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## Indiana Emergency Response Conference

Sheraton Indianapolis Hotel at Keystone Crossing  
8787 Keystone Crossing, Indianapolis, Indiana 46240

FIRE • EMS • LAW ENFORCEMENT • HAZMAT • SPECIAL OPS • EMERGENCY MGMT.

# Exhibitor and Sponsor Guide

The Indiana Emergency Response Conference offers a common ground with a spirit of unity for everyone in the Indiana Emergency Response Community.

## September 20-23, 2017



# Dear Conference Vendor / Exhibitor,

We would like to take a moment to express our appreciation to the many supporters of the 2016 Indiana Emergency Response Conference. The financial backing that has been provided in the past means a great deal to those who attend this conference and affords a unique opportunity to improve skills, share ideas, and to become familiar with your products and services.

In order to make this year's event even better, we need you! You are invited to participate as a vendor at the 2017 Indiana Emergency Response Conference. The IERC will be held September 20-23, 2017 at the Sheraton Indiana at Keystone Crossing, 8787 Keystone Crossing, and Indianapolis, IN.

The companies that attend the IERC will gain exposure to more than 600 attendees from across the State of Indiana. The attendees are primarily fire and emergency service personnel, as well, as law enforcement, government officials, healthcare professionals, and other emergency response agencies.

**We are offering many levels of sponsorship which we hope you will find as a useful marketing tool.** Vendors wishing to be a conference sponsor at any level will have their company name listed in the program, conference website, and on signage at the event. If you would like to be a sponsor, a sponsorship form with price information is enclosed. After the conference, we will provide an electronic list of attendees to all sponsors.

The conference program includes: classroom lectures, general sessions with major speakers, practical skills sessions, and vendor show. The inside exhibit hall which will offer (59) 8x8 and (16) 8x10 booth sizes, a limited number of hallway spaces for those companies interested in exhibiting for two days, and outside exhibit space. The outside exhibit area will consist of three different size booths. Free parking is available to all attendees and exhibitors. Reserve your exhibit space by returning the enclosed exhibitor registration form after reading the exhibitor rules and regulations.

If you have any questions that are not answered in this information packet, please do not hesitate to contact Dale Henson, IFCA at 317-856-1850 or [dhenson@indfirechiefs.org](mailto:dhenson@indfirechiefs.org). We look forward to seeing you at this year's conference!

**Last day to make hotel reservations is August 28, 2017 (5:00 p.m.)**

**For Hotel Information, please go to the Indiana Emergency Response Conference, <https://www.indianaerc.com>**

**(OR copy and paste the following link into a web browser)**  
**<https://www.starwoodmeeting.com/Book/IERC2017>**

## SCHEDULE AT A GLANCE

### Wednesday, September 20

Chief Matt Aker Golf Outing –  
Winding River Golf Course

### Thursday, September 21

8:00 – 8:45 a.m.  
Opening Ceremony

8:45 – 9:15 a.m.  
Memorial Ceremony

8:00 a.m. – 5:00 p.m.  
Exhibitor Move-In/Set-up

7:00 p.m.  
Weary Travelers Event

### Friday, September 22

8:00 a.m. – 10:00 a.m.  
Exhibitor Move- In /Set-up

10:30 a.m. – 3:30 p.m.  
Exhibitor Show Hours

11:30 a.m. – 1:00 p.m.  
Exhibitor Lunch

Note: Exhibitors who are set-up in the hallway exhibit area inside the hotel will tear down by noon on Saturday.

All outside exhibitors wishing to remain on Saturday will tear down / move-out on Saturday at 12:00 p.m.

6:45 p.m.  
Awards Banquet  
Plaza Ballroom

# 2017

## Raffle Prizes

We are seeking raffle prizes for the drawing that will be held on Thursday, September 21<sup>st</sup>.

Exhibitors wishing to offer a prize for the raffle are asked to bring your item to the registration desk before 4:00 p.m. on Thursday or contact Dale Henson in advance at 317-856-1850, [dhenson@indfirechiefs.org](mailto:dhenson@indfirechiefs.org) to make arrangements to deliver your item ahead of time.

## Welcome Bags

If you are interested in providing marketing, flyers, pens, notepads, or giveaways to be included in the attendee welcome bags, please mail these items by September 1 2017 to:

**IERC, Dale Henson  
6422 Shakerwood Dr.  
Indianapolis, IN 46241**

*Questions?*  
Call 317-856-1850

## Indiana Emergency Response Conference

**Sheraton Indianapolis Hotel at Keystone Crossing**

8787 Keystone Crossing, Indianapolis, Indiana 46240

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Exhibit space can be purchased as indicated in the table below. Exhibit spaces will be located in the Plaza Ballroom at the Sheraton, hallway outside the Plaza Ballroom, outside exhibit space.

