



The National Association of  
**STATE FIRE MARSHALS**

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# SPONSOR and EXHIBITOR GUIDE

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## 2017 Annual Conference

**July 31 – Aug 2, 2017**  
**The Francis Marion Hotel**  
**387 King Street, Charleston, SC 29403**

*Support the mission of the National Association of State Fire Marshals  
to protect life, property and the environment from fire and related hazards.*

Contact Phil Oakes at 202.737.1226 ext. 4 or 307.433.8078

- Program Overview
- Sponsorship Benefits by Level
- Exclusive Sponsor Add-Ons
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# PROGRAM OVERVIEW



**Is your organization looking for a way to support improved public safety?** The National Association of State Fire Marshals (NASFM) comprises the senior fire safety officials in the United States. Our members' responsibilities typically include code adoption and enforcement, fire and arson investigation, fire incident data collection and analysis, firefighter training and safety, public education and advising elected and appointed government officials on public safety matters. Each year NASFM convenes State Fire Marshals and other public safety officials from around the country at the NASFM Annual Conference to network, learn about issues of common interest and strategize for the future. Your contribution is critical to the continued work of the organization and the success of the 2017 NASFM Annual Conference!

**The Premier Sponsors Program (i.e. sponsorship at the Platinum or Titanium levels)** provides the opportunity to support NASFM's exceptional work in safety advocacy, training and education. It will also allow you to communicate your message efficiently and effectively to the NASFM membership and all other 2017 NASFM Annual Conference Attendees.

NASFM Annual Conference sponsorship and exhibit opportunities are available to fit a variety of budgets and marketing objectives. In addition to Premier categories of Platinum and Titanium, we also offer Gold, Silver and Bronze as well as **Individual Sponsorship Opportunities** which are available on a first-come, first-serve basis.

**Sponsorship opportunities are limited. To become a sponsor, please contact Phil Oakes at (202)737-1226 ext. 4 or [admin@firemarshals.org](mailto:admin@firemarshals.org) Additional information about NASFM can be found on our website at [www.firemarshals.org](http://www.firemarshals.org)**

## PLATINUM SPONSOR

**Contribution Level** - \$11,000

### **Platinum Premium Benefits Package:**

- One complimentary conference registration
- Four (4) tickets to the dinner/entertainment event on the USS Yorktown – July 31<sup>st</sup>
- Logo prominently placed in the Annual Conference Program
- Logo prominently placed on NASFM web site
- Platinum level group sign displaying your company logo in a prominent location all 3 days\*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the NASFM social media sites on three separate occasions
- Formal recognition of your Platinum level sponsorship at the conference
- Recognition in the June, August, and September editions of NASFM's Newsletter\*
- Two (2) NASFM Annual Conference keepsake items
- Platinum level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, and possible speaking opportunities, at the Premier Events, including:
  - State Fire Marshals Only Breakfast Forum
  - Exhibitors Reception
  - NASFM Awards Ceremony
  - Pre-Conference Meetings (Board, Model Codes)
  - Conference Luncheons

If you also wish to exhibit at the 2017 conference, you will receive the following benefits:

- Premier Exhibitor booth location
- Exhibitor booth highlighted on Exhibitor Floor Map in the conference program

Customized opportunities are also available. Please contact NASFM staff at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org) for details and availability.

**\* Due to the lead time required to produce specialized benefit opportunities such as the Platinum-level sign, the cut-off date is July 1, 2017 to receive these special opportunities as part of your Platinum sponsor contribution.**

