



73rd Annual Florida Fire Prevention Conference

SPONSOR and EXHIBITOR GUIDE

2021 FFMIA Annual Conference

Zooming into New Opportunities

November 1-4, 2021
Fort Lauderdale Marriott Coral Springs Hotel, Golf Club & Convention Center
11775 Heron Bay Boulevard
Coral Springs, FL 33076

Support the mission of the Florida Fire Marshals and Inspectors Association

Contact Phil Oakes at 202.737.1226 ext. 4 or 307.433.8078
Philip.oakes@ffmia.org

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PROGRAM OVERVIEW



Is your organization looking for a way to support improved public safety? The Florida Fire Marshals and Inspectors Association (FFMIA) comprises fire and life safety officials from throughout the State of Florida. One of the primary purposes of FFMIA, as well as its sections (the Florida Fire and Life Safety Educations or FAFLSE and the Florida Fire and Explosives Investigators Association or FFEIA) is to unite those public officials engaged in and responsible for fire prevention, through inspection, code enforcement, public education, and arson investigation. Each year FFMIA convenes Fire Investigators, Fire Marshals, Public Educators and other public safety officials from around the country at their Annual Conference to network, learn about issues of common interest and strategize for the future. Your contribution is critical to the continued work of the organization and the success of the 2021 Annual Florida Fire Prevention Conference.

The Sponsors Program provides the opportunity to support FFMIA's exceptional work in safety advocacy, training and education. It will also allow you to communicate your message efficiently and effectively to the FFMIA, FAFLSE and FFEIA section membership and all other 2021 Conference Attendees.

The 2021 Conference sponsorship and exhibit opportunities are available to fit a variety of budgets and marketing objectives. In addition to Platinum, Gold, Silver and Bronze as well as **Individual Sponsorship Opportunities** which are available on a first-come, first-serve basis, we offer individuals and organizations the chance to exhibit as well.

Sponsorship opportunities are limited – to become a sponsor, Please contact Phil Oakes at 307-433-8078 or Philip.oakes@ffmia.org. Additional information about FFMIA can be found on our website at www.ffmia.org

Please consider donating a raffle item. Raffle proceeds fund FFMIA's mission of providing training and education throughout the State of Florida.

PLATINUM SPONSOR

Contribution Level - \$10,000 and above

Platinum Premium Benefits Package:

- Two (2) complimentary full conference registrations
- Two (2) additional tickets to the conference evening event
- Logo prominently placed in the Annual Conference Program (please note: if a smart phone app is used in lieu of a program, your logo will be included in the app)
- Platinum level group sign displaying your company logo in a prominent location all 4 days*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the FFMIA social media sites on three separate occasions
- Formal recognition of your Platinum level sponsorship at the conference
- Platinum level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, and possible speaking opportunities at the Premier Events, including:
 - Exhibitors' Reception
 - Opening/Awards Ceremony
 - Pre-Conference or in-conference meetings
 - Conference Luncheons

If you also wish to exhibit at the 2021 conference, you will receive the following benefits:

- Premier Exhibitor booth location

Customized opportunities are also available, please contact FFMIA staff at 307-433-8078 or Philip.oakes@ffmia.org for details and availability.

*** Due to the lead time required to produce specialized benefit opportunities such as the Platinum level sign, the cut-off date is October 1st, 2021, to receive these special opportunities as part of your Platinum Sponsor contribution.**

GOLD SPONSOR

Contribution Level - \$5,000

Gold Premium Benefits Package:

- Two (2) Full complimentary conference registrations
- One (1) additional ticket to the conference evening event
- Logo prominently placed in the Annual Conference Program (please note: if a smart phone app is used in lieu of a program, your logo will be included in the app)
- Gold level group sign displaying your company logo in a prominent location all 4 days*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the FFMIA social media sites on two separate occasions
- Formal recognition of your Gold level sponsorship at the conference
- Gold level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, and possible speaking opportunities at the Premier Events, including:
 - Exhibitors' Reception
 - Opening/Awards Ceremony
 - Pre-Conference or in conference meetings
 - Conference Luncheons

If you also wish to exhibit at the 2021 conference, you will receive the following benefits:

- Premier Exhibitor booth location

Customized opportunities are also available, please contact FFMIA staff at 307-433-8078 or Philip.oakes@ffmia.org for details and availability.

