NATIONAL ASSOCIATION OF STATE FIRE MARSHALS

2019 Annual **Conf**erence EXHIBITOR GUIDE

NASFM EXHIBITOR GUIDE 2019

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 participation and input are critical to the continued work of the organization, and the success of the 2019 NASFM Annual Conference!

Exhibition Hall – Join us at the Westin Annapolis in Annapolis, Maryland July 23rd, 2019 from 2:30pm – 6:30 pm at our Exhibit Hall to support the mission of the National Association of State Fire Marshals to protect life, property, and the environment from fire and related hazards.

With four hours of dedicated time set aside for interacting with the State Fire Marshals, you will experience a unique opportunity to share your message. The Exhibit Hall includes a Vendor Reception, with plated and passed hors d'oeuvres, as well as beverages, for those in attendance. This is YOUR time to spend with the attendees! Spaces are limited and available on a first-come, first-served basis.

Exhibition opportunities are limited. To become an exhibitor, please contact Phillip Oakes at 307-433-8078 or admin@firemarshals.org. Additional information about NASFM can be found at www.firemarshals.org.

To register for Exhibition space and value-added items, please visit us online at www.firemarshals.org/EVENTS. We look forward to seeing you at the 2019 National Association of State Fire Marshals Annual Conference.

EXHIBITION BOOTH

Cost - $1,300

Exhibition Booth space can be reserved and paid for online at www.firemarshals.org/EVENTS.

Included:

- One (1) 8' x 8' Booth Space consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape and a 3' high side drape in one of the Main Exhibition Rooms (Capitol D or Senate A/B)
- Booth Identification Sign
- 4' Draped Table
- 2 Chairs
- 1 Wastebasket
- Standard Exhibitor Listing in Conference App (includes company name, booth number, website address, and 250-character description) – MUST provide this information no later than June 21st to utilize this benefit.
- 2 Booth Personnel – MUST register personnel who will attend by July 8th.
- Exhibitors Reception

NOT Included:

- Conference Registration
- Lunches
- Breaks
- Dinner / General Entertainment
- More than 2 Booth Personnel

If you wish to attend all or part of these events, you must register online, and will be charged the applicable fees. If more than two booth personnel are needed, you may purchase extra booth personnel online. (See Value-Added Items on the next page for more information.)

Why You Should Exhibit:

From Chris Roberts, President of GHS Companies and Brands, a long-time exhibitor:

"It's virtually impossible to coordinate schedules to meet each State Fire Marshal in their state. Yet, for one week's time and expense, we gain exposure to 30-40 under one roof. While the exhibit time seems limited, we feel it's perfect! When you're seeking an audience with a specific few decision makers, there's no reason to wade through hours and hours of sitting in a booth."

EXHIBITION TABLETOP

Cost - $1,000

Exhibition Tabletop space can be reserved and paid for online at www.firemarshals.org/EVENTS.

Included:

- One (1) Tabletop Space in main Exhibition Room (Capitol D) or Pre-Function area
- Booth Identification Sign
- 6' Draped Table
- 2 Chairs
- 1 Wastebasket
- Standard Exhibitor Listing in Conference App (includes company name, booth number, website address, and 250-character description) – MUST provide this information no later than June 21st to utilize this benefit.
- 2 Booth Personnel – MUST register personnel who will attend by July 8th.
- Exhibitors Reception

NOT Included:

- Conference Registration
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- Dinner / General Entertainment
- More than 2 Booth Personnel

If you wish to attend all or part of these events, you must register online, and will be charged the applicable fees. If more than two booth personnel are needed, you may purchase extra booth personnel online. (See Value-Added Items on the next page for more information.)

VALUE-ADDED ITEMS

Value-Added Items can be reserved and paid for online at:
www.firemarshals.org/EVENTS.

Additional Booth Personnel – Two (2) booth personnel are permitted with each paid exhibitor. Any additional personnel MUST be paid for and registered by July 8th, 2019. Cost - $100/each

Enhanced Exhibitor Listing – This conference app listing includes the Standard Exhibitor Listing PLUS company contact phone, contact email, and a 500-character description. MUST provide this information no later than June 21st, 2019 to utilize this benefit. Cost - $150

Premium Exhibitor Listing – This conference app listing includes the Enhanced Exhibitor Listing PLUS color logo, social media links, and a one-page PDF Document. MUST provide this information no later than June 21st, 2019 to utilize this benefit. Cost - $300

Conference Registration – General sessions are not included with a paid exhibition booth. If you would like to attend the General Sessions Monday, Tuesday, or Wednesday, which include lunch, you will need to register separately no later than July 8th, 2019. Cost – Single Day Registration - $350; Full Conference Registration - $750 Member / $925 Non-Member

Dinner / Evening Entertainment – Dinner and evening entertainment is not included with a paid exhibition booth. It is included with a Full Conference Registration. If you wish to attend the Monday Night Dinner Event and you have not paid for a Full Conference Registration in addition to the exhibition booth, you MUST register no later than July 8th, 2019. Cost – $135

Conference Registration fees are NON-REFUNDABLE after July 8, 2019.