## TITANIUM SPONSOR

**Contribution Level** - \$7,500

### **Titanium Premium Benefits Package:**

- One complimentary conference registration
- Three (3) tickets to the dinner/entertainment event on the USS Yorktown – July 31<sup>st</sup>
- Logo prominently placed in the Annual Conference Program
- Logo prominently placed on NASFM web site
- Titanium level group sign displaying your company logo in a prominent location all 3 days\*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the NASFM social media sites on two separate occasions
- Formal recognition of your Titanium level sponsorship at the conference
- Recognition in the August and September editions of NASFM's Newsletter
- One (1) NASFM Annual Conference keepsake item
- Titanium level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, and possible speaking opportunities at the Premier Events, including:
  - State Fire Marshals Only Breakfast Forum
  - Exhibitors Reception
  - NASFM Awards Ceremony
  - Pre-Conference Meetings (Board, Science Advisory, Model Codes)
  - Conference Luncheons

If you also wish to exhibit at the 2017 conference, you will receive the following benefits:

- Premier exhibitor booth location

Customized opportunities are also available. Please contact NASFM staff at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org) for details and availability.

**\* Due to the lead time required to produce specialized benefit opportunities such as the Titanium-level sign, the cut-off date is July 1, 2017 to receive these special opportunities as part of your Titanium sponsor contribution.**

## GOLD SPONSOR

**Contribution Level** - \$5,000

### **Gold Benefits Package:**

- Two (2) tickets to the dinner/entertainment event on the USS Yorktown – July 31<sup>st</sup>
- Logo prominently placed in the Annual Conference Program
- Logo prominently placed on NASFM web site
- Gold level group sign displaying your company logo in a prominent location all 3 days\*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the NASFM social media sites on one occasion in the month of August
- Formal recognition of your Gold level sponsorship at the conference
- Recognition in the August edition of NASFM's Newsletter
- Gold level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, at the Premier Events, including:
  - State Fire Marshals Only Breakfast Forum
  - Exhibitors Reception
  - NASFM Awards Ceremony
  - Pre-Conference Meetings (Board, Science Advisory, Model Codes)
  - Conference Luncheons

Customized opportunities are also available. Please contact NASFM staff at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org) for details and availability.

**\* Due to the lead time required to produce specialized benefit opportunities such as the Gold level sign, the cut-off date is July 1<sup>st</sup>, 2017 to receive these special opportunities as part of your Gold sponsor contribution.**

## SILVER SPONSOR

**Contribution Level** - \$2,500

### **Silver Benefits Package:**

- One (1) tickets to the dinner/entertainment event on the USS Yorktown – July 31st
- Logo prominently placed in the Annual Conference Program
- Logo prominently placed on NASFM web site
- Silver level group sign displaying your company logo in a prominent location all 3 days\*
- Your company logo in a PowerPoint displayed during breaks
- Formal recognition of your Silver level sponsorship at the conference
- Recognition in August edition of NASFM's Newsletter
- Silver level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, at the Premier Events, including:
  - Exhibitors Reception
  - NASFM Awards Ceremony
  - Conference Luncheons

Customized opportunities are also available. Please contact NASFM staff at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org) for details and availability.

**\* Due to the lead time required to produce specialized benefit opportunities such as the Silver level sign, the cut-off date is July 1, 2017, to receive these special opportunities as part of your Silver sponsor contribution.**

## BRONZE SPONSOR

**Contribution Level** - \$500

### **Bronze Benefits Package:**

- Logo prominently placed in the Annual Conference Program
- Logo prominently placed on NASFM web site
- Bronze level group sign displaying your company logo in a prominent location all 3 days\*
- Your company logo in a PowerPoint displayed during breaks
- Formal recognition of your Bronze level sponsorship at the conference
- Recognition in August edition of NASFM's Newsletter
- Bronze level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, at the Premier Events, including:
  - Exhibitors Reception
  - NASFM Awards Ceremony
  - Conference Luncheons

Customized opportunities are also available, please contact NASFM staff at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org) for details and availability.

**\* Due to the lead time required to produce specialized benefit opportunities such as the Bronze-level sign, the cut-off date is July 1, 2017 to receive these special opportunities as part of your Bronze sponsor contribution.**

## INDIVIDUAL SPONSOR OPPORTUNITIES

These special opportunities are available on a first-come, first-serve basis. If your organization has other add-on ideas they would like to discuss, please contact us at 307-433-8078 or [admin@firemarshals.org](mailto:admin@firemarshals.org).

