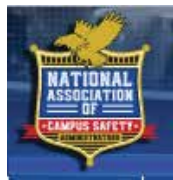


# 2017 National School Safety Conference & Exhibition

## Exhibitor Prospectus



**July 24-28, 2017**



*Featuring*

**NACSA College & University  
Campus Safety Conference**



**MORE INSIGHT!  
MORE CONNECTIONS!  
MORE IMPACT!**

Register Online at:  
**[www.schoolsafety911.org](http://www.schoolsafety911.org)**

*Recognized Leader in School Safety Training & Services,*

# THE SCHOOL SAFETY ADVOCACY COUNCIL

*is proud to partner with the*

## NATIONAL ASSOCIATION OF CAMPUS SAFETY ADMINISTRATORS



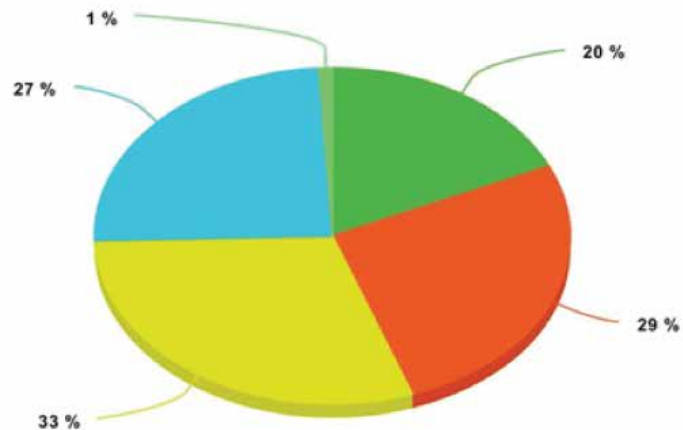
***to present the 2017 National School Safety Conference***

***July 24-28, 2017 at the Hard Rock Hotel and Casino in Las Vegas, NV.***

This partnership offers exhibitors a one of a kind opportunity to showcase your products or programs to K-12 administrators, college and university security staff, and law enforcement organizations. The National School Safety Conference held annually, is the preeminent school safety event and is the largest national conferences for school safety professionals in the country. This well-recognized conference offers participants five days of educational programming, networking with peers and friends, and the forum to experience innovative new developments that your company has to offer through a well-organized & highly attended exhibition. The 2017 National School Safety Conference presents you with the only opportunity as a vendor or sponsor to establish contact with superintendents, principals, school district & university police chiefs, safety directors, as well as other professionals within the K-12 and college and university safety realm.

## Who Attends the Conference?

### 2016 NATIONAL SCHOOL SAFETY CONFERENCE ATTENDEES



■ Police Chief/Police Commander    ■ SRO/Police Officer  
■ Superintendent/School Admin.    ■ Director Security/Emergency Mngmnt.    ■ Other

# EXHIBIT SCHEDULE

**5 Hours  
Dedicated  
Exhibit time!!!**

## Monday July 24, 2017

Exhibitor Registration/Set up  
Exhibit Hall Welcome Reception

8:00am-3:00pm  
3:00pm-6:00pm

## Tuesday July 25, 2017

Exhibit Hall Open  
Exhibitor Breakdown

9:30am-4:00pm  
4:00pm-7:00pm

**OVER 5 HOURS OF DEDICATED EXHIBIT TIME WITHOUT CLASSES SCHEDULED!**

# EXHIBIT FEES & INFORMATION

## 8x10 Draped Booth

Early Discounted Registration (prior to 4/03/17)  
Regular Exhibitor Registration

**\$950**  
**\$1,150**

## 10X10 Draped Booth VIP Booth – Premiere Location

**\$1,450**

## Additional Exhibitor Booth Staff Registration

**\$250**

## Add a conference breakout session to any booth (limited availability)

**\$500**

## 8x10 Booth Includes

(2) Full Conference Registrations  
(1) 6 Foot Skirted Table  
(2) Chairs  
Exhibitor Reception

Dedicated Attendee Exhibit Time  
Carpeted Exhibit Hall  
(1) Company Sign  
Company Listing in Conference Program

## 10X10 Draped Booth VIP Booth Also Includes

Free Registration Bag Insert  
Premiere Hall Location  
Enhanced Listing in Conference Program

