

NFPA CONFERENCE & EXPO MARKETING OPPORTUNITIES



JUNE
17-20
2019

SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER

- › **CONFERENCE**
June 17-20
Mon-Thur
- › **EXPO**
June 17-19
Mon-Wed



**CONFERENCE
& EXPO**

MARKETING OPPORTUNITIES

NO Cost and LOW Cost Marketing Opportunities

George B. Gonzalez Convention Center

CONFERENCE

June 17 – 20, Mon – Thur

EXPO

June 17 – 19, Mon – Wed

Marketing your participation is crucial to helping you have a successful NFPA Conference & Expo experience.

We encourage you to take advantage of the various NO Cost and LOW Cost options we've made available to you to promote your participation.

Promote your Participation!

Unique URLs have been created for each exhibitor, which will track the number of visitors that register for the event from their marketing efforts. Contact your Account Executive to obtain your unique URL.

How it works:

- Link your unique URL to a banner ad on your web site and/or a banner ad on a targeted e-mail blast to your customers/prospects.

Banner Ads

Download an NFPA Conference & Expo web banner to post on your web site and promote your exhibit space.

NO Cost

Invite your Customers and Prospects

Mail a Guest Invitation

At NO Cost, we provide a Guest Invitation for you to send to your mailing list, or let us do the mailing for you.

NO Cost

HTML e-mail

E-mail communication remains an essential part of your after marketing strategy – let us customize an e-mail template for you to send to your database. For more information on mailing invitations or questions on customizing the HTML e-mail blast, contact our marketing team.

NO Cost

On the following pages:

Exhibitor Presentations

Take advantage of this NO Cost opportunity to promote your products to attendees in a theater setting.

NO Cost

Networking Function & Meeting Requests

Exhibitors are encouraged to make the most of their participation at the NFPA Conference & Expo. Fill out the Request for Networking Function or Meeting form to secure your meeting space.

NO Cost

Product Showcase

Consider this LOW Cost opportunity to feature your products and/or services in a high-traffic location near the expo hall entrance.

LOW Cost

Expo Guide

The Expo Guide will feature everything Expo-related and provides exhibitors advertising opportunities including full- and half-page ads and the opportunity to include your 4C logo.

FOR QUESTIONS REGARDING MARKETING OPPORTUNITIES, CONTACT:

LAURA KOSKI
630-271-8226
LKOSKI@ROCEXHIBITIONS.COM

NFPA.ORG/EXPO



CONFERENCE
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MARKETING OPPORTUNITIES

Product Showcase

George B. Gonzalez Convention Center

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RAISE YOUR PROFILE AT THE 2019 EVENT

Features:

- Product Showcase will be situated in high-traffic, can't miss location near the Expo Hall entrance
- Participating company's graphics will occupy one 1m panel (38 1/8, in. W x 94 3/4 in. H)
- Promotional content may include: company name, exhibit space number, company logo, product description, and photo of product. It's your design so be creative with it!

Benefits:

- Generate interest in your product
- Drive traffic to your exhibit space
- Build awareness for your brand



Price:

\$850 per panel
\$3,000 for all 4 (\$400 in savings!)

Product Showcase Agreement/Commitment: A 50% deposit of the total amount along with a completed Product Showcase contract must be received by ROC-NFPA, LLC to secure your Product Showcase panel. Final payment is due March 18, 2019. Beginning March 18, 2019, full payment must accompany completed contract. Due to the nature of the Product Showcase and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required.

- Product Showcase is subject to availability.
- Specs and submission guidelines will be confirmed after contract and payment are received.
- Questions? Contact Laura Koski at 630.271.8226 or lkoski@rocexhibitions.com
- Submit completed contract to Laura Koski at lkoski@rocexhibitions.com.

