EXHIBITOR PROSPECTUS

2018 ANNUAL SFFMA TRAINING CONFERENCE AND CONVENTION

Annual Meeting: June 22-27, 2018
Exhibit Hall: June 23, 2018
Arlington Convention Center
Arlington, TX *www.sffma.org*

QUICK REFERENCE

Agenda

Friday, June 22, 2018

7 a. m. All apparatus/ trailers must be in line and ready for move-in
9 a. m. Booths move-in
5 p.m. Exhibit hall closes

Saturday, June 23, 2018

7:30 a. m. Exhibit hall opens for exhibitors
(Morning coffee provided)
9:15 a.m. Exhibit hall grand opening
Noon Exhibitor box luncheon
(Provided to all pre-registered Exhibitors)
3 p. m. Exhibitors' recognition reception in the exhibit hall
4:30 p. m. Exhibit hall closes
Dismantle of Exhibit Booth

Exhibitor Highlights

- seven unopposed exhibitor hours
- Exhibits open to general public
- Registration inside the exhibit hall
- Entire conference agenda under one roof
- Saturday box luncheon available to all pre-registered exhibitors

Exhibitor Hours

SATURDAY, June 23, 2018
9:15 a.m. - 4:30 p.m.

Fuel supplies for the vehicle on display shall not exceed 2 gallons. All tanks must be locked or effetively sealed and battery cables must be disconnected from the ignition system.

2017 EXHIBITOR LIST

Advanced Rescue Systems
Affordable Drill Towers
AG-Meier
Agora Benefits
Allied Breathing Air, LLC.
AMBA
California Casualty
Casco Industries, Inc.
Consolidated Traffic Control
Daco Fire
Deep South Fire Trucks, Inc.
Dooley Tackaberry
Farrwest Environmental Supply
Fire Protection Publications (IFSTA)
FIREHOUSE Software - A Xerox Solution
Footsteps for the Fallen
Government Capital Corporation
Hoyt Breathing Air Products
IamResponding.com
Jones & Bartlett Learning
Kimco Services, Inc.
LegalShield (The Wilson Group)
LION/NAFECO
Metro Fire Apparatus Specialists, Inc.
Municipal Emergency Services, Inc.
Municipal Fire Apparatus Specialists
Muscular Dystrophy Association
NEEL Fire Protection Apparatus, Inc.
NFPA
ResponderX
Safe-D
SAVVIK - Buying Group (NCEMSC)
SetCom Corporation
SFFMA Store
Sharp Testing Services, Inc.
Shell Pipeline
Siddons-Martin Emergency Group
SiteMed North America
State Fire Marshal's Office
Target Solutions
TEEX
Texas 811
Texas A&M Forest Service
Texas Association of Fire Educators
Texas Commission on Fire Protection
Texas Emercency Services Retirement System
Texas Facilities Fund (Government Capital Corporation)
Texas Firemen's Auxiliary
TML Intergovernmental Risk Pool
TrainingDivision.com
Valor Seating
VFIS of Texas
Visit Lubbock
Wichita Falls CVB

Dear Valued Sponsors and Exhibitors:

It is my pleasure to invite you to participate in the 2018 SFFMA Annual Training Conference and Convention. With the conference location being located in Arlington, we anticipate a great turnout. Our attendees include fire chiefs, assistant fire chiefs, fire marshals, volunteer and career firefighters, emergency service professionals, and individuals interested in the Texas fire and emergency services. Everyone is excited about interacting with you to discuss the latest technologies and products. Arlington will be hosting our conference in 2018 and we look forward to seeing you there.

Without the strong support of our sponsors and exhibitors, we wouldn't be able to provide our attendees with the same experience they are getting now. Please carefully review the Exhibitor Prospectus, and return your agreement at your earliest convenience. On behalf of SFFMA, the Exhibits Committee and most importantly on behalf of all our attendees, thank you for helping make our conference so successful!

