



# NEW MEXICO SHERIFFS' ASSOCIATION

2026 Training Conference and Exhibitor's Show Ruidoso

Convention Center

August 10, 11, 12 & 13, 2026

Ruidoso, New Mexico

## EXHIBITOR INSTRUCTIONS & SPONSORSHIP LEVELS

**SUPER LOCATION!! GREAT AMENITIES!!** The 2026 Summer New Mexico Sheriffs' Association conference will be held at the Ruidoso Convention Center & MCM Elegante Lodge Hotel, Ruidoso, New Mexico. Sheriffs, Vendor Social w/Sheriffs and Department Heads at the MCM Elegante Monday night, Complimentary lunch Tuesday & Wednesday & an Old-Fashioned Sheriff's BBQ with all attendees on Tuesday evening.

**ATTENDEES:** Sheriffs, Police Chiefs, New Mexico DWI Prevention, Probation, Offices of the District Attorney, & command staff from all agencies.

**EXHIBITOR FEES:** Each single booth is \$800. If you need more exhibit space you will be charged for each additional booth. Vehicle display is \$1,300 per vehicle.

**BOOTH APPLICATION & DEADLINES:** Booth fee is \$800 & Vehicle Display \$1,300. If your booth or vehicle registration fee is paid by June 10, 2026 you will receive a \$100 discount. All fees must be paid with registration.

**VEHICLE DISPLAY:** Vehicle display includes one Booth, 6ft Table and 2 chairs. Vehicle displays are a \$1,300 per vehicle. All vehicles will be displayed inside exhibit hall. Will need vehicles by Monday August 10<sup>th</sup> 2026 by 10:00 am. Notify us if you wish to keep vehicle outside.

**10X8 BOOTH:** Includes one 6' table, 2 chairs, signage, two representative badges, two conference bags, two attendees at the Vendor Social Monday evening, two attendees at Tuesday evening BBQ, two attendees for Tuesdays & Wednesday breaks & lunch, and listed in conference program directory.

**ADDITIONAL REPRESENTATIVE FEE:** Any additional representative over the two allotted will be charged \$150.

**CONFERENCE BAG MATERIAL: \$100** Your product samples or literature in all conference bags for attendees. NEED MATERIAL SHIPPED TO CONVENTION CENTER BY August 9, 2024 to the attention of the New Mexico Sheriff's' Association/Conference Bag.

**BREAK SPONSOR: \$650 PER DAY** Includes signage at meeting & registration hall plus the conference program.

**LUNCH SPONSOR: \$1,500** Includes signage at lunches, in program & registration hall.

**TUESDAY DINNER/EVENING RECEPTION: \$2,500 PER SPONSOR** Recognition of your company at reception and signage in program and registration hall.

**REGISTRATION FORMS:** You can E-MAIL your completed registration form to: [nmsheriff17@gmail.com](mailto:nmsheriff17@gmail.com) or mail to **NMSA PO BOX 15574 RIO RANCHO, NM 87174.**

**SPACE ALLOCATION:** Booth location is determined on a first come first served basis with payment of booth or vehicle fees. Booth spaces will be assigned after July 28, 2024. Be sure to send your registration and payment in promptly to avoid disappointment

**VENDOR SET UP:** Monday August 10, 2026 from 12:00 PM to 10:00 PM. **Vehicles must be at the convention center NO THAN LATER 10AM ON AUGUST 10, or you may lose your spot or not have the vehicle inside at the show.**

**EXHIBIT HALL HOURS:** Tuesday August 11, 2026 7:30 AM to 5:30 PM & Wednesday August 12, 2026 8:00 AM to 2:00 PM. Vendor tear down to follow.

**SHIPPING:** Packages & displays can be shipped to RUIDOSO CONVENTION CENTER, 111 SIERRA BLANCA DRIVE, RUIDOSO, NEW MEXICO 88345, ATTENTION: NEW MEXICO SHERIFFS' ASSOCIATION

**PARTICIPATION POLICY:** Representatives and organizations that have not been assigned official exhibit space will be restricted from attending or distributing promotional materials of any type within the exhibit or meeting areas.

**PAYMENT DEADLINES:** Booth & vehicle payments are due on or before July 10, 2026. **ALL booth or vehicle fees must be paid at time of registration.**

**CANCELLATIONS:** Must be submitted in writing to the NMSA by July 10, 2026 to receive a refund less a \$200 cancellation fee. No refund after July 10, 2026 will be given.

**ROOM RESERVATIONS:** THE MCM ELEGANTE SIERRA LODGE 107 SIERRA BLANCA RUIDOSO, NEW MEXICO 88345 Rate is \$109.00 plus tax per night. To make room reservations go to: <http://www.thelodgeatsierrablanca.com> Click on "Make Reservations", Then Click on "Groups" and enter the code 'SHERIFF' Click on your arrival and departure dates Select your room type (rates are already discounted) Continue with your payment choices or feel free to call the front desk at 575-258-5500

**ALTERNATE HOTELS:** COMFORT INN 575-257-2770 OR HOTEL RUIDOSO 575-257-2007. ONLY 6 MINUTES FROM CONVENTION CENTER. FULL HOT COOKED BREAKFAST, VILLAGE LODGE CONDOS 575-258-5442, WEST WINDS LODGE & CONDOS 575-257-4031. USE CODE SHERIFFS TO GET YOUR SPECIAL RATE OF \$109.

**ADVERTISING OPPORTUNITIES: CONFERENCE BAGS, LANYARDS & NAME TAGS, & CONFERENCE PROGRAMS ADVERTISING.**  
**CONFERENCE PROGRAM AD RATES: FULL PAGE \$300, HALF PAGE \$150, QUARTER PAGE \$75, ADD \$250 FOR COLOR\*\*\*\*\* CONTACT GLENN HAMILTON FOR DETAILS.**

PHONE: (575) 740-1563 FAX: N/A EMAIL: [nmsheriff17@gmail.com](mailto:nmsheriff17@gmail.com) WEB: [www.nmsheriffs.org](http://www.nmsheriffs.org)

**By Submission of the registration form you agree to the waiver below:**

**In consideration of the acceptance of this entry, I hereby for myself, my heirs, executors, administrators, assigns and other successors in interest, release, waive and forever discharge any and all rights and claims for damages or from any and/or all of the 2025 Sheriff's Training Conference and Exhibitors Show Events. I specifically release and discharge the New Mexico Sheriff's Association, the Village of Ruidoso, sponsors, promoters, and any organization whose facilities are being used for these events, from all injuries or damages arising from or contributing to any physical impairment or defect I may have, whether latent or patent. I attest and verify that I am physically fit and capable of participating in event(s) I have registered for, and that I have sufficiently trained for the completion of these event(s), both being my sole responsibility.**