

VENDOR & SPONSOR PACKAGES

2027 HOLD THE LINE K9 CONFERENCE

FOR HANDLERS - BY HANDLERS

****FOR LAW ENFORCEMENT, MILITARY, & FIRE PERSONNEL ONLY****

KNOXVILLE

TENNESSEE

JUNE 8-10, 2027 | KNOXVILLE CONVENTION CENTER

HTLK9.COM

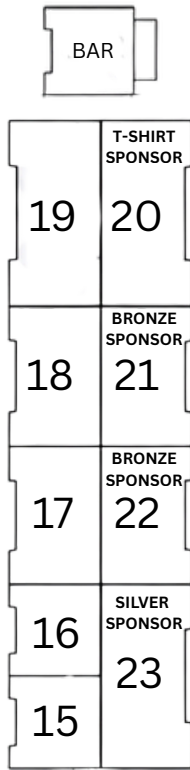
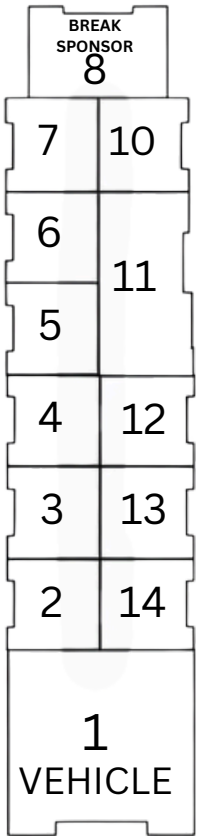
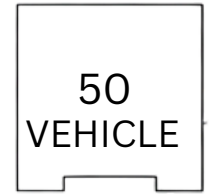
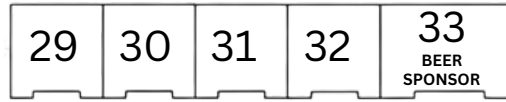
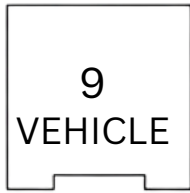
THE HOLD THE LINE K9 CONFERENCE MISSION

The mission of the Hold the Line K9 Conference is to provide a safe, fun, and supportive environment for our fellow brothers and sisters to advance their education, grow their skill sets, and ultimately better protect their partners and the communities they serve.

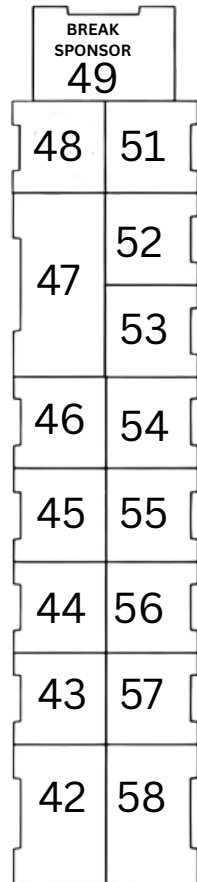
As the ONLY K9 conference in the United States hosted exclusively by active police K9 handlers, we are proud to do things differently. From our hand-picked instructor lineup to the quality of our classes, our focus remains on delivering the best possible experience to those who continue to believe in our mission. We're committed to building a community grounded in integrity, support, and shared purpose.

We can't wait to see you in Knoxville!

2027 FLOOR PLAN



EVENT SPONSOR



VEHICLE BOOTHS 20'x20' – #1, #9, #50

10'x20' (Non-Sponsor Booths) – #11, #19, #47

****Additional 10'x20's booths can be added if sold out!****

10'x15' (Non-Sponsor Booths) - #17, #18, #42, #58

VENDOR PACKAGES

BOOTH PRICING

10' x 10' Booths - \$1,449.00 | 10' x 10' Non-Profit - \$985.00

10' x 15' Booths - \$1,649.00 | 10' x 20' Booths - \$1,799.00

20' x 20' Vehicle - \$1,799.00

- Choice of 10'x10', 10'x15', 10'x20', or 20'x20' booth
- Booths include: pipe & drape, 6' table with linen, 2 chairs, Wi-Fi, and 10 amp electricity
 - 10'x20' booths get 2 tables and 4 chairs
- Your Company Name & Logo linked on our vendor page
- Social Media Exposure
- Four vendor personnel passes
- Two complimentary attendee passes valid for access to all conference classes and events
*(Attendees must be in Law Enforcement, Military, or Fire Personnel - Names must be received by May 3, 2027
Passes may NOT be awarded or given to someone who has already registered and paid).*
- Indoor Vehicle Display - 20' x 20' - includes 6' table with linen, 2 chairs, Wi-Fi, and 20 amp electricity *(must be booked by April 5, 2027 - Vehicles may be shown INDOORS and may be driven in to the booth space! Must have less than 1/4 tank of gas.)*
- *Booths needing extra space or special accommodations MUST contact HTLK9 for space availability and restrictions*