Larger Booth Space (10x10)  
VIP Promotional Conference Signage  
Listed as VIP in Conference Follow up Email



# CONFERENCE SPONSORSHIP LEVELS

## OFFICIAL CONFERENCE SPONSOR:

**\$25,000**

- Company logo/ link on SSAC website
- (5) Complimentary Conference Registrations
- Welcome remarks at opening ceremony
- Conference Breakout Session
- Company logo on conference email blasts (est. 135,000)
- Conference signage identifying company as conference sponsor
- Listing in conference program as conference sponsor
- Company logo displayed on presentation screen during opening ceremony and at other times during conference
- Complimentary premium exhibit booth space
- (1) Article or (1) page insert in registration material

## NETWORKING RECEPTION SPONSOR (TUESDAY):

**\$20,000**

- Welcome remarks at opening ceremony
- Speaking time during reception
- Company branding during reception
- (3) Complimentary Conference Registrations
- Conference Breakout Session
- Company logo on conference email blasts (est. 135,000)
- Company logo displayed on presentation screen during opening ceremony and at other times during conference
- Conference signage identifying company as conference sponsor
- Listing in conference program as conference sponsor
- Complimentary premium exhibit booth space
- (1) Article or (1) page insert in registration material

## Exhibit Hall / Welcome Reception Sponsor (Monday):

**\$15,000**

- Welcome remarks at opening ceremony
- Speaking time during exhibit hall reception
- (3) Complimentary Conference Registrations
- Conference Breakout Session
- Company logo on conference email blasts (est. 135,000)
- Company logo displayed on presentation screen during opening ceremony and at other times during conference
- Conference signage identifying company as conference sponsor
- Listing in conference program as conference sponsor
- Complimentary premium exhibit booth space
- (1) Article or (1) page insert in registration material

## Opening Ceremony Sponsor:

**\$7,000**

- Welcome Remarks at opening ceremony
- Complimentary premium exhibit booth space
- Conference breakout session
- Conference signage identifying you as conference sponsor
- Company logo displayed on presentation screen during opening ceremony and at other times during conference
- Listing in conference program and website as conference sponsor
- (1) Article or (1) page insert in registration material

## GENERAL SESSION SPONSOR: (3 AVAILABLE)

**\$5,000**

- Welcome remarks and speaker introduction of general session
- Company logo on all signage and screens at opening ceremony
- Conference breakout session
- Upgrade of paid booth to Premium Sponsor Area
- Conference signage identifying you as conference sponsor
- Company logo displayed on presentation screen during opening ceremony and at other times during conference
- Listing in conference program and website as conference sponsor
- (1) Article or (1) page insert in registration material

## **SCHOOL SAFETY TOWN HALL SPONSOR:**

**\$5,000**

Seat on School Safety Panel during Conference Town Hall  
Conference breakout session  
Upgrade of paid booth to Premium Sponsor Area  
Conference signage identifying you as conference sponsor  
Company logo displayed on presentation screen during opening ceremony and at other times during conference  
Listing in conference program and website as conference sponsor  
1) Article or (1) page insert in registration material

## **CONFERENCE REGISTRATION BAG GIVEAWAY:**

**\$5,000**

Company co-branding on conference bag  
Listing in conference program as conference sponsor  
Conference signage identifying you as conference sponsor  
Company logo displayed on presentation screen during opening ceremony and at other times during conference  
Upgrade of paid booth to Premium Sponsor Area  
(1) Article or (1) page insert in registration material

## **PRE-CONFERENCE SESSION SPONSOR: (2 AVAILABLE)**

**\$3,000**

Speaking time and instructor introduction during pre-conference session  
Upgrade of paid booth to Premium Sponsor Area  
Conference signage identifying you as conference sponsor  
Company logo displayed on presentation screen during opening ceremony and at other times during conference  
Listing in conference program and website as conference sponsor  
(1) Article or (1) page insert in registration material

## **COFFEE/SODA BREAK SPONSOR: (MULTIPLE AVAILABLE)**

**\$1,500**

Company signage at all coffee/soda stations throughout week  
Listing in conference program as conference sponsor  
Company logo displayed on presentation screen during opening ceremony and at other times during conference  
1) Article or (1) page insert in registration material

