



POLICE CHIEF

2026 MEDIA PLANNER

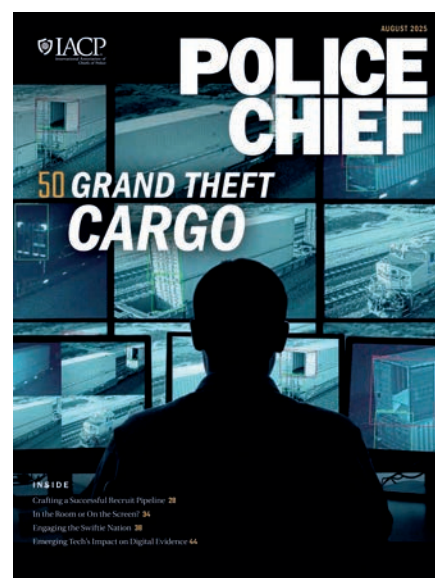
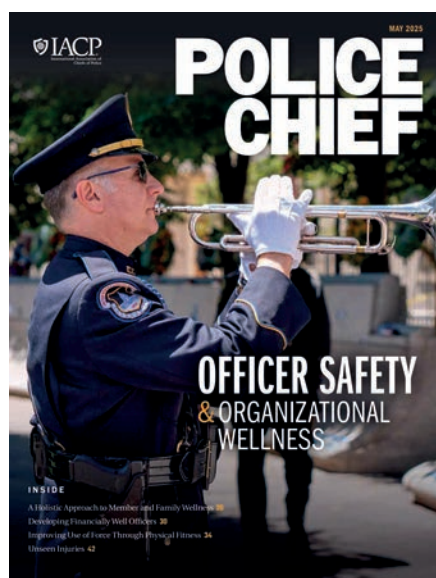
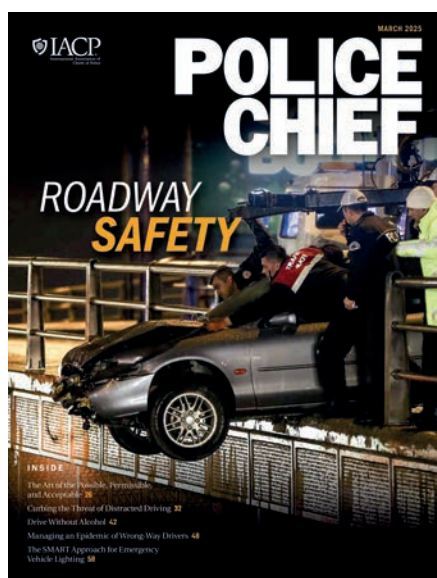
Effective October 2025



Official Publication of the International Association of Chiefs of Police
www.policechiefmagazine.org

CONTENTS

Reader Profile	4
Police Chief Editorial Calendar	5
Ad Rates & Specs.....	6
Technology Exposition	7
Police Chief Supplements	8
PoliceChiefMagazine.Org	9
Sponsored Article	10
Police Chief Update	11
Police Chief Special Reports	12
IACP Monthly	13
The Lead	14

