

# THE PREMIER EVENT IN FIRE & LIFE SAFETY



**JUNE  
11-14  
2018**

# LAS VEGAS

Mandalay Bay Convention Center

➤ **CONFERENCE**  
June 11-14  
Mon – Thurs

➤ **EXPO**  
June 11-13  
Mon – Wed

Presented by:



Official Publication:



**CONFERENCE  
& EXPO**

IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.

# JUNE 11-14 2018 | LAS VEGAS

Mandalay Bay Convention Center

NFPA® codes and standards affect the design, construction and operation of every building and physical installation in the U.S., and in many other countries.

The annual NFPA Conference Expo® (C&E) plays a key role in developing and refining these codes and standards, and your participation as an exhibitor can influence how your company and products are perceived in the marketplace.

As an exhibitor, you will be brought face-to-face with an influential audience of professionals who are actively involved in specification and purchase of fire and safety related products, systems and services for the facilities they design, build, manage or work in.

For the latest information on the 2018 NFPA Conference & Expo visit [nfpa.org/expo](http://nfpa.org/expo)

## INDUSTRY REACH AND INFLUENCE

The NFPA is the leading global advocate for the elimination of death, injury, property and economic loss due to fire, electrical and related hazards.

As the authority on fire, electrical and life safety, NFPA is the go-to resource for all types of fire and life safety professionals—from architects, engineers, contractors, and building managers to public and private fire service, enforcement agencies, insurers and utilities.

NFPA's C&E puts you in direct contact with these buying influencers.

Constant communication with NFPA's 60,000-strong membership is achieved by sharing relevant content-rich media (NFPA Journal®, [nfpa.org](http://nfpa.org), [necplus.org](http://necplus.org), and monthly e-newsletter) that speaks to the information needs of professionals who are personally engaged in the NFPA mission—saving lives and protecting property.

Once a year, it all comes together at NFPA's Conference and Expo, where your industry gathers to learn, network, evaluate suppliers and their products, and participate in the code development process.

With attendance of nearly 5,000 top professionals, NFPA's C&E is a great opportunity to engage your customers, prospects, and supply chain partners that help move your products through the value chain.

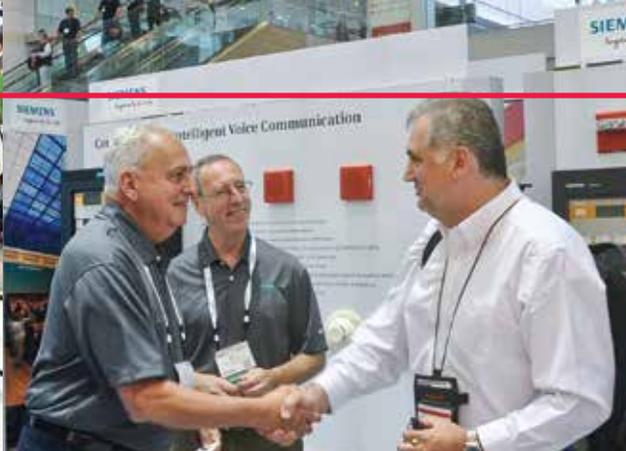
If you sell products for fire protection, security, electrical or life safety, NFPA media and events should be the foundation of your marketing plan.



**CONFERENCE  
& EXPO**

IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.

VISIT [nfpa.org/expo](http://nfpa.org/expo) | 630-271-8210



## THE EXPO

The NFPA Conference and Expo brings to life the products and services needed to meet and maintain compliance with prevailing codes and standards in the design, construction and operation of buildings and facilities of every kind.

If your products are used in fire protection, security, electrical or life safety, this event is an unparalleled opportunity to position your brand and your company as an industry leader and promote the benefits and solutions that you offer.



## VALUE-ADDED FEATURES AND BENEFITS

In addition to your display at the Expo, your company is identified in pre-show promotion through electronic media, internet, and print, and has available several channels of communication to target your prospects pre-show, at-show, and post-show.