## **HOTEL ROOM DROP: (MULTIPLE AVAILABLE)**

**\$1,500**

Company literature will be placed at all attendee hotel room (Hard Rock Hotel Only)

## **Conference Bag Insert:**

**\$300-Exhibitor / \$700-Non Exhibitor**

(1) Article or (1) page insert in registration material

## **CONFERENCE BREAKOUT SESSION: (LIMITED AVAILABILITY)**

**\$500**

Present to attendees on your product or program

## **EXHIBITOR PROMOTION PACKAGE:**

**\$1,000**

Elevate your company's presence at the conference with this affordable solution  
Conference Breakout Session  
Listing in conference program as conference sponsor  
Conference signage identifying you as conference sponsor  
Company logo displayed on presentation screen during opening ceremony and at other times during conference

**Exhibitors are invited to donate door prizes to be given away in the exhibit hall on Monday and Tuesday. This is a great way to gain extra recognition while adding excitement to the conference.**

**Submit your door prize contribution to [admin@schoolsafety911.org](mailto:admin@schoolsafety911.org).**

If you are interested in a sponsorship opportunity or customizing a sponsorship to fit your needs and budget, please contact us at [admin@schoolsafety911.org](mailto:admin@schoolsafety911.org)

**SUBMIT  
A DOOR  
PRIZE!!!**

# School Safety Advocacy Council Corporate Partnership Program



The School Safety Advocacy Council (SSAC) has become the recognized leader in School Safety. As the host of both the National School Safety Conference, the National Conference on Bullying, the School Safety Leadership Academy as well as the host of several other regional events, SSAC's brand is one that is quickly recognized in the K-12 and College Level Campuses, as well as Law Enforcement Agencies across the globe.

Our team strives to make certain that your investment in becoming a School Safety Partner brings you the visibility and competitive edge your organization/company deserves. Imagine, your CEO/President welcoming our attendees on a National Stage? Your Corporate Banners and Logos displayed on the Schoolsafety911.org website? An article announcing your becoming a School Safety Partner, e-mailed out to over 150,000 school safety professionals?

This is just a small part of what becoming a "School Safety Partner" includes. Additionally, your company/organization would receive upgraded status and benefits at;

## ***Annual National Conference on Bullying***

- Listed on all conference related publications as conference sponsor
- (1) Conference breakout session
- Welcome speaking time during opening general session
- Complimentary Premiere exhibit booth space
- (4) Full Conference Registrations
- (1) insert in conference registration bag
- Company listed as partner on conference email blasts (Approx.150,000+)
- Conference signage identifying company as conference partner

## ***National School Safety Conference***

- Listed on all conference related publications as conference sponsor
- (1) Conference breakout session
- Welcome speaking time during opening general session
- Complimentary Premiere exhibit booth space
- (4) Full Conference Registrations
- (1) insert in conference registration bag
- Company listed as partner on conference email blasts (Approx. 150,000+)

## ***In addition you/your Organization/Company would receive:***

- Company listed as partner with logo and link to company site on main page of SSAC website
- Listing on preferred products list given to all SSAC assessment and training customers
- Complimentary exhibit space at ALL Regional Conferences or events
- Company literature handed out at all SSAC training events
- Use of SSAC as subject matter experts for product assistance (amount TBD)
- Availability of SSAC staff for press comments regarding product/company
- Discounted use of SSAC experts for training, consultation or appearances

***For additional information, please contact our office at 888-485-2440, or  
E-mail us at: ADMIN@SchoolSafety911.org***

# EXHIBITOR INFORMATION

## RESERVING EXHIBIT SPACE

To register for exhibit space, select your desired booth and complete the Exhibitor Registration form at [www.schoolsafety911.org](http://www.schoolsafety911.org) and submit a credit card for payment in full. For alternative methods of registration and payment contact us at [admin@schoolsafety911.org](mailto:admin@schoolsafety911.org).

## CONTRACT FOR SPACE

By completing the registration for Exhibit Space for the 2017 National School Safety Conference, the company, organization, association and management company (collectively referred to as "exhibitor" or "exhibit"), acknowledge they have fully read and agree to comply with all information provided in the Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the registration process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of SSAC and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SSAC.