Please reserve _____ product showcase panel(s) for my company. Total Cost: _____

Company Name: _____ Exhibit Space #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Telephone: _____ Fax: _____

E-Mail: _____ Web Site: _____

Authorized Signature: _____ Date: _____

MARKETING OPPORTUNITIES

Call for Exhibitor Presentations

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NFPA Conference & Expo® organizers are now accepting proposals for exhibitor commercial presentations at the 2019 event. This is a great way to leverage your time and resources at NFPA C&E. Take advantage of this opportunity to promote your products to attendees in a Theater setting.

- Commercial Presentations are open to NFPA C&E exhibitors only
- The Exhibitor Presentation Theater will be located in the Expo Hall
- Sessions are limited to 30 minutes, during Expo hours only
- Space is limited and on a first-come, first-served basis
- The Exhibitor Presentation Theater is equipped with projector, screen, computer, podium and microphone



To request a time slot, please complete the information below:

Please type/print clearly

Exhibiting Company Name: _____ Exhibit Space #: _____

Presenter Name: _____ Title: _____

If you will have a co-presenter for your topic, please list the name(s), affiliation and phone number.

Name: _____ Company: _____

Name: _____ Company: _____

Title of Presentation: _____

Description (50 words or less): _____

Submitted by:

Name: _____ Title: _____

Company: _____

Tel: _____ Fax: _____

E-mail: _____ Website: _____

Return form ASAP to:

Laura Koski
ROC-NFPA, LLC
1963 University Lane
Lisle, IL 60532

Phone: 1-630-271-8226
Fax: 1-630-271-8234
E-mail: lkoski@rocehibitions.com
Web Site: www.nfpa.org/expo

- Upon receipt of this form, the contact will receive an e-mail confirmation with time slot assignment and additional details.
- Multiple company submissions may be denied to accommodate time slots for all.



MARKETING OPPORTUNITIES

Request for Networking Function or Meeting

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Fax to: ROC-NFPA, LLC + 1-630-271-8234

Or e-mail completed form to lkoski@rocexhibitions.com

Upon approval your information will be forwarded to the hotel/venue you selected.

You will be copied on the correspondence.



ROC-NFPA, LLC encourages exhibitors to make the most out of their time at the event and offers the opportunity to use meeting space at C&E at no additional cost.

Hold a networking function, sales meeting, distributor meeting or training with staff or clients.

- Only companies exhibiting at the event will be considered.
- The networking function and hours must be approved by ROC-NFPA, LLC before it is submitted to the hotel/venue of your choice.
- The hours must not interfere with the Expo hours or Conference activities.
- Once your function is approved it will be sent to the hotel/venue you selected and a representative will contact you to assist in planning your function.

Company Name: _____ Exhibit Space #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Tel: _____ Fax: _____

E-mail: _____ Web Site: _____

Contact: _____

Type of Function: _____ (networking, meeting, training, etc.)

Who will be attending? _____ (staff, clients, prospects, etc.)

Date preferred: _____ Time preferred: _____ Number of people attending: _____

Room set: _____ Audio Visual needs: _____
(theater, classroom, hollow square, reception, etc.)

Catering needs: _____

Please check the location which you are interested in:

Meeting rooms are located in the Expo Hall*

These meeting rooms will be equipped with podium, microphone, screen and LCD projector. You will need to provide your own computer. Any additional audio visual can be ordered at your expense.

Space is limited and based on availability. Length of time in meeting room may be restricted in order to accommodate other exhibitor's needs.

*Please note that if you are requesting a meeting room at the convention center for a day(s) in its entirety, you will be connected with our contact at the HBGCC. In this case, you will be responsible for any charges incurred, including, but not limited to: room rental, audio visual needs, etc.

Other Options:

One of the San Antonio Hotels*

Restaurants and local San Antonio attractions or venues*

*Note the Exhibitor is responsible for any costs associated with holding a meeting or function at this property or offsite location.

Request received at ROC-NFPA, LLC: _____

Request approved by: _____

Date sent to hotel/venue: _____