- **FREE INVITATIONS:** You can request an unlimited supply of ExpoPlus™ passes to invite customers and prospects.
- **INTERNET PROMOTION:** Your company will be listed in the exhibitor section at [nfpa.org/expo](http://nfpa.org/expo) with a link to your web site.
- **COMMERCIAL PRESENTATION AT THE EVENT:** A schedule of commercial or technical presentations, supplied by exhibitors, will be presented during Expo hours to an audience of self-qualifying attendees. *(Time slots are limited.)*
- **EXCLUSIVE MARKETING / BRANDING OPPORTUNITIES:** You can amplify your event presence through exclusive sponsorship and advertising opportunities that deliver your message to a captive C&E audience.
- **ATTENDEE REGISTRATION FILE:** Exhibitors receive the complete registration database of names, titles, and mail-to addresses within fifteen days of the event for unrestricted use in post-show marketing efforts.

## THE POWER OF TRADE SHOW MARKETING

Exhibiting at NFPA's Conference and Expo is one of the most dynamic sales and marketing tools available to you. Here are a few reasons:

1. **Trade shows are an opportunity to conduct many sales conversations in a concentrated period of time** — saving you countless hours of travel and expense. Interact with hundreds of decision makers in just three days.
2. **Trade shows are a comparison-shopping medium.** Helps you sell against your competition and accelerate a buyer's decision-making process.
3. **The Expo is an opportunity to demonstrate the solutions you offer.** Prospects will see, touch and try your product.
4. **Your industry event is ideal for relationship building.** Visitors can meet with key executives and technical talent on your team.
5. **Participating with NFPA signals that your company is committed to industry advancement.** Demonstrate that your company is a real partner in the progress, development and future of fire protection, life and electrical safety.



**CONFERENCE  
& EXPO**

IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.

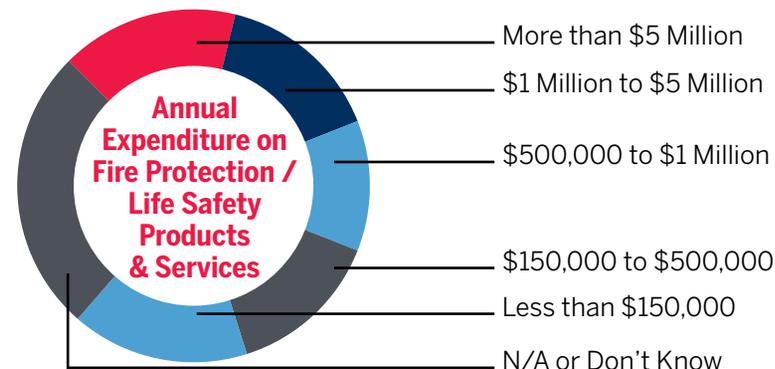


## 2017 AUDIENCE DEMOGRAPHICS

Job Function	%
Architect	1
Consultant	7
Contractor	5
Designer	2
Educator	2
Electrical Engineer	2
Engineer	11
Fire Fighting	2
Fire Inspection	3
Fire Service Administrator	2
Fire Protection Engineer	10
Building Official	1
Loss Control / Risk Manager	5
Manager / Administrator	10
Safety Manager	3
Owner / President / CEO	7
AHJ	2
Sales / Marketing	12

Attendance in Boston **4,884**  
**56** Countries and all **50** States  
**16%** of the audience travelled from outside the US

Industry / Business	%
Architectural	3
Contractor / Installation	14
Consulting	16
Fire Protection	30
Education	7
Electrical	9
Fire Service (Public or Private) / EMS	14
Government	9
Health Care	7
Industry / Factory / Warehouse	9
Insurance / Risk Management	9
Military	2
Utilities	4
Other	11



Product Interest	%
Alarm / Detection Systems	46
Building Construction Materials	20
Education / Training	29
Electrical Equipment / Service	22
Extinguishers / Foams / Exting Products	31
Fire Department Equipment / Services	21
Hazmat Handling & Storage	12
Pumps / Controls / Valves	34
Security Products / Services	20
Sprinklers / Sprinkler Systems	43
Signaling Systems	23
Other	10



**CONFERENCE & EXPO**

IT'S A BIG WORLD. LET'S PROTECT IT TOGETHER™.

