

# HITS 2021

July 6 – 9, 2021

Westin Kierland Resort & Spa, Scottsdale, Arizona

Dear HITS Exhibitor

Thank you for choosing to exhibit at HITS 2021 July 6 – 9, 2021, at the Westin Kierland Resort & Spa, Scottsdale, Arizona. This seminar promises to be a tremendous event and we wish your company great success as an exhibitor.

Our system this year is streamlined for your convenience. Included with your 10x10 booth will be 1, 6 ft skirted table, 2 chairs, a waste basket, 44x7 inch company sign and power. The ballroom is carpeted, you will not need to rent carpeting. If you require any additional items for your booth, you will have to order them from GEMS (Gilbert Exposition Services), our event contractor. It makes the process much easier if you order what you need prior to the event so GEMS can have it in your booth before you arrive.

HITS is a great place to make a powerful impression on your target market. To assist our vendors, we have additional advertising opportunities to maximize your impact to the attendees. (See Attachment)

Help us make the Networking Reception, Thursday, July 8, 2021 a night to remember. Join with HITS Training & Consulting by donating a prize to the annual Networking Reception, your company will be highlighted in, pre-promotion efforts and on-site announcements. Be sure to fill out the on-line form to take part in this great marketing opportunity.

Please find enclosed in this service kit everything you will need to exhibit at HITS 2021. We strongly recommend that you take the time to read all the materials enclosed. If you have any questions regarding the enclosed information, don't hesitate to contact us.

Andrew Weiman, Event Director, 954-914-3675, [Andy@HITSK9.NET](mailto:Andy@HITSK9.NET)

Ted Daus, 954-242-5584, [Ted@HITSK9.NET](mailto:Ted@HITSK9.NET)

See you in August!

*Andrew Weiman*

Andrew Weiman  
HITS Event Director  
HITS Training & Consulting

*Ted Daus*

Ted Daus  
HITS Training & Consulting

# HITS 2021

July 6 – 9, 2021

Westin Kierland Resort & Spa, Scottsdale, Arizona

## Vendor General Information

### HITS Training & Consulting

P.O. Box 6424

Lakeland, FL. 33811

Tel. 863-529-5113

Andrew Weiman, Director of Operations

### Westin Kierland Resort & Spa

6902 E Greenway Parkway,

Scottsdale, Arizona 85254

### MOVE-IN:

Monday, July 5, 2021	Contractor Move-In	8 am – 5 pm
Tuesday, July 6, 2021	Exhibitor Move - In	8 am – 5 pm

### SHOW HOURS:

Tuesday, July 6, 2021	Exhibits Open	6 pm – 8 pm
Wednesday, July 7, 2021	Exhibits Open	8 am – 6:00 pm
Thursday, July 8, 2021	Exhibits Open Networking Reception	8 am – 6:00 pm 7:30 pm – 9:30 pm

### MOVE OUT:

Friday, July 9, 2021	Exhibitor Move-Out Contractor Move – Out	8 am – 12 (noon) 12 (noon) – 5 pm
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- ❖ All exhibit material must be removed from the hotel by 6 pm, Friday, July 9, 2021.

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## HELPFUL HINTS AND FRIENDLY REMINDERS

Here are some tips to best maximize the value of your Exhibitor Services Manual

- ***Read the Contract*** – Please send it in as soon as possible. There are great booth locations this year, sign up early to get your perfect booth.
  
- ***Shipping*** – When shipping your exhibit materials, you have two options. (Please research and evaluate your options carefully)
  - Ship to the hotel – There will be a cost for the hotel to accept your materials and deliver them to your booth space.
  - Ship to GEMS (Gilbert Exposition Management Services) – There is also a charge to ship your materials to GEMS. This charge will include delivery to your booth.
  
- ***Advertising and Promotion*** – Have you taken advantage of all the advertising and promotional opportunities available? This will not only be a great way to complement your exhibit space, but will also heighten your brand awareness, and maximize your exhibiting experience.
  
- ***Remember*** – The earlier you sign-up to be a vendor at HITS 2020 the more your company name, logo, or ad is included in our advertising. Don't delay and miss valuable advertising opportunities.
  
- ***Raffle*** – Fill out the Raffle form and send it back early to maximize your product exposure. Your products will be marketed to all attendees at the event, prior to the event on our website and in our social media and web-based advertising. Winners will be chosen through the week, and some of the prizes will be presented during our networking reception.

