



L.E.T.S.A.C.

Law Enforcement Traffic Safety Advisory Council

131 W. High Street Unit #673

Jefferson City, MO 65101

660-543-4834 (Missouri Safety Center)

2025 LETSAC Conference

JULY 21 – JULY 25, 2025
HOLIDAY INN EXECUTIVE CENTER
COLUMBIA, MO

EXHIBITOR

PROSPECTUS

&

REGISTRATION

2025 LETSAC CONFERENCE

Dear Company Representative:

The Law Enforcement Traffic Safety Advisory Council will host its Annual Conference **July 21 – July 25, 2025** at the Holiday Inn Executive Center in Columbia, MO.

The 2024 Conference drew more than 250 participants from the law enforcement traffic safety industry throughout the state of Missouri. Attendees come from all areas of public safety including municipal, county, state, and federal agencies, prosecutors' offices, transportation fields, and traffic and patrol officers.

I wish to invite you to join us in what will surely be a worthwhile conference. The interactive participation of attendees in the exhibit area at our event will be a significant factor in the goals for the conference and we have developed several ways to ensure the visibility of exhibitors to attendees. This includes breaks, raffles, a networking reception, and door prize drawings also in the exhibitor area!

There are several opportunities for exhibitors and sponsorships available. For a complete listing of sponsorship types and benefits please see the enclosed sponsorship chart. The deadline for reserving your space as an exhibitor or sponsor is June 15, 2025 at the early bird rate. If you are a returning exhibitor from the 2024 Conference, we have a Returning Exhibitor registration available for you on the link for a \$50.00 discount for the 2025 Conference!

We look forward to another successful conference and greatly appreciate our sponsors and exhibitors in helping to make it happen. To request further information, contact Chief Doug Wendel, dwendel61@festusmo.gov. Please put "LETSAC Vendor Information" in the subject line.

Thank you for your consideration. We look forward to your representation at the conference!

Sincerely,

Doug Ruediger

Doug Ruediger
LETSAC Chair

Providing Recommendations, Direction, Guidance, and Training

<https://www.letsac.com/>

SPONSORSHIP FACT SHEET



2025 LETSAC Conference

JULY 21 – JULY 25, 2025

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Contact us at:

Chief Doug Wendel –
dwendel61@festusmo.gov

Festus Police Department; Festus,
MO; 636-937-3646

Please put
"LETSAC Vendor Information"
in the Subject Line for any emails

**WEBSITE AND ONLINE REGISTRATION
AVAILABILITY OPENING
FEBRUARY 2025**

www.letsac.com

BACKGROUND

The Law Enforcement Traffic Safety Advisory Council (LETSAC) was founded in 1974 by the Missouri Department of Public Safety's Division of Highway Safety to provide local law enforcement input to the division concerning statewide traffic safety problems and concerns. The organization maintains the function of providing recommendations, direction and guidance to the Missouri Division of Highway Safety in their efforts to implement standard 315 (Police Traffic Services) of the Highway Safety Act of 1966. The current LETSAC organizations assists the Highway Safety Division, the Missouri Department of Transportation, and the Department of Public Safety, as requested, in tasks associated with Highway Safety issues.

Membership is granted to every law enforcement agency in the State of Missouri. An annual conference is hosted each summer to provide traffic enforcement officers with continuing education in the field of law enforcement. The conference also allows for interaction between the officers and members in sharing technology, information, and ideas.

VALUE OF PARTNERSHIP

When you participate in the LETSAC annual conference as an exhibitor, your organization's message will directly reach more than 250 individuals at the conference in the law enforcement traffic and highway safety industry, including chiefs of police, commanders, administrators, first-line supervisors, traffic officers and patrol officers. In turn, these individuals take back your marketing materials and products to others in the field, allowing for a large network of individuals who can potentially utilize your services. Becoming an exhibitor makes smart use of your marketing tools to touch many individuals in one location.

ANTICIPATED ATTENDANCE

- More than 250 attendees from every level of law enforcement
- Sheriffs, Chiefs, Command Staff, and Supervisors
- Municipal, county, state, and federal agency staff
- Traffic and Patrol officers
- Other exhibitors for networking

CONFERENCE STRUCTURE

Five days of activities including general sessions for all, breakout sessions for specific interest areas, networking activities, and other events for everyone who attends.

Visit the LETSAC website to learn more about the conference!