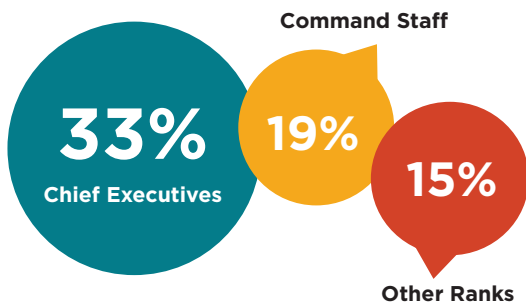


GAIN A SEAT AT THE CHIEF'S DESK

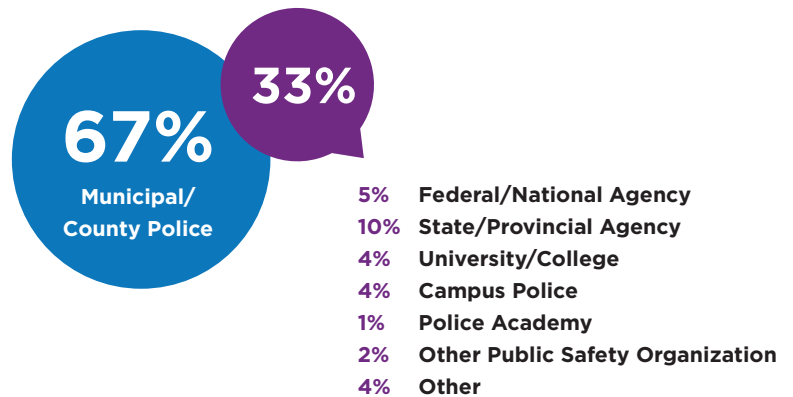


Police Chief magazine offers an unparalleled opportunity to market your products to police chiefs and important decision makers.

JOB TITLES



TYPE OF ORGANIZATION



PURCHASING POWER

82%
involved in
purchasing
process

57%
authorize
or approve
purchases

\$17.3 MILLION average operating budget.

Products/services recently purchased or is considering purchasing			
Body Worn Cameras	53%	Aerial Systems/Drones	37%
Personal Protective Equipment	39%	Traffic Safety Equipment	29%
Training Services/Systems	32%	Surveillance Equipment	28%
Mobile Devices	34%	CAD/Dispatch/911	25%
Data Management Tools	24%	GPS/Tracking Devices	20%
First Aid/Emergency Response Equipment	27%	Video Analysis	18%
Evidence Management/Storage	28%	AI-Enabled Systems	16%
Cloud Services	26%	Other	7%

Source: *Police Chief* 2024 Readership Study, Readex Research

READER PROFILE

$$\begin{array}{rcl}
 \mathbf{32,000} & \times & \mathbf{2.5} \\
 \text{CIRCULATION} & & \text{READERS/COPY} \\
 & = & \mathbf{80,000} \\
 & & \text{TOTAL READERS}
 \end{array}$$

35 MINUTES

average time spent reading an issue of *Police Chief*

54%

are regular readers (at least 4 of 4 issues)

64%

prefer *Police Chief* vs. other law enforcement publications

87%

took action after reading *Police Chief*



Actions taken as a result of reading *Police Chief*

Shared or discussed an article with others	74%
Visited IACP's website	47%
Filed an article for future reference	30%
Visited an advertiser's website	26%
Shared or discussed an ad with others	19%
Recommended the purchase of products/services advertised	8%

AVERAGE READER ORGANIZATION

SERVES:

482,000 CITIZENS

EMPLOYS:

1,110 SWORN OFFICERS



Source: *Police Chief* 2024 Readership Study, Readex Research

POLICE CHIEF 2026 EDITORIAL CALENDAR

Published by the **International Association of Chiefs of Police**, *Police Chief* has been connecting law enforcement leaders to their colleagues' best practices, solutions, products, and services for over 90 years. Strict editorial standards consistently yield the highest quality publication possible. It's no wonder readers prefer *Police Chief* over other competing publications by a wide margin.

Issue	Editorial Focus	Special Features	Closing + Mail Dates
January	Enhancing Community Trust Product Features: Lighting Equipment	• IACP 2025 Awards; OSW preview	Space: December 5 Artwork: December 9 Mails: January 6
February	Contemporary Issues in Policing Product Features: Artificial Intelligence	• 2026-2027 Board of Directors	Space: January 2 Artwork: January Mails: February 3
March	Terrorism Trends & Prevention Product Features: Safety & Tactical Gear	• Tech Conf Preview	Space: January 28 Artwork: February Mails: March 3
April	Policing the Digital Frontier Product Features: Computers & Accessories	• Buyers' Guide/National Police Week	Space: February 19 Artwork: March 2 Mails: March 31
May	Officer Safety & Organizational Wellness Product Features: Personnel Management	• OSW Recap	Space: March 20 Artwork: April 6 Mails: May 5
June	Policing & Policy Product Features: Communications Equipment	• IDTS Preview	Space: April 22 Artwork: May 4 Mails: June 7
July	The Evolving Training Landscape Product Features: Post-Disaster Recovery	• Tech Conf Recap	Space: May 22 Artwork: June 1 Mails: July 6
August	Tactical Preparedness Product Features: Traffic Safety & Enforcement	• Conference Preview 1	Space: June 19 Artwork: July 3 Mails: August 4
September	25 Years Later: The Legacy of 9/11 in Policing Product Features: K-9 Breeding/Training	• Conference Preview 2, 40 Under 40	Space: July 24 Artwork: August 3 Mails: September 3
October	Image & Ethics in Policing Product Features: Accessibility Tools	• Conference, IDTS Recap	Space: August 19 Artwork: August 28 Mails: September 29
November	Leveraging Intelligence Product Features: Crime Scene Cleanup	• New Exec Board	Space: September 18 Artwork: October 1 Mails: November 3
December	Celebrating Success Product Features: Patches & Coins	• Conference Recap	Space: October 23 Artwork: November 2 Mails: December 1