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# HITS 2021

Welcome to HITS 2021, brought to you by HITS Training & Consulting. Please take a few moments to read the following information.

## **Prohibition Against Live Ammunition, Ordinance, Devices, Canines**

Any equipment on display during the exhibition portion of HITS including but not limited to, firearms, diversionary devices, aerosol-based weapons and ammunition, must not contain any live ammunition at any time. **THERE ARE NO EXCEPTIONS.** Staff from HITS Training & Consulting will be monitoring the exhibit hall to enforce this prohibition. Any violations will result in the closing of the violating exhibit, immediate removal of the exhibit personnel from the exhibit hall, and may result in the confiscation of the equipment in violation. All firearms displayed or taken into the exhibit center, including any item designed for or capable of launching a projectile must be rendered non-functional either by installing a non-removable trigger lock or by removing the firing pin. All ammunition, munitions, and pyrotechnic products and chemical agent devices must be inert or dummy replicas. The host hotel, Westin Kierland Resort does not allow canines in the hotel. HITS discourages vendors from bringing canines to the vendor hall. Strict adherence to these guidelines will be enforced.

## **Special Events**

**Vendor Appreciation Night** All HITS participants are invited to the Vendor Appreciation night on Tuesday, July 6, 2021 in the exhibit area. It will feature attendee registration and free drinks.

**Networking Reception** All HITS 2021 participants are invited to the networking reception, on Thursday July 8, 2021 in the exhibit area. It will feature an open bar between 7:30 pm and 9:30 pm. Exhibits are encouraged to remain open during the event.

# HITS 2021

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Westin Kierland Resort & Spa, Scottsdale, Arizona

2021 Contract for  
Exhibit Space

Exhibitor name: \_\_\_\_\_

Product/Services to be exhibited: \_\_\_\_\_

Firms from which you prefer to be separated: \_\_\_\_\_

Complete, sign and email to

Jeff.Barrett@HITSK9.NET

HITS Training & Consulting  
303 Kerneywood St.  
Lakeland, FL, 33803  
Tel: 863-529-5113

Make Checks payable to  
HITS Training & Consulting

**Exhibit Space Rental Fee:**

Premium Package – \$ 1495.00 \_\_\_\_\_

Vehicle Exhibit - \$ 1495.00 \_\_\_\_\_

**EARLY SIGN UP\*** \$ 1295.00 \_\_\_\_\_ Save \$200.

**Early signup must be paid in full before the end of HITS 2019**

**Less deposit** 50% of fee (Due with contract)

**Balance Due: February 16, 2021** \$ \_\_\_\_\_

The remaining balance is due 6 months prior to the event.

Cancellations made after balance due date will not be refundable.

**Booth Choice:** 1<sup>st</sup> # \_\_\_\_\_ 2<sup>nd</sup> # \_\_\_\_\_ 3<sup>rd</sup> # \_\_\_\_\_

(we cannot guarantee that you will be allocated one of your selections)

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Method of Payment      Check       Credit Card

