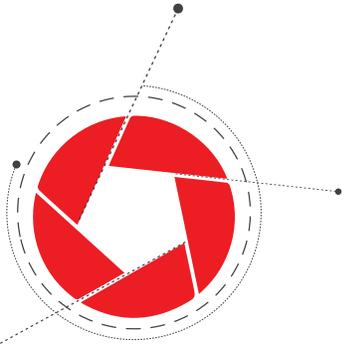


EXHIBITOR PROSPECTUS



NAFED 2020



CONFERENCES

**VISIONARY CUSTOMER EXPERIENCES
THAT BUILD BUSINESS**



LAS VEGAS, NV
March 5–6, 2020

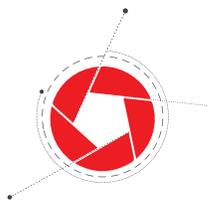
ATLANTIC CITY, NJ
April 2–3, 2020



CHICAGO, IL
May 7–8, 2020



NAFED 2020



VISIONARY CUSTOMERS LEAD TO LEGENDARY SALES

The best prospects are visionary, open to new ideas and new ways of doing business. They are ready to try new products and services. They are ready to buy.

These are the types of companies you'll see when you exhibit at the NAFED 2020 Conference. The 2020 NAFED Conference sheds light on what a visionary customer experience looks like in the fire equipment industry. That's why you need to be there. Our audience has decision-makers who aren't stuck in the status quo. They want to invest in new services and tools that will help them improve their customer experience, improve efficiency, and expand their sales.

Come meet the trend-setters in the fire equipment industry so you can:

Build
one-on-one
relationships

Let them see your
offerings up close
and in action

Make your
products / services
the hot, new trend

Gain visionary
customers who lead
to a legendary year

YOUR SALES WILL COME INTO FOCUS WHEN YOU COME TO EXHIBIT AT THE NAFED CONFERENCE IN 2020. REGISTER TODAY FOR YOUR EXHIBIT SPACE.

General Show Information

How can the NAFED Conferences help me to build my business?

Attendees are eager for solutions to their toughest business challenges. If you can solve their problems, you can earn their business. If you already have a strong presence in the fire equipment distribution market, the conferences are where you protect and expand that base. Those new to the market can't pick a better venue than the NAFED Conferences.

What are the benefits?

- Space to showcase your brand and products at our popular Expo
- An unlimited supply of free Expo guest passes (for the daytime exhibit only)
- The opportunity to advertise in the Official Conference Program
- Many sponsorship opportunities to choose from

What is included with registration?

Registration comes with 2 complimentary booth personnel badges. Exhibitors are limited to a maximum of 4 people per 8 x 10 booth. Any more than 4 staff will be charged the full conference registration fee. Each person issued an exhibitor badge must be employed by the exhibitor. Registered exhibitors may attend all of the sessions at the conference at no additional charge.

2020 Exhibitor Details

These hours are subject to change.

Final Expo hours will be verified in your contract and exhibitor packet.

	Las Vegas March 5-6, 2020	Atlantic City April 2-3, 2020	Chicago May 7-8, 2020
LOCATIONS Hotels fill up quickly – make your reservations at least 30 days in advance.	Bally's/Paris Hotel 3645 S. Las Vegas Blvd. Las Vegas, NV 89109 (877) 603-4389 Meeting space: Bally's Hotel Rooms: Paris Hotel NAFED hotel rate: \$119 Rate code: SPNAF0 Room cut-off: February 2	Caesars Atlantic City 2100 Pacific Avenue Atlantic City, NJ 08401 (888) 516-2215 NAFED hotel rate: \$119 Rate code: SC03NF0 Room cut-off: March 8	Palmer House Hilton Hotel 17 E. Monroe Street Chicago, IL 60603 (800) 445-8007 Hotel Rate: \$199 Rate code: NAF at (877) 865-5321 Room cut-off: April 14
OFFICIAL SERVICE CONTRACTORS Once registered, please refer to your exhibitor service kit for shipping info.	Las Vegas Freeman Companies (702) 263-1404 www.freemanco.com	Atlantic City Vista Convention Services (609) 485-2421 www.vistacs.com	Chicago Alliance Exposition (888) 528-2011 www.alliance-exposition.com
SCHEDULE			
Installation Schedule	Wednesday, March 4 1:00–6:00 PM	Wednesday, April 1 1:00–6:00 PM	Wednesday, May 6 1:00–6:00 PM
Daytime Exhibit (free to guests)	Thursday, March 5 10:00 AM–NOON	Thursday, April 2 10:00 AM–NOON	Thursday, May 7 10:00 AM–NOON
Vendor and Distributor Networking Lunch	Thursday, March 5 NOON–1:00 PM	Thursday, April 2 NOON–1:00 PM	Thursday, May 7 NOON–1:00 PM
Evening Exhibit and Reception	Thursday, March 5 5:00–7:00 PM	Thursday, April 2 5:00–7:00 PM	Thursday, May 7 5:00–7:00 PM
Dismantling Schedule	Thursday, March 5 7:00–10:00 PM	Thursday, April 2 7:00–10:00 PM	Thursday, May 7 7:00–10:00 PM