Sincerely,

Gabi Glass, CMP
SFFMA Event Coordinator

CONTACT INFORMATION

SHOW MANAGEMENT

SFFMA
PO Box 1709
Manchaca, TX 78652-1709
512.454.3473 ext. 102
Gabi Glass
gglass@sffma.org
www.sffma.org

FACILITY

Arlington Convention Center
1200 Ballpark Way
Arlington, TX 76011

DECORATOR

Superior Expo Services
10548 W. Highway 80
Forney, TX 75126
972.271.7444
Exhibitor Services
www. superiorexposervices.com

BOOTH PACKAGE

10' x 10' booth	1 skirted table, 2 chairs, company sign, wastebasket
All other booths	2 skirted tables, 4 chairs, company sign, wastebasket
Apparatus spaces	2 skirted tables on all sides, 4 chairs, company sign, wastebasket

To request electricity, additional tables and chairs, or other booth furnishings, complete the appropriate forms included in the Exhibitor Service Kit and contact Superior Expo Services.

FREE REGISTRATION BADGES

Badges allow entrance to all convention-related functions. The number of badges received is related to the size of the exhibit space purchased. (Additional badges can be purchased).

10' x 10'	2 badges
20' x 20', 20' x 30'	4 badges
20' x 40'	5 badges
30' x 40', 40 ' x 40'	6 badges

ADVERTISING OPPORTUNITY

An exhibitor list will be published in the spring issue of the InfoFire Magazine, provided registration is **received and paid in full by February 15, 2018.** This publication is distributed to more than 15,000 firefighters, chiefs, fire marshals, fire departments, and others in the Emergency Services industry.

PRINTED PROGRAM LISTING

Convention attendees will receive a convention program which lists all exhibitors alphabetically by company name (including booth number, short description and contact information). All exhibitors who signed contracts and have fees paid in full by May 15, 2018, will be listed in the convention program. Product category information is published only for exhibitors who provide this information by the above specified deadline.

SPONSORSHIP

SFFMA offers variety of sponsorship opportunities.
To learn more visit www.sffma.org. If you prefer a custom package, please contact Gabi Glass, CMP, at 512.454.3473 ext. 102.

DRAPE/CARPET

Each booth will have an 8' back drape, 3' side drapes, and table skirts. There will be carpet in the aisles. To purchase booth carpet, complete the appropriate form included in the Exhibitor Service Kit.

EXHIBITOR REGISTRATION

Exhibit booth registration is available online at

www.sffma.org

or you can register via mail* by submitting signed exhibiting agreement and name badge page (pages 7 and 8) of this brochure together with payment to:

SFFMA
PO Box 1709
Manchaca, TX 78652-1709

We accept checks and credit cards.

SHOW DECORATOR

Superior Expo Services is the official decorator of the 2016 SFFMA Conference is

Superior Expo Services
10548 W. Highway 80
Forney, TX 75126

EXHIBITOR SERVICE KIT

Exhibitor Service Kits will be emailed to exhibitors in Spring 2018. Exhibitors who contract for space after May 1, 2018 will receive this kit from the show decorator as soon as they receive written confirmation for booth space from the SFFMA.

The kit will contain information on exhibit services, such as electricity, material handling, signs, furniture rental, cleaning, etc.

ADDITIONAL INFORMATION

Texas is a right-to-work state, which means that exhibitors may install and dismantle their own exhibits using their own equipment.

***Booth placement is on a first-come, first-served basis and will be assigned after SFFMA receives payment in full and a signed contract.**

NO REFUNDS WILL BE AVAILABLE AFTER MAY 22, 2018.

ARLINGTON℠
CONVENTION & VISITORS BUREAU

SPONSORSHIP OPPORTUNITIES

Partnering with the State Firefighters' and Fire Marshals' Association as a convention sponsor or a strategic partner is an ideal way to promote your company or organization to our members.