## CANCELLATIONS AND REDUCTIONS

Cancellations must be made in writing and sent to School Safety Advocacy Council, PO Box 1613 Lawrence, MA. 01842. Any exhibitor who wishes to cancel or reduce space before Monday April 24, 2017 will be charged 50% of the booth fee for the space reduced or the booth cancelled. Requests for cancellation or reduction of space received on or after Monday April 24, 2017 will result in no refund unless all exhibit space has been sold and all cancelled space is resold.

## NO SHOWS

Exhibitors with reserved exhibit space, who do not inform SSAC in writing of their inability to exhibit prior to the exhibit hall opening, will, forfeit all payments for booth rental and may not be eligible to exhibit at future SSAC conferences.

## RELOCATION OF EXHIBITS AND FLOORPLAN REVISIONS

SSAC reserves the exclusive right to revise the exhibit hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by SSAC. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and will be subject to relocation.

## PRESENTATION

All exposed parts of displays must present an attractive appearance when viewed from the aisles or from adjoining exhibits and must not be objectionable to other exhibitors or SSAC. The exhibit room is carpeted. No roofing or floor covering may be used to span an aisle without special prior permission and approval from SSAC Exhibit Management.

## SIGNAGE

Exhibit signs are permitted only within the confines of the booth. SSAC strictly prohibits the display of signage of any type by exhibitors throughout the official conference hotel(s). The general contractor can handle advance orders of signs.

## FIRE REGULATIONS

All material used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances and meet regulations established by the National Association of Fire Underwriters.

## CONDUCT

The conduct of each exhibit is subject to the approval of SSAC, which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate to the SSAC 2017 National School Safety Conference. This regulation also applies to displays, literature, advertising, novelties, souvenirs and the conduct of representatives, etc. All exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations.

## NOISE

Electric or other mechanical apparatus must be muffled so any noise does not interfere with other exhibits. Exhibit representatives must keep their messaging and voice to a level that is not disruptive to neighboring exhibits and does not discourage attendees from visiting the space around their booth.

## EXHIBIT/PROMOTIONAL ACTIVITY

- All exhibits must be constructed or arranged so as to accommodate their visitors within the booth area. Aisles must be kept free of obstructions.
- No person, firm or agency who is not an official exhibitor may display or demonstrate products or services, solicit orders or distribute advertising material within any facility contracted by SSAC for its 2017 National School Safety Conference.
- Subletting, assignment or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitor may

permit any other party to exhibit any goods or services other than those manufactured or handled by the contracting exhibitor in its space nor permit the solicitation of business by others within that space.

- No exhibitor may enter another exhibitor's booth without permission.
- Each exhibiting company has only a terminable license to exhibit. If SSAC determines that an exhibitor has failed to comply with any rule, or that the exhibit is not in good taste to SSAC, SSAC can terminate this license and close the exhibit without notice and no refund of fees will be paid.

## DISTRIBUTION OF MATERIALS

No canvassing or distributing of advertising matter will be allowed outside an exhibitor's own booth space without pre-approval by SSAC Exhibit Management. Instructions on how to submit your materials distribution request for approval will be included with your exhibit booth assignment confirmation.

## PHOTOGRAPHY / VIDEOTAPING

Photographing or videotaping of any SSAC conference activities is prohibited with prior written approval by SSAC. Photographing or videotaping another exhibitor's equipment or display without that exhibitor's permission is forbidden. SSAC, its agent or security will confiscate the recorded or captured images of any exhibitor who violates these rules.

## SSAC NAME AND LOGO

The SSAC name and logo are the exclusive property of SSAC. They may not be used in any way, e.g. promotional literature, giveaways, by anyone else for any purpose without specific written approval from SSAC.

## SSAC ENDORSEMENT

Distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by SSAC.

## HAZARDOUS WASTE

Hazardous waste includes materials that are ignitable, corrosive, reactive and toxic or biohazards. Exhibitors who generate material fitting these criteria in their booth are responsible for appropriate handling and disposal of hazardous waste in compliance with all federal, state and local regulations.

## LIVE PRESENTATIONS

Promotional or educational activities using professional speakers or celebrities within the exhibit must be preapproved in writing by SSAC Exhibit Management. This includes clinical classrooms, celebrities or gimmicks.

