



120th CACP Annual Summit  
and Policing Tradeshow

# Sponsor & Exhibitor Prospectus



August 10-12, 2025 | Victoria, BC

# Welcome

We are pleased to invite you to the 120th Canadian Association of Chiefs of Police Annual Summit and Policing Trade Show in Victoria, British Columbia, August 10 – 12, 2025

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As we assemble what promises to be a valuable professional development program specifically designed with police leaders in mind, we invite you to join us in Victoria, where land meets sea & cultures converge.

The Annual Summit will be hosted by the Victoria Police Department and will take place at the historic Victoria Empress Hotel and Victoria Conference Centre.



The CACP's interests and concerns have relevance to police at all levels including municipal, regional, provincial, federal and First Nations.

CACP is dedicated to the support and promotion of efficient law enforcement and to the protection and security of the people of Canada. Much of the work in pursuit of these goals is done through the activities and special projects of a number of committees and through active liaison with various levels of government and departmental ministries having legislative and executive responsibility in law and policing.



Book your spot



Visit Summit Website



Questions? Contact [CACP-Summit-Tradeshows@canplaninc.ca](mailto:CACP-Summit-Tradeshows@canplaninc.ca)

# About CACP

Our mission is supporting police professionals through innovative and inclusive police leadership to advance the safety and security of all Canadians.

## Vision

A leader in police excellence.

## Values

- ◆ Courage
- ◆ Integrity
- ◆ Respect
- ◆ Transparency
- ◆ Inclusiveness
- ◆ Excellence
- ◆ Compassion

## Strategic Pillars

Our mission and vision are achieved through:

Our people:

- We believe in the professionalization of policing in Canada.
- We support today's police professionals and help develop the police leaders of the future.
- We broaden the body of professional knowledge in support of the development of progressive, community oriented leaders at all levels.

Research:

- We believe in evidence-based policing.
- We support research initiatives as well as innovative strategies and practices to ensure sustainability, best practices, and the responsible management of public resources.

Partnerships:

- We believe in policing in partnership with the community.
- We collaborate with public safety professionals and community partners to promote engagement and inclusion.

Advocacy:

- We believe in advancing our profession and to promoting trust and legitimacy in our police services.
- We are the recognized voice of police leaders in Canada both nationally and internationally.
- We counsel and work with government agencies to advance legislation, regulations and policies that support crime prevention, facilitate effective investigations, solve problems, and support a victim-centred and trauma-informed approach.



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## 2023 OTTAWA BY-THE-NUMBERS

**416**  
attendees

- 78% police executives
- 4% government
- 18% other

**58%**  
Host province

- 19% local
- 39% other Ontario

**113**  
exhibiting  
companies

## 2024 HALIFAX BY-THE-NUMBERS

**435**  
attendees

- 81% police executives
- 3% government
- 16% other

**7%**  
Host province

- 5% local
- 2% other N.S.

**100**  
exhibiting  
companies

# Sponsorship Opportunities

**Become a sponsor of the 2025 CACP Annual Summit and Policing Trade Show.**

Hosted by the **Victoria Police Department**, the Summit has an anticipated audience of over **350** delegates and **130** exhibit booths.

Our comprehensive sponsorship program offers many opportunities for exposure to this important audience, with options to satisfy a diverse range of marketing budgets.

### Why you need to be at this Summit...

- Market and showcase your services and products to agencies
- Develop a higher profile within the law enforcement arena
- Secure your dominance as the leader of your industry
- Develop existing relationships and create new ones



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# Platinum Sponsorship

\$25,000

## Company Logo Recognition

- logo displayed digitally throughout the summit and exhibit area (solo screen placement)
- logo displayed on all pages of the summit website, with a hyperlink to your company website
- logo displayed in the Gala Awards Program
- logo displayed in the official summit app, with a hyperlink to your company website

## Promotional Opportunities

- one (1) 10' wide x 8' deep pipe and draped booth space within the Trade Show
- one-time access to the early-bird list of participants in advance of the summit (2 weeks prior to the event)
- three (3) minute promotional video to be played at the summit, linked on the summit website and on the summit app
- one (1) social media shout-out, including link to your company website
- company advertisement (PDF) posted to the summit website and summit app
- option to provide two (2) promotional items to be included in the delegate registration kit
- recognition as a sponsor on the name badges of your company's participants
- two (2) complimentary push notifications in the summit app for company marketing messages
- access to a personalized company profile on the summit app
- provision of the post-event attendee list with contact information (only for those who gave permission)

## Registration Opportunities

- three (3) complimentary summit registrations for selected members of your staff

## Special Access Opportunities

- opportunity for priority booth selection and advance booth purchase for the 2026 summit
- invitation to the VIP and Sponsors Reception on August 10th
- reserved seating at the Gala Awards Banquet on August 11th



