Concerns of Police Survivors and Special Olympics Maryland.

Presenting Sponsor(s) $2500 (limited to four) Each Presenting Sponsor will have their name company logo printed on the front of the event brochure that will be given to each attendee at the seminar, will have their company logo printed on the front of the event long sleeve t-shirt, and will receive a desktop display to identify them in the vendor area of the seminar as a **Presenting Sponsor** of the Chiefs & Sheriffs Boardwalk Plunge to benefit Maryland Concerns of Police Survivors and Special Olympics Maryland. Presenting Sponsors will also have the opportunity to address all of the participants at the event.

Thank you in advance for your consideration. Should you have any questions about these sponsorship opportunities, please feel free to call me anytime at 667-314-3216.

We have big dreams for the support of the survivors of our Maryland law enforcement community and the athletes of Special Olympics Maryland, and to accomplish them, ***WE NEED YOUR SUPPORT!***

Sincerely,

Darren Popkin
Executive Director
Maryland Chiefs of Police Association
Maryland Sheriffs' Association
667-314-3216

CHIEFS & SHERIFFS BOARDWALK PLUNGE

Special Olympics Maryland

C.O.P.S.
Concerns of Police Survivors
Rebuilding Shattered Lives

Chiefs & Sheriffs BOARDWALK OCEAN CITY MARYLAND

2026

TAKE THE PLUNGE FOR SPECIAL OLYMPICS MARYLAND

www.boardwalkplunge.com

September 22, 2026

Maryland Chiefs & Sheriffs Supporting Worthy Charities!

YOUR COMPANY CAN MAKE A DIFFERENCE IN THE LIVES OF THOUSANDS!

SPONSORSHIP OPPORTUNITIES

PRESENTING Sponsor *(Only four Presenting Sponsorship Opportunities Available)*	**$2500**
SPONSOR	**$1000**
SUPPORTER	**$ 500**
CONTRIBUTOR	**$ 250**

MARYLAND LAW ENFORCEMENT TORCH RUN

Special Olympics Maryland

-PLEASE RSVP for sponsorships by July 10, 2026 by completing and mailing this form to:

Darren Popkin/ Maryland Chiefs of Police Association / 532 Baltimore Boulevard, Suite 350 / Westmineter, Maryland 21157

PLEASE MAKE ALL CHECKS PAYABLE TO SPECIAL OLYMPICS MARYLAND

_____YES, We would like to contribute as a _____sponsor of this event and our $ _____donation is enclosed

All proceeds from this event benefit Maryland Concerns of Police Survivors and Special Olympics Maryland!

Special Olympics Maryland and Maryland Concerns of Police Survivors are 501 © 3 non-profit organizations and all donations are tax deductible to the full extent of the law