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

Visa       Master Card       AMEX is NOT accepted

Contract Authorized by duly authorized representative

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

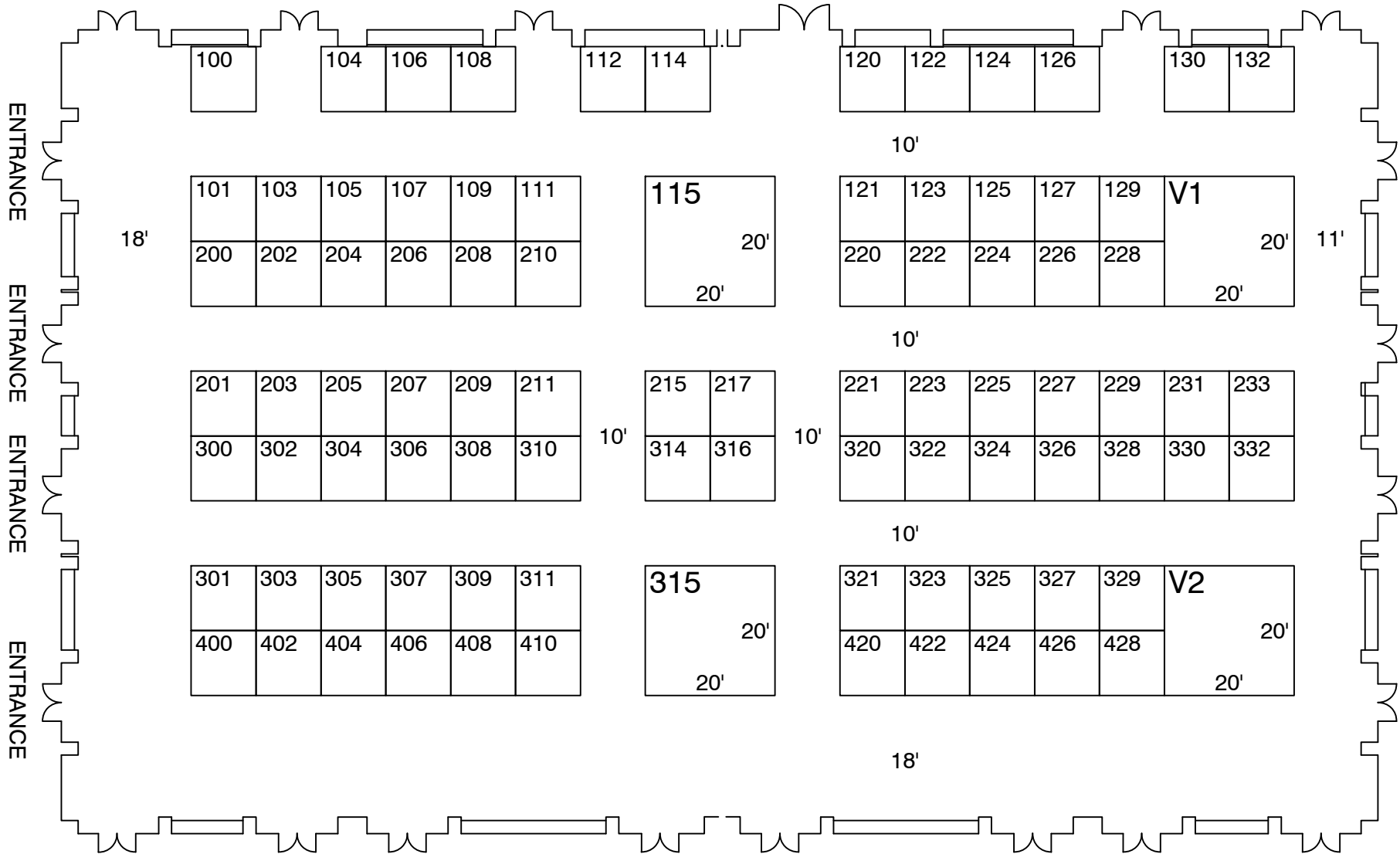
By signing this contract, I acknowledge reading and fully understanding all rules and regulations governing HITS as printed on the reverse side hereof and which are part of this contract. I agree to abide by all these rules and regulations and acknowledge that acceptance of this by HITS Training & Consulting constitutes a legally binding contract.

DO NOT WRITE IN THIS SECTION		_____ Date Rec.
Exhibit Space assigned: _____	Authorization: _____	
Payment Record:	Total Billing \$ _____	
	Deposit \$ _____	
	Balance \$ _____	