EVENT SPONSOR (1)

\$8,000.00

- 30'x10' booth space, 3 tables, 6 chairs, 20 amp electric
- Welcome banner hung in high traffic area
- Pop-up banner for booth
- Eight attendee passes for conference classes*
- Listed as a Sponsor on our website with your logo and link
- Monthly social media exposure
- Linked logo featured in email/fax campaigns to 15,000+ police departments
- Logo advertised as Event Sponsor on all magazine ads placed throughout the year
- Highlighted throughout the event as Conference Sponsor
- Classroom Sponsor
- Inside Front Cover - Full page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags
- Opening night speaking opportunity

DIAMOND SPONSOR (1)

\$6,000.00

- 20' x 10' boothspace, 2 tables, 4 chairs
- Five attendee passes for conference classes*
- Listed as a sponsor on our website with your logo and link
- Linked logo featured in email/fax campaigns to 15,000+ police departments
- Social media exposure
- Classroom Sponsor
- Full page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

GOLD SPONSOR (1)

\$5,000.00

- 20' x 10' booth space, 2 tables, 4 chairs
- Four attendee passes for conference classes*
- Listed as a Sponsor on our website with your logo and link
- Linked logo featured in email/fax campaigns to 15,000+ police departments
- Social media exposure
- Classroom Sponsor
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

T-SHIRT SPONSOR (1)

\$4,000.00

- Your logo on 500+ event T-Shirts
- 20' x 10' booth space- 2 tables, 4 chairs
- Three attendee passes for conference classes*
- Classroom Sponsor
- Listed as a Sponsor on our website with your logo and link
- Social media exposure
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

BREAK SPONSORS (2)

\$2,750.00

- 20'x 10' booth space- 2 tables, 4 chairs
- Three attendee passes for conference classes*
- Pop-up Banner displayed next to break tables
- Listed as a Sponsor on our website with your logo and link
- Social Media Exposure
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

SILVER SPONSORS (2)

\$3,500.00

- 20'x 10' booth space- 2 tables, 4 chairs
- Three attendee passes for conference classes*
- Classroom Sponsor
- Listed as a Sponsor on our website with your logo and link
- Social media exposure
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

NAME BADGE SPONSORS (3)

\$2,000.00

- Your logo on 500+ event badges
- Listed as a Sponsor on our website with your logo and link
- Social media exposure

CHALLENGE COIN SPONSOR (1)

\$3,500.00

- 20'x 10' booth space- 2 tables, 4 chairs
- Your logo on 500+ coins for all attendees
- Three attendee passes for conference classes*
- Listed as a Sponsor on our website with your logo and link
- Social media exposure
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

PEN SPONSOR (1)

\$1,000.00

- Your logo on 500+ pens included in all attendee welcome bags
- Listed as a Sponsor on our website with your logo and link
- Social media exposure

WELCOME BROCHURE SPONSORS (2)

\$550.00

- Your logo and QR code at Registration Counter
- Half page color ad in welcome brochure
- Social media exposure

BRONZE SPONSORS (2)

\$3,000.00

- 15'x 10' booth space - 6' table, 4 chairs
- Three attendee passes for conference classes*
- Listed as a Sponsor on our website with your logo and link
- Social media exposure
- Half page color ad in welcome brochure
- Your provided, single insertion promotional material included in attendee welcome bags

WELCOME BAG INSERTIONS

- Can't make the conference but want your information distributed to attendees?
- Supply, at your cost, a minimum of 500 promotional, single insert pieces
- Items must be received by May 21, 2027

RAFFLE DONATIONS

- Can't make the conference but want to support the event? Send a raffle prize!
- Social media exposure
- Must be received by May 21, 2027

Attendees must be in Law Enforcement, Military, & Fire Personnel - Names must be received by May 3, 2027
No refunds to Attendees that were previously registered

570.499.4315 | 350 River Street, Old Forge, PA 18518 | Events@HTLK9.com
htlk9.com