Editorial calendar (including closing dates) subject to change.

AD RATES & SPECS

Four Color	1x	3x	6x	12x	BG Rate
Full Page	\$4,855	\$4,670	\$4,455	\$3,945	\$5,655
Two-Page Spread	\$8,650	\$8,285	\$7,895	\$6,615	\$10,105
2/3 Page	\$3,635	\$3,505	\$3,365	\$3,000	\$4,220
1/2 Page Island	\$3,195	\$3,075	\$2,975	\$2,800	\$3,675
1/2 Page	\$3,050	\$2,920	\$2,740	\$2,550	\$3,495
1/3 Page	\$2,405	\$2,305	\$2,205	\$1,935	\$2,700
1/4 Page	\$2,070	\$1,925	\$1,805	\$1,715	\$2,340
1/6 Page	\$1,895	\$1,740	\$1,700	\$1,605	\$2,085

Four Color	1x	3x	6x	12x	BG Rate
Cover 2	\$5,830	\$5,640	\$5,350	\$4,735	\$6,795
Cover 3	\$5,585	\$5,410	\$5,125	\$4,530	\$6,510
Cover 4	\$6,075	\$5,880	\$5,570	\$4,930	\$7,070

Covers sold only on non-cancelable contracts. Add 10% to space rate for other premium position requests.

Black & White	1x	3x	6x	12x	BG Rate
Full Page	\$4,020	\$3,865	\$3,625	\$3,110	\$4,825
Two-Page Spread	\$7,395	\$7,030	\$6,640	\$5,360	\$8,855
2/3 Page	\$2,800	\$2,670	\$2,530	\$2,165	\$3,385
1/2 Page Island	\$2,365	\$2,235	\$2,140	\$1,965	\$2,840
1/2 Page	\$2,215	\$2,085	\$1,905	\$1,715	\$2,660
1/3 Page	\$1,570	\$1,470	\$1,370	\$1,105	\$1,860
1/4 Page	\$1,240	\$1,090	\$ 965	\$ 880	\$1,500
1/6 Page	\$1,060	\$ 905	\$ 870	\$ 765	\$1,250

BG = Buyer's Guide | All rates are net | Written cancellations accepted prior to closing date; no cancellations accepted after closing date.

Four Color	Width	Depth
Full Page (Bleed)	8.5"	11.125"
Full Page (Trim)	8.25"	10.875"
Full Page (Live)	7.75"	10.375"
Two-Page Spread (Bleed)	17"	11.125"
Two-Page Spread (Trim)	16.5"	10.875"
Two-Page Spread (Live)	15.5"	10.375"
2/3 Page Vertical	4.75"	9.75"
1/2 Page Vertical	3.5"	9.75"
1/2 Page Horizontal	7.25"	4.75"
1/2 Page Island	4.75"	7.25"
1/3 Page Vertical	2.25"	9.75"
1/3 Page Square	4.75"	4.75"
1/4 Page Vertical	3.5"	4.75"
1/6 Page Vertical	2.25"	4.75"
1/6 Page Horizontal	4.75"	2.25"

Margins: Bleeds on fractional ads are not accepted. There is a bleed allowance of 1/8" and a margin tolerance of 3/16". Keep essential elements within the live area (at least 3/8" from top, bottom, outer edges, and 1/2" from gutter edge).