IMPORTANT DATES TO REMEMBER

Date:	For:
May 22	Exhibition Space Cancellation and Fee Refund Deadline
June 21	Conference App Information Deadline
June 28	Hotel Room Block Reservation Deadline
July 8	Conference Registration Deadline
July 8	Booth Personnel Registration Deadline
July 8	Monday Night Dinner Event Ticket Purchase Deadline
July 8	Exhibitor Services Discount Pricing Deadline
July 8	Conference Registration Fees Refund Deadline – NO REFUNDS after this date
July 15	Advance Shipment to Warehouse Deadline

IMPORTANT INFORMATION

Payments, Deposits, and Refunds:

Exhibitors contracting exhibit space must pay in full with approved application. Cancellation of exhibit space MUST be made in writing at the mailing address below and confirmed by NASFM. Properly requested refunds will be provided per the following schedule: **On or before May 22nd, 2019** refund of 50% of total exhibition cost; **After May 22nd, 2019** no refund. Exhibitors may not occupy assigned space until all monies due to NASFM are paid-in-full.

Exhibitor's signature on the Conference Exhibitor Agreement Form indicates that the 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 NASFM.

Exhibit Logistics:

NASFM will be using an outside company (Brede Exhibition Services) to set up the exhibit hall and provide other materials to vendors (i.e. Electricity, 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. Due to limited storage at the hotel, materials must be shipped to Brede Exhibition Services. Shipping information will be provided within 90 days of the event.

Door Prizes and Conference Bag Items:

As an exhibitor your organization is entitled to donate items to the attendee bags (250 minimum) or as exhibit hall prizes. Once your registration is confirmed, an email will be sent to your point of contact with shipping instructions, and to ensure all appropriate recognition is given.

Exhibitor Regulations:

1. Offer and Acceptance. Exhibitor's submission of the 2019 Exhibit Space Agreement form shall constitute an offer from Exhibitor to enter into such Agreement with the National Association of State Fire Marshals, (hereafter referred to as "NASFM"). Such offer can only be accepted by NASFM. NASFM reserves the right to determine eligibility of Exhibitor for inclusion in the Exhibition, prior to or after acceptance of this Agreement. NASFM, 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 NASFM 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 NASFM before construction is ordered and/or begun. The Exhibitor Service Kit will be supplied to Exhibitor approximately 45 days before the Exhibition. With or without prior inspection, Exhibitor understands that by signing the 2019 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 NASFM'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 NASFM's prior written approval. Exhibitors may photograph only their own booth(s).

4. Exhibitor Personnel and Others. Technical specialists, qualified to discuss details of their products, must staff booths at all times during Exhibition hours. NASFM reserves the right to prohibit an exhibit or part of an exhibit that, in NASFM'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 NASFM) after Exhibitor has received written notice from NASFM specifying the breach, NASFM 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, NASFM 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, NASFM 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 NASFM 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, NASFM shall have the right to rent such space to any other exhibitor or use such space in any other manner as NASFM 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 NASFM taken in accordance with the Exhibitor Regulations. Neither NASFM 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 NASFM 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. NASFM 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 NASFM. 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 terms of the Agreement. The amount and scope of such insurance shall be reasonably satisfactory to NASFM. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. NASFM shall be added as an additional insured to such insurance.

Exhibitor's insurer shall confirm to NASFM that such insurance cannot be cancelled or changed without thirty (30) days prior written notice to NASFM. Exhibitor agrees to provide NASFM a suitable certificate with the Exhibitor Agreement Form 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 NASFM to permit Exhibitor to occupy the assigned space during any part or the whole of the Exhibition, then during such circumstances NASFM, 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 NASFM 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 NASFM may grant such cancellation, but only with the following understandings; (i) all cancellations must be requested in writing and addressed to NASFM at P.O. Box 948238, Maitland, FL 32794; (ii) NASFM will refund 50% of total exhibition cost if the cancellation is received in writing at the address above by May 22, 2019 and confirmed by NASFM; (iii) after May 22, 2019 no refunds will be granted. NASFM 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, NASFM 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 NASFM.

15. Other Matters. The Exhibition is owned, managed, and produced by the National Association of State Fire Marshals (NASFM), whose physical office is at 820 West Forest Brook Road, Maitland, FL 32751 USA, and mailing address is PO Box 948238; Maitland, FL 32794 USA. All matters not covered by the Exhibitor Regulations shall be subject to the final judgment and decision of NASFM.