VISIONARY CUSTOMER EXPERIENCES
THAT BUILD BUSINESS

NAFED
2020
CONFERENCES

LAS VEGAS, NV
March 5–6, 2020

ATLANTIC CITY, NJ
April 2–3, 2020

CHICAGO, IL
May 7–8, 2020
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.

## LOCATIONS
Hotels fill up quickly – make your reservations at least 30 days in advance.

<table>
<thead>
<tr>
<th>Locations</th>
<th>March 5-6, 2020</th>
<th>April 2-3, 2020</th>
<th>May 7-8, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>Bally’s/Paris Hotel</td>
<td>Caesars Atlantic City</td>
<td>Palmer House Hilton Hotel</td>
</tr>
<tr>
<td></td>
<td>3645 S. Las Vegas Blvd.</td>
<td>2100 Pacific Avenue</td>
<td>17 E. Monroe Street</td>
</tr>
<tr>
<td></td>
<td>Las Vegas, NV 89109</td>
<td>Atlantic City, NJ 08401</td>
<td>Chicago, IL 60603</td>
</tr>
<tr>
<td></td>
<td>(877) 603-4389</td>
<td>(888) 516-2215</td>
<td>(800) 445-8007</td>
</tr>
<tr>
<td></td>
<td>Meeting space: Bally’s</td>
<td>NAFED hotel rate: $119</td>
<td>Hotel Rate: $199</td>
</tr>
<tr>
<td></td>
<td>Hotel Rooms: Paris</td>
<td>Rate code: SC03NF0</td>
<td>Rate code: NAF at</td>
</tr>
<tr>
<td></td>
<td>Hotel</td>
<td>Room cut-off: March 8</td>
<td>(877) 865-5321</td>
</tr>
<tr>
<td>Atlantic</td>
<td>NAFED hotel rate: $119</td>
<td>Room cut-off: February 2</td>
<td>Room cut-off: April 14</td>
</tr>
<tr>
<td>City</td>
<td>Rate code: SPNAF0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## OFFICIAL SERVICE CONTRACTORS
Once registered, please refer to your exhibitor service kit for shipping info.

<table>
<thead>
<tr>
<th>Locations</th>
<th>Las Vegas</th>
<th>Atlantic City</th>
<th>Chicago</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Freeman Companies (702) 263-1404</td>
<td>Vista Convention Services (609) 485-2421</td>
<td>Alliance Exposition (888) 528-2011</td>
</tr>
</tbody>
</table>

## SCHEDULE

<table>
<thead>
<tr>
<th></th>
<th>Wednesday, March 4</th>
<th>Wednesday, April 1</th>
<th>Wednesday, May 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation Schedule</td>
<td>1:00–6:00 PM</td>
<td>1:00–6:00 PM</td>
<td>1:00–6:00 PM</td>
</tr>
<tr>
<td>Daytime Exhibit (free to guests)</td>
<td>Thursday, March 5</td>
<td>Thursday, April 2</td>
<td>Thursday, May 7</td>
</tr>
<tr>
<td></td>
<td>10:00 AM–NOON</td>
<td>10:00 AM–NOON</td>
<td>10:00 AM–NOON</td>
</tr>
<tr>
<td>Vendor and Distributor Networking Lunch</td>
<td>Thursday, March 5</td>
<td>Thursday, April 2</td>
<td>Thursday, May 7</td>
</tr>
<tr>
<td></td>
<td>NOON–1:00 PM</td>
<td>NOON–1:00 PM</td>
<td>NOON–1:00 PM</td>
</tr>
<tr>
<td>Evening Exhibit and Reception</td>
<td>Thursday, March 5</td>
<td>Thursday, April 2</td>
<td>Thursday, May 7</td>
</tr>
<tr>
<td></td>
<td>5:00–7:00 PM</td>
<td>5:00–7:00 PM</td>
<td>5:00–7:00 PM</td>
</tr>
<tr>
<td>Dismantling Schedule</td>
<td>Thursday, March 5</td>
<td>Thursday, April 2</td>
<td>Thursday, May 7</td>
</tr>
<tr>
<td></td>
<td>7:00–10:00 PM</td>
<td>7:00–10:00 PM</td>
<td>7:00–10:00 PM</td>
</tr>
</tbody>
</table>

## BOOTH PRICES

<table>
<thead>
<tr>
<th>NAFED Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,550 per conference</td>
<td>$2,100 per conference</td>
</tr>
<tr>
<td>$2,900 for 2 conferences</td>
<td>$4,000 for 2 conferences</td>
</tr>
<tr>
<td>$4,200 for 3 conferences</td>
<td>$6,200 for 3 conferences</td>
</tr>
</tbody>
</table>

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.
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!