To Reserve Exhibit Space: Complete and submit the Exhibit Space Application, along with full payment of the total of your exhibit space to the Conference Registration Office.

Additional information will be forwarded to the exhibitors at a later date regarding show decorating services, mailing services, electrical and internet capabilities, and booth assignment.

Booth Dimensions	Quantity	Cost per unit	Total
Ballroom Exhibit Space 8'w x 8'd		\$495.00	
Hall Exhibit Space Tabletop Display		\$575.00	
Ballroom Exhibit Space 8'w x 10'd		\$510.00	
Outside Exhibit Space 10'w x 20'd		\$700.00	
Outside Exhibit Space 15'w x 60'd		\$1,125.00	
Outside Exhibit Space 50'w x 100'd		\$3,000.00	
<b>Weary Traveler – Thursday</b>			
		\$40.00	
<b>Awards Banquet – Friday</b>			
		\$40.00	
<b>Additional Vendor Lunch Tickets</b>			
**Four lunch passes are included with each exhibit space			
Indicate number of Vegetarian _____		\$30.00	
<b>TOTAL:</b>			

**Apparatus Space:** Includes fire trucks, ambulances, and trailers. If you plan on exhibiting vehicle(s), please indicate dimensions: \_\_\_\_\_

**If exhibiting outdoors you will receive a table that will be located inside the hotel that can be used for display.**

Visit [indianaerc.com](http://indianaerc.com) or find us on Facebook > Indiana Emergency Response Conference



# Exhibit Space Application & Vendor Agreement

## Registration Deadline

To exhibit at the 2017 IERC, please return this form by July 17, 2017

2017

## Exhibit Space Cancellation

Should you need to cancel, the IERC Registration office must be notified of company cancellation in writing. Companies that cancel prior to July 23, 2017 will receive a 75% refund of payment. **After July 23, 2017, no refunds will be issued.**

## Company Information

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

Company Contact: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

Contact Telephone: \_\_\_\_\_

## Booth Representatives (Name as it is to appear on badge)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## Program Information

The following information will be printed in the conference program unless otherwise requested before June 26, 2017.

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

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

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

Company Telephone: \_\_\_\_\_

Company Web-Site: \_\_\_\_\_

Product/Service: \_\_\_\_\_

# Payment Information

Note: Payment must be received in advance before exhibit move-in.

## Remit Payment To:

2017 IERC Exhibitor  
P.O. Box 305  
Camby, IN 46113-0305

Office: 317-856-1850

Fax: 317-856-5949



Payment Enclosed



Credit Card (Visa or Master Card)

Indicated Total Amount Owed: \$ \_\_\_\_\_

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

Card Type: \_\_\_\_\_

Card Number \_\_\_\_\_ CSV No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

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

I have read, understand and will adhere to the terms listed in this contract.

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



# Vendor Agreement

## Exhibiting Rules and Regulations

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 agree to defend, indemnify, and hold the Indiana Fire Chiefs Association, the exhibit hall, and their respective privies harmless from and against claim resulting directly or indirectly from the actions or omissions of Exhibitor and/or Exhibitors Agents, Employees, Independent contractors, or Representatives whether within or without the scope of authority. There is no other agreement or warranty between Exhibitor and the Indiana Fire Chiefs Association except as set forth in this document and the Exhibitor Service Kit. The rights of the Indiana Fire Chiefs Association under the Agreement shall not be deemed waived except through writing and signed by an authorized officer of the Indiana Fire Chiefs Association

**Insurance:** For the term of the Agreement, Exhibitor shall at all times maintain insurance sufficient to cover the liabilities of Exhibitor under the Agreement. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. The Indiana Fire Chiefs Association shall be added as an additional insured to such insurance. Exhibitors agree to provide Indiana Fire Chiefs Association a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition.

### **POINT 1: EXHIBIT REPRESENTATIVE**

The exhibitor shall indicate name(s) of their person(s) who will be staffing the assigned exhibit. Each representative will receive a name badge, conference program, four lunch passes are included with each exhibit space. Additional lunch tickets may be purchased in advance for \$30 each. All exhibitor badges, programs, and lunch tickets may be picked up at the event registration counter. Badges must be worn at all times. Guests(s) of Exhibitors may enter the exhibit hall free of charge during vendor show times. Lunch passes may also be purchased for guests at \$30 each. Guest lunch passes may be picked up at the event registration counter.

