



**SAFE-D**

**Texas State Association of Fire and Emergency Districts**

# **EXHIBITOR PROSPECTUS 2023**



**SAFE-D Annual Conference**  
**February 2 – 4, 2023**  
**Kalahari Convention Center**  
**Round Rock, Texas**

## What is SAFE-D?

Emergency Services Districts are political subdivisions of the State of Texas, like a school district or a county. As Texas outgrows the abilities of cities and rural volunteer fire departments, ESDs are on the cutting edge of providing fire protection and emergency medical response to large portions of the state. The State Association of Fire and Emergency Districts is the only association dedicated to bringing these local governments together so they can work smarter and work better for Texans.

### Exhibit Dates

Thursday, Feb. 2 » 8 am-12 pm » Truck Move-In  
Thursday, Feb. 2 » 1 pm-5 pm » Exhibitor Move-In  
Thursday, Feb. 2 » 6 pm-8 pm » Meet & Greet in Exhibit Hall  
Friday, Feb. 3 » 7:30 am-4:30 pm » Exhibit Hours  
Saturday, Feb. 4 » 7:30 am-Noon » Exhibit Hours

**Cancellation Policy:** Exhibitor cancellations will be subject to a \$100 processing fee on or before **January 3, 2023**. No refunds available after January 3.

Based on your sponsorship level, SAFE-D will contact you in January to get your booth preferences. After confirmation of your booth space, Superior Expo Services will send you an online exhibitor kit containing information and order forms on the variety of services they offer to make your conference experience as successful as possible. You can contact SES at 972-271-7444, [service@superior-expo.com](mailto:service@superior-expo.com) or find them on-site at the SES Desk.

**Standard Exhibitor Fee.....\$1,250**

~~**Premium Exhibitor Fee.....\$1,450**~~  
(premium location in exhibit hall)

Standard booth registration includes:

- 10' x 10' booth space
- 6' draped table and 2 chairs
- 8' high back drape, 3' high side dividers, 1 company sign
- 2 company representatives included with booth\*
- Printed conference program listing

**Indoor Apparatus Space: 16' x 40'.....\$2,500**

Apparatus space registration includes:

- 2 company representatives included with space\*
- Printed conference program listing

***\*For each additional participant, there is an additional fee of \$250 per person for the entire conference; there is a maximum of 6 badges per booth.***

## PREVIOUS ANNUAL CONFERENCE EXHIBITORS

1-800-BoardUp	Emergency Solutions, Inc	Safety Vision
7710 Insurance/Benchmark	Emergicon	Siddons-Martin Emergency Group
AG CM	Employee Benefits - VFIS of Texas/	Slattery Tackett Architects, LLP
Alpha Testing, Inc	WinStar Insurance Group	Speed Fab-Crete Design-Build Contractor
American Medical Response	FarrWest	& Callahan & Freeman Architects
Brinkley Sargent Wiginton Architects	FEMA	State Firefighters' & Fire Marshals'
Brown Reynolds Watford Architects	Front Line Mobile Health	Association of Texas
Buckstop Truckware Inc	GovDeals	TEEX Emergency Services Training
Casco Industries, Inc	Government Capital Corporation	Institute
Christensen Building Group	Grossman Design Build	Texas A&M Forest Service
Clicktunity LLC	HdL Companies	Texas Association of Counties
Community Leasing Partners	lamResponding.com	Texas CLASS
Consolidated Traffic Controls, Inc	Joiner Architects	Texas Commission on Fire Protection
CORE Construction	Komatsu	Texas County & District Retirement
Coveler & Peeler, P.C	Kyriash Government Group	System
Daco Fire Equipment	LIFECROWN	Texas Division of Emergency
Darley	Martinez Architects	Management (TDEM)
Deep South Fire Trucks	Metro Fire Apparatus Specialists, Inc	Texas Emergency Services
Delta Fire & Safety	Municipal Emergency Services, Inc	Retirement System
Draeger, Inc	Overdose Mapping and Detection for	Texas Fire Academy
Durotech Construction	EMS - HIDTA	Texas Fire Chiefs Association
EIKON Consulting Group	PGAL	The Carlton Law Firm, PLLC
Emergency Services Consulting	Radcliffe Bobbitt Adams Polley PLLC	Third Man Products
International, Inc	Responder360 by First in Software	TML Intergovernmental Risk Pool
Emergency Services Insurance	Richardson Apparatus	Touchstone District Services
Program (ESIP)	RIT Financial	Ultimate Lighting Solutions, LLC
Emergency Services Solutions	RIT Management Group	VFIS of Texas/Winstar Insurance Group