BOOTH PRICES

NAFED Members

\$1,550 per conference
\$2,900 for 2 conferences
\$4,200 for 3 conferences

Non-Members

\$2,100 per conference
\$4,000 for 2 conferences
\$6,200 for 3 conferences

Booths must be ready to show by 9:30 a.m. There cannot be any freight/boxes in the aisle after 10:00 a.m. Booth personnel can be in their booth and can be making last minute adjustments. Any boxes in the aisle will be moved without question or recourse by the authority of the show management.

NAFED Expo Rules & Regulations

Nature of Exhibition

The NAFED exhibit area is designed to provide a showcase of products and services either specifically designed for or customarily used in the fire equipment industry. NAFED reserves the right to refuse rental of display space to any company whose display of goods and services are not, in the opinion of NAFED, likely to be compatible with the general character and objectives of the exhibition.

Payment for Space

Full payment must accompany contract for exhibit space. Special discounts are available to NAFED supplier members.

Removal of Exhibits

All exhibits at the sectional conferences must remain intact until 7:00 p.m. on the day of the show and may not be dismantled or removed until that hour. All exhibits must be removed by 12:00 midnight.

Character of Exhibits

NAFED reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the judgment of the show management, said exhibitor or proposed exhibitor shall be, in any respect, deemed unsuitable. NAFED and the host hotel must approve any large or unusual displays, including vehicles, at least 30 days prior to the conference. Requests to exhibit in this type of situation must be made in writing to NAFED.

Entertainment

No private functions, cocktail parties, special events, or meetings may be scheduled during the NAFED conference social or business sessions and exhibit hours without written permission from the management of NAFED.

Fire Regulations

All materials brought into the exhibit area must be of non-flammable nature. Electric signs and equipment must be wired to meet specifications of local fire authorities.

Liability

The exhibitor understands that NAFED or the hotel does not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of exhibitor's participation in the exhibition or meeting activities, and the exhibitor agrees to hold harmless NAFED and the hotel and their officers, representatives, and employees, from all liability which might ensue from any cause whatsoever arising out of the exhibitor's participation in the exhibition or meeting activities.

Neither NAFED, nor the hotel, nor their officers, representatives, or employees will be liable for injuries to any person or for damage of property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with exhibitor's occupation of exhibit space; and the exhibitor agrees to defend, indemnify, and hold NAFED and the hotel and their officers, representatives, and employees harmless against all such claims. Exhibitor agrees to insure itself, at its own expense, against property loss or damage, and against liability for personal injury.

Cancellation Policy

If an exhibitor cancels 30 days before the show, the exhibitor will not forfeit any portion of the exhibit fees submitted. If the exhibitor cancels between 29 and 15 days before the show, 50% of the fees submitted will be refunded. If the exhibitor cancels within 15 days of the show, no refunds will be made. The above cancellation policy applies to fees submitted for exhibit space as well as for additional exhibitor personnel.

General

All matters and questions not covered by the rules and regulations are subject to the decision of NAFED. In the event of any such decision being of general interest, written notice will be given by NAFED to such exhibitors as may be affected.

