



iNDefense EXPO ★ 2015

PRESENTED BY DARLEY DEFENSE



EXHIBITOR PROSPECTUS

indefenseexpo.com

San Diego, CA - April 8-9
Fort Carson, CO - May 6-7
Virginia Beach, VA - June 4
Fort Bragg, NC - August 5-6

DARLEY DEFENSE MISSION STATEMENT:
To serve the U.S. Warfighters and First Responders by providing high quality, safe and innovative products.



ABOUT THE INDEFENSE EXPOS

Darley Defense is committed to serving the U.S. Government's Warfighters and First Responders by providing high quality, safe, and innovative products. **iNDefense Expos** offer an ideal opportunity to bring together military, Law Enforcement, Homeland Security and other organizations serving our country with businesses dedicated to providing cutting edge products and services to improve capabilities.

2015 INDEFENSE EXPOS

San Diego, CA

April 8-9, 2015

Manchester Grand Hyatt
San Diego

1 Market Place
San Diego, CA 92101

Fort Carson, CO

May 6-7, 2015

Fort Carson Special Events
Center

6550 Specker Avenue
Building 1829
Fort Carson, CO 80913

Virginia Beach, VA

June 4, 2015

Sheraton Virginia Beach
Oceanfront Hotel

3501 Atlantic Ave,
Virginia Beach, VA 23451

Fort Bragg, NC

August 5-6, 2015

Fort Bragg Convention Center
Fort Bragg, NC



Exhibiting at the expos provides visibility of your company/organization to the expected 600+ attendees at each Expo to include senior military leaders and other key decision makers.

Multi-Show Discount

10% Discount on total Sponsorship and Exhibit packages for contracting 2 or more Darley Shows.

Exhibit Amenities

All table-top exhibit spaces come with a 2'x6' table and one chair.

Additional Exhibit Services

Booth services such as electricity, internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator (additional information about options and fees is available on the event website in the exhibitor kit). The exhibitor kit will be e-mailed and posted online approximately eight weeks prior to the conference.

Exhibit Partner

You may have up to two partners in your exhibit space for \$125 each. A company listing and description for each partner in Expo Guide is included in this cost.

If you are interested in partnering, please contact:
Laurie Powell • LPowell@eventPower.com • (703) 740-1940

ABOUT INDEFENSE EXPO SAN DIEGO

iNDefense Expo San Diego offers an ideal opportunity to bring together military, Law Enforcement, Homeland Security and other organizations serving our country with businesses dedicated to providing cutting edge products and services to improve capabilities.

Attendance

There is no cost to attend the Exposition. The expected 600+ attendees include senior military leaders and key decision makers:

- Military Personal from Naval Base San Diego
- Marine Corps Base Camp Pendleton
- U.S. Coast Guard Base San Diego
- Naval Base Point Loma
- Local First Responders

Raffle Drawings

All vendors are encouraged to provide an item to be raffled off during the Warfighter Social. This is great for brand awareness and can be just plain fun! Please indicate the item you would like to provide below.

Item: _____



Networking & Special Events At San Diego

iNDefense Expo San Diego has special networking events schedules to enhance your exhibit experience.

Ice Breaker Social

Date: Tuesday, April 7
Time: 6:00-8:00 p.m.
Location: Redfields Sports Bar
Senior leadership invited to attend.

Warfighter Social

Date: Wednesday, April 8
Time: 5:30-7:30 p.m.
Location: Exhibit Hall – Grand Hall C and D
Cash Bar and Light Appetizers



If you are interested in partnering, please contact:
Laurie Powell • LPowell@eventPower.com • (703) 740-1940

iNDefense Expo San Diego

SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized in the event program guide, listed on the event website, and most will be included in event signage.

WARFIGHTER RECEPTION (2 AVAILABLE) \$2500

Sponsor the Warfighter Reception and you will receive recognition on the website, printed program guide and event signage. You will also be acknowledged during the event and given the opportunity to say a few words to the attendees.

EXPO BAGS (1 AVAILABLE) \$2000

Your company's logo will appear along with the expo logo on the expo bag and will be given out to the expected 600+ attendees.

LANYARDS (1 AVAILABLE) \$1500

Your company's logo will appear along with the expo logo on the lanyard and will be given out to the expected 600+ attendees.

EXPO GUIDE (1 AVAILABLE) \$1,200

Sponsorship includes recognition on the registration page of the website and additional signage at the registration desk on site.

LUNCH ON WEDNESDAY \$1,000

Sponsor the lunch on Wednesday and you will receive recognition on the website, printed program guide and event signage. You will also be acknowledged during the event and given the opportunity to say a few words to the attendees.

LUNCH ON THURSDAY \$1,000

Sponsor the lunch on Thursday and you will receive recognition on the website, printed program guide and event signage. You will also be acknowledged during the event and given the opportunity to say a few words to the attendees.

REGISTRATION (1 AVAILABLE) \$1,000

Your company's logo will appear on the registration page of the website, in the Program Guide and on signage as it relates to registration.

BREAKS \$800

Sponsor the breaks you will receive recognition on the website, printed program guide and event signage. You will also be acknowledged during the event as the break sponsor.