*** Due to the lead time required to produce specialized benefit opportunities such as the Gold level sign, the cut-off date is October 1st, 2021, to receive these special opportunities as part of your Gold Sponsor contribution.**

SILVER SPONSOR

Contribution Level - \$2,500

Silver Premium Benefits Package:

- One (1) full complimentary conference registration
- One (1) additional ticket to the conference evening event
- Logo prominently placed in the Annual Conference Program (please note: if a smart phone app is used in lieu of a program, your logo will be included in the app)
- Silver level group sign displaying your company logo in a prominent location all 4 days*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the FFMIA social media sites on two separate occasions
- Formal recognition of your Silver level sponsorship at the conference
- Silver level sponsors will have the opportunity to donate branded items to the attendee tote bags.
- Special acknowledgement, at the Premier Events, including:
 - Exhibitors' Reception
 - Awards Ceremony
 - Pre-Conference Meetings or in conference meetings
 - Conference Luncheons

Customized opportunities are also available, please contact FFMIA staff at 307-433-8078 or Philip.oakes@ffmia.org for details and availability.

*** Due to the lead time required to produce specialized benefit opportunities such as the Silver level sign, the cut-off date is October 1st, 2021, to receive these special opportunities as part of your Silver Sponsor contribution.**

BRONZE SPONSOR

Contribution Level - \$1,000

Bronze Benefits Package

- One (1) ticket to the conference evening event
- Logo prominently placed in the Annual Conference Program (please note: if a smart phone app is used in lieu of a program your logo will be included in the app)
- Bronze level group sign displaying your company logo in a prominent location all 4 days*
- Your company logo in a PowerPoint displayed during breaks
- Your company logo will appear on the FFMIA social media sites on one occasion
- Formal recognition of your Bronze level sponsorship at the conference
- Recognition in one of the FFMIA quarterly electronic Newsletters
- Bronze level sponsors will have the opportunity to donate branded items to the attendee tote bags.

Customized opportunities are also available, please contact FFMIA staff at 307-433-8078 or Philip.oakes@ffmia.org for details and availability.

*** Due to the lead time required to produce specialized benefit opportunities such as the Bronze level sign, the cut-off date is October 1st, 2021, to receive these special opportunities as part of your Bronze Sponsor contribution.**

As an exhibitor or sponsor you are permitted to donate items for the conference "goodie bags" as well as for the FFMIA raffle. If you are interested in participating in either of these events, please contact: Philip Oakes at admin@firemarshals.org or 307-433-8078.

INDIVIDUAL SPONSOR OPPORTUNITIES

These special opportunities are available on a first-come, first-serve basis. If your organization has other add-on ideas they would like to discuss, please contact us at 307-433-8078 or Philip.oakes@ffmia.org.

OUR MOST POULAR ITEMS:

***Conference Evening Event** – The Conference Evening Event will be announced as sponsored by company with appropriate signage prominently throughout the event. Sponsors will also be given a short time to present about their company during the event. Cost - \$15,000. May be shared among multiple organizations.

***Conference Lunches/Breakfast** – Conference lunches will be announced as sponsored by company with appropriate signage prominently located near refreshments. Sponsors will also be given time to present about their company/product during the meal. Cost - \$7,500.

***Conference Keepsake Item** – Your company logo added to the Keepsake item (i.e. Duffle Bag, Windbreaker, Padfolio, or other item) presented to each member and select sponsors attending the conference. Cost - \$4,500.

OTHER OPPORTUNITIES:

***Custom Conference Challenge Coin** – A challenge coin with your company logo and the FFMIA logo included in the coin packaging and given to every attendee. Cost - \$3,000.