KNOXVILLE TENNESSEE

June 8-10, 2027

SPONSORSHIP CONTRACT

DATE: _____

BUSINESS NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EXTENSION: _____

EMAIL: _____ WEBSITE: _____

| SPONSORSHIP | PRICE | TOTAL |
|-------------------------------|------------|-------|
| WELCOME BAG INSERTIONS | Free | |
| WELCOME BROCHURE SPONSORS (2) | \$550.00 | |
| PEN SPONSOR | \$1000.00 | |
| NAME BADGE SPONSORS (3) | \$2,000.00 | |
| BREAK SPONSORS (2) | \$2,750.00 | |
| BRONZE SPONSORS (2) | \$3,000.00 | |
| CHALLENGE COIN SPONSOR | \$3,500.00 | |
| SILVER SPONSORS (2) | \$3,500.00 | |
| T-SHIRT SPONSOR | \$4,000.00 | |
| GOLD SPONSOR | \$5,000.00 | |
| DIAMOND SPONSOR | \$6,000.00 | |
| CONFERENCE SPONSOR | \$8,000.00 | |
| TOTAL | | |

Method of Payment:

Check - Payable to:

Hold The Line K9 Conference

Credit Card

Credit Card #:

Exp Date: _____ CVV: _____

Billing Address (if different from above)

**\$300 deposit at sign up required
to secure your booth**

**Discounted rooms available at the Marriott Knoxville Downtown (865) 522-2800
& Hilton Knoxville (865) 523-2300. Ask for HOLD THE LINE K9**

By signing this contract I acknowledge reading and fully understanding all rules and regulations governing the Hold The Line K9 Conference as printed on the final page in this packet. I agree to abide by all these rules and regulations and acknowledge that acceptance of this by Hold The Line K9 Conference constitutes a legally binding contract.

NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

KNOXVILLE

TENNESSEE

June 8-10, 2027

VENDOR CONTRACT

BUSINESS NAME: _____ DATE: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____

PHONE: _____ EXTENSION: _____ ZIP: _____

EMAIL: _____ WEBSITE: _____

BOOTH PRICING

10' x 10' Booth - \$1,449.00 | 10' x 10' Non-Profit - \$985.00 | 10' x 15' Booth - \$1,649.00
10' x 20' Booth - \$1,799.00 | Vehicle Booth 20' x 20' - \$1,799.00

\$300 deposit at sign up required to secure booth

Vehicle booths - not eligible for Discounts - Must book by April 5, 2027

10x20 Booths - put 2 side-by-side booth numbers down in Choice Section

Updated map of available booths can be found on our website: www.htlk9.com

| BOOTH CHOICE(S) | | BOOTH OPTIONS | |
|-----------------|--|---------------|-------|
| #1 | | BOOTH SIZE | TOTAL |
| #2 | | BOOTH PRICE | |
| #3 | | QUANTITY | \$ |

Method of Payment

- Check - Payable to: **Hold The Line K9 Conference**
 Credit Card

Booth Electricity

- Yes - 10 amp Yes - more than 10 amp
 No *I understand this is at my expense*

Extra Tables Yes No
I understand this is at my expense

I use a pop-up tent Yes No

Credit Card #: _____ Exp Date: _____ CVV: _____

Billing Address (if different from above):

Discounted rooms available at the Marriott Knoxville Downtown & Hilton Knoxville

By signing this contract I acknowledge reading and fully understanding all Terms and Conditions governing the Hold The Line K9 Conference as printed on the final page in this packet. I agree to abide by all these Terms and Conditions and acknowledge that acceptance of this by Hold The Line K9 Conference constitutes a legally binding contract. **THERE IS A \$300.00 FEE IF BOOTHS ARE CANCELED & REFUNDED. NO REFUNDS AFTER APRIL 1, 2027**

NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

TERMS & CONDITIONS

Please read the following Terms and Conditions and sign and date the vendor contract page to acknowledge that you have done so.