Exhibitor Service Kit

Each exhibitor will be sent an exhibitor's service kit. This kit will include the schedule for exhibitors, labor and drayage order forms, instructions for shipping, and other related information. Please review all information carefully, and be aware of all required cut-off dates.



National Association of Fire Equipment Distributors
180 N. Wabash Avenue, Suite 401, Chicago, IL 60601
Tel (312) 461-9600 | Fax (312) 461-0777





Application for Exhibit Space

2020 NAFED Conference & Expo

Please ✓ which conference(s) you will be attending. Exhibit at more than one conference and receive a reduced rate!

- | | | |
|---|---|---|
| <input type="checkbox"/> Las Vegas
Bally's
March 5-6, 2020 | <input type="checkbox"/> Atlantic City
Caesars Atlantic City
April 2-3, 2020 | <input type="checkbox"/> Chicago
Palmer House Hilton
May 7-8, 2020 |
|---|---|---|

*Due to limited capacity, we cannot guarantee a booth for all applicants. Booth space is filled on a first-come, first-served basis. We recommend sending in your application as soon as possible.

I. Company/Exhibit Information

Company Name _____

Main Contact Person _____ Title _____

Address _____

City _____ State _____ Zip/Postal _____

Telephone _____ Fax _____

Email _____

Please provide a brief description of products to be displayed: _____

Summary of your company's services (10 words max) to appear in program book and website: _____

Booth Price: Each exhibitor company will be provided with 2 complimentary registrations, 2 lunch tickets, 1 six-foot table, 2 chairs, and a wastebasket (per 8x10 booth). There will be a \$90 charge for each additional person with a maximum of four people per booth. Any more than four staff will be charged the full conference registration fee. Additional lunch tickets are available for \$50 per ticket. An exhibitor service kit will be sent out upon the receipt of this contract and will include a program schedule; labor, drayage, and decorating forms; and other related information.

II. Space/Rental Charges

	With a 1-Conference Commitment	With a 2-Conference Commitment	With a 3-Conference Commitment
NAFED Members	\$1,550	\$2,900	\$4,200
Non-Members	\$2,100	\$4,000	\$6,200

Conference Location	Number of Booths at This Location	Price/Booth (see chart above)	Total
Las Vegas			
Atlantic City			
Chicago			
Total			\$

Payment Method

CHECK ENCLOSED (payable to NAFED) VISA MASTERCARD AMEX

NAME ON CARD _____ ACCOUNT NUMBER _____

SIGNATURE _____ EXPIRATION DATE _____ SECURITY CODE _____



Personnel Registration Form

Las Vegas, NV • Bally's • March 5–6, 2020

Mail, fax, or email **BEFORE February 21st**
 NAFED, 180 N. Wabash Ave., Ste. 401, Chicago, IL, 60601 • FAX (312) 461-0777 • socorro@nafed.org

I. Company Information *(as it should appear in the attendee's program)*

Company Name _____

Address _____

City _____ State _____ Zip/Postal _____

Telephone _____ Fax _____

Email _____

II. Registration *(please list the names of exhibitors, spouses, and guests attending in the spaces provided below)*

Exhibitor Personnel Name	Registration Fee	Check box(es) to add additional lunch(es)	Subtotal
1.	comp	comp	
2.	comp	comp	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
5.	\$405	<input type="checkbox"/> \$50 lunch	
6.	\$285	<input type="checkbox"/> \$50 lunch	
7.	\$215	<input type="checkbox"/> \$50 lunch	
8.	\$215	<input type="checkbox"/> \$50 lunch	
Spouse / Guest Name <i>(provides admission to evening expo)</i>			
1.	\$90	<input type="checkbox"/> \$50 lunch	
2.	\$90	<input type="checkbox"/> \$50 lunch	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
Total \$			

It is important to us that you enjoy the NAFED conferences. If you have any special needs or require special accommodations, please check here and we will contact you to find out how to best meet your needs.

