

2012 National Search and Rescue Conference

Exhibitor & Sponsorship Prospectus



2012 National Search and Rescue Conference Attendee Profile

The Mountain Rescue Association (MRA) and the National Association for Search and Rescue (NASAR) are coming together to welcome you to the first joint National Conference! The total emergency response community in the United States is immense: federal, state, and local fire and EMS, law enforcement and emergency management agencies number in the thousands and trained individual responders number in the hundreds of thousands.

Both the MRA and NASAR believe that a comprehensive emergency response conference is needed to serve this community. In accomplishing this goal, the MRA and NASAR have partnered to bring this training forum which, we believe, cuts across the entire spectrum of contemporary emergency response activity, is innovative in its approach and will be attractive to a broad audience for its educational value.

This conference presents an invaluable opportunity to showcase your products and services to a captive audience of more than 400 Search and Rescue Professionals. Attendees hail from all over the country as well as internationally. Their profiles range from individual team members, team leaders, Emergency Management Agency representatives, State SAR Coordinators and Federal representatives from the Air Force Rescue Coordination Center, Civil Air Patrol and Coast Guard.

Reinforce your brand with a program sponsorship! Several opportunities are available to meet your needs and give you added exposure to conference attendees.

So don't wait! Register today as an Exhibitor and Sponsor for the 2012 National Search and Rescue Conference.



Exhibition Schedule

NASAR wants its exhibitors to experience and enjoy the conference events just as the other attendees do. Please take every opportunity to participate in activities outside the Exhibit Hall. This is a chance for you to gain increased understanding of your customer base.

Wednesday—June 6th


0900-1200 Exhibitor move in
1500-1800 Exhibit Hall Open

Thursday—June 7th

1130-1300 Exhibit Hall Open
1630-1900 Exhibit Hall Open and Welcome Reception

Friday—June 8th

1000-1330 Exhibit Hall Open
1330-1600 Exhibit Hall Breakdown



**NASAR Corporate Members
receive 25% off listed prices for
Exhibitor space and sponsorship
opportunities. Not a NASAR Corpo-
rate Member? Consider joining
now and receive 25% off this year's
sponsorship opportunities.**

2012 National Search and Rescue Conference

2012 Exhibitor and Sponsorship Opportunities

Exhibit Hall Passport ***(limited to 10)***

\$150
•This program is a one-on-one opportunity designed to drive customers to booths and generate additional floor traffic throughout the exposition hall. Prize drawings will be held during show days and hours.

Promotional Bag Inserts

\$250
•Company supplied Sponsor flyer/brochure/gift inserted in each participant's conference bag

Beverage Break Sponsorship ***(limited to 5)***

\$350 per break
•NASAR supplied sign displayed in beverage break area
•Listing in Conference Program

Exhibitor Reception

\$350
•NASAR supplied sign displayed in reception area
•Listing in Conference Program

Exhibit Booth

\$295 - \$350
•Opportunity to showcase your company name, product and/or service
•Direct access to qualified leads
•All refreshment breaks and Exhibitors' Reception
•10' x 10' booth including one 6' draped table, one chair, ID sign and back drape
•Conference registration for two booth personnel included in the exhibit fee
•Listing on Conference Website and in Conference Program as Exhibitor

Note: Access to Internet, electrical outlets, and any other Exhibitor requests which are not included in the benefits listed above may result in additional charges assessed to the Exhibitor. These charges are beyond the control of NASAR.

Conference Program Ad

\$90 - \$490
•\$90 for 1/3 page ad
•\$190 for 1/2 page ad
•\$390 for full page ad
•\$490 for full page ad (back cover)

All Sponsorships or combination of Sponsorships over \$450 include the following:

- Listing on Conference Website
- Listing in Conference Program
- Post conference Attendee Mailing List
- 1/3 page ad in Conference Program
- Sponsor supplied flyer/brochure/gift inserted in each participant's conference bag
- NASAR Supplied sign
- Many of the sponsorships include more benefits for your company than those listed above.