**\*Conference Keepsake Item** – Your company logo added to the Keepsake item (i.e. Shirt, Duffle Bag, Windbreaker, or other item) presented to each Principal Member attending the conference. Cost - \$5,500.

**\*Custom NASFM Challenge Coin** – NASFM challenge coin with your company logo included in the coin packaging. Cost - \$4,000.

**\*Flash Drive with Conference Presentations** – You provide flash drives with your company logo, NASFM will add conference materials. Cost - \$2,000.

**\*Name Badges and Lanyards** – The attendee badges will be designed to include your logo with NASFM's Logo, and your organization will supply lanyards to accompany badges. Cost - \$3,000.

**\*SFM Only Breakfast Forum** – Forum will be announced as sponsored by company with appropriate signage prominently located near refreshments. Cost - \$2,500.

**\*Daily Breaks** – Conference breaks will be announced as sponsored by company with appropriate signage prominently located near refreshments. Cost - \$1,500.

**\*Daily Agendas** – Have your logo and URL placed on the conference daily agendas. Please note: only three sponsor slots available. Cost - \$750.00

**\* Sponsorship of Program** – Have a sponsorship of your design placed in the NASFM program for all three days of the conference. Cost – Half page \$500.00 and quarter page \$250.00

**\*Custom Sponsorship Opportunities** – Do you have a sponsorship idea that isn't listed in this guide? Please contact us to discuss concept and cost. Cost - TBD.

Examples of custom sponsorship we have seen in the past, are:

- Lemonade Stand
- Items donated to the NASFM Fire Research and Education Foundation's silent auction
- Coffee provided during the event or a day

**\* Door Prizes and Conference Bag Items** – As a sponsor or exhibitor your organization is entitled to donate items to the attendee bags or as exhibit hall prizes. Once your registration is confirmed an email will be sent to your point of contact on how to ship these items, and ensure all appropriate recognition is given.



# EXHIBITORS

## Inclusions:

Exhibitor Fees include Tuesday August 1<sup>st</sup>, 2016 Exhibit show and Exhibitor Reception only for up to two people. NOTE: The Exhibitor Fee DOES NOT include the dinner/entertainment event on the USS Yorktown, general sessions, lunches or breaks. If you wish to attend all or part of these events, you must also complete a conference registration form, and will be charged the applicable fees. If more than two registrations are needed you may purchase extras using the annual conference registration form. The exhibit hall will be open for a minimum of three (3) hours. Hors D'oeuvres will be served throughout.

## Deposit and Refunds:

Fifty percent of the total space rental, is considered a non-refundable deposit.

Funds are due upon receipt of the exhibit application. Exhibit spaces cannot be guaranteed without receipt of appropriate funds.

Exhibitor's signature on the application signifies that Exhibitor has read, understands, and agrees to be bound by all the terms and conditions on that form and within this document (including the Exhibitor Regulations, exhibition hall regulations and applicable union contracts, which constitute part of this Agreement). All matters not covered by the Exhibitor Regulations shall be subject to the final judgment and decision of Conference Management.

## Exhibit Logistics:

NASFM will be using an outside company (Blue Chip Expo) to set up the exhibit hall and provide other materials to vendors (i.e. TVs, extra chairs, labor to assist with set up, etc.). Within 45 days of the start of the conference you will receive a packet of information from them at the email address provided on the exhibit space agreement. This will include information on shipping material to Blue Chip Expo due to limited storage at the hotel. This information will also be available through [www.bluechipexpo.net](http://www.bluechipexpo.net).

## Door Prizes and Conference Bag Items:

As a sponsor or exhibitor your organization is entitled to donate items to the attendee bags or as exhibit hall prizes. Once your registration is confirmed an email will be sent to your point of contact on how to ship these items, and ensure all appropriate recognition is given.

