

TRIP REPORT – R. CHRISTENSON

106th Annual International Association of Chiefs of Police (IACP) Law Enforcement and Technology Exposition

Oct. 30th to Nov. 3, 20XX, Charlotte, North Carolina, USA

Background:

- I arrived at the conference on Sunday Oct. 31/XX at 3:30 p.m. and departed Charlotte on Wednesday Nov. 3/XX at 12:30 p.m. The trade show ended at 5:00 p.m. on Tuesday Nov. 2/XX. The official opening ceremonies on Oct. 31/XX were quite impressive with an international flag ceremony involving more than 100 countries being represented.
- There were approximately 500 exhibitors involved in the trade show. My primary aim was to check out all exhibitors and identify those that I believed would be interested in our poster, either as potential buyers or potential distributors. Total attendance during the 5-day conference was expected to be between 12,000 and 14,000 attendees.
- On Monday Nov. 1/XX I carefully surveyed all exhibitors and established initial contact with those of direct interest to IDARI. That evening I reviewed all literature collected and prepared an action plan for follow-up visits the next day.
- On Tuesday Nov. 2/XX I returned for follow-up visits with all key exhibitors that I had identified as of interest to IDARI based on the previous day's reconnaissance. During these follow-up visits I spent time establishing a rapport with the exhibitor representatives and made sure that they were given IDARI literature as appropriate.
- The vast majority of exhibitors were manufacturers of specialized law enforcement equipment and high technology items. The U.S. federal government was also well-represented with probably 10 to 15 kiosks in total, ranging from the FBI and DEA to NCADD. Generally, these government organizations were only interested in the poster in a passing sense since drug awareness and education were not really within their mandates. Also, in most cases with the government, the people minding the kiosks were from far down in the "food chain". I concluded that, as far as the U.S. government goes, it will be better to continue to do the research on the Internet and then target the appropriate senior people by sending them letters with the poster.
- In total, there were between 8 to 10 exhibitors that I judged to be of particular interest/potential for IDARI. All of these were given the IDARI brochure and mini-poster (with sticker) and five of them were given the full-size version of the poster. In every case, I said that I would follow up by telephone within two weeks.