PLATINUM SPONSORSHIP
$10,000 and up

GOLD SPONSORSHIP
$5,000 - $9,999

SILVER SPONSORSHIP
$1,500 - $4,999

CONFERENCE APP SPONSORSHIP
$3,000

SIGNAGE SPONSORSHIP
$1,500

BRASS SPONSORSHIP
$500 - $1,499

COPPER SPONSORSHIP
$100 - $499

For detailed description of each sponsorship packet, visit www.sffma.org.

If you would like a custom packet created for your organization or company, contact Gabi Glass at 512.454.3473 ext. 102.

ADVERTISING OPPORTUNITIES

WEBSITE ADS	Per month
- Top Banner	$150

E-INFOFIRE NEWSLETTER (monthly electronic newsletter)	Per insertion
Top Banner	$275
Middle Banner Ad	$250
Bottom Banner Ad	$225

INFOFIRE MAGAZINE size 8.25" x 10.75"
(Conference Edition - deadline February 15, 2018)

1/4-page	$500
1/2-page	$750
Full Page BW	$850
Full-page color	$1,000

CONFERENCE PROGRAM size 4" x 9"
(deadline May 15, 2018)

1/4-page	$100
1/2-page	$200
Full-page color	$600

TEXAS FIREFIGHTER MAGAZINE size 8.25" x 10.75"
(deadline September 16, 2018) - digital magazine

1/4-page	$350
1/2-page	$550
Full-page color	$750

For more information about advertising visit www.sffma.org.

EXHIBIT SPACE

Space will be assigned on a first-come, first-served basis upon receipt of payment and a signed contract.

BOOTH	APPARATUS
10' x 10' $650	20' x 40' $1,100
20' x 20' $900	30' x 40' $1,400
20' x 30' $950	40' x 40' $1,600

Exhibits MUST fit within the parameters of the designated booth space.

All sponsors and exhibitors must be 2018 Sustaining Members to exhibit ($170).

2018 EXHIBIT HALL LAYOUT

Instructions: Carefully read the terms and conditions on the following pages. Return the signed agreement with full payment by April 30, 2018. All information must be completed.

Agreement: By execution of this agreement, Exhibitor agrees to lease space at the State Firefighters' and Fire Marshals' Association Annual Training Conference and Convention for a term beginning at 7 a.m., Friday, June 22, 2018, and ending at 8 p.m., Saturday, June 23, 2018. This contract is subject to the terms and conditions as stated posted on the SFFMA website (Conference section under exhibits). By signing of this agreement, Exhibitor agrees to abide by the SFFMA Terms and Conditions as outlined in the Exhibitor Prospectus, which are part of this agreement by reference, and are fully incorporated herein. Exhibiting companies and organizations not complying with written rules, having knowledge of them or not, shall be subject to actions taken by SFFMA.

Copyright Disclaimer: I have read the section on Copyright Policy of this brochure and by signing the agreement indicate that my company will obtain all necessary authorizations from third parties and agree to pay all fees to use copyrighted materials (including music) during the 2018 Annual SFFMA Training Conference and Convention in Arlington.

THERE WILL BE NO OUTSIDE EXHIBITS.

EXHIBITING AGREEMENT

142nd Annual SFFMA Conference and Convention
June 22 - 27, 2018

Office use only:

SPONSORSHIP

Sponsorship Type/Amount: _____

EXHIBIT SPACE

*Will you need to drive into the Exhibit Hall on Friday, June 22, 2018?**

☐ YES ☐ NO

BOOTH SPACE:

☐ 10' x 10'	$650
☐ 20' x 20'	$900
☐ 20' x 30'	$950

APPARATUS SPACE:

☐ 20' x 40'	$1,100
☐ 30' x 40'	$1,400
☐ 40' x 40'	$1,600

BOOTH CHOICE

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

SUSTAINING MEMBERSHIP

You must be a current Sustaining Member of SFFMA to exhibit.

☐ *$170 dues (cover January 1 - December 31, 2018)*

EXHIBITOR PACKAGE TOTAL

Sponsorship/ Exhibit Space $ _____

Sustaining Membership $ _____

Advertising $ _____

Additional Name Badges $ _____

TOTAL $ _____

☐ I have read the terms and conditions of this agreement and will abide by them.