Format: High-resolution PDF only. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). Fonts must be embedded, and files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Bleed and crop marks are required. Please include a color composite proof with your file. Composite proofs can be composite color print outs or TIFF files.

Artwork Submission: Please send artwork to Jennifer da Silva at IACPadmats@foxrep.com

TECHNOLOGY EXPOSITION

Take advantage of this exclusive opportunity to promote your technology or product.

(1 per month except in Apr & Oct when limit is 2)

For \$2,890, this promoted listing includes the following:

- Headline
- Image, 4" x 3"
- 100 words on your new technology
- 100 words on your company
- URL to drive traffic to your site

Image Format: High-resolution PDF only. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). Fonts must be embedded, and files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Bleed and crop marks are required. Please include a color composite proof with your file. Composite proofs can be composite color print outs or TIFF files.

Artwork Submission: Please send artwork to Jennifer da Silva at IACPadmats@foxrep.com

TECHNOLOGY
Exposition

Stay up to date on new products and advances in technology to ensure your officers are equipped with the tools they need.

FIRSTGARD FOLDABLE CONE FOR PORTABLE ROAD SAFETY

Designed for law enforcement, the FirstGard Foldable Traffic Cone delivers rapid deployment, high visibility, and rugged durability—all in an ultra-compact form. Folding down to just 1.5" wide, it saves trunk space and allows officers to carry more cones in the field. Built from high-density polyethylene with rubber feet for stability, it withstands harsh weather and rough roadside conditions. Its superior reflectivity, up to twice that of standard cones, ensures visibility during low-light operations. Weighing only 4 lbs, with molded handles and a fill port for optional added weight, FirstGard is mission-ready when seconds matter and reliability can't be compromised.



FIRSTGARD FOLDABLE CONE

- FOLDS TO JUST 1.5" WIDE
- FILL OPTION FOR ADDED WEIGHT
- 2X REFLECTIVE AS STANDARD CONES

PSS

At PSS, our purpose is simple but vital: we make travel safer. Every product we design serves that mission by protecting workers, pedestrians, and first responders in the most critical moments. With decades of experience and a deep commitment to innovation, we provide dependable road response equipment and ADA-compliant solutions that meet the highest safety standards.

Now gaining traction with departments across the country, the FirstGard™ Foldable Traffic Cone offers a smarter, more compact solution for roadside safety. Designed with input from first responders, it stores easily in patrol vehicles and deploys in seconds to establish quick, visible perimeters. FirstGard™ complements our full range of safety solutions, from high-visibility traffic control devices to ADA-compliant pedestrian access tools—all built to help agencies respond confidently and protect lives on the road.

<https://bit.ly/IACPGOct>

Body Armor Panel

Building on the trusted performance of Engarde's MT-PRO panel, the MT-PRO-GEN7 sets a new standard in personal safety. This upgraded model offers advancements in thinness, flexibility, and ballistic resistance, delivering protection without sacrificing comfort or discretion. Measuring just 8 mm, it weighs only 4.8 kg/m². Despite its reduced size and weight, it is engineered to provide robust NIJ .06 Level IIIa protection, including against special rounds like 9 mm Ranger S&T, 7.62x25 mm Tokarev, and 5.7x28 mm SS197. Additionally, it delivers superior knife resistance, effectively stopping the P1 knife (15 Joules, <20 mm) and the S1 knife (15 Joules, <1 mm).

engardebodyarmor.com



Emergency Communications Monitoring

GUGLI, a California-based innovator in wireless telecommunications, has introduced a breakthrough in monitoring emergency responder radio systems (ERRCs), private wireless networks, and cellular systems within buildings. This AI-powered technology offers continuous monitoring, enhancing safety, connectivity, and emergency response capabilities. The system provides real-time oversight of antennas and passive components, supports modular installation, and is compatible with various platforms. It also monitors environmental factors like humidity, temperature, seismic activity, and gunshots. This proactive approach ensures reliable communication for first responders, enabling faster and more precise emergency navigation, enhancing first responder safety, streamlining operations, and saving lives. The technology is applicable across diverse settings.

gugli.com



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policechiefmagazine.org

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POLICE CHIEF SUPPLEMENTS

Sponsor a print or digital *Police Chief* supplement to showcase your thought-leadership content and increase your visibility. Every supplement includes past *Police Chief* articles along with your provided content. Showcase your most recent case study, white paper or product review when securing your sponsorship!