***Flash Drive with Conference Presentations** – You provide flash drives with your company logo, we'll add conference materials and additional presentations for attendees. Cost - \$3,000.

*** Conference Bags** – Your Company logo on a conference bag given to all attendees. If you provide bags with your company logo, the cost is - \$500. If the conference must have the bags printed, the cost is \$3,000. The FFMIA logo must be included on the bags as well, and FFMIA must pre-approve the design of any bags.

***Daily Breaks** – Conference breaks will be announced as sponsored by company with appropriate signage prominently located near refreshments. Cost - \$2,000. (May be multiple sponsors)

***Daily Agendas** – Have your logo and URL placed on the conference daily agenda signs posted around the conference. Please note: only three sponsor slots available. Cost - \$750.00

*** Sponsorship of Program** – Have a sponsorship of your design placed in the FFMIA program for all three days of the conference. Costs vary – Half page \$250.00 quarter page \$100.00, and business card \$50.00 • Logo prominently placed in the Annual Conference Program (please note if a smart phone app is used in lieu of a program your logo will be included in the app with the appropriate level of coverage)

***Meet and Greet Reception-** Attendees will gather for a reception on Monday evening November 1st from 6-8 pm for an informal meet-and-greet. Sponsorships may be shared. This is a good ice-breaker for the week and an opportunity to spend one on one time with FFMIA Board members and attendees. \$3,000. Cost plus a cash bar must be covered or this event will not be planned.

***Custom Sponsorship Opportunities** – Do you have a sponsorship idea that isn't listed in this guide? Please contact us to discuss concept and cost. Cost - TBD.

Examples of custom sponsorship we have seen in the past, are:

- Lemonade Stand
- Items donated to the raffle event
- Coffee provided during the event or a day
- Sponsorship of pre-conference meetings (such as board meetings or others), which would include an opportunity to present to the board or other group.

As an exhibitor or sponsor you are permitted to donate items for the conference “goodie bags” as well as for the FFMIA raffle. If you are interested in participating in either of these events, please contact: Philip Oakes at admin@firemarshals.org or 307-433-8078.

EXHIBITORS

TENTATIVE EXHIBITOR SCHEDULE

Sunday, October 31, 2021

2:00 pm – 5:00 pm Registration open

Monday, November 1, 2021

7:00 am – 5:00 pm Registration and Information Desk Open

12:00 pm – 5:00 pm Exhibit Hall open for move in

6:00 pm – until done FFMIA Social – exhibitors welcome

Tuesday, November 2, 2021

7:00 am – 5:00 pm Registration and Information Desk Open

7:00 am – 8:00 am Exhibit Hall open for any extra move in

8:00 am – 4:00 pm Exhibit Hall open

4:00 pm – 7:00 pm Vendor Showcase/Exhibitor Reception/Raffle Announcements
 Hors Devours, beverages, and prizes

7:00 pm – done Exhibitors optional move out (exhibitors may choose to move out or stay
 for the next morning – their choice)

Wednesday, November 3, 2021

7:00 am – 4:00 pm Registration and Information Desk Open

8:00 am – 11:00 am Exhibit Hall Open (optional for vendors who want more time with attendees)

11:00 am – 1:00 pm Final Exhibitor move out

5:00 pm – 8:00 pm FFMIA Evening Event

EXHIBITOR LOGISTICS AND LEGAL

Inclusions:

Exhibitor Fees include the Exhibit show, Exhibitor Reception, and lunches, if provided, for up to two people from your organization, as well as all other conference activities.

The focused exhibit hall reception/vendor showcase will be for a minimum of two (2) hours and Hors D'oeuvres will be served throughout. There will be general exhibit hall hours in addition to the previously mentioned focus time.

Deposit and Refunds:

Fifty percent of the total space rental, is considered a non-refundable deposit.

Funds are due upon receipt of the exhibit application. Exhibit spaces cannot be guaranteed without receipt of appropriate funds.