## SECURITY

SSAC cannot guarantee against loss or damage of any kind. Exhibitors are not to place product(s) or other items of value in their booth until exhibitor personnel are on-site. If any items of value are missing, please contact security immediately. All exhibitors are to take any valuable, personal and/or portable items out of their exhibits when the show is not open or make arrangements to provide additional security for their exhibit booth.

## EXHIBIT STAFF REGISTRATION

All personnel affiliated with an exhibit must be pre-registered for an exhibitor staff badge. Instructions on how to submit your exhibitor staff badges registration are in the online registration form. Admission to the exhibit hall and sessions will be by SSAC conference badge only. Each representative who is issued an exhibitor's badge must be employed by the exhibitor or have a direct business affiliation. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered for an exhibit booth staff badge. Exhibitor badges are not to be issued to registrants who should pay the registration fee.

## GENERAL SERVICE CONTRACTOR

Full contact information for the general contractor will be included with your exhibit booth assignment confirmation and in the Exhibitor Service Kit. Exhibitors are urged to order all services required in advance. The general contractor will also have a service desk available during the setup and dismantling period. Exhibitors may verify and adjust the requirements for installation, furniture, audiovisual and other auxiliary services through this service desk. A complete list of charges will be available in the Exhibitor Service Kit.

## EXHIBITOR SERVICE KITS

An Exhibitor Service Kit, which includes forms for ordering the following services: furniture, electric, telephone, plants, booth cleaning, audiovisual and labor, as well as regarding shipping

and material handling, will be forwarded to each exhibiting company. Online login information for the ordering of services and equipment will be included in this Exhibitor Service Kit. Booth cleaning services are the responsibility of the exhibitor. This includes vacuuming and garbage remove, which, if required, must be ordered using the form that will be provided in the Exhibitor Service Kit. Arrangements will be made by SSAC Exhibit Management to have aisles cleaned.

## CONTRACT OBLIGATIONS

By completing the 2017 National School Safety Conference Exhibit Space registration for the SSAC 2017 National School Safety Conference, the exhibitor and management company (collectively referred to as "exhibitor" or "exhibit"), acknowledge that they have fully read and agree to comply with all information provided in this Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the registration process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of SSAC and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SSAC under terms of this agreement and no booth space will be provided.

## INDEMNIFICATION

The exhibitor agrees to indemnify, protect, save and keep the School Safety Advocacy Council (SSAC), subsidiaries and affiliates and each of their officers, directors, agents, and employees (individually and collectively the "Indemnified Parties") forever harmless from any and all claims for personal injury or death, or losses or damages to property in connection with the exhibitor's participation in the SSAC 2017 National School Safety Conference and any and all losses, damages or charges imposed for violation of any law or ordinance by the exhibitor or exhibitor's employees or agents, as well as to strictly comply with the applicable terms and conditions contained in the agreement(s) regarding the exhibition premises except for any claims or losses that arise from the gross negligence or willful misconduct of SSAC or Hard Rock Hotel. Further, exhibitors shall at all times protect, indemnify, save and keep harmless the Indemnified Parties from any and all loss, cost, damage, liability or expense which arise out of, from or by reason of any act or omission of the exhibitor or exhibitor's employees or agents.

## RELEASE OF LIABILITY

The School Safety Advocacy Council and each of their officers, directors, agents and employees (individually and collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, including exhibits, equipment, personal belongings, etc. except for personal injury, death or loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and all claims, losses, or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises and agrees to indemnify and hold harmless the Released Parties against any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties. To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed.

## INSURANCE

Exhibitors who wish to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident or loss of any kind, must do so at their own expense. The School Safety Advocacy Council does not carry insurance of any sort on the exhibit or other property of exhibitors and the above referenced entities assume no liability for loss or damage thereto from any cause.

## FORCE MAJEURE

It is mutually agreed that in the event that SSAC should find it necessary to cancel or postpone the SSAC 2017 National School Safety Conference for any reason, including but not limited to low registration, strikes, acts of nature, war, terrorist acts or other circumstances beyond SSAC's control, this agreement will be terminated immediately and SSAC shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

## CANCELLATION OF EXHIBITORS

SSAC reserves the right to cancel any exhibitor from attending its conference if it deems the exhibitor is inappropriate for the participants. SSAC reserves the right to refuse any exhibit application and/or exhibit.