Track Sponsorship ***(limit 1 per track)***

\$450

Hospitality Reception ***(limited to 2)***

\$450
•4-hour reception with beer, wine and snacks

Conference Lanyards ***(Exclusive!)***

\$500
•One color Sponsor logo imprinted on official conference lanyard (NASAR to supply)

Hotel Room Key Cards ***(Exclusive!)***

\$500
•One color Sponsor logo imprinted on front of hotel room key cards (NASAR to supply)

Awards Banquet ***(limit to 1)***

\$500
•5 minute Welcome address -June 9

Attendee Registration Bag ***(Exclusive!)***

\$500

SOLD

State & Federal SAR Coordinators' Luncheon and Beverage Breaks ***(limit to 2 each)***

\$375 Beverage Breaks
\$1500 Luncheon
•Listing in invitations mailed to Governors, State Emergency Management Directors, State SAR Coordinators and their federal counterparts as event sponsor
•5 minute welcome address -June 5 or June 6

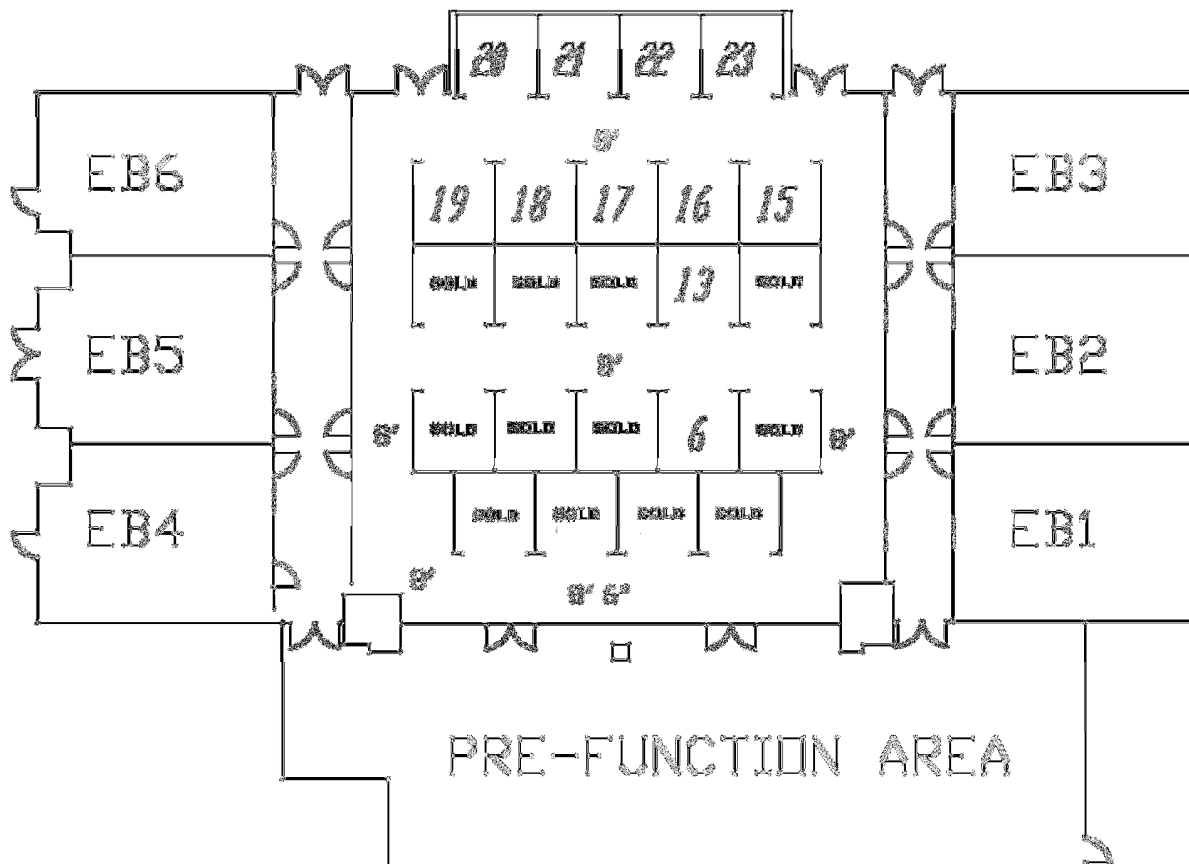
Title Sponsorship ***(Exclusive!)***

\$1,000

SOLD

NASAR Corporate Members receive 25% off listed prices for Exhibitor space and sponsorship opportunities. Not a NASAR Corporate Member? Consider joining now and receive 25% off this year's sponsorship opportunities.

Exhibit Hall Floor Plan



Important Dates!