Print	Ad Size	Net Rate
8-Page Supplement	<ul style="list-style-type: none"> • 2 pages of sponsored content • Cover 2 • Cover 4 • Polybag 	\$33,075/issue
16-Page Supplement	<ul style="list-style-type: none"> • 4 pages of sponsored content • Cover 2 • Cover 4 • Polybag 	\$38,325/issue

Digital	Ad Size	Net Rate
8-Page Supplement	<ul style="list-style-type: none"> • 2 pages of sponsored content • Cover 2 • Cover 4 	\$10,500/issue
16-Page Supplement	<ul style="list-style-type: none"> • 4 pages of sponsored content • Cover 2 • Cover 4 	\$15,750/issue

- Topic of supplement must be included
- Final content due 2 weeks before the listed Police Chief space deadline (see page 5)
- Content subject to IACP approval
- Send content to Jennifer da Silva at IACPadmats@foxrep.com

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DIGITAL

POLICECHIEFMAGAZINE.ORG

Average Unique Visitors/Month: 45,000

Average Monthly Page Views: 90,000

The *Police Chief* website offers readers access to the valuable content in *Police Chief* magazine anytime, anywhere with a digital device.

Advertise today! Prominent ad units along the right-hand side of every page ensure maximum visibility. Hurry, advertising space is limited! Call today to confirm your participation.

Ad Unit	Ad Size	Net Rate
Top Leaderboard	728 x 90 or 320 x 50	\$60 CPM
Large Rectangle	300 x 600	\$70 CPM
Medium Rectangle	300 x 250	\$55 CPM
Interstitial Medium Rectangle	300 x 250	\$105 CPM
Interstitial Banners	320 x 480 or 336 x 280	\$105 CPM

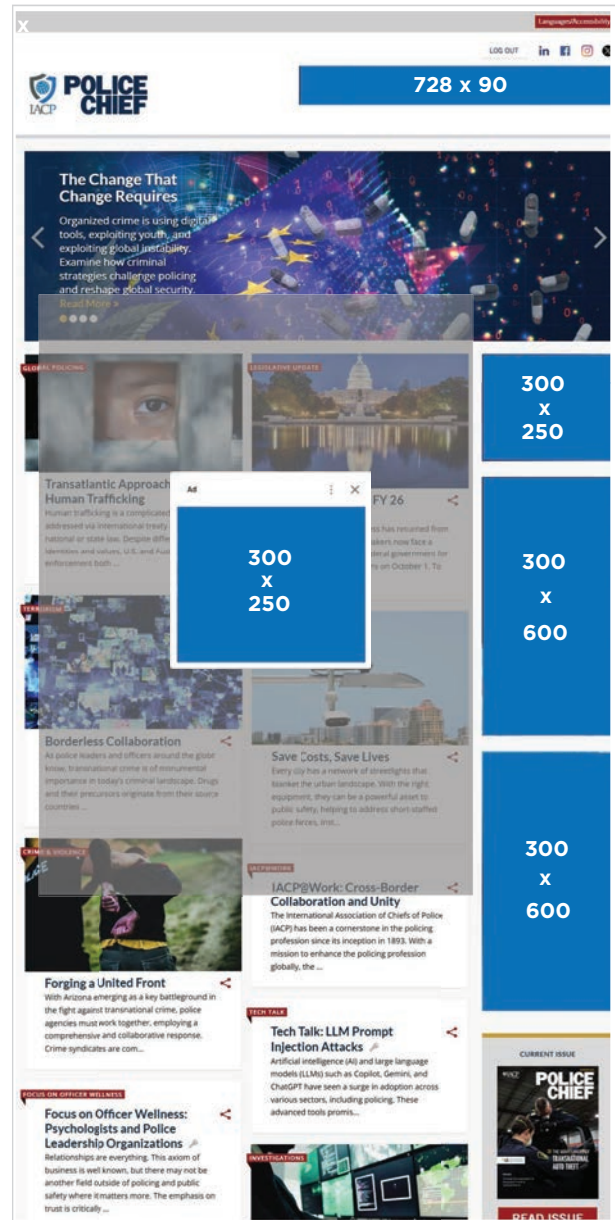
- Minimum purchase of 20,000 impressions/month
- Insertion orders and ad materials due 15 days prior to start of ad campaign
- JPG or GIF; RGB color format; 72 dpi; Flash accepted; Limit animation to 7 seconds and 3 loops; 40 KB max
- Send artwork and target URL to Jennifer da Silva at IACPadmats@foxrep.com