## Exhibitor Regulations:

**1. Offer and Acceptance.** Exhibitor's submission of the 2016 Exhibit Space Agreement form, with or without a deposit, shall constitute an offer from Exhibitor to enter into such Agreement with the National Association of State Fire Marshals, (hereafter referred to as "NASFM" or "Conference Management"). Such offer can only be accepted by NASFM. Conference Management reserves the right to determine eligibility of Exhibitor for inclusion in the Exhibition, prior to or after acceptance of this Agreement. Conference Management, in its sole discretion, shall determine the appropriateness of products or services exhibited and reserves the right to prohibit display or advertisement of products or services which are considered inappropriate. The Exhibitor Regulations are subject to amendment by NASFM with reasonable notice to the Exhibitor.

**2. Arrangements of Exhibits.** Exhibit space shall be assigned by Conference Management in its sole discretion. Plans for specially built displays not in accordance with the Exhibitor Regulations and the regulations set forth in the Exhibitor Service Kit must be submitted to Conference Management before construction is ordered and/or begun. The Exhibitor Service Kit will be supplied to Exhibitor approximately forty-five days before the Exhibition. With or without prior inspection, Exhibitor understands that by signing the 2017 Exhibit Space Agreement form, Exhibitor agrees to be bound by the Exhibitor Service Kit, which shall form part of the Agreement.

**3. Soliciting/Photographs.** Exhibitor is prohibited from distributing (i) literature, souvenirs, or other items from outside the boundaries of Exhibitor's booth, and (ii) literature, souvenirs, or other items that are other

than Exhibitor's own materials; in each case, unless Exhibitor has obtained Conference Management's prior written approval. These prohibitions apply before, after, or during Exhibition hours. Canvassing in exhibit halls or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid exhibitor is strictly forbidden. Exhibitor is prohibited from taking photographs of other exhibits or other aspects of the Exhibition, without Conference Management's prior written approval. Exhibitors may photograph only their own booth(s).

**4. Exhibitor Personnel and Others.** Technical specialists, qualified to discuss engineering details of their products, must staff booths at all times during Exhibition hours. Conference Management reserves the right to prohibit an exhibit or part of an exhibit that, in Conference Management's sole discretion, may detract from the character or nature of the Exhibition.

**5. Remedies.** If Exhibitor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as determined by Conference Management) after Exhibitor has received written notice from Conference Management specifying the breach, Conference Management shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) evict Exhibitor from any or all of the space being rented by Exhibitor; (iii) have any of the Agreement's violated provisions specifically enforced; and/or (iv) exercise any other remedy available by rule of law. In addition, Conference Management may keep any and all monies received from Exhibitor as liquidated damages, it being understood that NASFM's losses and damages from Exhibitor's breach of the Agreement as well as a precise value for services provided by NASFM prior to the conclusion of the Exhibition are difficult to ascertain and that the agreed liquidated damages are not intended and may not be construed as a penalty. Upon cancellation of the Agreement, Conference Management may (without prejudice to any other available remedy) rent Exhibitor's space to any other exhibitor, or use such space in any other manner as Conference Management deems necessary, in its sole discretion, without any obligation to Exhibitor.

**6. Unoccupied Space.** If any of Exhibitor's space remains unoccupied on opening day of the Exhibition, Exhibitor shall be deemed to have abandoned such space. Thereafter, Conference Management shall have the right to rent such space to any other exhibitor, or use such space in any other manner as Conference Management deems necessary, in its sole discretion, without any obligation to Exhibitor. This Section shall not be construed as affecting the obligation of Exhibitor to pay the full amount specified in the Agreement for space rental.

