



# CATO

CALIFORNIA ASSOCIATION OF TACTICAL OFFICERS

## 2023 TRAINING CONFERENCE

### Vendor and Sponsor Opportunities



DECEMBER 3-6, 2023

TOWN & COUNTRY RESORT IN SAN DIEGO, CA

## ABOUT CATO

# TRAINING TODAY'S LEADERS TO MEET THE CHALLENGES OF TOMORROW

The California Association of Tactical Officers (CATO) is a 501(c)(3) non-profit, non-political organization dedicated to increasing the safety and professionalism of the law enforcement profession. CATO develops and provides superior training, education and networking opportunities to help officers solve some of the most complex tactical issues facing their communities across California and the nation. CATO stimulates the research and development of innovative techniques, training, methods of operation and equipment. At CATO, we believe that training today's leaders to meet the challenges of tomorrow leads to safer communities.

**YOU CAN SUPPORT CATO BY JOINING US AS A SPONSOR OR VENDOR AT OUR UPCOMING 2023 CATO TRAINING CONFERENCE IN SAN DIEGO, CA**

The annual CATO Training Conference is the one time of the year when the top tactical minds in California converge. This empowering event historically attracts between 800 and 1,000 attendees, and educates and inspires our law enforcement leaders, giving them a unique opportunity to connect with their peers.

It's also a great time to get your brand in front of sworn and non-sworn California law enforcement officers, members of the military and state and federal government representatives. This includes county sheriff's and deputies, city police officers, California Highway Patrol, university and college campus police, transit police, probation officers and more.

**Interested in joining us? Register at [catotraining.org](https://catotraining.org)**

### QUESTIONS?

For the Vendor Show, contact  
**[vendor@catotraining.org](mailto:vendor@catotraining.org)**

For Sponsorship Opportunities, contact  
**[conference@catotraining.org](mailto:conference@catotraining.org)**



# 6 GREAT WAYS to support CATO's training and leadership programs, whether or not you can attend!

## VENDOR SHOW

Show off your latest products and technology during our popular Vendor Show! This year's show will start with a sneak peek on Sunday afternoon followed by an all day show on Monday.

To increase visibility of our vendors, we've arranged for breakfast and lunch to be served throughout the Vendor Hall. CATO is also hosting two Happy Hour networking events in the Vendor Hall Sunday and Monday nights.

## GOLDEN TICKET

Donate "Golden Ticket" raffle prizes that will be given out to lucky attendees during our big speaker events!

During the Opening Ceremony and General Assemblies on Tuesday and Wednesday, these prizes will be showcased in front of a huge audience. You also have the opportunity to come up on stage and give a 1-minute presentation on your product and congratulate the raffle winner.\* For prizes given out on Tuesday and Wednesday, if you are not attending, we can read out a statement on your behalf. To qualify for this raffle, your donation must be valued at \$500 or more.\*\*

## RAFFLE PRIZES

Raffle drawings will occur during the Vendor Show when all attendees gather for Happy Hour. All money raised from the purchase of raffle tickets supports CATO's yearly training and leadership programs.

Companies that donate prizes with a value of \$500 or more will be invited up to the stage to give a 1-minute presentation.\* These vendors may have their photo taken with a CATO rep and the winner of the raffle prize.\*\*

## MEALS

**Sponsor Breakfast and/or Lunch and our hungry officers will be very appreciative!**

All attendees will automatically receive breakfasts and lunches with their registration, so attendees will no longer leave the conference area to search for their own meals. Tables will be placed throughout the Vendor Hall for dining. We will be happy to place a large sign near the buffet area announcing your support.

## HAPPY HOURS

**Two Happy Hours will help raise funds for CATO Cares, CATO's benevolence fund, which provides financial assistance to fallen officers' families during their time of grief, and officers who are experiencing illness or injury within their families.**

Happy Hour will be set up in the aisles between vendor booths to increase vendor visibility to all attendees.

## SWAG

**Get your product into the hands of up to 1,000 attendees to enjoy and take home after the conference.**

This is a great opportunity for companies that make on-the-go snacks and drinks perfect for those in a fast-paced profession. CATO will be giving out conference SWAG to attendees at check-in and we would love to include samples of your product or helpful products like pens, for example, with your logo on it.