VISIT [nfpa.org/expo](http://nfpa.org/expo) | 630-271-8210



## 2018 NFPA CONFERENCE

The gold standard for education in fire and life safety attracts professionals from every facet of your industry.

Case studies, code changes & interpretations, fire system design and technology updates, and topical spotlight sessions all contribute to a rich program and a powerful draw.

### 2018 CONFERENCE TRACKS INCLUDE:

*(subject to change)*

- **Building and Life Safety**
- **Electrical**
- **Emergency Response**
- **Fire Protection System Engineering**
- **Industrial**
- **Public Education**
- **Wildland Fire**
- **Healthcare**

## IT'S ABOUT MORE THAN FIRE



The product mix on the show floor reflects the full reach of NFPA codes and standards. Fire codes share common elements with other aspects of premise safety, especially electrical.

One in five attendees is interested in electrical-related products & services.

The National Electrical Code® (NEC®), developed by the NFPA, is the world's blueprint for electrical safety and the foundation of all electrical codes in the United States. NEC sets the standard for electrical safety in residential, commercial, and industrial occupancies.

If your products impact electrical design, maintenance, inspection or safety concerns, you will find an interested audience at the NFPA Conference & Expo.



**CONFERENCE  
& EXPO**

**IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.**

**JUNE  
11-14  
2018**

# LAS VEGAS

Mandalay Bay Convention Center



## EXHIBITING INFORMATION

### YOUR EXHIBIT SPACE RENTAL AT NFPA CONFERENCE & EXPO INCLUDES:

- Complimentary conference access for exhibit personnel (minimum one per company)
- Company listing in the official Event Guide
- Complimentary guest invitations
- Comprehensive Exhibitor Resource Kit
- 24-hour Exhibit Hall perimeter security
- 7" x 44" company ID sign
- Standard 8-ft back wall and 3-ft side rail drape
- On-site Exhibitor Lounge
- "Tear-Down Time-Out," complimentary food function
- Exclusive sponsorship opportunities
- Post-show registration file of attendees
- Priority booth selection for 2019 event in San Antonio
- Company listing in NFPA online buyers guide

### VENUE

Mandalay Bay Convention Center  
3950 S Las Vegas Blvd,  
Las Vegas, NV 89119  
(702) 262-5320

### CONFERENCE & EXPO EVENT SCHEDULE\*

#### CONFERENCE SESSIONS

**Monday, June 11 – Wednesday, June 13**

#### EXPO

**Monday, June 11 – Wednesday, June 13**

#### SPOTLIGHT SESSIONS

(open to all registrants)

**Tuesday, June 12 – Wednesday, June 13**

#### NFPA TECHNICAL MEETING

**Thursday, June 14**

\*Schedule subject to change

### EXHIBIT RATES

\$36.50 per square foot

10' x 10'	\$3,650
10' x 20'	\$7,300
20' x 20'	\$14,600
20' x 30'	\$21,900
30' x 40'	\$43,800

Contiguous booths on the floor plan can be combined to meet your size requirements. No one under 18 allowed in the Conference or Exhibit Hall.

**CONTACT ONE OF OUR ACCOUNT  
EXECUTIVES TODAY TO RESERVE  
YOUR 2018 EXHIBIT SPACE!**

#### Mark Sorensen

Companies A – L plus numeric  
P: 630.271.8218  
msorensen@rocexhibitions.com

#### Mike Lisberg

Companies M - Z  
P: 630.271.8227  
mlisberg@rocexhibitions.com



**CONFERENCE  
& EXPO**

IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.

Download your 2018 Exhibit Space Contract Form at [nfpa.org/expo](http://nfpa.org/expo)

VISIT [nfpa.org/expo](http://nfpa.org/expo) | 630-271-8210



## EVENT ORGANIZERS



NFPA  
One Batterymarch Park  
Quincy, MA 02269-9101  
Phone: +1-617-984-7310  
Fax: +1-617-984-7030  
Website: [www.nfpa.org](http://www.nfpa.org)

### ABOUT THE NATIONAL FIRE PROTECTION ASSOCIATION (NFPA)

The mission of the international nonprofit NFPA, established in 1896, is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education.