PENS (1 AVAILABLE) \$500

Sponsorship includes distribution of our company's pen at registration, listing in the Program Guide and recognition on sponsorship signage. (Pen provided by sponsoring company.)

EXHIBIT & ADVERTISING OPPORTUNITIES

Exhibit Booth Sizes

Premium exhibit space is closer to the entrances and near food stations. Premium spaces are designated by a "p" following the booth number on the floor plan. Please visit <http://www.expocad.com/host/fx/techforums/15ds/default.html> to view the floor plan.

6x8 Standard Space \$900

6x8 Premium Space \$1000

6x16 Standard Space \$1,700

6x16 Premium Space \$1,900

Advertising Opportunities

Advertising is available in the event program guide.

Full Page Cover (Inside Front Cover) \$500

Full Page Cover (Inside Back Cover) \$500

Full Page Cover (Outside Back Cover) \$500

Full Page Black & White \$300

Half Page Black & White \$250

KEY CONTACTS

Sales

Laurie Powell

Director of Sales

Phone: (703) 740-1940 Fax: (703) 740-1941

LPowell@eventPower.com

Customer Service

Chalette Michelle Davis

Sales Coordinator/Exhibit Hall Manager

Phone: (703) 740-1944

CDavis@eventPower.com

iNDefense Expo Questions

Ranae Grehl

Project Manager

Phone: (703) 740-1932

RGrehl@eventPower.com

If you are interested in partnering, please contact:
Laurie Powell • LPowell@eventPower.com • (703) 740-1940



ABOUT DARLEY DEFENSE

Since 1908, W.S. Darley has been dedicated to serving the world's Law Enforcement, Defense, Fire and Emergency Services organizations. Darley remains a family owned and operated small business. The entire Darley company is committed to customer satisfaction. Darley is dedicated to excellence and offers a diverse line of quality products and services through progressive design, manufacturing and distribution.

- Corporate headquarters, Defense Division, and Equipment Division are located in Itasca, Illinois
- Manufacturing, engineering and research and development operations are located in Chippewa Falls, Wisconsin
- Ohler Pump Division in Janesville, Iowa was acquired by Darley in 2007. Ohler manufactures fuel and water pumps, Compressed Air Foam systems (CAFS), water purification systems, and has several military contracts
- Darley was awarded the DLA contract for Fire & Emergency Services Equipment (FES) Tailored Logistics Support (TLS) Program in 2008 valued at a maximum of \$4,000,000,000 (base period plus option periods)
- Darley was awarded the DLA contract for Special Operational Equipment (SOE) Tailored Logistics Support (TLS) Program in January of 2009 with an estimated value of \$487,799,322 (2 year base period and an additional \$243,899,661 for each of the three one-year options)
- 70 years of experience in Government contracts
- 150,000 square feet of warehousing for parts and equipment

CONTACT DARLEY

San Diego, CA

John Heaton
(630) 735-3526
JohnHeaton@Darley.com

Fort Carson, CO

Kain Holland
(708) 870-7497
KainHolland@Darley.com

Virginia Beach, VA

Jeff Madrigal
(757) 630-5095
JeffMadrigal@Darley.com

Fort Bragg, NC

Mario Cockrell
MarioCockrell@Darley.com

Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.

Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).
Step 2: Fax completed form to (703) 740-1941 or email to LPowell@eventPower.com.
Step 3: Register personnel through the conference Website.
Notes: Booth numbers are subject to change.
 Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.
This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

Company Name: _____			
Contact 1: _____		Contact 2	
Street Address: _____		Billing Contact: _____	
City State, Zip: _____		Street Address: _____	
Email Address: _____		City State, Zip: _____	
Phone #: _____		Email Address: _____	
Fax: _____		Phone #: _____	
		Fax: _____	

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: _____	Printed Name: _____	Date: _____
------------------	---------------------	-------------

Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy please check the box below:
 Please send a printed invoice to our company billing contact (contact 2 above).

Payment: 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

Cancellation: Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

Payment Amount & Method

Partnership Package:	\$ _____	Booth Selection: 1 st choice _____ 2 nd choice _____ 3 rd choice _____	
		(booth numbers are subject to change)	
Sponsorship /Advertising:	\$ _____		
Exhibit Space:	\$ _____	P.O. #: _____	
Discount:	\$ _____		
Total Contracted Amount:	\$ _____	W-9 Form: To obtain eventPower's W9 form visit www.eventPower.com/w9	
Payment Method:	<input type="checkbox"/> Check	Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5667 Stone Road, Box 575 Centreville, VA 20120 (NOT a P.O. Box)	
	<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.	
	<input type="checkbox"/> Wire Transfer	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com	

Send Check Payments To:

Payable to: eventPower
 Accounts Receivables
 5667 Stone Road, Box 575
 Centreville, VA 20120
 (please note this is not a P.O. Box)

Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc. DBA: eventPower 5667 Stone Road, Box 575 Centreville, VA 20120 (this is not a P.O. Box)	Laurie Powell, Director of Sales Telephone: (703) 740-1940 Fax: (703) 740-1941 Email: LPowell@eventPower.com Website: www.eventPower.com
--	---