**7. Liability.** Exhibitor agrees to make no claim for any act or omission of Conference Management taken in accordance with the Exhibitor Regulations. Neither Conference Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or to Exhibitor's employees, invitees, licensees, or guests, or Exhibitor's property, from any cause whatsoever. Under no circumstances shall Conference Management or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Exhibitor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage. Conference Management shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's booth or exhibit is deemed to be the invitee, licensee, or guest of Exhibitor, and not the invitee, licensee, or guest of Conference Management. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold NASFM, the exhibition hall, and their respective privies, harmless from and against claims resulting directly or indirectly from the actions or omissions of Exhibitor and/or Exhibitors agents, employees, independent contractors, or representatives, whether within or without the scope of authority.

**8. Insurance.** For the term of the Agreement, Exhibitor shall at all times maintain insurance sufficient to cover the liabilities of Exhibitor under the Agreement. The amount and scope of such insurance shall be

reasonably satisfactory to Conference Management. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. Conference Management shall be added as an additional insured to such insurance.

Exhibitor's insurer shall confirm to Conference Management that such insurance cannot be cancelled or changed without thirty (30) days prior written notice to Conference Management. Exhibitor agrees to provide Conference Management a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition.

**9. Force Majeure.** In case the Exhibition hall is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Conference Management to permit Exhibitor to occupy the assigned space during any part or the whole of the Exhibition, then during such circumstances Conference Management, the building management, and their respective privies will be released and discharged from the obligation to supply space, and Exhibitor will not be reimbursed a share of the booth rental previously received by Conference Management from Exhibitor. NASFM reserves the right to cancel, re-name, or relocate the Exhibition or change the dates on which it is held. If NASFM changes the name, relocates to another facility within the same city, or changes the dates for the Exhibition to dates that are not more than 30 days earlier or later than the dates originally scheduled, no refund will be due Exhibitor and NASFM shall assign to Exhibitor such other space as NASFM deems appropriate. In such case, Exhibitor agrees to use such space under the terms of the Agreement.

**10. Jurisdiction and Attorney Fees.** Should any legal action be commenced to resolve any dispute under the Agreement Exhibitor hereby consents to venue and jurisdiction in the federal or state courts located in Cook County, Illinois, and agrees that no such action may be brought in a forum not located in Cook County, Illinois.

**11. Taxes and Licenses.** Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Exhibitor's activity at the Exhibition, including licenses to use music or other intellectual property. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, use fees, or other charges that may become due to any governmental authority concerning Exhibitor's activities related to the Exhibition.

**12. Cancellations.** In the event that Exhibitor wishes to cancel some or all of its allotted exhibit space, Exhibitor may request and Conference Management may grant such cancellation, but only with the following understandings; (i) all cancellations must be requested in writing and addressed to NASFM at the address below; (ii) Conference Management is not required to refund any portion of moneys (the 50% deposit, full fee, or otherwise) previously paid by Exhibitor; (iii) if Exhibitor's cancellation request is received by Conference Management after the Agreement has become effective, 50% of the fee may be returned only if the exhibit space is reissued to another vendor. Conference Management assumes no responsibility for having included the name of Exhibitor in the Exhibition catalog, brochures, news releases, or other materials.

**13. Changes.** If Exhibitor requests an increase of its booth space after the Agreement has become effective, Conference Management will use reasonable best efforts to accommodate such request, subject to space availability, additional fee payment, and other circumstances then prevailing. If Exhibitor requests a change that leads to a net reduction of booth space from original requirements, such request shall be covered by Section 12 above.

**14. No Assignment or Subletting.** Exhibitor shall not assign this Agreement or assign, sublet, share or apportion the whole or any part of the exhibit space to any other person without the written consent of Conference Management.

**15. Other Matters.** The Exhibition is owned, managed, and produced by the National Association of State Fire Marshals (NASFM), whose physical office is at 315 North Main Street Suite 1, Burns, WY 82053 USA, and mailing address is PO Box 671, Cheyenne, WY 82003 USA. All matters not covered by the Exhibitor Regulations shall be subject to the final judgment and decision of Conference Management.