☐ Las Vegas
   Bally’s
   March 5–6, 2020

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

☐ 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

<table>
<thead>
<tr>
<th>Conference Location</th>
<th>Number of Booths at This Location</th>
<th>Price/Booth (see chart above)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>1,550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic City</td>
<td>2,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>2,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NAFED Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Members</td>
<td></td>
<td></td>
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</tr>
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<td>Chicago</td>
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<td></td>
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<tr>
<td>Total</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Payment Method

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

NAME ON CARD __________________________ ACCOUNT NUMBER __________________________

SIGNATURE __________________________ EXPIRATION DATE __________________________ SECURITY CODE __________________________

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

<table>
<thead>
<tr>
<th>Exhibitor Personnel Name</th>
<th>Registration Fee</th>
<th>Check box(es) to add additional lunch(es)</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>comp</td>
<td>comp</td>
<td></td>
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<tr>
<td>2.</td>
<td>comp</td>
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<tr>
<td>3.</td>
<td>$90</td>
<td>$50 lunch</td>
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<tr>
<td>4.</td>
<td>$90</td>
<td>$50 lunch</td>
<td></td>
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<tr>
<td>5.</td>
<td>$405</td>
<td>$50 lunch</td>
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<tr>
<td>6.</td>
<td>$285</td>
<td>$50 lunch</td>
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<td>7.</td>
<td>$215</td>
<td>$50 lunch</td>
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<tr>
<td>8.</td>
<td>$215</td>
<td>$50 lunch</td>
<td></td>
</tr>
</tbody>
</table>

**Spouse / Guest Name** *(provides admission to evening expo)*

| 1. | $90 | $50 lunch |
| 2. | $90 | $50 lunch |
| 3. | $90 | $50 lunch |
| 4. | $90 | $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

<table>
<thead>
<tr>
<th>NAME ON CARD</th>
<th>ACCOUNT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIGNATURE</th>
<th>EXPIRATION DATE</th>
<th>SECURITY CODE</th>
</tr>
</thead>
</table>
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)

<table>
<thead>
<tr>
<th>Exhibitor Personnel Name</th>
<th>Registration Fee</th>
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<td>1.</td>
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<td>☐ $50 lunch</td>
<td></td>
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<tr>
<th>Spouse / Guest Name (provides admission to evening expo)</th>
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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 • 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)

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<thead>
<tr>
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</tr>
<tr>
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<td>3.</td>
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</table>

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

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NAME ON CARD ___________________________________________ ACCOUNT NUMBER ___________________________

SIGNATURE ___________________________________________ EXPIRATION DATE ___________________________ SECURITY CODE ___________________________
Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Location</th>
<th>Hotel/Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas, NV</td>
<td>Bally's Hotel</td>
<td>March 5–6, 2020</td>
</tr>
<tr>
<td>Atlantic City, NJ</td>
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<tr>
<td>Chicago, IL</td>
<td>Palmer House Hilton</td>
<td>May 7–8, 2020</td>
</tr>
</tbody>
</table>

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

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

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

**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 • socorro@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)
☐ Meeting Bags ($3,500 exclusive) (SOLD)
☐ Spiral Notebooks ($2,300 exclusive)

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)
☐ Exhibit Hall Reception ($6,000 exclusive)
☐ Bottled Water w/logo ($2,200 exclusive)

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 Breakfast ($2,000)
☐ Conference Event App w/banner ($3,000 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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>One- or Two-Conference Rate</th>
<th>Three-Conference Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (color)</td>
<td>not available</td>
<td>$1,500 members / $2000 nonmembers</td>
</tr>
<tr>
<td>(fulfilled on an “as received” basis)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover (color)</td>
<td>not available</td>
<td>$1,500 members / $2000 nonmembers</td>
</tr>
<tr>
<td>(fulfilled on an “as received” basis)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover (color)</td>
<td>not available</td>
<td>$1,500 members / $2000 nonmembers</td>
</tr>
<tr>
<td>(fulfilled on an “as received” basis)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Page (B&amp;W)</td>
<td>$375 per (members) $475 nonmembers</td>
<td>$900 members / $1000 nonmembers</td>
</tr>
</tbody>
</table>

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 (payable to NAFED)
   ☐ AMEX     ☐ VISA     ☐ MASTERCARD
   _____________________________________________________________
   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 for corresponding 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 ½-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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONTRACTS DUE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas Official Program</td>
<td>January 31, 2020</td>
<td>February 7, 2020</td>
</tr>
<tr>
<td>Atlantic City Official Program</td>
<td>February 28, 2020</td>
<td>March 6, 2020</td>
</tr>
<tr>
<td>Chicago Official Program</td>
<td>April 3, 2020</td>
<td>April 10, 2020</td>
</tr>
</tbody>
</table>

No agency discounts are offered at this time.