_____ Exhibitor

_____ SFFMA

Please type or print - List company name EXACTLY as it is to appear in all printed materials.

AGREEMENT MUST BE SIGNED. NO REFUNDS WILL BE AVAILABLE AFTER MAY 15, 2018.

COMPANY NAME (as it is to appear on signage): _____

PHONE: _____ **EMAIL:** _____

AUTHORIZED BY: _____ **TITLE:** _____

ON-SITE CONTACT NAME: _____ **EMAIL:** _____

Please make checks payable to:
mailing address here:

SFFMA
PO Box 1709
Manchaca, TX 78652-1709

If your address has changed since our last correspondence, please include your

_____

_____

Check #: _____ **Amount Enclosed $:** _____

Credit Card: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER

Credit Card #: _____ **Exp. Date:** _____

Cardholder's Name: _____ **Billing Zip:** _____

REGISTER ONLINE AT www.sffma.org.

** Apparatus and trucks that will be a part of the display only.*

NAME BADGES

Badges are obtained by completing the following application and allow access to all convention-related functions except for training sessions. **THE NUMBER OF BADGES RECEIVED IS RELATED TO THE SIZE OF THE EXHIBIT SPACE PURCHASED.** Badges are for identification purposes and must be used at all times.

To obtain additional badges, the cost of $30 per person must be made payable to SFFMA.

10' x 10'	**2 badges**	**20' x 40'**	**5 badges**
20' x 20', 20' x 30'	**4 badges**	**30' x 40' and 40' x 40'**	**6 badges**

Please list the names of people needing exhibit hall badges (for staff working on the exhibit floor).

COMPLIMENTARY BADGES: (The number of badges received is related to the size of the exhibit space purchased.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

ADDITIONAL BADGES: **($30 each)**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

EXHIBITOR'S GUIDE

SFFMA will be placing a paragraph about your company in the Conference Program. This paragraph must be 50 words or less and should describe the products or services your company offers including your contact information (phone, email and website).

_____

_____

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EXHIBITOR'S GUIDE DEADLINE IS APRIL 30, 2018.

SFFMA TERMS AND CONDITIONS

ADHERENCE TO SHOW RULES

The following provisions become binding upon acceptance of the State Firefighters' and Fire Marshals' Association of Texas Exhibiting Agreement between the applicant, their employees and agents, and SFFMA, and any additions and amendments thereto that may hereafter be established or put into effect by SFFMA. The State Firefighters' and Fire Marshals' Association of Texas (hereafter referred to as "SFFMA") reserves the right to disqualify potential exhibitors which do not meet the specifications of the Exhibiting Agreement as stated herein. Failure by the exhibitor to comply with these rules and regulations as agreed by the parties or the breach of any representation, warranty, or guarantee by the exhibitor shall render the exhibitor liable for direct and consequential damages, expenses, allocations of overhead, etc. The Exhibiting Agreement and these Terms and Conditions represent the complete understanding of the parties and may be amended, modified, or otherwise altered only pursuant to the mutual written agreements of the parties.

DISABLED ASSISTANCE

Persons with disabilities who plan to attend this conference and who may need auxiliary aids or services are requested to contact SFFMA at 512.454.3473 ext. 102, at least seven working days prior to the Conference so that the appropriate arrangements can be made.

BOOTH ASSIGNMENT

Upon receipt of signed contract and full payment, notification of booth assignment will be emailed to the Exhibitor. Space is assigned on a first-come, first-served basis. If space selected has previously been reserved, exhibit management retains the right to assign the next-best available space. The Exhibit Coordinator shall assign display space as indicated on the official floor plan, but reserves the right to reassign, decline or prohibit any exhibit that, in their judgment, is out of keeping with the character of the Conference. This reservation being all-inclusive as to person, things, printed matter, products, and conduct.

FLOOR PLAN

The arrangement of exhibit space is shown on the floor plan. All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. SFFMA reserves the right to make such modifications, to whatever extent SFFMA deems appropriate, to the floor plan as may be in the best interest to the Exhibit.