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SPONSORED ARTICLE

Content

- The article must be directly relevant to law enforcement, public safety, or criminal justice.
- The content should clearly present application or value to law enforcement. Companies are encouraged to focus on issues, research, or other applicable information. The item must be a white paper, thought piece, case study, or other resource of value to IACP members. It cannot be a marketing brief, product release, or similar solely promotional material.
- A video can also be added, for a nominal fee

Style & Structure

- 600-1500 words. Word count does not include title, byline, author bio, or company summary.
- Any facts should be supported by citations presented as numbered endnotes.
- Each article can have one featured (“head”) image. This image cannot be a logo or product image.
- Additional images/graphics are welcomed, but not required. The images should not be logos or simple promotional product images. They should be relevant to the content and law enforcement. Any images intended to accompany the text must be at least 72 dpi and should be accompanied by a caption (excluding the head image).

Net Rate: \$3,000 (ask about special bundled pricing)

Each sponsored article will receive the following promotion:

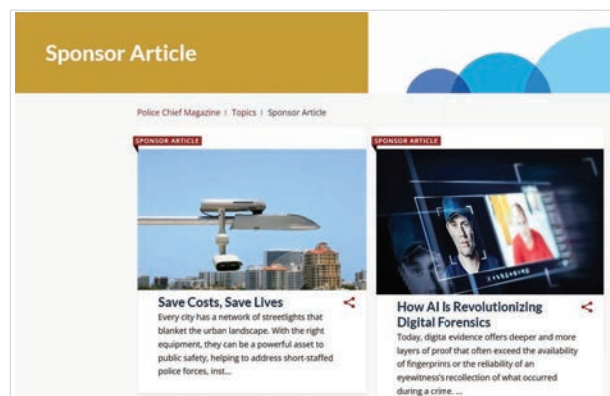
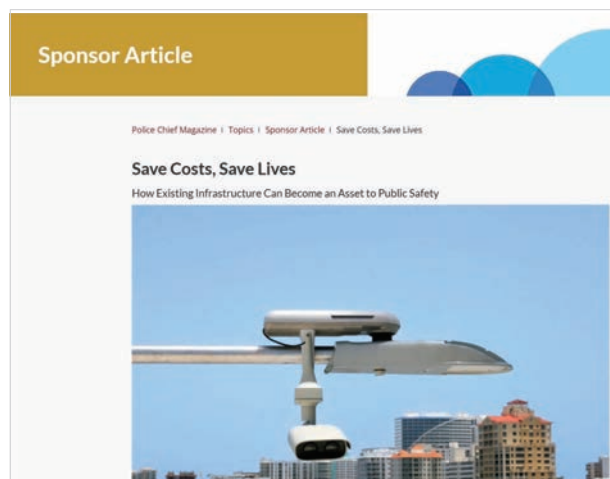
- 2 weeks on Police Chief Online among top four articles on the homepage (exact placement will vary)
- Articles have permanent status in the Bonus Online Articles archive unless the advertiser requests removal.
- One post about article on IACP Facebook account.
- One post about article on IACP X account.
- Limit 2 per month

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DIGITAL

POLICE CHIEF UPDATE

Frequency: Monthly

Circulation: 79,000

Unique Open Rate: 36.7%

Total Clicks: 28.2% | Unique Clicks: 8.5%

Police Chief Update alerts readers to the newest content posted on the *Police Chief* website. This monthly e-newsletter contains an issue summary, job postings, and more.