February 28—Early Rate Cut Off

April—Exhibitor Kits mailed out by GES

May 1—Cut off date to send Company logo and description for conference program

May 10—Last day to make hotel reservation at Harvey’s Resort & Casino

June 6—Exhibitor Move in and opening

June 7—Exhibit Hall Open

June 8—Exhibit Hall Open and breakdown

Facility Information: [Harveys Resort and Casino](#)

Group Reservation Line: 1-800-455-4770

View conference website for online reservation

2012 Exhibitor & Sponsorship Application

Please fill out all information below

Company/Organization Name _____

Booth Representative (up to 2) _____

Address _____ City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Booth Preference #1 _____ Booth Preference #2 _____ Booth Preference #3 _____

Corporate Membership Fee	\$285	= _____
Exhibit Booth Fee		
Early (until 2/28)	\$295 x _____	(#of booths) = _____
Regular (After 2/28)	\$350 x _____	(#of booths) = _____
Additional Personnel	\$95 x _____	(#of booths) = _____

Please send to conference@nasar.org, a logo and a brief (50 word or less) description of the products/services to be exhibited. This description will be printed in the conference program as well as on the NASAR website.

Sponsorship Opportunities

Conference Program Ad		
1/3 page ad	\$90 x _____	(#of ads) = _____
1/2 page ad	\$190 x _____	(#of ads) = _____
Full page	\$390 x _____	(#of ads) = _____
Back Cover	\$490 x _____	= _____
Exhibit Hall Passport	\$150	= _____
Promo Bag Insert	\$250	= _____
Beverage Break	\$350	= _____
Exhibitor Reception	\$350	= _____
Track Sponsorship	\$450	= _____
Hospitality Reception	\$450	= _____
Conference Lanyards	\$500	= _____
Hotel Room Key Card	\$500	= _____
Awards Banquet	\$500	= _____
Attendee Bag	\$500	= _____
State & Federal Luncheon	\$1500	= _____
State & Federal Beverage Break	\$375	= _____
Title Sponsor	\$1,000	= _____

Payment

Total Amount Due _____
 Corporate Member Discount (25%) _____
 Special Discounts _____
 Total After Discounts _____

 Check Enclosed (check # _____)
 Please charge my: Visa MasterCard AMEX
 Card # _____
 Exp. Date _____
 Name on card _____
 Cardholder Signature _____

If paying by check please mail to
NASAR
 PO Box 232020
 Centreville, VA 20120-2020
If paying by fax, send to (703) 222-6277

2012 National Search and Rescue Conference Exhibitor Rules and Contract

Booth Assignments

Exhibitors earn one (1) Priority Point for each NASAR Annual Conference and Exposition at which they exhibit. Booths are assigned during the Priority Period based on earned Priority Points, and thereafter during the general sales cycle, booths are assigned on a first-come, first-served basis.

The NASAR 2012 Priority Period will be conducted through February 28, 2012. Exhibitor prospects eligible for Priority Period participation include past exhibitors from Expos 1995 - 2011. The Priority Period booth assignments will be based on the number of years of exhibiting at the NASAR Annual Conferences. After the February 28th deadline, booths will be assigned based on the Priority Points. For those companies that do not have Priority Points and those companies that sign up after the February 28th deadline, booths will be assigned on a first come, first serve basis. The date that the 2012 Exhibit Space Application/Contract and full payment are received will be used for assignment purposes. NASAR will consider each company's preferred booth locations and any additional specifications outlined on the application in assigning exhibit space. Please note the Platinum Level Sponsor will receive first choice over all Priority Points.

NASAR reserves the right to rearrange the floor plan and/or reassign any exhibit booth location if deemed necessary for the good of the conference.

Cancellation

If cancellation or reduction of space is made in writing by **March 31, 2012**, 50% of the total booth fee will be retained as liquidated damages. If exhibit space is cancelled or reduced after **March 31, 2012**, 100% of the booth fee will be retained as liquidated damages. Notification of cancellation must be made in writing and received by NASAR by the deadline dates indicated. Mail notification to NASAR, PO Box 232020, Centreville, VA 20120-2020 or email it to conference@nasar.org.