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# Gold Sponsorship

\$15,000

## Company Logo Recognition

- logo displayed digitally throughout the summit and exhibit area
- logo displayed on all pages of the summit website, with a hyperlink to your company website
- logo displayed in the Gala Awards Program
- logo displayed in the official summit app, with a hyperlink to your company website

## Promotional Opportunities

- option to provide one (1) promotional item to be included in the delegate registration kit
- recognition as a sponsor on the name badges of your company's participants
- access to a personalized company profile on the summit app
- provision of the post-event attendee list with contact information (only for those who gave permission)

## Registration Opportunities

- two (2) complimentary summit registrations for selected members of your staff

## Special Access Opportunities

- opportunity for priority booth selection and advance booth purchase for the 2026 summit
- invitation to the VIP and Sponsors Reception on August 10th



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# Silver Sponsorship

\$10,000

## Company Logo Recognition

- logo displayed digitally throughout the summit and exhibit area
- logo displayed on all pages of the summit website, with a hyperlink to your company website
- logo displayed in the official summit app, with a hyperlink to your company website

## Promotional Opportunities

- option to provide one (1) promotional item to be included in the delegate registration kit
- recognition as a sponsor on the name badges of your company's participants
- provision of the post-event attendee list with contact information (only for those who gave permission)

## Registration Opportunities

- one (1) complimentary summit registration for a selected member of your staff

## Special Access Opportunities

- invitation to the VIP and Sponsors Reception on August 10th

# Bronze Sponsorship

\$5,000

## Company Logo Recognition

- logo displayed digitally throughout the summit and exhibit area
- logo displayed on all pages of the summit website, with a hyperlink to your company website
- logo displayed in the official summit app, with a hyperlink to your company website

## Promotional Opportunities

- recognition as a sponsor on the name badges of your company's participants
- provision of the post-event attendee list with contact information (only for those who gave permission)

## Special Access Opportunities

- invitation to the VIP and Sponsors Reception on August 10th



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# A-la-carte Sponsor Opportunities

## **BREAKFAST SPONSOR**

**\$10,000 – two (2) available**

Have your company logo displayed and your company verbally recognized as the official sponsor of a breakfast at the summit.

## **LUNCH SPONSOR**

**\$10,000 – two (2) available**

Have your company logo displayed and your company verbally recognized as the official sponsor of a lunch at the summit.

## **COFFEE BREAK SPONSOR**

**\$3,000 – three (3) available**

Have your company logo displayed and your company verbally recognized as the official sponsor of a coffee break at the summit.

## **WINE SPONSOR FOR THE GALA AWARDS BANQUET**

**\$10,000 – one (1) available**

Have your company logo displayed and recognized as the official sponsor of the wine for the Gala Awards Banquet.

## **CACP ORGANIZATION APP**

**\$10,000 – one (1) available**

Have your company logo displayed and recognized as the official sponsor of the app for one year, visible to all activities and events displayed in the app.

## **SIGNAGE DISPLAY**

**\$2,000**

Display your message or advertisement on a large single-sided, meterboard sign, placed within the tradeshow area. CACP will organize the printing and display of your sign (graphics must be provided by the sponsor).

## **BRANDED BISTROS**

**\$1,500**

Get your brand front and center with your logo displayed on a high-top table used for attendee meals. Includes a high-top bistro table, with a vinyl decal of your logo, and 2 chairs positioned on the tradeshow floor.

## **DELEGATE KIT PROMOTIONAL ITEMS**

**\$500**

Provide one (1) promotional item to be included in the delegate registration kit.



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# Exhibitor Options

## Exhibit Booth

**Early bird price: \$2,200\* | Regular price: \$2,500\***

*\*Corner booth fee: \$250 each*

### Each exhibit booth includes the following:

- 10' wide x 8' deep pipe and draped booth space
- One (1) skirted 6' table and two (2) chairs
- Carpeted exhibit hall
- Overnight security in the exhibit area for the duration of the Trade Show and during move-in/move-out
- Two (2) complimentary registrations for exhibit booth personnel with individual name badges
  - › *Includes Exhibit Hall access, meals and breaks provided in the Exhibit Hall, and admittance to the Opening Ceremonies and the Welcome Reception*
- Opportunity for booth personnel to attend networking breakfasts with summit delegates on both Monday & Tuesday (complimentary; sign-up required)
- Discounted rate of \$300 per person for up to two (2) additional registrations for exhibit booth personnel
- Company description in the summit app (maximum of 50 words per language, translation services not provided)
- Recognition on the summit website
- Provision of the post-event attendee list with contact information (only for those who gave permission)

