

# NFPA CONFERENCE & EXPO SPONSORSHIP 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**

# SPONSORSHIP OPPORTUNITIES

Stand out from your competition by participating in the 2019 NFPA Conference & Expo Sponsorship Program.

George B. Gonzalez Convention Center

◆ CONFERENCE

June 17 – 20, Mon – Thur

◆ EXPO

June 17 - 19, Mon – Wed

## Sponsorship Benefits

All Event Sponsors Receive the Following Benefits:

### Featured Logo Placement:

- NFPA On-Site Expo Guide\*
- Sponsorship page of official event web site
- E-mail broadcasts and direct mail campaigns\*
- Sponsorship acknowledgment signage at the event
- General Session video loop

### Additionally:

- Enhanced company listing on the online exhibitor list and on the NFPA Conference & Expo mobile app
- One piece of collateral material in attendee tote bag (provided tote bags are sponsored)
- One piece of collateral material to be posted in the Virtual Tote Bag on [www.nfpa.org/expo](http://www.nfpa.org/expo)
- Additional bonus point(s) towards exhibit space selection for NFPA C&E 2020
- Right of first refusal for NFPA C&E 2020
- Sponsorship detailed exposure report post-event

\*Subject to the date the sponsorship contract is received. Several promotional pieces are produced months in advance.



### Quick Facts:

In 2017, when the event was in Boston, our event sponsors reached:

**1,750,000**  
fire & life safety professionals through email campaigns

**224,632**  
fire & life safety professionals through direct mail campaigns

**9,942**  
unique views of the NFPA Conference & Expo exhibitor list

And much more!  
Contact us if you'd like to learn more about the recognition and exposure our exhibitors receive when they participate in the Event Sponsorship program.

Looking for an opportunity and don't see it listed? We'd be thrilled to discuss your company's individual needs and customize the sponsorship that is right for you!

Collateral material may only be inserted into tote bags providing they are sponsored. All tote bag inserts must be approved by event management.

[NFPA.ORG/EXPO](http://NFPA.ORG/EXPO)



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# SPONSORSHIP OPPORTUNITIES

## Platinum Level Opportunities

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Platinum Level sponsors receive 3 additional bonus points towards exhibit space selection for NFPA C&E 2020.



### General Session

- Investment: \$20,000
- An engaging general session will be held on Monday, June 17. The general session agenda includes a welcome from the NFPA Board of Directors, Chair's Remarks, President's Report, Nominating Committee Report, Awards, and a special presentation by an entertainer or keynote speaker. A pre-general session email will be sent out to all registered attendees inviting them to the general session, your company logo will be placed on jumbo screens during the general session and you will be acknowledged during the introduction of the entertainer or keynote speaker.



### Opening Night Reception

- Investment: \$20,000 Exclusive Sponsor/\$10,000 Co-Sponsor
- The Expo will kick-off with this opening night reception in the Expo Hall with refreshments, appetizers and a networking opportunity. The reception is a highlight of the week and is a sponsorship opportunity that you don't want to miss out on!



### Attendee Tote Bags

- Investment: \$17,000
- Distributed to attendees as they arrive at the 2019 NFPA Conference & Expo, the bags contain the official Expo Guide and other conference materials. Your logo will be featured on the outside of the bag, along with the official conference logo and will be seen by all attendees throughout the week's events.



### Registration

- Investment: \$13,000
- Put your company's brand in front of the attendees before any other exhibitor! By sponsorship registration, your company logo will be featured on each confirmation sent to Conference & Expo registrants. Your logo will also be featured on the attendee lanyard and conference at a glance. A worthwhile investment you don't want to miss out on!

### Daily Cash Prize Drawing

- Investment: \$10,000
- Add excitement and traffic to your exhibit space with this opportunity! Each attendee will receive an enter-to-win form with questions customized by your company that will be dropped off at your exhibit space where the ballot box will be located. A high value prize will be awarded to a qualified attendee on each day of the event and a representative of your company will be up on stage to help pick the winner!

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## Gold Level Opportunities

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Gold Level sponsors receive 2 additional bonus points towards exhibit space selection for NFPA C&E 2020.



### Attendee Pen

- Investment: \$6,500
- Put your company's name in the hands of every attendee with this sponsorship. Your company name and logo will be displayed on the attendee pen. These pens will be used by Conference & Expo attendees throughout the week's events and beyond!