Vendors, sponsors and donations will be recognized in CATO's E-newsletters sent to our full email list!

\* Qualifying companies may give a 1-minute presentation to attendees about the product they are giving away, what you have at your booth, and/or what new products and technology. Your donation is tax deductible due to CATO's non-profit status.

\*\*All companies that donate products to the raffle will have the opportunity to provide an ad for that product that will be displayed in a slideshow on a digital monitor located near the table selling tickets.

# SPONSORSHIP PACKAGES

**Get the maximum exposure with our audience!**

## GOLD

**\$8,000**

- Logo on Conference website listed as a sponsor
- Logo featured in E-newsletters leading up to the conference
- Thank you social media post
- 400 sq feet of booth space in Vendor Show\*
- 2 audio ads (15-30 seconds each): you can submit two advertising messages to be read by one of our hosts during the recording of two podcast episodes. One audio ad per podcast
- 2 ads published in our newsletter any time during the year, dependent on availability
- 2 full-screen digital ads played during the conference
- Priority access to premium booth space (dependent on availability)
- Sponsor will be personally thanked during the Opening Ceremonies. Your logo will be shown on screen
- A full year of sponsorship benefits! Your company will be thanked during CATO podcast episodes and in our E-newsletters throughout the year for being a Gold Sponsor
- Your logo will be featured in the Conference's main foyer where hundreds of attendees will check-in for the conference

## SILVER

**\$4,000**

- Logo on Conference website listed as a sponsor
- Logo featured in E-newsletters leading up to the conference
- Thank you social media post
- 200 sq feet of booth space in Vendor Show\*
- 1 audio ad (15-30 seconds each): you can submit an advertising message to be read by one of our hosts during the recording of 1 podcast episodes
- 1 ad published in our newsletter any time during the year, dependent on availability
- 1 full-screen digital ad played during the conference

## BRONZE

**\$2,000**

- Logo on Conference website listed as a sponsor
- Logo featured in E-newsletters leading up to the conference
- Thank you social media post
- 100 sq feet of booth space in Vendor Show included\*

\* Booth size dependent on availability and will be provided on a first come, first serve basis.

**Interested in a custom sponsor package? Contact [conference@catotraining.org](mailto:conference@catotraining.org)**



## VENDOR SHOW INFORMATION | 2023 TRAINING CONFERENCE

### **10×10 EXHIBITOR BOOTHS INCLUDE:**

- Draped 6-foot table, 2 chairs, 1 waste can, and 1 exhibitor ID sign
- Food package for breakfast and lunch for two representatives. Additional food packages may be purchased for \$75/person, but must be done so in advance.

\* Corner booths receive 1 additional skirted 6 ft. table

**COST OF SPACE DOES NOT INCLUDE THE FOLLOWING:** Rigging or machinery moving, unpacking, erection or repacking of displays, utilities (i.e., electrical, water, gas, compressed air, telephone, booth decoration, furniture, carpet). Exhibitors may order these services from the official show contractor, Steele Productions. They will contact all vendors before the conference for specialty needs.

**NEW PAYMENT POLICY:** If paying by check, payment must be delivered to CATO no later than 10/1/23 or your vendor booth registration will be canceled. We will no longer accept checks during or after the vendor show.

After completing your registration, send a check made out to "California Association of Tactical Officers" and send to:

**California Association of Tactical Officers**  
PO Box 5264, Garden Grove, CA 92846

**VENDOR CANCELLATION POLICY:** In the event that you need to cancel your registration, please email [vendor@catotraining.org](mailto:vendor@catotraining.org) to request a cancellation and refund.

### **The following cancellation policy is in place:**

- **Cancel on or before Sept. 30th, 2023:** Receive a full refund
- **Cancel on or after October 1, 2023:** No refund will be provided
- **No refunds will be given for no shows**

**FOOD AND BEVERAGE COMPANIES:** The hotel has stipulated that no one is permitted to cook or have any cooking devices in the Vendor Show. However, you may hand out samples of your food and beverage products.

**REGISTER TODAY AT**  
**[catotraining.org](https://catotraining.org)**

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