### **POINT 2: EXHIBIT SERVICE CONTRACTOR**

George Fern Company will be the conference service contractor for the exhibits. 30 – 45 days prior to the event, the contractor will provide a link to a customized online service kit to all confirmed exhibitors. George Fern Company will service/coordinate all additional services you may require; electrical power, special lighting, carpet for the booth area, extra furnishings, and any additional labor to erect and dismantle your exhibit. An exhibitor's service desk will be available during all hours to of installation and dismantlement to handle any last minute requirements.

### **POINT 3: EXHIBIT PACKAGE**

The standard exhibitor's package for an 8'x8' and an 8'x10' booth space will contain one covered, skirted 6' table, two chairs, 3' draped side rails, 8' draped background, and identification sign. The identification sign will indicate your company's name and will be approximately 7" x 44" in size. (For additional service, see POINT 1). Apparatus space will also include an identification sign, two chairs, and a skirted table.

### **POINT 4: ALLOCATION OF EXHIBIT SPACE**

**Exhibit booth location will be handled on a first-come, first-service basis.** The Conference Committee will make the final decision on booth assignments based on product/service of the vendor, date of receipt of application, and previous participation. The Indiana Emergency Response Conference Committee retains the right to limit the amount of vehicles, ambulance representative/organization to the two (2) Vehicle ambulance limit when the availability of space dictates that such limitations be imposed. Should such action be necessary, fee (s) already paid by the representative or organization for additional space(s) above the first space reservations will be subject to a refund.

### **POINT 5: REMOVAL**

No part of an exhibit shall be removed during or prior to the end of the conference without specific permission of the Trade Show Coordinator (except for security reasons). **ALL EXHIBITORS MUST STAY UNTIL THE END OF THE SHOW, WHICH IS 3:30 P.M. ON FRIDAY OR YOU WILL FORFEIT THE OPPORTUNITY TO EXHIBIT.**

# **Vendor Agreement**

## **Exhibiting Rules and Regulations (Continued)**

### **POINT 6: UNOBSTRUCTED VIEW**

In order to allow an unobstructed view of the neighboring booths, exhibitors will not be permitted to extend the height of the backdrops or side wall curtains. In addition, the exhibitor will not be allowed to extend the length of the side wall curtains into the aisle

### **POINT 7: ELECTRICAL SUPPLY**

Electrical hook-up and related services are available through George Fern Company. Each exhibitor will be assessed a charge for electrical service if utilized. An electrical form will be included in the George Fern Company exhibitor service kit. Vendors will directly contact the exhibit contractor to make any special arrangements.

### **POINT 8: EXHIBIT SECURITY**

During all periods of the IERC, exhibitors are responsible for the merchandise in their exhibit. Security guards services will be available during those periods outside the normal conference activity hours. The exhibitor area will be secured and locked at the end of the scheduled activities throughout the conference period.

### **POINT 9: LIABILITY AND CERTIFICATE OF INSURANCE**

**Liability:** By participating in the Indiana Emergency Response Conference, it is agreed that all Conference Committee members, and all involved conference sponsoring representatives and organizations shall not be held liable by the exhibitor for any loss or damages to the property contained in such exhibits, or injuries to his/her person, employees, agents, or other persons, no matter how sustained from accident, theft, fire, or other cause, all claims for such loss, damage, or injury being here by expressly waived by the exhibitor. The conference committee requires each exhibiting company to provide proof of liability insurance. The regular liability insurance carried for your day-to-day operations is sufficient.

Neither the Indiana Fire Chiefs Association nor its 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 what so ever. Under no circumstance shall the Indiana Fire Chiefs Association or its representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage what so ever, 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 Exhibitors shall obtain its own expense, adequate insurance against any such injury, loss or damage. The Indiana Fire Chiefs Association 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, or otherwise participating in the Exhibitor's booth or exhibits deemed to be the invitee licensee or guest of Exhibitor and not the invitee licensee or guest of the Indiana Fire Chiefs Association.

### **POINT 10: RULES AND REGULATIONS**

The exhibitor agrees that the Conference Committee shall have the right to make rules and regulations or changes in the floor plan arrangement of booths when necessary.