# Sponsorship Opportunities

## Diamond Sponsor » \$10,000

- Priority booth placement
- Sponsorship Thank You at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo on online SAFE-D event registration website
- Sponsorship recognition with your logo in SAFE-D event email correspondence with hyperlink to your website
- Sponsorship recognition with your logo in the Event Program
- Special Thank You with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference

## Gold Sponsor » \$5,000

- Choice of booth placement (based on availability)
- Sponsorship Thank You at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo in SAFE-D event email correspondence with hyperlink to your website
- Sponsorship recognition with your logo in the Event Program
- Special Thank You with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference

## Silver Sponsor » \$3,000

- Choice of booth placement (based on availability)
- Sponsorship Thank You at event's Opening Session
- Sponsorship recognition on the SAFE-D website with hyperlink to your website
- Sponsorship recognition in SAFE-D event email correspondence with hyperlink to your website
- Sponsorship recognition in the Event Program
- Special Thank You with sponsorship recognition in the SAFE-D newsletter
- Listed on thank you signage at conference

## Platinum Sponsor » \$7,500

- Choice of booth placement (based on availability)
- Sponsorship Thank You at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo in SAFE-D event email correspondence with hyperlink to your website
- Sponsorship recognition with your logo in the Event Program
- Special Thank You with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference

## Bronze Sponsor » \$2,000

- Choice of booth placement (based on availability)
- Sponsorship Thank You at event's Opening Session
- Sponsorship recognition on the SAFE-D website with hyperlink to your website
- Sponsorship recognition in SAFE-D event email correspondence with hyperlink to your website
- Sponsorship recognition in the Event Program
- Special Thank You with sponsorship recognition in the SAFE-D newsletter
- Listed on thank you signage at conference

SAFE-D will contact sponsors first for their booth placement preferences, then it will go in order of received forms so get your exhibitor forms to [tracy@gcptexas.net](mailto:tracy@gcptexas.net) early!

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### **\*Important Information Regarding Booking More Than 5 Hotel Rooms at the Host Hotel\***

The room block will open in November. SAFE-D negotiates hotel rates to provide reasonable rates for conference attendees. As part of this agreement, SAFE-D assumes financial responsibility for any unsold rooms at the hotels where we have contracts.

The following policy will apply to anyone who books more than 5 hotel rooms at the negotiated SAFE-D rate. Any person, group, company or organization that reserves more than 5 rooms at the SAFE-D Conference rate agrees that they will cancel any rooms they do not plan to use earlier than the normal cut-off date for room reservations. **The cutoff date for reservations in excess of 5 rooms is January 3, 2023.**

By registering for SAFE-D at the conference rate, and/or within the SAFE-D negotiated room block, any person, group, company or organization agrees that if they fail to cancel the rooms by the cutoff date above, they will assume full responsibility to pay for any unused rooms at the full conference rate including all taxes and other fees in the event the rooms go unsold and the hotel acts to hold SAFE-D responsible for any unused rooms under the terms of the contract.

