

# 2011

## U.S.N.S.T.A. MEDIA KIT



Liz Ladford

United States National Standards of  
Training Association

630-365-1400

[www.usnsta.com](http://www.usnsta.com) [liz@usnsta.com](mailto:liz@usnsta.com)

# U.S.N.S.T.A.

UNITED STATES NATIONAL STANDARDS OF TRAINING ASSOCIATION

## 2011 Media Kit

*GET YOUR COMPANY IN FRONT OF DEPARTMENTAL INSTRUCTORS, TACTICAL OPERATORS, AND DECISION MAKERS FROM ACROSS THE NATION*

### **General Conference Attendees**

- **LAW ENFORCEMENT**

Municipal, County, Regional, State, Federal, Academy, University

- **CORRECTIONS**

Adult Detention, Juvenile Justice from Local, County, State and Federal Levels

- **DEPARTMENT OF DEFENSE / DEPARTMENT OF HOMELAND SECURITY**

U.S. Army, U.S. Air Force, U.S. Navy, U.S. Marine Corps, U.S. Coast Guard, Army National Guard, Air National Guard, GS Personnel, Site Security

- **SECURITY**

Private, Casino, Investigations, Loss Prevention, Campus

- **OBSERVERS**

POST and State Officials, Academy Directors, Organizational / Association Representatives, Media, Dignitaries

### **Sample Listing of Past Attendees**

Colorado Army National Guard  
Detroit Metro Police Department  
INIWIC Instructor Cadre  
Edmonton Canada Police Service  
US Air Force 27th Security Forces Squadron  
Naval Consolidated Brig Miramar  
US Army 72nd Military Police  
Alabama Department of Youth Services  
Fargo Police Department  
Nye County Sheriff's Office  
Raytheon Missile Systems Security Forces  
US Army SF Groups  
North Carolina Highway Patrol  
Minnesota Highway Patrol

Cook County Police Department  
Minnesota Department of Corrections  
US Supreme Court Police Department  
PA Capitol Police  
Ameristar Casino  
Brigham City Police Department  
Harrah's Corp  
Nevada Department of Corrections  
Las Vegas Metro Police Department  
Dallas Police Department  
Alaska National Guard Counterdrug  
US Marine Corps Security Forces  
Beverly Hills Police Department  
Nevada National Guard



## Testimonials

*"I have been in law enforcement for 23 years. I have been a defensive tactics trainer for 16 years. I have taken many defensive tactics systems. Controlled F.O.R.C.E. has been in our basic recruit training since 1999. Their system has been the most consistent, effective, practical and defensible system I have ever been trained in. Having attended the annual training conference has really put me in touch with not only trainers from all over the world, but I have been exposed to the latest and greatest LE technology in the world. U.S.N.S.T.A. and Controlled F.O.R.C.E. got it right and it gets better year after year."*

**-Detroit Police Training Center, MI**

*"I have never seen a group of more knowledgeable and positive instructors. I was also impressed with the quality of students attending the conference."*

**-Hurst PD, TX**

*"The training offered by the U.S.N.S.T.A. Controlled F.O.R.C.E. staff is equaled by none. If Commanders and senior leaders want to save lives and prevent injury during training, the Controlled F.O.R.C.E. training system is the system to use. It is designed for Military, Law Enforcement and Security personnel to save lives, and it does just that."*

**- Nevada Army National Guard**

*"As always I had a blast at the conference and am already looking forward to next year. You guys again exceeded our expectations."*

**-Planet Hollywood Hotel & Casino Security Department Las Vegas, NV**

*"...I have to say that this competition was one of the major highlights while attending the USNSTA. The training was incredible. I have never seen anything like the "Perfect 10" within my military career. I will say that training aids such as the "Perfect 10" are great ways for individuals to get out of their comfort zone to show their true abilities..."*

**- Naval Consolidated Brig Miramar San Diego, CA**

*"It was an excellent week of training, thanks to everyone who put it on!! I always get a lot out of the training and enjoy meeting people from all over. I look forward to seeing everyone again at the next one I get to attend."*