Payment Method

CHECK ENCLOSED (payable to NAFED) VISA MASTERCARD AMEX

NAME ON CARD _____ ACCOUNT NUMBER _____

SIGNATURE _____ EXPIRATION DATE _____ SECURITY CODE _____



Personnel Registration Form

Atlantic City, NJ • Caesars Atlantic City • April 2–3, 2020

Mail, fax, or email **BEFORE MARCH 20th**

NAFED, 180 N. Wabash Ave., Ste. 401, Chicago, IL, 60601 • FAX (312) 461-0777 • socorrog@nafed.org

I. Company Information *(as it should appear in the attendee's program)*

Company Name _____

Address _____

City _____ State _____ Zip/Postal _____

Telephone _____ Fax _____

Email _____

II. Registration *(please list the names of exhibitors, spouses, and guests attending in the spaces provided below)*

Exhibitor Personnel Name	Registration Fee	Check box(es) to add additional lunch(es)	Subtotal
1.	comp	comp	
2.	comp	comp	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
5.	\$405	<input type="checkbox"/> \$50 lunch	
6.	\$285	<input type="checkbox"/> \$50 lunch	
7.	\$215	<input type="checkbox"/> \$50 lunch	
8.	\$215	<input type="checkbox"/> \$50 lunch	
Spouse / Guest Name <i>(provides admission to evening expo)</i>			
1.	\$90	<input type="checkbox"/> \$50 lunch	
2.	\$90	<input type="checkbox"/> \$50 lunch	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
Total \$			



It is important to us that you enjoy the NAFED conferences. If you have any special needs or require special accommodations, please check here and we will contact you to find out how to best meet your needs.

Payment Method

CHECK ENCLOSED (payable to NAFED)

VISA

MASTERCARD

AMEX

NAME ON CARD _____

ACCOUNT NUMBER _____

SIGNATURE _____

EXPIRATION DATE _____

SECURITY CODE _____



Personnel Registration Form

Chicago, IL • Palmer House Hilton • May 7-8, 2020

Mail, fax, or email **BEFORE APRIL 24th**
 NAFED, 180 N. Wabash Ave., Ste. 401, Chicago, IL, 60601 • FAX (312) 461-0777 • socorro@nafed.org

I. Company Information *(as it should appear in the attendee's program)*

Company Name _____

Address _____

City _____ State _____ Zip/Postal _____

Telephone _____ Fax _____

Email _____

II. Registration *(please list the names of exhibitors, spouses, and guests attending in the spaces provided below)*

Exhibitor Personnel Name	Registration Fee	Check box(es) to add additional lunch(es)	Subtotal
1.	comp	comp	
2.	comp	comp	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
5.	\$405	<input type="checkbox"/> \$50 lunch	
6.	\$285	<input type="checkbox"/> \$50 lunch	
7.	\$215	<input type="checkbox"/> \$50 lunch	
8.	\$215	<input type="checkbox"/> \$50 lunch	
Spouse / Guest Name <i>(provides admission to evening expo)</i>			
1.	\$90	<input type="checkbox"/> \$50 lunch	
2.	\$90	<input type="checkbox"/> \$50 lunch	
3.	\$90	<input type="checkbox"/> \$50 lunch	
4.	\$90	<input type="checkbox"/> \$50 lunch	
Total \$			

It is important to us that you enjoy the NAFED conferences. If you have any special needs or require special accommodations, please check here and we will contact you to find out how to best meet your needs.

Payment Method

CHECK ENCLOSED (payable to NAFED) VISA MASTERCARD AMEX

NAME ON CARD _____

ACCOUNT NUMBER _____

SIGNATURE _____

EXPIRATION DATE _____

SECURITY CODE _____

Sponsorship Opportunities

Las Vegas, NV
Bally's Hotel
March 5–6, 2020

Atlantic City, NJ
Caesars Atlantic City
April 2–3, 2020

Chicago, IL
Palmer House Hilton
May 7–8, 2020

Through sponsorship at NAFED's 2020 conferences, you will position your company's name in front of those who purchase your products—fire equipment distributors. Along with the exposure generated by your sponsorship, you will also receive:

- Special sponsor badge ribbons
- Company logo sponsorship banner on NAFED's website
- Special signage recognizing your contribution
- Your company's listing in the conference program book
- Logo and website link within the event app
- Photo and acknowledgement in *Firewatch!* magazine
- An invitation to the president's reception in Chicago

Each conference offers the following sponsorship opportunities:

Morning Break (2)
Advertise by offering refreshments, snacks, and a much-needed intermission—\$1,200

Lunch
Showcase your company by sponsoring lunch—\$2,500

Continental Breakfast (2)
Provide a wake-up call by sponsoring the continental breakfast. \$2,000

Afternoon Break (1)
Advertise by offering refreshments, snacks, and a much-needed intermission—\$1,200

Exhibit Hall Reception
A reception will open each conference. Sponsorship of these parties provides exposure and gives you the opportunity to close the deal—\$6,000 (exclusive)

Meeting Bags or Bottled Water or Spiral Notebooks
With your company logo on one of these conference items, attendees can take your name home with them

If you have any questions, please contact Danny Harris at (312) 461-9600.



2020 Sponsorship Registration

Please mail, fax, or email this form to:
NAFED, 180 N. Wabash Ave., Ste. 401, Chicago, IL, 60601 • Fax (312) 461-0777 • socorrog@nafed.org

I. Company Information

Company Name _____

Main Contact Person _____

Address _____

City _____ State _____ Zip/Postal _____

Telephone _____ Fax _____

Email _____

II. Sponsorship Options

Las Vegas, NV March 5-6

- Thurs. Continental Breakfast (\$2,000)
- Thursday Morning Break (\$1,200)
- Thursday Lunch (\$2,500)
- Thursday Afternoon Break (\$1,200)
- Friday Continental Breakfast (\$2,000)
- Friday Morning Break (\$1,200)

Atlantic City, NJ April 2-3

- Thurs. Continental Breakfast (\$2,000)
- Thursday Morning Break (\$1,200)
- Thursday Lunch (\$2,500)
- Thursday Afternoon Break (\$1,200)
- Friday Continental Breakfast (\$2,000)
- Friday Morning Break (\$1,200)

Chicago, IL May 7-8

- Thursday Continental Breakfast (\$2,000)
- Thursday Morning Break (\$1,200)
- Thursday Lunch (\$2,500)
- Thursday Afternoon Break (\$1,200)
- Friday Continental Breakfast (\$2,000)
- Friday Morning Break (\$1,200)

- Meeting Bags (\$3,500 exclusive) **(SOLD)**
- Exhibit Hall Reception (\$6,000 exclusive)
- Conference Event App w/banner (\$3,000 exclusive)
- Spiral Notebooks (\$2,300 exclusive)
- Bottled Water w/logo (\$2,200 exclusive)
- Hand sanitizer w/logo (\$900 exclusive)

Total Amount Enclosed: \$ _____

Payment Method:

- CHECK ENCLOSED (payable to NAFED)
- VISA
- MASTERCARD
- AMEX

NAME ON CARD _____

ACCOUNT NUMBER _____

SIGNATURE _____

EXPIRATION DATE _____

SECURITY CODE _____

NAFED 2020 Official Program Advertising

Signed up for a booth? Great! But will attendees seek out your booth and be ready to talk business? **Advertising in the Official Program can help showcase your company and introduce important products and services.** Don't miss this opportunity to leave a lasting impression.

All advertisements must be full-page ads. See "Terms & Conditions" on next page.

	<u>One- or Two-Conference Rate</u>	<u>Three-Conference Rate</u>
Inside Front Cover (color) (fulfilled on an "as received" basis)	not available	<input type="checkbox"/> \$1,500 members / \$2000 nonmembers
Inside Back Cover (color) (fulfilled on an "as received" basis)	not available	<input type="checkbox"/> \$1,500 members / \$2000 nonmembers
Outside Back Cover (color) (fulfilled on an "as received" basis)	not available	<input type="checkbox"/> \$1,500 members / \$2000 nonmembers
Inside Page (B&W)	<input type="checkbox"/> \$375 per (members) \$475 nonmembers	<input type="checkbox"/> \$900 members / \$1000 nonmembers

Fill this out and mail or fax to NAFED (if mailing, be sure to keep a copy for yourself).

