

LAW DOG

To: K9 Trainers, Vendors or Equipment Suppliers

RE: 2012 Invictus Law Dog- Las Vegas

Congrats on deciding to make Law Dog as one of your stops in the 2011 exhibition year. We'll make it worth your time and investment.

This is Law Dog's fifth year and there is nothing like it. The idea is to bring North America's Top Law Enforcement K9 Trainers in one seminar and expo. In 2009 we had nearly 500 handlers, trainers and their supervisors in one location. Attendees serve as: SUPERVISORS, FULL TIME K9 HANDLERS, SWAT & NARCOTICS OFFICERS, DETECTIVES AND PATROLMAN. They come from the Department of Defense, across the U.S., Canada, Mexico, Australia, Finland, Turkey and Great Britain.

You'll find a marketing package that will encompass all budgets. Law Dog is designed to give you the best elements of exhibiting:

- FACE TIME with QUALIFIED Customers
- Networking with America's K9 leadership, Handlers, and Businesses.

Please review the following information to see which sponsorship is best for your business. Join the team, and let's get ready!

Invictus,

Daniel King
Invictus Law Dog

Law Dog Summary

Conference Dates: February 20-23, 2012

Exhibition Dates: February 20-22, 2012

Exhibit Fees: \$2500-\$1000 (\$825 Until 12-31-11
Standard Vendor booth, see additional
Sponsorship Opportunities)

\$35 per guest room (+tax, single or double)
(group code: Law Dog, 877-887-2261)

Location: Tuscany Hotel
255 E Flamingo Road
Las Vegas, NV 89169

Expected Attendance: 200+

Key exhibit times: 2-20-12 3:00p: Exhibit Set Up
2-20-12 5:00p: Early registration/
Reception
2-21-12/ 7a-5p: Vendor area open
2-22-12/ 12-1p: Vendor area open
2-22-12/ 6p-9p: Reception
2-22-12/ 9:00p: Exhibit breakdown.

Sponsorships & Exhibiting

Alpha DOG: \$2,500 (Only 1 available)

This is the conferences 2012 banner sponsor

- Conference listed as “Law Dog presented by (Your Company here)” on certain key promotional materials and locations
- Up to 140’ of prime exhibition space
- Logo/ Icon with hyperlink on website
- Premier banner/ advertising space in exterior halls
- Ad material placed in attendee welcome packets
- 10 conference seats (Law Enforcement/Fire/Military ONLY)
- First option of additional and available sponsorships

Demo Day Sponsor: \$1700

- **"Your Company's Name Here Demo Day"**. That's right! The Demo Day (5-25-11 @ 1145 hrs) is named after your company and will be listed on all appropriate materials (schedules, lunch tickets, banners) as such! This sponsorship will buy each paid attendee a hot dog, chips and a drink.
- Listed as event Co-Sponsor on certain key promotional materials and locations
- 8'x10' area of prime exhibition space with power
- Logo/ Icon with hyperlink on website
- Dedicated banner/ advertising space in exterior halls
- Ad material placed in attendee welcome packets
- 5 conference seats (Law Enforcement/Fire/Military ONLY)

Coffee Sponsor: \$1400

- Coffee bar will be integrated into your exhibit space, driving traffic to you! Signs on the coffee bar will let them know that YOU are buying them a cup!
- Listed as event Co-Sponsor on certain key promotional materials and locations
- 8'x10' area of prime exhibition space (Coffee area not included)
- Logo/ Icon with hyperlink on website
- Dedicated banner/ advertising space in exterior halls
- Ad material placed in attendee welcome packets
- 2 conference seats (Law Enforcement/Fire/Military ONLY)

Registration Reception: \$1500

- Buy the boys a drink at the Conference Registration on 5-24-11. Attendees will stop by your booth to provide the information you request and receive a drink ticket in return.
- Recognition as Reception Sponsor
- Listed as event Co-Sponsor on certain key promotional materials and locations
- 8'x10' area of prime exhibition space, includes power
- Logo/ Icon with hyperlink on website
- Dedicated banner/ advertising space in exterior halls
- Ad material placed in attendee welcome packets

Vendor: \$1000 (limited space) \$825 if paid prior to 12-30-11

- 8'x10' area of exhibition space in vendor area
- Listed as exhibitor on the Law Dog site with a hyperlink to your site

Info: \$400 (\$200 for Vendors)

- Ad material or reasonably sized item placed in attendee welcome packets if you can't make it.

Layouts: \$200

- We'll lay out/ display your flyers that you provide us in the exhibition area for attendees to browse.

Other Marketing Opportunities

Padfolios: Cost (if ordered by sponsor)

This sponsor will have the chance to leave a useful and lasting impression on the attendees. The sponsor agrees to purchase up to 600 padfolios with a 4x6 notepad inside. The sponsor is free to place their logo and sponsorship message right on the cover. The padfolios will be distributed in the attendee welcome packets and all the remaining padfolios will be returned for your companies use.

Payments / Deposits

Payments: Payments for exhibit space can be paid for by Check or Credit Card.

Deposits: Space can be held with a 50% deposit. Full payment must be received by 12-30-11 for \$800 early registration incentive.

Refunds: \$300 of Payment or Deposit is non-refundable after 12-31-11. The entire amount is non-fundable after 1-20-12.

Danny King
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| Top Dog (1 Available) | \$2,500 |
| Demo Day Sponsor | \$2,500 |
| Coffee Sponsor | \$1,800 |
| Registration Reception | \$1,500 |
| Vendor (per booth, \$825 Before 12-30-11) | \$1,000 |
| Info (\$200 for vendors) | \$400 |
| Layouts | \$200 |
| Padfolio / Badge Sponsor | \$N/A |

Total: _____

Payment: Mail Checks to the address below

Card Number: _____

Card Type: Visa / Master Card / AMEX / Discover Exp: ____ / ____

Billing Address _____ Zip Code _____

Name on Card: _____ Signature: _____

I understand that the Invictus TacticalCo, LLC has not promised me anything other than the agreed above. I also understand that \$300 is non-refundable after December 31, 2011 and the entire amount is non-refundable after January 20, 2012. I also agree to provide proof of insurance upon request Invictus Tactical Co or by the Tuscany Hotel.

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| Signature | Date |
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