The exclusive advertiser will have ownership of two ad units and an opportunity to provide sponsored content. Limited availability. Call today for more information.

Ad Unit	Ad Size	Net Rate
Exclusive Advertiser	<ul style="list-style-type: none">160 x 600195 x 145 imageSponsored content	\$6,300/issue

- Sent 1st Wednesday of each month
- Insertion orders and ad materials due 15 days prior to issue date
- JPG or GIF; No animation; RGB color; 72 dpi; 40 KB max
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork and target URL to Jennifer da Silva at IACPadmats@foxrep.com

The screenshot displays the Police Chief Magazine website. At the top, the IACP logo and 'POLICE CHIEF MAGAZINE' are visible. Below the navigation bar, the 'SEPTEMBER 2025 ISSUE' is featured with the headline 'The Many Layers of Transnational Auto Theft'. A 'READ CURRENT ISSUE' button is present. The 'FEATURES' section includes articles like 'The Change That Change Requires', 'Disrupting the Network', and 'Contracted Chaos'. The 'COLUMNS' section lists 'President's Message', 'Chief's Counsel', 'Focus on Officer Wellness', and 'Products and Services'. A 'VIEW ALL CONTENT' button is located below the columns. On the right side, there are two large blue boxes: one labeled '160 x 600' and another labeled '195 x 145 Ad Copy'.

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DIGITAL

POLICE CHIEF SPECIAL REPORTS

Frequency: 6x (Feb, Apr, Jun, Aug, Oct, Dec)
Circulation: 53,000

Position your company as a thought leader. *Police Chief Special Report* provides industry suppliers a powerful venue to own and submit custom content to be delivered in an IACP branded e-newsletter.

Topics may include leadership, officer safety and wellness, traffic safety, and others. IACP editorial staff will curate the best articles to accompany your company's message.

Ad Unit	Ad Size	Net Rate
Exclusive Advertiser	<ul style="list-style-type: none">160 x 600Sponsored content	\$7,875/issue

- Insertion orders and ad materials due 15 days prior to issue date
- JPG or GIF; No animation; RGB color; 72 dpi; 40 KB max
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork and target URL to Jennifer da Silva at IACPadmats@foxrep.com

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DIGITAL

IACP MONTHLY

AN INDISPENSIBLE SOURCE OF LAW ENFORCEMENT NEWS

Frequency: Monthly

Circulation: 88,000 opt-in subscribers

Unique Open Rate: 32%

Total Clicks: 25.4% | Unique Clicks: 7.4%

IACP Monthly is the official e-newsletter of the IACP and the go-to resource for influential law enforcement leaders, linking them to essential information about

- IACP events and resources
- Job postings
- IACP Blog updates and much more

Advertise in *IACP Monthly* today and share your products and services with an audience of more than 40,000 law enforcement decision makers!

Ad Unit	Ad Size	Net Rate
Rectangle	180 x 150	\$1,325/issue
Sponsored Content	<ul style="list-style-type: none">• 55 character headline• 200 character body• 125 x 125 image	\$1,575/issue

- Sent on 3rd Tuesday of each month
- Insertion orders and ad materials are due 15 days prior to the newsletter issue date
- JPG or GIF format; No animation; 40 KB maximum
- RGB color format, 72 dpi
- Sponsored content: limited to one (1) per issue
- Send artwork and target URL to Jennifer da Silva at IACPadmats@foxrep.com

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IACP Monthly

IACP WEBSITE | ANNUAL CONFERENCE | CONTACT US

180 x 150	180 x 150	180 x 150
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IN THIS ISSUE

- Annual Conference
- Medal of Valor
- Strength in Service Series
- Police Chief Photo Submission
- RAPID
- Suicide Prevention Month
- AI Insights
- Critical Dispatch Podcast
- Community Engagement Course
- Crisis Response Webinar
- Language Accessibility
- FLL Training
- WLI Training
- IACPearn
- IACPnet
- Member Discounts
- Police Chief Bonus
- Articles
- Career Center

Be Part of the IACP 2025 Annual Conference Experience

Join more than 16,000 policing professionals from around the world in Denver, Colorado, USA, from October 18 – 21, for the **IACP 2025 Annual Conference**. Immerse yourself in expert-led training, leadership development, and unparalleled networking opportunities, as well as cutting-edge innovations in the expansive exposition hall.