Early-Bird  
Deadline  
March 28,  
2025

## Networking Opportunities

**Opening Ceremonies (incl)**  
Sunday, August 10<sup>th</sup>  
16:00 – 17:30

**Welcome Reception (incl)**  
Sunday, August 10<sup>th</sup>  
17:30 – 18:30

**Gala Awards Banquet\***  
Monday, August 11<sup>th</sup>  
18:00 – 21:30  
*(\*tickets available at \$150 each)*

**Check out the  
floor plan here!**



Book your spot



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# Exhibitor Options

## Tabletop Display

**Regular price: \$2,000\***

*\*Only available as of March 29, 2025*

### Tabletops include the following:

- One (1) skirted 6' table and two (2) chairs
- Carpeted exhibit hall
- Overnight security in the exhibit area for the duration of the Trade Show and during move-in/move-out
- Two (2) complimentary registrations for exhibit booth personnel with individual name badges
  - › *Includes Exhibit Hall access, meals and breaks provided in the Exhibit Hall, and admittance to the Opening Ceremonies and the Welcome Reception*
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- Recognition on the summit website
- Provision of the post-event attendee list with contact information (only for those who gave permission)

Load-In  
Sunday, August 10

Load-Out  
Tuesday, August 12

## SHOW HOURS

Monday, August 11th | 09:30 – 16:00

Tuesday, August 12th | 09:00 – 13:45

- *Refreshment breaks and lunches for delegates are served in the exhibit hall both days.*
- *Local services and regional buyers will be invited to attend the trade show during show hours (excluding lunches).*

### Exhibit space does NOT include the following:

- › Material handling, additional equipment requirements or rentals, supplies or shipping costs
- › Individual booth lighting, transportation, warehousing, brokerage services, special materials, carpets or furnishings (outside of those already specified as included)
- › Movement, transfer, removal, storage, setup and dismantling of exhibits
- › Electrical outlets and electricity
- › Telephone, computer data lines and specialized telecommunications services
- › Specialized security staffing requirements for individual booths or exhibits, either overnight or during the event
- › Access to summit sessions (outside of those already specified)



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# Add-On's\*

\*These items  
require purchase  
of a sponsor item  
or exhibit booth

## **LANYARDS\*\***

**\$12,000 – one (1) available**

Have your company logo, alongside the CACP logo, printed and displayed on the delegate lanyards for the 2025 Annual Summit

*\*\*accessible only with the purchase of a sponsorship package*

## **CACP ANNUAL SUMMIT APP**

**\$5,000 – one (1) available**

Have your company logo displayed and recognized as the official sponsor of the app for the 2025 Annual Summit.

## **PRIVATE PRESENTATION TO THE CACP BOARD OF DIRECTORS**

**\$5,000 – three (3) available**

15-minute presentation during one of the three Board of Directors meetings per year (summer, fall, spring). Only one presentation per meeting.

## **E-BLAST TO REGISTERED DELEGATES:**

Only one (1) e-broadcasted message each, choose from:

- **\$1,000** - 8 weeks out from summit date
- **\$1,500** - 6 weeks out from summit date
- **\$2,500** - 4 weeks out from summit date

## **LEAD RETRIEVAL**

**\$200**

Access to the exclusive lead retrieval app for the trade show. Unlimited users per exhibiting company.



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# A Sampling of Past Sponsors & Exhibitors