The world's leading advocate of fire prevention and an authoritative source on public safety, NFPA develops, publishes, and disseminates more than 300 codes and standards intended to minimize the possibility and effects of fire and other risks. NFPA membership totals nearly 60,000 individuals around the world.

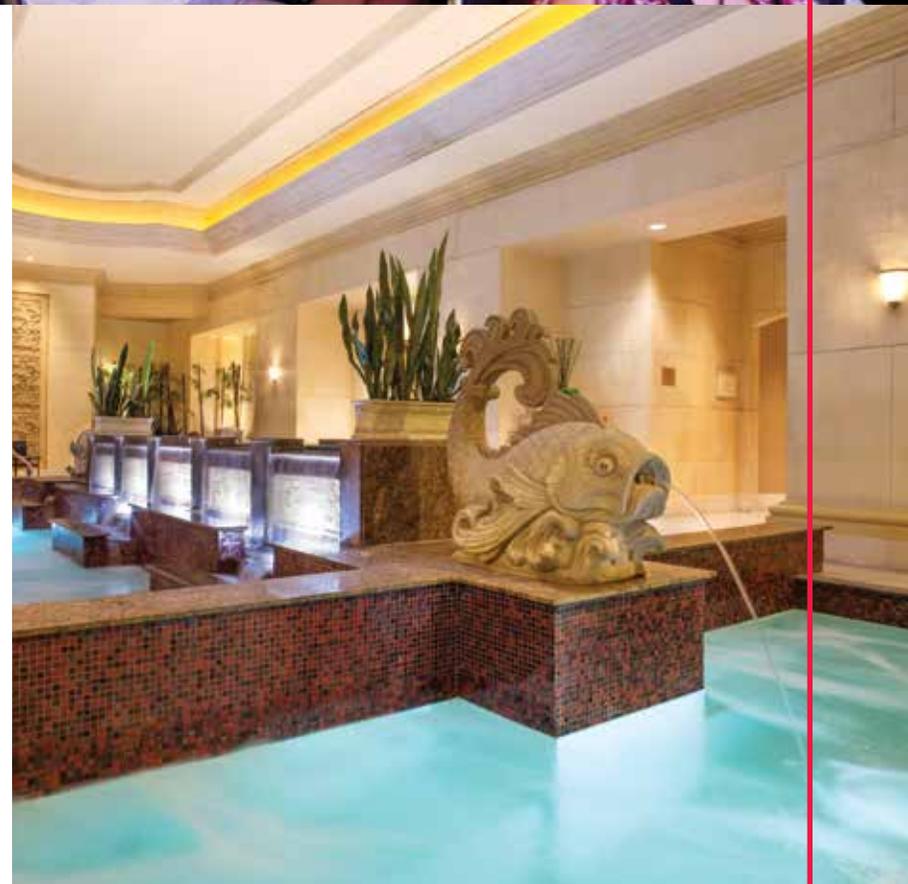


exhibitions, inc.  
ROC-NFPA, LLC  
1963 University Lane  
Lisle, IL 60532  
Phone: +1-630-271-8210  
Fax: +1-630-271-8234  
Email: [info@rocexhibitions.com](mailto:info@rocexhibitions.com)

### ABOUT ROC EXHIBITIONS, INC.

NFPA Conference and Expo is co-produced with ROC Exhibitions, Inc. ROC Exhibitions produces nine national and international trade shows in a variety of industries. Included are events in facility management, facility maintenance, green buildings, business continuity, law enforcement, fire protection, and construction.

NFPA and ROC Exhibitions also produce NFPA's annual event in Mexico — Mexico Fire Expo, April 24 – 26, 2018.  
[www.nfpa.org/mfe](http://www.nfpa.org/mfe)



**CONFERENCE  
& EXPO**

**IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.**



**JUNE  
11-14  
2018**

# LAS VEGAS

Mandalay Bay Convention Center

➤ **CONFERENCE**  
June 11-14  
Mon – Thurs

➤ **EXPO**  
June 11-13  
Mon – Wed



**CONFERENCE  
& EXPO**

IT'S A BIG WORLD.  
LET'S PROTECT IT TOGETHER™.

VISIT [nfpa.org/expo](http://nfpa.org/expo) | 630-271-8210