

Affiliate News

October, 2007

At our last two Affiliate Council meetings, we discussed Affiliate member participation in vendor-sponsored events at regional safety seminars as well as at the ALEA annual conference. As you are all well aware, the cost to sponsor these events has continually increased over the past few years and many marketing budgets have not kept pace with these increases. However, many vendors definitely want to continue sponsoring functions at ALEA functions, so they have elected to either work with other companies to jointly sponsor events or they have decided to limit the number of Affiliate participants at each event.

We discussed this subject openly at our last two Affiliate Council meetings and those present agreed that both of these options were acceptable. We agreed that our participation at events sponsored by other vendors was clearly at the discretion of the sponsoring vendor.

We also agreed to police ourselves with respect to the number of company representatives at each safety seminar. Each table top display will include two company representatives.

In summary, as Affiliate members, we all recognize and appreciate the cost of marketing our products and services to our prospective customers within the law enforcement community. Therefore, we should plan our own schedules separate from the vendor-sponsored events at the regional and annual conferences. However, if a vendor-sponsored event should include all ALEA members, this fact will be indicated on the ALEA website as well as at the seminar or conference.

If you have any questions about this subject or any other subject related to your ALEA Affiliate membership, please contact me at tweedt.barbara@sacusa.com or at 607-739-3821, extension 4281.

Your Affiliate Representative,
Barbara Tweedt