# HITS TERMS AND CONDITIONS

1. **PAYMENT OF EXHIBIT SPACE RENTAL FEE**  
EARLY SIGNUP FEE must be paid in full prior to the end of HITS 2019 (August 16, 2019) or no discount will be provided. Anyone who signs up and does not pay the Early SIGN UP FEE prior to August 16, 2019, will be charged the premium package fee. A non-refundable deposit of \$747.50 per booth must accompany the CONTRACT FOR EXHIBIT SPACE in order to hold exhibit space. Make checks payable to: HITS TRAINING & CONSULTING. Balance of exhibit space rental fee is due 6 months prior to the opening day of the event. For bookings made less than 6 months prior to the opening day of the event, full payment of the exhibit space rental fee must accompany the CONTRACT FOR EXHIBIT SPACE. Failure to comply with the above payment terms will result in the cancellation of the CONTRACT FOR EXHIBIT SPACE and forfeiture of all money paid.
2. **CANCELLATION AND REFUND** Cancellation by the Exhibitor for any reason, prior to the balance due date above, will result in forfeiture of all money paid by the Exhibitor. If the cancelled exhibit space can be rented to another Exhibitor, and the exhibit hall is sold out, the exhibit space rental fee, less deposit money paid, any discounts given, advertising costs, and expenses incurred, will be refunded. Cancellation after the balance due date above will result in the forfeiture of all money paid by the Exhibitor, and no refund will be made. Notice of cancellation must be made in writing.
3. **ASSIGNMENT OF EXHIBIT SPACE** Exhibit Space will be allocated on a first come first reserved basis. Space reservations will be confirmed upon receipt of an executed contract signed by a duly authorized representative of the Exhibitor, and payment required at the time of reservation. Exhibitor agrees not to assign, sublet, or share any portion of exhibit space. HITS Management reserves the right to assign and/or reassign the Exhibitor to booth space other than that requested by the Exhibitor, and to rearrange the exhibit hall.
4. **OCCUPANCY OF SPACE** Only one exhibitor as listed on the front of this contract may occupy the exhibit space. Exhibitor agrees not to assign, sublease, or otherwise share all or any portion of the contracted exhibit space to or with any other party except a wholly owned subsidiary, or firms for which the Exhibitor is the sole distributor or world wide agent. Exhibitor agrees not to display the products, literature, or advertising of any company other than that listed on the front of this contract.
5. **FIREARMS, AMMUNITION, MUNITIONS, PYROTECHNIC DEVICES, AND CHEMICAL AGENTS OR CANINES.** All firearms displayed or taken into the exhibition center, including any item designed for and capable of launching a projectile must be rendered non-functional either by installing a non-removable trigger lock or by removing the firing pin. All ammunition, munitions, and pyrotechnic products and chemical agent devices must be inert or dummy replicas. All devices designed for and/or capable of launching must be rendered non-functional. No canines are allowed in Vendor Hall.
6. **INSTALLATION AND DISMANTLING OF EXHIBITS** Exhibit installation time is between 10:00 am and 5:00 pm. On July 6, 2021. Exhibitor agrees that all materials must be removed from the exhibit area before 11:00 am on Friday July 9, 2021 .
7. **FURNISHINGS AND DECORATION** Exhibitors who need furnishings and decorations such as carpet, tables, chairs, etc. may rent this equipment from the Official Exhibition Services contractor in advance of
8. the event and on-site. Exhibitors who intend to use a Non-Official Service Contractor must notify the Official Contractor in writing in advance of exhibition, and provide the Official Service Contractor with proof of general liability insurance.
8. **LABOR** Except for Exhibitors who will use Non-Official Service Contractors, all Exhibitors who require the use of labor for hire for the purpose of erecting, assembling, and disassembling their exhibit must contract with the Official Service Contractor for labor. Exhibitors using Non-Official Service Contractor agree that all labor for hire personnel have the appropriate labor authorization, such as a union card, which authorizes them to perform specific trade work, and that appropriate authorization conforms to the local custom of the event jurisdiction and/or the labor pool of the Official Contractor. The Official Service Contractor shall have jurisdiction in matters related to Non-Official Labor personnel.
9. **CLEANING HITS** will provide janitorial services during the exhibition for aisles only. Exhibitors who desire cleaning and janitorial services inside a booth should contact the Official Service Contractor for services.
10. **SECURITY** Overnight security will be provided at the exhibit area. Security will begin at the end of the last event of the day and end at 7:00am. By providing this security, HITS Training & Consulting, their agents and representatives assume no liability for any loss, theft, damage, injury, or death prior to, during, or after the exhibition. Final responsibility for security and protection of Exhibitor personnel, displays, equipment, and materials shall be with the Exhibitor.