SPONSORSHIP PACKAGES

Corporate Attended Booth

- Cost - Early Bird \$475 by June 15th – Late Registration after June 15th: \$525.00
- Company logo placed in the Program Booklet
- Two (2) representatives registration fees and meals (\$25.00 for each additional)
- Invitation to Welcome Reception
- Link from LETSAC Facebook page to company home page

Not-for-Profit Attended Booth

- Cost - \$325.00
- Organization logo placed in the Program Booklet
- Link from LETSAC Facebook page to organization's home page
- Two (2) representatives registration fees and meals (\$25.00 for each additional)
- Invitation to Welcome Reception

Educational Institution Attended Booth

- Cost - \$225.00
- School logo placed in the Program Booklet
- Two (2) representatives registration fees and meals (\$25.00 for each additional)
- Discounted conference price for school staff who want to attend the conference as participants

Unattended Exhibitor Booth

- Cost - \$125.00
- Information displayed on draped table in Exhibitor area

WELCOME BAG INSERTS – GET THE WORD OUT!

Information in Welcome Bag

- Cost - \$125.00
- Placement of pamphlet, postcard, business card, logo'd promotional item, etc. or up to 3 sheets of information in welcome bags for each attendee given at registration
- Exhibitor logo placed in the Program Booklet
- Fee is in addition to any booth cost
- Items must be received by no later than 2 weeks prior to the conference and we must have at least 350-400 items to fill the bags

<https://www.letsac.com/>

SPONSORSHIP PACKAGES (CONT'D)

We want to help you increase your visibility at the Conference, and you can help LETSAC at the same time! We depend on the support of our corporate friends to assist in underwriting the costs of activities such as breaks and meal functions. We will provide special recognition for sponsors in printed materials, signage, and announcements for your generosity! Co-sponsorship is acceptable!

Lunch Session, Tuesday

- Cost - \$500.00
- Host Logo on large signage in Lunch area
- Host Logo placed in the Program Booklet
- Host name and Logo on sheet in Welcome Bag for attendees
- Host Logo placed on website
- Free lunch for up to 3 additional attendees from host sponsor

Lunch Session, Wednesday

- Cost - \$500.00
- Host Logo on large signage in Lunch area
- Host Logo placed in the Program Booklet
- Host name and Logo on sheet in Welcome Bag for attendees
- Host Logo placed on website
- Free lunch for up to 3 additional attendees from host sponsor

Coffee Breaks/Refreshments during Conference

- Cost - \$200.00
- Host Logo on large signage in Break area
- Host Logo placed in the Program Booklet
- Host name and Logo on sheet in Welcome bag for attendees
- Host Logo placed on website

SPEAKER SPONSORSHIP PROGRAM

- Cost - \$100.00
- Helps sponsor the cost of our presenters for the conference
- Money goes toward travel costs, food, and lodging for each of our presenters
- Sponsor Logo placed in the Speaker Section of the Program Booklet

GIVEAWAYS & DOOR PRIZES

Some of the fun at the *LETSAC Conference* is being able to give away items to our participants throughout the conference. There are two ways your organization can help:

Giveaway & Prize Sponsorship

- Cost - \$200
- Money goes toward the big door prizes given at the end (previous years we have given away tablet computers, digital cameras, etc.!)

Giveaways & Prize Donation

- No cost – just provide us with door prizes to be given away during the breaks or bring your door prize to be given away at the banquet on Thursday!
- We have also been known to give away random door prizes during sessions!

EXHIBITOR ACTIVITIES

LETSAC has worked to make sure our Exhibitors are recognized throughout the conference for their wonderful support. In order to do this, we have established some specific activities that will bring conference attendees to your booths and make them aware of who you are!

Breaks will be held in the Exhibitor Area

Breaks will be longer to allow for more time with Exhibitors

Door prizes will be given away during the breaks in the Exhibitor Area

DOOR PRIZE GIVEAWAYS

We want you to get recognition! If you have some promotional items that you want to give away at the breaks, let us know, and we will make sure to get that on our list! We will connect you with our “Prize Liaison” to make sure they go to your booth to present the prizes!

EXHIBITOR EVALUATIONS & SUGGESTIONS

We could not hold this conference without you! It is important that we hear from you with suggestions to make the process more efficient and more successful for your interests. We want to hear your ideas and your comments about the conference, so we will be implementing an Exhibitor Evaluation this year just for you! This evaluation will provide you an opportunity to tell us what we did right, tell us what we need to improve, and comment on how we can make the next year’s conference even better!