Exhibitor's registration signifies that Exhibitor has read, understands, and agrees to be bound by all the terms and conditions on that form and within this document (including the Exhibitor Regulations, exhibition hall regulations and applicable union contracts, which constitute part of this Agreement). All matters not covered by the Exhibitor Regulations shall be subject to the final judgment and decision of Conference Management.

Exhibit Logistics:

FFMIA uses an outside provider to set up the exhibit hall and provide other materials to vendors. Each table will come with two (2) chairs. Exhibitors will be responsible for any additional items they wish to have at their display. If more area is needed than one table, please contact FFMIA personnel, PRIOR to the conference.

Exhibitor Regulations:

1. Offer and Acceptance. Exhibitor's submission of the 2021 Exhibit Space Agreement form, or on-line registration, with or without a deposit, shall constitute an offer from Exhibitor to enter into such Agreement with the Florida Fire Marshals and Inspectors Association, (hereafter referred to as "FFMIA" or "Conference Management"). Such offer can only be accepted by FFMIA signing such Agreement. After signing, FFMIA will send to Exhibitor a fully-signed copy of the Agreement, which sending shall constitute FFMIA's acceptance and cause the Agreement as a whole to become effective. Conference Management reserves the right to determine eligibility of Exhibitor for inclusion in the Exhibition, prior to or after acceptance of this Agreement. Conference Management, in its sole discretion, shall determine the appropriateness of products or services exhibited and reserves the right to prohibit display or advertisement of products or services which are considered inappropriate. The Exhibitor Regulations are subject to amendment by FFMIA with reasonable notice to the Exhibitor.

2. Arrangements of Exhibits. Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially built displays not in accordance with these rules must be submitted to Conference Management before construction is ordered and/or begun.

3. Soliciting/Photographs. Exhibitor is prohibited from distributing (i) literature, souvenirs, or other items from outside the boundaries of Exhibitor's booth, and (ii) literature, souvenirs, or other items that are other than Exhibitor's own materials; in each case, unless Exhibitor has obtained Conference Management's prior written approval. These prohibitions apply before, after, or during Exhibition hours. Canvassing in exhibit halls or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid exhibitor is strictly forbidden. Exhibitor is prohibited from taking photographs of other exhibits or other aspects of the Exhibition, without Conference Management's prior written approval. Exhibitors may photograph only their own booth(s).

4. Exhibitor Personnel and Others. Technical specialists, qualified to discuss engineering details of their products, must staff booths at all times during Exhibition hours. Conference Management reserves the right to prohibit an exhibit or part of an exhibit that, in Conference Management's sole discretion, may detract from the character or nature of the Exhibition.

5. Remedies. If Exhibitor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as determined by Conference Management) after Exhibitor has received written notice from Conference Management specifying the breach, Conference Management shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) evict Exhibitor from any or all of the space being rented by Exhibitor; (iii) have any of the Agreement's violated provisions specifically enforced; and/or (iv) exercise any other remedy available by rule of law. In addition, Conference Management may keep any and all monies received from Exhibitor as liquidated damages, it being understood that FFMIA's losses and damages from Exhibitor's breach of the Agreement as well as a precise value for services provided by FFMIA prior to the conclusion of the Exhibition are difficult to ascertain and that the agreed liquidated damages are not intended and may not be construed as a penalty. Upon cancellation of the Agreement, Conference Management may (without prejudice to any other available remedy) rent Exhibitor's space to any other exhibitor, or use such space in any other manner as Conference Management deems necessary, in its sole discretion, without any obligation to Exhibitor.

6. Unoccupied Space. If any of Exhibitor's space remains unoccupied on opening day of the Exhibition, Exhibitor shall be deemed to have abandoned such space. Thereafter, Conference Management shall have the right to rent such space to any other exhibitor, or use such space in any other manner as Conference Management deems necessary, in its sole discretion, without any obligation to Exhibitor. This Section shall not be construed as affecting the obligation of Exhibitor to pay the full amount specified in the Agreement for space rental.