USE OF EXHIBIT SPACE

Exhibit space is leased on the express understanding it is to be used solely for the display of the Exhibitor's products and services that the Exhibitor offers for sale to the fire and emergency service industries. Exhibitors are not permitted to sublet any part of their space, or to display merchandise of other manufacturers or dealers where **NO DIRECT BUSINESS** conditions exist between them. No exhibitor material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth. All exhibits must conform to the SFFMA Terms and Conditions, and must not be of such nature or arrangement to obstruct the view of or interfere with exhibits of others. Should there be any question, final judgment will be made by the SFFMA Exhibit Management.

Acceptance of exhibit space makes it obligatory on the part of the exhibitor and any employee that they shall not deface or injure the Arlington Convention Center Exhibit Hall. Any damage done shall be made good by the exhibitor to SFFMA or the owners of the building as their interests may appear.

SFFMA shall have the unqualified right to prohibit or require the dismantling of any exhibit or part of an exhibit which, in their opinion, is not suitable to or in keeping with the character or purpose of the Exhibit. Exhibits shall be modified or dismantled at the request of SFFMA. SFFMA reserves the right to remove from the Exhibit any advertising, programs, materials, literature, or costumed person or mannequins which are, in the opinion of SFFMA, in bad taste.

Exhibitors shall reflect the highest standard of professionalism while maintaining the booth during exhibit hours. The SFFMA Executive Director, Executive Board or Exhibits Committee reserves the right to expel from the exhibit area any exhibitor misrepresenting their product, service or firm, in name or in action.

Exhibitors may sell products on the exhibit floor during regular exhibit hours, provided that the vending exhibitor holds SFFMA harmless from every claim of any kind that may arise from the sale of such products, including, without limitation, any consumer suit, complaint, or demand; any product liability suit; or any other claim, demand, or suit, whether in a court of law or equity or in an administrative forum.

Every retailer in Texas needs a sales tax permit. An exhibitor without a Texas location needs a use tax permit. There is no fee for a use tax permit. It is the responsibility of the exhibiting company to obtain the proper sales permits from the state of Texas. For more information, contact the Texas Comptroller's office at 800.252.5555. Exhibit management reserves the right, in its sole discretion, to prohibit or discontinue sales for any reason, at any time. Exhibitors displaying ambulances and fire fighting equipment must complete and submit applications to the Texas Department of Transportation. Failure to do so will result in ineligibility to exhibit and forfeiture of space cost. Sound levels may not be distracting to neighboring exhibits.
Exhibitors must conform to rules and regulations concerning flammable and hazardous chemical products and materials as set by OSHA, the state of Texas and Tarrant County. Biological products exhibited require a USDA license. Information contained in the exhibit and in literature distributed must conform to approved labeling.

EXHIBIT HALL ADMITTANCE/ BADGES

Exhibitor will furnish SFFMA with a list of their exhibit representatives. These representatives must register upon arrival at the exhibit committee booth. No one will be admitted in the Exhibit Hall without this badge during move-in and move-out. Exhibitors, with the proper name badge, will be allowed in the Exhibit Hall at 7:30 a.m. on Saturday, June 23, 2018.

SFFMA TERMS AND CONDITIONS continued

EXHIBIT FEE

Exhibitor fee includes standard back and side drape, 8' draped table, two chairs, standard booth identification sign, wastebasket, and name badges (number of badges according to the booth size.) Fee also includes listing in the Conference Program (provided exhibitor meets copy deadline) and luncheon ticket for all pre-registered exhibitor representatives. No utilities, audio/visual equipment, individual booth janitorial service, or additional furnishings are included in the exhibit fee. Exhibitor MUST be a paid current Sustaining Member of SFFMA to exhibit.

PAYMENT/ CANCELLATION POLICY

Booth payment is due in full at time of reservation. No one will be allowed to exhibit unless exhibit fee is paid in full. All booth cancellations must be submitted to the SFFMA Exhibits Coordinator in writing. Exhibitor will be liable for all charges incurred to SFFMA before the cancellation date. No refunds will be available after May 22, 2018.