**-Nevada Division of State Parks**



## 2011 U.S.N.S.T.A. CONFERENCE

### 2011 VENDOR PRICING

#### Exhibitor Booth Space (10' X 10') Monday - Thursday

Booth and Company Listing on Conference Materials <ul style="list-style-type: none"> <li>• Table and chairs</li> <li>• Company Listing in conference program</li> <li>• ¼ page full color advertisement</li> </ul>	\$500
Booth, Company Listing, and 15 minute presentation in front of all Conference attendees <ul style="list-style-type: none"> <li>• Table and chairs</li> <li>• Company Listing in conference program with preferred placement</li> <li>• 15 minute presentation in front of entire conference</li> <li>• ½ page full color advertisement</li> </ul>	\$750
<b>All vendors are responsible for individual charges incurred through the hotel and casino</b>	

#### Logo Placement on Conference Promotional Materials

Conference Brochure Sponsor <ul style="list-style-type: none"> <li>• Your logo is printed on all 20,000 brochures</li> <li>• Goes out to agencies across the nation as well as internationally</li> <li>• Featured on the website</li> <li>• Emailed out to over 30,000 emails monthly</li> <li>• Receive a 25% discount on a booth for this year or next year's conference</li> </ul>	\$300
Conference Program Sponsor <ul style="list-style-type: none"> <li>• Your logo is printed on the cover of the conference program</li> <li>• Program goes out to all attendees, vendors and observers</li> <li>• ¼ page full color advertisement</li> </ul>	\$250
Conference Gift Bag Sponsor <ul style="list-style-type: none"> <li>• Your logo is printed on the attendees' gift bags. Everyone in attendance will receive one.</li> </ul>	\$225
Conference Water Bottle Sponsor <ul style="list-style-type: none"> <li>• Your logo is printed on the water bottles. Everyone in attendance will receive one.</li> </ul>	\$225
Conference T-shirt Sponsor <ul style="list-style-type: none"> <li>• Your logo is printed on the conference t-shirts. Everyone in attendance will receive one.</li> </ul>	\$300





## 2011 U.S.N.S.T.A. CONFERENCE

Official Product Category of the USNSTA Conference	
Official Product Category <ul style="list-style-type: none"> <li>• Must sign up by April 30th, 2011</li> <li>• 15,000 Email blasts sent out weekly regarding the conference and your company</li> <li>• Your promotional materials handed out throughout the year at all USNSTA trainings and classes.</li> <li>• Your Promotional materials handed out throughout the year at trade shows across the nation.</li> </ul>	\$500
<i>Example: Wiley-X is the Official Eyewear of the U.S.N.S.T.A.</i>	

Online Advertisement					
<ul style="list-style-type: none"> <li>• Ad placement features your artwork/company logo with a hyperlink directly to your website</li> <li>• You pick the months that work for you – Feature a special class or product when it is convenient</li> <li>• Your ad is on every webpage of our websites giving you maximum exposure</li> </ul>					
	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
<b>U.S.N.S.T.A. Network</b>					
(180 X 50) Rectangle	\$40	\$96	\$168	\$234	\$288
(180 X 150) Rectangle	\$44	\$106	\$185	\$258	\$317
(468 X 60) Full Banner	\$50	\$120	\$210	\$293	\$360
<b>U.S.N.S.T.A. Website</b>					
(234 X 60) Half Banner	\$50	\$120	\$210	\$293	\$360
(180 X 150) Rectangle	\$55	\$132	\$231	\$323	\$396
(120 X 240) Vertical	\$55	\$132	\$231	\$323	\$396
(468 X 60) Full Banner	\$60	\$144	\$252	\$352	\$432



**HERE'S YOUR CHANCE TO  
 BECOME A PART OF THE  
 NATIONWIDE STANDARD  
 IN THE PROTECTIVE  
 SERVICES INDUSTRY!!**