LETSAC WEBSITE & ONLINE EXHIBITOR REGISTRATION SITE OPENING FEBRUARY 2025

<https://www.letsac.com/>

EXHIBITOR INFORMATION

WHY BE AN EXHIBITOR?

1. We are dedicated to your success! We want you to be visible to all attendees!
2. We have a number of choices to fit your budget and will work with you if you have another idea for sponsorship!
3. There are many ways for your company to stand out including signage, name and logo recognition in the program, and links on the LETSAC Facebook Page

INCLUDED WITH BOOTH

- (1) draped 6 ft. table
- (2) Chairs
- (1) electrical outlet
- Conference provided lunches
- Conference provided banquet dinner
- Refreshment breaks in the vendor area

2025 DEADLINES

February 6	June 15	June 23
Info available on Website and mailed to exhibitors	Deadline for Exhibitor booth Early Bird registration & Sponsorship/Hosting	Deadline for Welcome Bag Info and exhibitor Items for bags

HOTEL INFORMATION

Holiday Inn Executive Center
2200 Interstate 70 Dr SW
Columbia, MO 65203

Hotel Phone Number & Reservation link will be provided in early 2025.

*Note: Room Rates \$129.00 per night
Conference dates: July 21 – July 25, 2025*

Hotel Link:
Coming Soon

2025 EXHIBITOR/SPONSORSHIP INFORMATION

NOTES:

- Space assignments are made on a first come, first served basis
- Cancellations before June 30th will receive a registration refund of 50%
- Cancellations after June 30th will receive NO refund.
- Cancellations must be emailed to kurt-hilditch@ucmo.edu
- No shows will NOT be refunded

EXHIBITOR SCHEDULE:

Monday:	9:00 am – 5:00 pm	Setup; Conference begins at 1:00 pm.
Tuesday:	7:00 am – 5:00 pm	Open
Wednesday:	7:00 am – 5:00 pm	Open
Thursday:	7:00 am – 5:00 pm	Tear Down
Friday:	7:00 am – 11:00 am	Tear Down

CONTACT INFORMATION:

Chief Doug Wendel – dwendel61@festusmo.gov

Festus Police Department; Festus, MO; 636-937-3646

Please put LETSAC Vendor Information in the subject line of any emails.

LETSAC WEBSITE & ONLINE EXHIBITOR REGISTRATION INFORMATION OPENING FEBRUARY 2025

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Exhibitor/Sponsorship Application Information

NOTE: ONLINE EXHIBITOR REGISTRATION OPENING FEBRUARY 2025

Missouri Safety Center
 UCM – Marshall Building
 Attn: Mike Perkins, LETSAC
 PO Box 800
 Warrensburg, MO 64093
 660-543-4213

Exhibitor Services	Cost
Corporate Attended Booth (Early Bird – before June 15; After June 15 - \$525) (Returning Exhibitor: You will find this selection on the registration page)	\$475
Not For Profit Attended Booth	\$325
Education Institution Attended Booth	\$225
Unattended Exhibitor Booth	\$125
Welcome Bag Information Inserts (Please make sure to include 350-400 items and mail to LETSAC at least 2 weeks prior to the conference!)	\$125
Additional Table for Display	\$150
Additional Third Representative Registration/Meals	\$25
Hosting Events - SPONSORSHIP	
Welcome Reception	\$500
Lunch, Tuesday	\$500
Lunch, Wednesday	\$500
Other Support Options	
Speaker Sponsorship Program	\$100
Giveaways & Door Prize Sponsorship	\$200
Giveaways & Door Prize Donation (Please bring door prizes to the registration desk at check-in/setup)	N/A
Please Enter Total Dollar Amount of all Sponsorship Levels Chosen	

PLEASE SEE THE BENEFITS FOR EACH LEVEL OF SPONSORSHIP AND INCLUDE THE LIST OF EXHIBITOR/SPONSOR ATTENDEES IN THE ONLINE APPLICATION.

Thank you for your support of the
LETSAC ANNUAL Conference!

We couldn't do it without you!

**ONLINE EXHIBITOR REGISTRATION
OPENING FEBRUARY 2025**

Contact Information

Chief Doug Wendel – dwendel61@festusmo.gov

Festus Police Department; Festus, MO; 636-937-3646

Please include “LETSAC Vendor Information” in Email Subject line.

**NOTE: Information in this prospectus is subject to change between this publication and registration opening.*



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