Liability

The Exhibitor shall be fully responsible for all claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any person or any loss of or damage to any property where such injury, loss, or damage is incident to, arises out of or is in any way connected with the Exhibitor's participation in NASAR's 40th Annual Conference and Exhibition. The Exhibitor shall protect, indemnify, hold harmless and defend NASAR, its officers, directors, agents, and employees from and against any and all such claims, liabilities, losses, damages, and expenses (including costs of defending against such); provided that the foregoing shall not apply to any injury, loss, or damage caused by or resulting from the negligence or willful misconduct of NASAR or one or more of its officers, directors, agents, or employees. The Exhibitor further waives any claim against NASAR, its officers, directors, agents, or employees arising out of the oral or written publication or republication of any statement made in connection with 40th Annual Conference and Exhibition by anyone who is not an employee of NASAR concerning the Exhibitor or the Exhibitor's exhibit, products, or services.

The Exhibitor shall be fully responsible and liable for losses, damages, and claims arising from the Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the hotel, the convention center, its agents, servants, and employees from any and all such losses, damages, and claims except for any such losses, damages, and claims arising out of any negligence on the part of the Hotel.

In the event the Hotel, or any part of the exhibit area thereof is unavailable whether for the entire conference, or a portion of the conference, as a result of acts of God, fire, flood, tempest, inclement weather or other such cause or as a result of governmental intervention, malicious damage, acts of war, national emergency, strike, lock-out, labor dispute, riot, or other cause or agency over which NASAR has no control, or should NASAR decide that because of any such cause that it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show hours, or dismantling time, NASAR shall not be liable to indemnify or reimburse the Exhibitor and in respect to any damage or loss, direct or indirect, arising as a result thereof.

Insurance Coverage

Each Exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the Exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against NASAR, its officers, directors, agents, or employees.

Official General Service Contractor

The official general services contractor will provide all exhibiting services. Exhibitors shall provide only the material and equipment that they own and that is to be used in their exhibit space. All other items used in the booth are to be provided only by the official service contractor. The general services contractor will have complete control of all dock and loading facilities. They will receive and deliver all shipments, and provide rigging, labor, and equipment.

Exhibitor Appointed Contractor (EAC)

If an Exhibitor plans to use a general service contractor other than the official service contractor appointed by NASAR, the Exhibitor must submit to NASAR an original certificate of insurance certifying that the contractor maintains general public liability insurance in the amount of not less than \$1 million (\$1,000,000) for any one occurrence against claims for personal injury, death, or property damage and that such coverage must name the Exhibitor, and may not be cancelled or reduced without at least ten (10) days prior written notice to NASAR.

Personnel Registration and Badges

For every 10' x 10' exhibit booth (100 square feet of exhibit space), exhibitors will receive two (2) complimentary badges. Badges will allow admittance to educational sessions, meals and receptions. NASAR reserves the right to restrict or to limit the number of booth personnel. Exhibit booth personnel are restricted to representatives engaged in the display, demonstration, application, or sale of the company's products and/or services. All other employees of the exhibiting company must register as member or nonmember registrants. There will be an additional \$175 charge per person for additional booth personnel over the two (2) person allotment.

The official NASAR 2012 badge must be worn during NASAR's 40th Annual Conference and Exhibition Hall at all times, and exhibit booths must be manned during all open Exhibition hours.

During installation and dismantling (I&D), exhibit personnel must wear the official conference badge obtainable at Registration.

Booth Definitions

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Refer to local building codes that regulate temporary structures.

Standard In-Line: Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Booth height is restricted to eight (8) feet. Regardless of the number of linear booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The front five (5) feet of the rented space may be occupied from the floor up to a height of four (4) feet.

Corner: A corner booth is a linear booth exposed to aisles on two sides. All other guidelines for linear booths apply.

Perimeter: A perimeter booth is simply a linear booth that backs to the perimeter of the show floor. All guidelines for linear booths apply to perimeter booths except that the maximum backwall height is twelve (12) feet.

Booth Limitation

All exhibits must be confined to the spatial limits of the exhibit space rented as indicated in your confirmation packet. Equipment, products, or materials to be shown or demonstrated must be placed within the contracted space to ensure that the attendee viewing the display will be in the booth and not impeding the aisle traffic. No part of any display may be suspended from or attached to any part of the Hotel.

Hanging Signs and Graphics

No hanging signs or banners will be permitted without written approval of NASAR.