7. Liability. Exhibitor agrees to make no claim for any act or omission of Conference Management taken in accordance with the Exhibitor Regulations. Neither Conference Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or to Exhibitor's employees, invitees, licensees, or guests, or Exhibitor's property, from any cause whatsoever. Under no circumstances shall Conference Management or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Exhibitor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage. Conference Management shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's booth or exhibit is deemed to be the invitee, licensee, or guest of Exhibitor, and not the invitee, licensee, or guest of Conference Management. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold FFMIA, the exhibition hall, and their respective privies, harmless from and against claims resulting directly or indirectly from the actions or omissions of Exhibitor and/or Exhibitor's agents, employees, independent contractors, or representatives, whether within or without the scope of authority.

8. Insurance. For the term of the Agreement, Exhibitor shall at all times maintain insurance sufficient to cover the liabilities of Exhibitor under the Agreement. The amount and scope of such insurance shall be reasonably satisfactory to Conference Management. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. Conference Management shall be added as an additional insured to such insurance.

Exhibitor's insurer shall confirm to Conference Management that such insurance cannot be cancelled or changed without thirty (30) days prior written notice to Conference Management. Exhibitor agrees to

provide Conference Management a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition.

9. Force Majeure. In case the Exhibition hall is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Conference Management to permit Exhibitor to occupy the assigned space during any part or the whole of the Exhibition, then during such circumstances Conference Management, the building management, and their respective privies will be released and discharged from the obligation to supply space, and Exhibitor will not be reimbursed a share of the booth rental previously received by Conference Management from Exhibitor. FFMIA reserves the right to cancel, re-name, or relocate the Exhibition or change the dates on which it is held. If FFMIA changes the name, relocates to another facility within the same city, or changes the dates for the Exhibition to dates that are not more than 30 days earlier or later than the dates originally scheduled, no refund will be due Exhibitor and FFMIA shall assign to Exhibitor such other space as FFMIA deems appropriate. In such case, Exhibitor agrees to use such space under the terms of the Agreement.

10. Jurisdiction and Attorney Fees. Should any legal action be commenced to resolve any dispute under the Agreement Exhibitor hereby consents to venue and jurisdiction in the federal or state courts located in Martin County, Florida.

11. Taxes and Licenses. Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Exhibitor's activity at the Exhibition, including licenses to use music or other intellectual property. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, use fees, or other charges that may become due to any governmental authority concerning Exhibitor's activities related to the Exhibition.

12. Cancellations. In the event that Exhibitor wishes to cancel some or all of its allotted exhibit space, Exhibitor may request and Conference Management may grant such cancellation, but only with the following understandings; (i) all cancellations must be requested in writing and addressed to FFMIA at the address below; (ii) Conference Management is not required to refund any portion of moneys (the 50% deposit, full fee, or otherwise) previously paid by Exhibitor; (iii) if Exhibitor's cancellation request is received by Conference Management after the Agreement has become effective, 50% of the fee may be returned only if the exhibit space is reissued to another vendor. Conference Management assumes no responsibility for having included the name of Exhibitor in the Exhibition catalog, brochures, news releases, or other materials.

13. Changes. If Exhibitor requests an increase of its booth space after the Agreement has become effective, Conference Management will use reasonable best efforts to accommodate such request, subject to space availability, additional fee payment, and other circumstances then prevailing. If Exhibitor requests a change that leads to a net reduction of booth space from original requirements, such request shall be covered by Section 12 above.

14. No Assignment or Subletting. Exhibitor shall not assign this Agreement or assign, sublet, share or apportion the whole or any part of the exhibit space to any other person without the written consent of Conference Management.

15. Other Matters. The Exhibition is owned, managed, and produced by the Florida Fire Marshals and Inspectors Association with a mailing address of P. O. Box 325 Hobe Sound, FL 33475 and a phone number of 772-349-1507. All matters not covered by the Exhibitor Regulations shall be subject to the final judgment and decision of Conference Management.