11. **LIMITS OF LIABILITY** HITS Training & Consulting, Their officers directors, agents, representatives, employees, and contractor vendors shall not be responsible and shall be held harmless for any loss, injury, or death resulting from any incident, fire, theft, or any cause whatsoever, including but not limited to accident or injury to Exhibitor property, Exhibitor demonstration participants, their employees, agents, guests, the public, and others, prior to, during, or after the exhibition. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless HITS Training & Consulting, its officers, directors, employees, and agents, against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney fees arising out of, or caused by Exhibitor installation, dismantling, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibition or demonstration areas. Exhibitor also acknowledges that HITS Training & Consulting their officers, directors, employees, and agents do not carry insurance for Exhibitor property or person, nor will any of the above named be responsible for providing or arranging for such insurance.
12. **GENERAL RESTRICTIONS** Only law enforcement, military, and security products and services and canine related products and services may be displayed and exhibited, and HITS Training & Consulting reserves the right to deny space to an Exhibitor if the booth personnel, products and/or services to be displayed, exhibited, or promoted do not directly meet the objectives of the exhibition. All demonstrations must be confined to the limits of the contracted exhibit space and/or the Demonstration area outside of the exhibit area. Aisles must be kept clear. Advertising material, literature, samples, and giveaways may only be distributed within the confines of the contracted exhibit space. HITS Training & Consulting reserve the right to impose limitations on visual and noise levels, and any method of operation which becomes objectionable. Helium balloons and adhesive backed signs are not permitted in the exhibit hall. No signs will be affixed with pins, nails, tape, tacks, or adhesives of any kind to walls, windows, doors, or any other surface in or out of the exhibit hall. This agreement is subject to all terms and conditions contained in the lease between the exhibition facility and HITS Training & Consulting. In the event of inconsistencies or omissions in the respective leases, the terms of the exhibition facility lease will control. In the event of any violation of these Terms and Conditions by the Exhibitor, HITS Training & Consulting reserves the right, at their discretion, to close the Exhibitors display, and remove the Exhibitor's display and equipment from the exhibit hall. The exhibitor will forfeit all monies paid, and be responsible for any and all charges associated with the above action.
13. **TERMINATION OF EXHIBITION** Should HITS Training & Consulting be prevented, in the sole judgment of HITS Training & Consulting, from holding the exhibition as a result of war, riot, strike, picketing, boycott, embargo, injunctions, emergency declared by governmental agency, damage to building, or any other act, incident, or circumstance beyond the control of HITS Training & Consulting, this CONTRACT FOR EXHIBIT SPACE may be terminated. In the event this contract is terminated, HITS Training & Consulting will have no liability for any Exhibitor financial loss or damage, and no financial obligation to the Exhibitor except to refund a pro-rated share of total exhibit space rental fees after deduction for all costs and expenses incurred by HITS Training & Consulting, and a reserve for claims. Exhibitor hereby waives all claims for loss or damage as a result of termination.
14. **AMENDMENTS TO TERMS AND CONDITIONS** HITS Training & Consulting, at its discretion, may make changes, amendments, or additions to the Terms and Conditions of this contract between HITS Training & Consulting and the Exhibitor. Any changes, amendments, or additions shall be binding on the Exhibitor. The ruling of HITS Training & Consulting shall be final in all instances with regard to use of the exhibit space.
15. **JURISDICTION** For the purposes of this agreement, the parties agree that this agreement was entered into in the State of Florida and that the construction and interpretation of this agreement shall at all times and in all respects be governed by the laws of the State of Florida.
16. **Vehicles and/or other Exhibits-** Each vehicle and/or other item not displayed in a designated booth space will be assigned a position in the exhibition center by HITS Training & Consulting. Companies choosing to display a vehicle or other item agrees to pay HITS Training & Consulting the cost of space rental. The cost of each vehicle and/or other exhibit will be \$1,495.00
17. At any time, HITS TAC reserves the right to refuse attendance to any vendor with a Felony conviction or any criminal/civil background that may cast a disparaging image on HITS TAC and its event. The interpretation of disparaging image is at the complete discretion of HITS TAC. Once the impermissible background is discovered HITS will refund any funds paid for the booth to HITS TAC and will not be responsible for any additional costs.