Flammable and Toxic Material

All materials used in the display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Lighting

Exhibitors should adhere to the following minimum guidelines when determining booth lighting: z

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting should be directed to the inner confines of the booth space.
- Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with the Hotel rules and be approved in writing by NASAR's Conference Department.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of NASAR's 40th Annual Conference and Exhibition.

Storage

Fire regulations in the Hotel prohibit storing product, literature, empty packing containers or packing materials behind back drapes.

Demonstrations

As a matter of safety and courtesy to others, the Exhibitor should conduct sales presentations and product demonstrations in a manner which assures that all exhibitor personnel and attendees are within the contracted exhibit space.

Sound/Music

In general, the Exhibitor may use sound equipment in their booth so long as the noise level does not interrupt the activities of neighboring exhibitors. Speaker and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Respect Your Neighbors

Exhibitors may only enter exhibit areas other than their own by invitation.

Exhibitors are not permitted to distribute promotional material, samples, catalogues, pamphlets, or publicity except in the Exhibitor's space.

Security

Overall security service will be provided by NASAR for the duration of installation, off-show hours, and dismantling, but neither the security service nor NASAR will be responsible for loss or damage to any property for any cause. NASAR reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time. Anyone not allowing such inspection will not be allowed to remove un-inspected property from the Exhibit Hall until all other exhibitors have left.

Photos, Video, Film, Recording

Photo taking of exhibit booths other than your own is strictly prohibited.

In consideration of the opportunity to be an Exhibitor at NASAR's 40th Annual Conference and Exhibition, the Exhibitor and his/her company's representatives hereby grant permission to NASAR to use, reproduce, and/or disseminate in any form or media, any film, audio, or photo taken or recorded of the Exhibitor and/or the exhibit during the above named conference for the purpose of promoting NASAR's current or future activities, programs, symposia, or meetings. NASAR may copyright and distribute materials containing the film, video, audio, or photograph without further approval from the exhibitor's display. Exhibitors hereby waive any claims that you or your company's representatives might have against NASAR related to such appearance(s) in the final product(s).

Protection to the Exhibit Facility

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibit area without permission of NASAR and proper Hotel's authority.

Affiliated Events

Only exhibiting companies and NASAR members may host functions in addition to the NASAR's 40th Annual Conference and Exhibition at times that do not conflict with conference events. Function Space Request Forms must be completed and submitted to NASAR Conference Department for approval.

Americans with Disabilities Act

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line at (800) 514-0301, and from Web site www.usdoj.gov/crt/ada/infoline.htm.

Manning of Exhibit

Exhibit booths must be manned at all times during show hours from Wednesday, June 6th at 1500 to the close of the Exhibit Hall on Friday, June 8th at 1330.

Taxes

The Exhibitor shall be solely responsible for any federal, state, or local tax required to be collected or withheld on any purchase.

Early Dismantle Penalty/Late Set-Up

Exhibitors who have not completed the set-up of their booths by 1200 on June 6th will be subject to a fine of \$250 per 10' x 10' booth space.

Exhibitors who tear down on June 8th before 1330 will be fined \$250 per 10' x 10' booth space.

Signatory Authority

The Exhibitor warrants that the person who signed the contract has signatory authority on behalf of the Exhibitor to execute the binding agreement of the 2012 Exhibit Space Application/Contract.

Exhibitors will be bound by the Rules and Regulations set forth herein and by such amendments or additional rules and regulations, which may be established by NASAR or the Hotel.

NASAR's acceptance of the contract constitutes an agreement of the parties to abide by the terms and conditions contained herein. NASAR reserves the absolute right to reject any and all applications.

Rights of the Exhibitor will not be assignable to any other firm or person.

Interruption of the Conference

Should any contingency prevent the holding of NASAR's 40th Annual Conference and Exhibition, NASAR will return such portions of the amount paid for the space determined equitable by the NASAR after deduction of such amount necessary to cover expenses incurred by NASAR in connection with the Conference. If, for any reason, NASAR determines the location of the 40th Annual Conference and Exhibition should be changed or the dates of the conference postponed, no refund will be made, but NASAR shall assign to the Exhibitor in lieu of the original space, such other space as NASAR deems appropriate, and the Exhibitor agrees to use such space under the same Rules and Regulations. NASAR shall not be financially liable or otherwise obligated in the event that the 40th Annual Conference and Exhibition is canceled, postponed, or relocated, except as provided herein.

Signature _____ Date _____