[Book your hotel and register today.](#)

You're Invited: Denver-Hosted Events During IACP 2025

Chief Ron Thomas and the Denver Police Department (DPD) invite you to join DPD for several special events hosted during the **IACP 2025 Annual Conference**. Designed to connect, network, experience and unwind—each event brings you into the heart of our city to connect, recharge, and enjoy your time in Denver. If you are coming to conference, register for these events early as space is limited!

Cornhole Tournament — Friday, October 17, 5:00 p.m. — 10:00 p.m. | Presented by: AXON / SKYDIO
Kick off the weekend with laid back, friendly bag toss battles, great food, drinks, and serious bragging rights at the fabulous Cableland, the Mayor's Mansion. [Register.](#)

Golf at Arrowhead Golf Course — Sunday, October 19, 6:00 a.m. — 3:00 p.m. | Presented by: SUITE PASS, FLOCK SAFETY, and MOTOROLA
Play one of Colorado's most stunning courses, carved into the red rocks at the stunning Arrowhead Golf Course. [Register.](#)

5K Fun Run through City Park — Monday, October 20, 8:00 a.m. — 10:00 a.m. | Presented by: AXON / LEXIPOL
Start your morning with mile-high views and a scenic run through Denver's most iconic park. [Register.](#)

Questions? Please contact:
[Megan Pletcher — Denver Police Foundation](#)
[Sgt. Stacy Schantz — Denver Police Department](#)

125 x 125	Ad Copy
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*Please be aware of the following restrictions in regards to IACP Monthly Sponsored Content:

- Cannot promote content that contradicts IACP policies or stance on issues
- Must promote an event or resource (not a product)
- Language and content must be approved by IACP

DIGITAL

THE LEAD

A DAILY DIGEST FOR LAW ENFORCEMENT LEADERS

Frequency: Daily

Circulation: 18,000 opt-in subscribers

Unique Open Rate: 56.6%

Advertise in *The Lead* and reach industry professionals on a daily basis for one month. Every issue covers topics such as Policing and Policy; Security, Crime, and Drugs; and Technology.

Ad Unit	Ad Size	Net Rate
Top Rectangle	300 x 250	\$8,400/monthly
Second Rectangle	300 x 250	\$7,350/monthly

- Insertion orders and ad materials are due 15 days prior to start of the ad campaign
- JPG; No animation; 80 KB maximum, linking URL, all ads with white or partially white backgrounds must use a black 1-pixel boarder
- RGB color format, 72 dpi
- Send artwork and target URL to Jennifer da Silva at IACPadmats@foxrep.com

*In rare circumstances, at the IACP's discretion, we reserve the right to move or remove an ad from an edition of the news brief due to a potential conflict of interest or other area of concern.

IACP Advertising

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IACP 2026

EXHIBIT & SPONSORSHIP OPPORTUNITIES

OCTOBER 24-27, 2026

ORANGE COUNTY CONVENTION CENTER IN ORLANDO, FLORIDA, USA

IACP 2026 provides an opportunity to put your business in front of thousands of law enforcement professionals from across the country and around the world. The conference will be held October 24-27, 2026, in Orlando, Florida, USA. The exhibition dates are October 25-27, 2026.

SPONSORSHIPS

Review the [Sponsorship Prospectus](#) to learn more about exhibiting and sponsorship opportunities. Please reach out to sponsorship@theIACP.org for additional information.

EXHIBITS

Contact the IACP Exhibits Team at ExhibitsEmail@theiacp.org.

David Lippe, Meetings Support Manager
703-647-7326
lipped@theiacp.org

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POLICE CHIEF

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