### Attendee Notepad

- Investment: \$5,500
- This note pad will be given out to all attendees. It will be a handy item for attendees to use during the Conference & Expo. Your company logo will be placed on the front of the notepad for all to see. You may also choose to upgrade the notepad at your cost. (Subject to approval by Event Management.)



### Pin Patrol

- Investment: \$5,000
- Drive traffic to your exhibit space by sponsoring the Pin Patrol! All attendees interested in winning \$50 cash each hour of the Expo hours will be required to stop by your exhibit space to pick up a conference pin. Take this opportunity to scan their badge and gain a valuable lead!

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## Silver Level Opportunities

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Silver Level sponsors receive 1 additional bonus point towards exhibit space selection for NFPA C&E 2020.

### Charging Stations

- Investment: \$4,000
- Place your branded artwork on this great option as attendees charge up for the day. These stations provide a great area of extended brand coverage while attendees charge at one of the 6 charging station kiosks in the Expo Hall. (Artwork to be provided print-ready by the sponsor)

### Exhibitor Locator

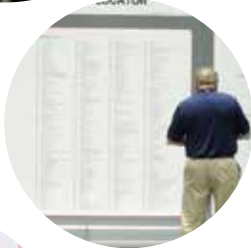
- Investment: \$2,500
- Imagine your company's logo being viewed constantly by thousands of NFPA Conference & Expo attendees searching the Exhibitor Locator sign boards located in two high traffic areas. These large sign boards allow attendees to search for exhibitors alphabetically.

### Aisle Banners

- Investment: \$2,500 each
- What better way to increase your visibility than to have your name and exhibit space number high above the Expo Hall for all attendees to see. Prominently displayed aisle banners create an exciting visual marker for attendees as they navigate the show.

### C&E Café

- Investment: \$2,500
- Put your brand in front of the attendees visiting the C&E Café. Your logo will be featured on signage through the café, including large 22 x 28 signs and lunch table signage.



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## Event Sponsorship Contract

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As you develop your marketing plan for 2019, consider the powerful sponsorships the NFPA Conference & Expo makes available.

### Sponsorship Opportunities:

#### Platinum Level:

- General Session - \$20,000
- Opening Night Reception
  - \$20,000 Exclusive,  \$10,000 Co-Sponsor
- Attendee Tote Bags - \$17,000
- Registration - \$13,000
- Daily Cash Prize Drawing - \$10,000

#### Gold Level:

- Attendee Pen - \$6,500
- Attendee Notepad - \$5,500
- Pin Patrol - \$5,000

#### Silver Level:

- Charging Stations - \$4,000
- Exhibitor Locator - \$2,500
- Aisle Banners - \$2,500 each  
Aisle Banner: \_\_\_\_\_
- C&E Cafe - \$2,500

Your idea! Looking for an opportunity and you don't see it listed? We'd be thrilled to discuss your company's individual needs and customize a sponsorship that is right for you.

**For more information on the NFPA Conference & Expo, please visit: [www.nfpa.org/expo](http://www.nfpa.org/expo)**

**Sponsor Agreement/Commitment:** To secure your sponsorship a 50% deposit of the sponsorship amount must be received by ROC-NFPA, LLC along with the completed sponsorship contract. Final payment must be received by March 18, 2019. Sponsorships purchased after March 18, 2019 require payment in full at confirmation. Due to the nature of sponsorships and the benefits received, sponsorship cancellations are not accepted. No refunds will be provided and full payment is required.

Company Name: \_\_\_\_\_ Exhibit Space #: \_\_\_\_\_

Address: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*(Please indicate your preferred method of payment.)*

- Check enclosed for \$ \_\_\_\_\_ *(please make check payable to: ROC-NFPA, LLC)*
- Please charge my credit card \$ \_\_\_\_\_  VISA  MasterCard  American Express
- Exhibitor authorizes ROC Exhibitions, Inc. to charge this credit card for the balance due on March 18, 2019.

**Without an initial and date the payment will NOT be processed.**

*Initial & Date*

Credit Card # \_\_\_\_\_ CCV Code \_\_\_\_\_ Expiration date \_\_\_\_\_

Name of cardholder *(please print)* \_\_\_\_\_

**Credit Card Authorization Signature:** \_\_\_\_\_

Credit card billing address:  Same as above *(If different, fill in below.)*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

**ROC-NFPA, LLC Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Mail contract and deposit to ROC-NFPA, LLC  
1963 University Lane | Lisle, IL 60532 | Phone: 630-271-8210 | Fax: 630-271-8234



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