**2020 HITS**  
 August 18 - 21, 2020  
 Westin Kierland Resort - Scottsdale, Arizona



Kierland Grand Ballroom (24,395 ft/sq)

- 86-10x10 booths
- 2-20x20 booths
- 2-20x20 vehicle spaces

Aisle widths as noted



Rev. 8/1/19





## HITS 2021 - Phoenix, Arizona

### **HITS LEAD SPONSORSHIP- \$6,250.00 SOLD TO VAPOR WAKE**

Our lead sponsorship is limited to one company. Your company will be promoted as the primary sponsor of HITS in all pre-event advertising and signage at the event.

Your company will receive:

- 20 x 20 pipe and drape booth. This includes tables, chairs and power access.
- 44 x 7 identification sign
- Company listing and live URL listening on the official HITS website.
- Networking opportunities at the HITS industry reception
- Special recognition at the HITS industry reception
- Prominent inclusion of your company logo in all pre-event marketing/advertising and on the event signage.
  - Direct mailers to 15,000 qualified buyers
  - Email blasts to over 18,000 canine professionals
  - Social media marketing to 40,000 followers
  - Special Recognition on HITS Radio Pod Cast
- Ten (10) HITS seminar passes for your most valued customers
- Color, full page advertisement in the event guide
- Collateral insert in the expo bags

At the networking conference reception, attendees and instructors will enjoy drinks and networking opportunities. The sponsor will have its logo displayed prominently at the event and have the opportunity to speak to the attendees personally. This is an opportunity to show your company's support for law enforcement and specifically, canine handlers. Your company will have the opportunity to personally thank those officers for the support of your products and for their service to the community.

**Event Guide Full Page Ad**- 8.5 X 11 Full Bleed High Resolution (300dpi) PDF \$250.00

**Classroom Sponsor- \$2,000.00**

Your company can sponsor one of five classrooms at HITS. Your logo will appear on the classroom doors when permitted by the hotel, on every HITS schedule, web page, event guide, email blasts and event signage. It will be viewed by every HITS attendee several times a day. We also include "in room" advertising for your company during the entire event.



## **Premium Package \$1,495.00**

The highest designation possible, a HITS premium sponsorship provides maximum exposure to our influential audience.

- 10 x10 pipe and drape booth, includes a table, 2 chairs, a waste basket and power access at your booth. (Any additional items needed will have to be ordered from our event contractor)
- 44 x 7 identification sign
- Company listing and live URL listing on the official HITS website
- Networking opportunities at the HITS industry reception
- Prominent inclusion to your company logo in all pre-event marketing/advertising and event signage
  - Direct mailers to 10,000 qualified buyers
  - Email blasts to over 18,000 canine professionals
  - Social media marketing to 40,000 followers
- Four (4) HITS seminar passes to be distributed to your best customers
- Opportunity for extra advertising for items donated to our free raffle night
- Opportunity for extra advertising for special offers, discounts, sale items at HITS

## **CONFERENCE NETWORKING RECEPTION (during registration night) \$1,000.00**

- Receive pre-event marketing in email blasts, direct mail and on our HITS website
- Event signage, social media and email blasts denoting your contribution to the event

## **LANYARDS- \$2,500.00 SOLD TO ACE K9**

These customized lanyards are for the attendee's name badges and everyone will wear your company logo throughout the event

## **NAME BADGES- \$3,500.00 for equal billing on both sides, 2 company slots available**

- Our HITS name badges will be 4 x 6 inches in size. These professionally designed and printed name badges will be souvenir items for attendees that will hang around for many years. These names badges will display your company logo around the neck of every attendee at HITS

## **HOTEL KEY CARDS- \$2000.00 per side OR \$3,500.00 if single sided**

- Your logo will customize the official key cards for HITS and be given to everyone who stays with us at the hotel. These cards will become souvenirs for our attendees to remember the event and you

**HOTEL ELEVATOR ADVERTISEMENTS- (DOOR \$1,500.00) (POSTERS 3 for \$1,500.00) – might not be available at this hotel**

- Many times, our guest hotel will allow us to market inside their elevators. If you're interested in marketing your company to everyone while they ride the elevators, you'll have a captive audience!

**COFFEE CUPS- \$3,000.00**

- Promote your company with a logo on the official HITS coffee cups.

**VENDOR CARDS- \$1,000.00**

- This card is our way of getting you valuable face time with HITS attendees. Their mission, have all the vendors stamp the card. Their goal, win lots of cash in the exclusive card drawing. When you sponsor this card, your company will have its full page ad printed on the reverse side of the card.

**INK PENS- \$1,000.00**

- Our official HITS ink pens will have your company logo on it and each person attending will get one.

**INSERTS- \$350.00**

- Our staff will pre fill the event bag with a collateral insert that you send us. This ensures that each person receives your product information as part of their event package.

**FREE T-Shirt – Sponsorship- \$5,000.00**

**Vehicle Display or other independent display item - \$1,495.00**

In many of our venues, we are able to place your fully equipped vehicle on display. Floor plans generally dictate the available space for setting up the vehicle as a display piece, but the marketing presence of the vehicle and equipment is such a powerful advertisement piece.