COPYRIGHT POLICY

Exhibitor must obtain all necessary authorizations from third parties concerning copyrights, music licensing rights, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor. Exhibitor's operations at the exhibition do not infringe any copyright, patent trademark, trade name, service mark, or other similar right of any other party. Exhibitor shall indemnify and hold harmless SFFMA, and its officers, directors, employees and agents from any and all liabilities, claims, costs, damages, and reasonable fees of counsel of SFFMA's choice incurred in connection with any claim against SFFMA promotional materials or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party. **No unauthorized use of the SFFMA logo or portions thereof will be permitted without the expressed written permission of the SFFMA's Executive Director.

INSURANCE & LIABILITY

Exhibitors wishing to insure their property must do so at their own expense. All exhibitors should have at least one exhibitor in their booth at all times, especially when exhibits are being setup or dismantled, to protect themselves against loss. The performance of this agreement by either party is subject to acts of God, war, government regulations, disaster, civil disorder, curtailment of transportation facilities, or other emergency over which neither party has any control making it illegal or impossible to provide the facilities or to hold the function. Exhibitors agree to maintain such insurance that will fully protect SFFMA from any and all claims of any nature whatsoever, including claims under the Workman's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibitor's display. Exhibitor agrees to indemnify and hold harmless SFFMA for any such claims, irrespective of insurance coverage. (Exhibitors are advised to add on to their existing insurance a portal-to-portal rider at a nominal cost protecting them against the loss/damage to their materials by fire, theft, accident, etc.)

CONDITIONS OF CONTRACT

It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that he/she will make no claim of any kind against the State Firefighters' and Fire Marshals' Association of Texas, or any of its members or its employees for any loss, damage to or destruction of goods while at the Arlington Convention Center, or for any damage of any nature or character whatsoever. It is further agreed that the SFFMA shall not be liable or responsible for, and shall be indemnified and held harmless by the Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damage to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performance of the Exhibitor or Exhibitor's agents and employees under this agreement. Arlington Convention Center is not liable to the Exhibitors for any damage to or for the loss or destruction of any exhibit or the property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by negligence of the hall, its officers, agents, servants, employees or otherwise, all claims for any such loss or damage being expressly waived by the Exhibitor who agrees to indemnify and hold Arlington Convention Center harmless for such claims. Should any eventuality cause cancellation of the exhibition, SFFMA shall not be liable for any expenses incurred by the Exhibitor other than the rental cost of the exhibit space less decorating cost. Refund of said rent shall be the maximum limit of SFFMA's liability to the Exhibitor.

The State Firefighters' and Fire Marshals' Association of Texas reserves the right to alter locations of exhibitors or of booths shown on the floor plan if deemed to be in the best interest of the Exhibit. This contract is subject to all rules and regulations of the Association and all the conditions under which space at the Arlington Convention Center is made available to SFFMA. The Exhibitor agrees to abide by all applicable fire, utility and building codes. Exhibitors are responsible for knowing and abiding by the SFFMA Terms and Conditions, as outlined in the Exhibitor Prospectus. The Association reserves the right to make such reasonable changes, amendments, and additions to these Exhibit Rules and Regulations as may be considered necessary. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. The agreement shall be governed by the laws of the State of Texas.

EXHIBIT HALL REGULATIONS

GENERAL INFORMATION

- The Arlington Convention Center is a non-smoking facility.
- No food, beverage, or alcohol may be brought on to the property at any time.
- Heliun balloons must be filled, installed and removed by a ballon-decorating firm, open-flame candles are prohibited.
- Use of tape or adhesive products, nails, tacks, pins, etc. on any surface in the facility is not allowed.

ARLINGTON CONVENTION CENTER RULES AND REGULATIONS CAN BE FOUND at
www.sffma.org - EVENTS - 2018 SFFMA Conference

SEE YOU IN LONGVIEW IN 2019.