# SAFE-D EXHIBITOR REGISTRATION FORM • Annual Conference

Kalahari Convention Center • February 2-4, 2023 • Round Rock, Texas

Please type or print all information. LIST ALL PARTICIPANTS

Company (how name appears in conference listings): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Booth Contact Name: \_\_\_\_\_ Booth Contact Phone: \_\_\_\_\_

Booth Contact Email: \_\_\_\_\_

On-Site Contact Name: \_\_\_\_\_ On-Site Cell #: \_\_\_\_\_

## Booth Personnel:

Name: \_\_\_\_\_ (Included with booth)

Name: \_\_\_\_\_ (Included with booth)

(Note: Additional charge for more than 2 participants)

Name: \_\_\_\_\_ (Additional \$250)

Name: \_\_\_\_\_ (Additional \$250)

Name: \_\_\_\_\_ (Additional \$250)

Name: \_\_\_\_\_ (Additional \$250)

Standard Booth.....\$1,250.....\$ \_\_\_\_\_

~~Premium Booth.....\$1,450.....\$ **SOLD OUT**~~

Indoor Apparatus Space: 16' x 40'.....\$2,500.....\$ \_\_\_\_\_

Additional Participants: \_\_\_\_\_ (can add up to 4 max).....\$250 each.....\$ \_\_\_\_\_

Annual Associate Membership (optional).....\$1,100.....\$ \_\_\_\_\_

**SPONSORSHIPS**.....\$ \_\_\_\_\_

Diamond (≥\$10,000) | Platinum (\$7,500) | Gold (\$5,000) | Silver (\$3,000) | Bronze (\$2,000)

Sponsor's website (URL): \_\_\_\_\_

**TOTAL** ..... \$ \_\_\_\_\_

I acknowledge that I have read the rules of the Exhibition (Pg. 6): Signature: \_\_\_\_\_

**\*\*Booth choice placement cannot be locked in until complete payment with credit card or check is received\*\***

CHECK (Made payable to SAFE-D)  BILL ME

Billing Email Address: \_\_\_\_\_

CHARGE MY:  AMEX  VISA  MasterCard  Discover

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card #: \_\_\_\_\_ Total Amount Charged: \$ \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please complete this form and send to:

**SAFE-D** c/o GCP Association Services

Fax to 512-251-8152 | Email to tracy@gcptexas.net

Cancellation Policy: A full refund minus \$100 processing charge will be made for exhibit space cancelled on/prior to Jan. 3, 2023. No refunds will be made after Jan. 3, 2023.

# SAFE-D Program Advertising Order Form

**REPRODUCTION:** In approximate size, camera-ready copy required or electronic copy in high resolution (300 dpi or greater) in JPEG, TIFF or PDF format.

**FORMAT:** The format is a standard letter-size page (8.5" wide x 11" high) and contains **full-color** pages. The program will be printed and distributed at the SAFE-D Conference.

**CONFERENCE PROGRAM DEADLINE:** Jan. 3, 2023

**LIMITATION OF LIABILITY:** Acceptance of advertising for publication in the SAFE-D Conference Program does not imply approval or endorsement of any product, service or representation by the State Association of Fire and Emergency Districts.

**Advertise in the Conference Program PLUS  
3 SAFE-D Quarterly Newsletters and receive  
a 20% discount off your total**

**Please complete this form and send to:  
Tracy Wagner at [tracy@gcptexas.net](mailto:tracy@gcptexas.net)**

AD SIZE	DIMENSIONS	PROGRAM	CONFERENCE PROGRAM + 3 SAFE-D NEWSLETTERS
<input type="checkbox"/> Full Page	7.5" wide x 10" high or 8.5" w x 11" h with bleeds*	\$850	\$2,720
<input type="checkbox"/> Half Page	7.5" wide x 5" high	\$500	\$1,600
<input type="checkbox"/> Quarter Page	3.5" wide x 5" high	\$400	\$1,280
<input type="checkbox"/> Business Card	3.5" wide x 2" high	\$250	\$800

*\*Full page advertisements may include bleeds. Bleeds must extend at least 0.25" past trim edge. Full page ads will be trimmed to 8.5 x 11". To ensure nothing is cropped, please keep the live area 0.25" away from trim edges.*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Ad Size: \_\_\_\_\_