- 1. PAYMENT OF EXHIBIT SPACE RENTAL FEE: \$300 Deposit must accompany the VENDOR CONTRACT** in order to hold space unless prior arrangements have been made. Make checks payable to: Hold The Line K9 Conference. Failure to comply with the above payment terms will result in the forfeiture of your booth space. **All space MUST be paid by March 31, 2027.** Failure to comply with the above payment terms will result in the forfeiture of your booth space, deposit, and possible disqualifications from future events.
- 2. PAYMENT OF SPONSORSHIPS: Payment in full or minimum 50% deposit must accompany the SPONSORSHIP CONTRACT** in order to hold space unless prior arrangements have been made. Make checks payable to: Hold the Line K9 Conference. **All Sponsorships MUST be paid by January 10, 2027.** Failure to comply with the above payment terms will result in the forfeiture of your booth space.
- 3. CANCELLATION AND REFUNDS:** Cancellation by the Vendor, for any reason, will result in forfeiture of all money paid by the Vendor. Notice of cancellation must be made in writing. ****THERE IS A \$300.00 FEE IF BOOTHS ARE CANCELED AND REFUNDED. NO REFUNDS AFTER APRIL 1, 2027.****
- 4. 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 Vendor and full payment. Vendor agrees not to assign or sublet any portion of the exhibit space unless first authorized, in writing, by BlueLine K9 Training, LLC dba Hold The Line K9 Conference (HTLK9). HTLK9 reserves the right to assign and/or reassign the Vendor booth space other than that requested by the Vendor and to rearrange the vendor hall at their sole discretion.
- 5. OCCUPANCY OF SPACE:** Only one Vendor, **as listed in this contract**, may occupy the exhibit space. Vendor agrees not to assign, sublease, or otherwise share any portion of the contracted exhibit space to or with any other party except a wholly-owned subsidiary, or firms for which the Vendor is the distributor or worldwide agent unless first authorized, in writing, by HTLK9. Vendor agrees not to display the products, literature, or advertising of any company other than that listed within this contract. Vendors may not host/sell private Raffles that do not share revenues with HTLK9.
- 6. INSTALLATION AND DISMANTLING OF EXHIBITS:** Vendors agree to abide by pre-set Set-up times. Booths must be set up and operational no later than 2:30pm, June 8, 2027. Vendor agrees that all materials are to be removed from the vendor hall on June 10, 2027, by 11:59pm. **Absolutely NO** exhibit breakdowns before 9:00pm on June 10, 2027 for those in the rows nearest the stage. Early breakdowns may lead to disqualification from future shows. Light Breakdown allowed for other vendors as long as walkways remain clear beginning at 8:15pm on June 10, 2027.
- 7. SECURITY:** Final responsibility for security and protection of the Vendor personnel, displays, equipment, and materials shall be with the Vendor. HTLK9, its agents, and representatives assume no liability for any loss, theft, damage, injury, or death prior to, during, or after the Conference.
- 8. LIMITS OF LIABILITY:** HTLK9, their officers, directors, agents, representatives, employees and contract 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 Vendor property, Vendor demonstration participants, their employees, agents, guests, the public, and others, prior to, during, or after the exhibition. Vendor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless HTLK9, its officers, directors, employees, agents, and representatives against all claims, losses, and damages to persons and property, governmental charges, or fines, and attorney fees arising out of, or caused by Vendor installation, dismantling, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibition or demonstration areas. Vendor also acknowledges that HTLK9, their officers, directors, employees, and agents neither carry insurance for Vendor property or person nor will any of the above named be responsible for providing or arranging for such insurance.
- 9. GENERAL RESTRICTIONS:** Only law enforcement, military, and security products and services and canine-related products and services may be displayed and exhibited. HTLK9 reserves the right to deny space to an Vendor if the products and/or services to be displayed, exhibited, or promoted do not directly meet the objectives of the Conference. All demonstrations and displays must be confined to the limits of the contracted exhibit space. Aisles must be kept clear. Advertising material, literature, samples, and giveaways may only be distributed within the confines of the contracted exhibit space. HTLK9 reserves the right to impose limitations on visual and noise levels, and any method of operation which becomes objectionable. Adhesive-backed signs are not permitted in the vendor hall. No signs will be affixed with pins, nails, tape, tacks, or adhesives of any kind to walls, doors, windows, or any other surface in the vendor hall. This agreement is subject to all terms and conditions contained in the lease between the exhibit facility and HTLK9. In the event of inconsistencies or omissions in the respective leases, the terms of the facility lease will supersede. In the event of any violation of these Terms and Conditions by the Vendor, HTLK9 reserves the right, at their discretion, to close the Vendor's display and remove the Vendor's display and equipment from the vendor hall. The Vendor will forfeit all monies paid, and be responsible for any and all charges associated with the above action.
- 10. TERMINATION OF CONFERENCE:** Should HTLK9 be prevented, in the sole judgement of HTLK9, from holding the conference as a result of war, riot, strike, picketing, boycott, embargo, injunctions, emergency declared by a governmental agency, damage to the building, or any other act, incident, or circumstance beyond the control of HTLK9, the VENDOR CONTRACT may be terminated. HTLK9 will have no liability for any Vendor financial loss or damage, and no financial obligation to the Vendor except to refund a prorated share of total exhibit space rental fees after deduction of all costs and expenses incurred by HTLK9, and a reserve for claims. Vendor hereby waives all claims for loss or damage as a result of the termination.
- 11. AMENDMENTS TO TERMS AND CONDITIONS:** BlueLine K9 Training, LLC, dba Hold the Line K9 Conference (HTLK9) at its discretion, may make changes, amendments, or additions to the Terms and Conditions of this contract between HTLK9 and the Vendor. Any changes, amendments, or additions shall be binding on the Vendor. The ruling of HTLK9 shall be final in all instances with regard to the use of exhibit space.