Please reserve space for:

1. Company Name: _____
Contact Name: _____
Address: _____
City, State/Prov., Zip: _____
Phone: _____ Fax: _____
Email: _____

2. Check the program(s) in which you'd like to be included: Las Vegas Atlantic City Chicago

3. Mark your position preferences: ___ Inside Front Cover ___ Inside Back Cover ___ Outside Back Cover ___ Inside Page
(1 = your first choice, 2 = your second choice, etc.) • positions fulfilled on an "as received" basis • see price schedule above

4. Pre-Payment Required

CHECK ENCLOSED **AMEX** **VISA** **MASTERCARD**
(payable to NAFED)

ACCOUNT NUMBER

SIGNATURE

NAME ON CARD

EXPIRATION DATE

SECURITY CODE

Questions? Call Tamara Matthews at (312) 461-9600.

Please return this form to NAFED NO LATER THAN the applicable "CONTRACTS" deadline:
180 N. Wabash Ave., Ste. 401, Chicago, IL 60601 • FAX (312) 461-0777

TERMS AND CONDITIONS

- Pre-payment is required.
- The publisher will not be bound by conditions, printer or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in this rate card.
- Cancellations, changes, or corrections must conform to deadlines and closing dates. Cancellations after deadline are subject to payment in full.
- The publisher does not guarantee any given level of readership for or results from an advertisement.
- Agreements, conditions, rates, rules, and/or regulations not set forth or described here or in current rate card will not be binding.
- Charges for changes from original supplied layout and copy will be based on current composition rates.
- The advertiser or advertising agency (if any) assumes liability for all content of advertising published and also assumes responsibility for any claims arising therefrom made against the National Association of Fire Equipment Distributors, publisher, including all costs and attorney's fees associated with investigating and defending such claims.
- The publisher shall be under no liability, other than forfeiture of payment thereof, for its failure for any cause, to insert an advertisement.
- Advertisers may change ads placed in subsequent publications **as long as new ads are received by the "Materials Due" deadlines** dates for coresponding issues noted below. When ad placement has been contracted and change of ad covered by such ad agreement is not received by respective closing date and/or a materials extension has not been requested and granted by respective closing date, ad run in previous issue will be inserted.
- The publisher, advertiser, and the advertising agency (if any) agree that this contract shall be subject to the laws and the jurisdiction of the state of Illinois. Any advertising agency agrees to be liable for payment for any advertisement placed in NAFED's publications on behalf of any client. If for any reason the National Association of Fire Equipment Distributors is required to take action, legal or otherwise, to collect any outstanding accounts, the advertiser and the advertising agency (if any) shall pay all costs to recover such outstanding accounts, including reasonable attorney's fees. Any disagreements that may arise shall be adjudicated in the courts located in Chicago, Illinois.

SPECIFICATIONS

- **Black-and-white ads only for inside pages. If ad must be converted from color, quality cannot be guaranteed.**
- **Color ads acceptable for cover positions.**
- Trim size: 8-1/2 in. x 11 in. Bleed ads for cover positions only. Live size: 7-1/2 in. x 10 in. (keep all live material at least 1/2-in from each trim edge).
- Please provide digital files in PDF format. **Email to tamaram@nafed.org.**
- Digital ads should be 100% size and sent decompressed. Ads can be formatted for Macintosh or PC platform.
- "Help-wanted" ads are not accepted at this time.

MECHANICS

- Method of printing: Offset cover, photocopy inside
- Cover stock: 100# cover, gloss
- Body stock: 60# white
- Binding Method: perfect bound
- Recommended Line Screen: 150
- Final trim: 8-1/2 x 11

DEADLINES

ISSUE	CONTRACTS DUE	MATERIALS DUE
Las Vegas Official Program	January 31, 2020	February 7, 2020
Atlantic City Official Program	February 28, 2020	March 6, 2020
Chicago Official Program	April 3, 2020	April 10, 2020

No agency discounts are offered at this time.