## Method of Payment

Check (Make checks payable to: SAFE-D)  Visa  MC  Amex  DIS

Card #: \_\_\_\_\_ Amount to Charge \$ \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

For questions or information about advertising in the SAFE-D Conference Program  
contact **Tracy Wagner** at **512-251-8101** or **[tracy@gcptexas.net](mailto:tracy@gcptexas.net)**

# Rules for Exhibiting

## General Exhibitor Rules:

**By submitting an application for exhibit space, Exhibitor agrees to abide by the following rules. You must also sign that you agree to the rules on the form.**

All exhibit booths may be subject to inspection by the City of Round Rock Fire Marshal Office prior to the start of the show. SAFE-D can neither control nor alter the results of said inspections. It is the responsibility of each exhibitor to ensure that their booth is in compliance with the rules as stated in this prospectus.

1. All participants must be registered and badged while at the conference. Nonbadged participants will be asked to leave.
2. No subletting of any exhibit space is permitted. Only the registered exhibitor is permitted to exhibit in space.
3. No trading of booth areas is permitted without prior approval from Show Coordinator.
4. No roaming. Products may not be marketed in areas outside of purchased exhibit space(s).
5. If a registered exhibitor chooses to not attend the show, booth space may be forfeited for future shows.
6. Exhibitors shall not deface, injure or mar Exhibit Hall. Any damage done shall be made good by the exhibitor to the State Association of Fire and Emergency Districts.
7. No vehicle shall be parked in designated fire lanes at any time, including move-in/move-out. Vehicles will be towed at the owner's expense.
8. SAFE-D shall have the right to prohibit or require the dismantling of any exhibit or part of an exhibit that in their opinion is not suitable to or in keeping with the character or purpose of the exhibition. Exhibits shall immediately be modified or dismantled at the request of SAFE-D.
9. SAFE-D reserves the right to remove from the exhibit area any advertising, displays, programs, materials, literature, merchandise, costumed persons or mannequins which are, in the opinion of SAFE-D, deemed inappropriate.

10. By submitting application for booth space, Exhibitor acknowledges that SAFE-D is not responsible for damaged, lost or stolen merchandise.
11. Exhibitor grants to SAFE-D a fully-paid non-exclusive license to use, display, and reproduce photos of exhibits, logos, company names, and promotional materials. Exhibitor authorizes SAFE-D to take photographs of exhibitor's booth, exhibit, staff, etc. before, during, and after the show.
12. Exhibitor acknowledges that the SAFE-D logo is licensed; only licensed vendors will be permitted to sell, display or distribute merchandise with SAFE-D branding or use SAFE-D's logo in conjunction with advertising. Contact the SAFE-D Office with questions.

## Apparatus Exhibitor Rules:

1. Exhibitors must provide the name of an on-site contact and cell phone number before the exhibitor will be allowed to move apparatus into the Exhibit Hall.
2. Exhibitors exhibiting apparatus or emergency vehicles in the Exhibit Hall will be notified of their scheduled move-in time.
3. Vendors exhibiting apparatus or emergency vehicles in the Exhibit Hall must take action to prevent stains on the Exhibit Hall floor from lubricating oil, engine oil and protectant, and tire and wheel care products such as Armor All. Tire and wheel care products should be applied BEFORE the vehicles enter the arena.
4. **Internal combustion engines cannot contain more than five (5) gallons or a quarter (1/4) tank of gasoline or fuel, whichever is less.** Fuel tank cap must be locked or sealed by tape. Water tanks must be empty upon entering the Exhibit Hall. Every battery must be disconnected once inside the building.
5. No machinery or exhibit shall extend outside of the boundary of exhibitor's exhibit space.
6. Exhibitor acknowledges that Show Coordinator may require repositioning of an apparatus to minimize obstruction of neighboring exhibitors.

For questions about the rules or prohibited items, please contact **Tracy Wagner** at **512-251-8101** or **tracy@gcptexas.net**