- 3SI Security
- Absolute Software
- Accenture
- Accident Support Services
- Action Target
- AcuSensus
- AdvancePro Technology
- Airbus Helicopters Canada Ltd.
- Altia-ABM
- Altohelix
- Amazon Web Services (AWS)
- AppViewX Inc.
- AUFIRE
- Axon
- Bank of Canada
- BK Technologies
- BlackBerry
- Blockchain Intelligence Group
- Blue Line Magazine
- Brother Mobile Solutions
- BWI
- Calian
- Canada Post - Corporate Security and Investigation Services
- Canadian Bankers Association
- Canadian Pacific Railway Company (CPKC)
- Canadian Police College
- Canadian Police Knowledge Network (CPKN)
- Cansel Survey Equipment Inc.
- Carfax for Police
- CaseCracker / Cardinal Peak Technologies
- Cellebrite
- CIMA Uniforms
- Cloud Monitored Objects (CMO)
- Colt Canada
- Commissionaires
- Computer Projects of Illinois
- COPLINE
- Counter Crisis Tech
- Cradlepoint
- Cyberkar
- D&R Electronics Ltd.
- DASCO Storage Solutions Ltd
- Dataminr
- Davtech Analytical Services (Canada) Inc.
- DFense Fortress Inc
- Digital Mobility Inc
- Draeger Safety Canada Ltd.
- DroneXperts
- Duckbill Enterprises Inc
- DXM Technologie Inc.
- eagleview
- Ecos Systems
- Edmonton Police Service
- EHN Canada
- Emergency Response Portal (ERP) Corp.
- Emergensys
- Emergent BioSolutions
- Empire Shirt
- Evans Consoles
- ewool
- eye3concepts inc
- Fellowship of Christian Peace Officers
- First Tactical Canada
- Ford Pro Canada
- Forensic Technology, A Leads Online company
- Forrest Green RMC Police Solutions
- FSET Inc.
- Fujifilm Canada
- Galaxy Broadband
- GameStrat
- GardaWorld
- GCS Technical Services Inc
- General Motors Canada
- Genetec
- Gold Medal Safety Padding Canada Ltd
- Gravel Agency
- GT Global services
- Haleo
- Hexagon Safety & Infrastructure
- i2 Inc.
- IBM Canada
- IDALLOGY Inc.
- IDEMIA I&S Canada
- IMRSV Data Labs Inc.
- InCube
- InterTalk™ Critical Information Systems
- InTime Solutions
- Investigative Solutions Network Inc.
- JVCKenwood
- KLE Canada Inc.
- Laurentian University
- LED Roadway (Livable Cities)
- Leica Geosystems Ltd.
- Leslie & Associates / Havis
- Levitt-Safety
- Lincora
- L-Tron
- Magnet Forensics
- MD CHARLTON Co Ltd
- MetOcean Telematics
- Metrohm Canada Inc.
- Mobile Innovations
- Mobilestyx NA
- Mobilizz
- Motorola Solutions Canada
- MSAB
- Naylor Association Solutions
- NEC Software Solutions
- NG Ballistics Inc.
- Niche Technology Inc.
- North Line Canada Ltd
- Novotech Technologies
- NP Aerospace
- Odin Target
- OPEXUS
- Optiv
- Original S.W.A.T.
- Outdoor Outfits
- Panasonic
- PenLink
- Pervade Software Ltd
- Police & Peace Officers Memorial Ribbon Society
- Precision Mounting Technologies
- Quartech Systems Ltd
- Radio I.P.
- Rampart Corp
- RBH Illicit Trade Prevention
- RCMP - CPIC
- RCMP - International Peace Operations
- RCMP - National Cybercrime Coordination Centre
- Real Time Networks
- RecovR
- RMUS
- Rogue Data Corporation
- SAM Medical
- Samsung
- Sani Sport / Sani Defenx
- SAS Institute (Canada) Inc.
- Sectus Technologies
- Semtech Corporation
- Sintela LTD
- SmartSafety Software
- Sound Thinking
- ST/OPS Canada
- Stoeger Canada
- Streamlight / Kolder Canada
- Taiga Air Services Ltd.
- Telus
- The Personal Insurance Company
- ThinkOn
- Top Ten Regalia
- Trimtag Trading
- Triton Canada Inc
- TRM Labs
- Tyr Tactical Canada ULC
- Uniform Works Limited
- University of Waterloo
- Vancouver Fraser Port Authority
- Vayle
- Versaterm
- Versatil
- Vortex
- Waters Corporation
- Window Film Canada
- Xentrax Inc.
- Zebra Technologies Inc.
- Zoll Medical



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# Terms & Conditions

## General Terms

- The CACP reserves the right to approve or decline any partnership application.
- The CACP reserves the right at any time to change offerings available or negotiate partnerships beyond this package.

## Cancellation Policy

- If booth space is cancelled on or before April 18th, a full refund less an administrative charge of \$200 will apply.
- If space is cancelled between April 29th and May 16th, 50% of the booth fees will be refunded.
- No refunds will be given for cancellations received on or after May 17th.
- Notice of cancellation of booth space and/or booth personnel must be submitted in writing and sent to [CACP-Summit-Tradeshow@canplaninc.ca](mailto:CACP-Summit-Tradeshow@canplaninc.ca).

## Payments

- Payments are due 30 days from confirmed application, or 30 days prior to the Summit, whichever comes first.
- All fees must be paid in full 30 days prior to the event. If payment is not received, the CACP reserves the right to remove your company as a sponsor/exhibitor unless special arrangements have been made and accepted by both parties.
- Payments can be made by cheque, credit card or approved electronic transfer.

## Booth Availability

- Application forms will be numbered upon receipt, and space will be assigned on a **first-come, first-paid** basis according to your choice. Booth assignments will not be provided until paid in full.

## Insurance

- Each exhibitor must maintain in force, during the days of the exhibition and during the two weeks preceding and succeeding those days, insurance in an amount not less than \$2,000,000 of liability for injury to persons and loss of or damage to property. The insurance must include coverage for product's liability and all operations connected with the exhibition.

## Exhibitor Services Kit

- An online Exhibitor Kit will be distributed upon acceptance of your application. This will be sent via email to the person identified in your application.
- The Exhibitor Kit will include the Show's Rules and Regulations, deadline checklists, and information for authorized Show Suppliers with their applicable order forms.



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Tradeshow@canplaninc.ca](mailto:CACP-Summit-Tradeshow@canplaninc.ca)