### **POINT 11: BOOTH ASSEMBLY / DISMANTLING**

The erection, assembly, dismantling, packing, and unpacking of displays must either be done by exhibitor employees or representatives or conference service contractor. The handing, placing or setting out of merchandise to be displayed is to be done by exhibitor employees or representatives or conference service contractor.

# Sponsorship Opportunities

## Registration Form

The Indiana Emergency Response Conference is the most significant forum for emergency response education and the exchange of ideas and best practices in Indiana. In addition to the hundred-plus educational sessions and certification courses offered, the conference recognizes superior performance by groups and individuals and conduct a tradeshow to provide information on products and services required by the emergency response services. This includes fire chiefs and firefighters of all ranks, as well as paramedics, EMT's, educators, providers and others who provide emergency medical services as well as Law Enforcement. There is over 700 attendees and vendors and this conference is the best attended and most significant opportunity for continuing education for these professional groups in Indiana.

The IERC is September 20-23, 2017 at the Sheraton Keystone Crossing, 8787 Keystone Crossing, and Indianapolis, In. We are in the planning stages now and would like to have our partners in place so that each company can be listed on the conference website. The deadline for any sponsor or exhibitor wishing to be included in the conference program and on signage at the event is July 1, 2016 Please let us know if you would be willing to participate at one of the levels below:

### Conference Sponsorship Opportunities

Please check the box of your selection(s):

**Conference Title Sponsor**

For details, please contact Dale Henson at [dhenson@indfirechiefs.org](mailto:dhenson@indfirechiefs.org) or 317-856-1850

**Premier Sponsor--\$10,000**

- Four representative's admission to the IERC Dinners and Networking Events
- Signage at the IERC
- Recognition with ½ page ad in IERC program
- Logo displayed in the IERC Program as a Premier Sponsor
- Logo displayed on the conference website ([www.indianaerc.com](http://www.indianaerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Electronic list of all IERC attendees
- Opportunity to add a flyer, brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration





## Sponsorship Levels (continued)

### ☐ Leadership Sponsor—\$5,000

- Two representative's admission to the IERC Dinners and Networking Events.
- Signage at the IERC
- Friday Vendor Lunch Sponsor
- Recognition with ¼ page ad in the IERC program
- Logo displayed in the IERC program as a Leadership Sponsor
- Logo displayed on the IERC website ([www.indianaerc.com](http://www.indianaerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Electronic list of all IERC attendees
- Opportunity to add a flyer brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration.

### ☐ Supporting Sponsor—\$2,500

- One representative's admission to the IERC Dinners and Networking Events.
- Signage at the IERC
- Recognition with ¼ page ad in the IERC program
- Logo displayed on the IERC website ([www.indianaerc.com](http://www.indianaerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Electronic list of all IERC attendees
- Opportunity to add a flyer brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration.

### ☐ Speaker Level Sponsor—\$1,000

- Signage at the IERC
- Recognition with ¼ page ad in the IERC program
- Logo displayed on the IERC website ([www.indianaerc.com](http://www.indianaerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Name listed in the IERC program as a Speaker Level Sponsor
- Electronic list of all IERC attendees
- Opportunity to add a flyer brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration.

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## Sponsorship Levels (continued)

### ☐ Program and Registration Site Sponsor - \$500

- Signage at the IERC
- Recognition with ¼ page ad in the IERC program
- Name listed IERC program as a Program and Registration Site Sponsor.
- Logo displayed on the IERC website ([www.indianaerc.com](http://www.indianaerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Electronic list of all IERC attendees
- Opportunity to add a flyer brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration.

### ☐ Awards Sponsor - \$250

- Signage at the IERC
- Recognition with ¼ page ad in the IERC program
- Logo displayed on the IERC website ([www.indianerc.com](http://www.indianerc.com)) and the IFCA website ([www.indfirechiefs.org](http://www.indfirechiefs.org))
- Name listed in the IERC program as an Awards Sponsor
- Electronic list of all IERC attendees
- Opportunity to add a flyer brochure or small token (pen, magnet, etc.) to the tote bag given to all IERC attendees at registration.

2017

## 2017 IERC Sponsorship Payment

Company Name: \_\_\_\_\_  
Company Representative: \_\_\_\_\_  
Company Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
Product/Service: \_\_\_\_\_

Payment Enclosed       Credit Card (Visa or Master Card)

Indicated Total Amount Owed: \$ \_\_\_\_\_

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

Card Type: \_\_\_\_\_

Card Number \_\_\_\_\_ CSV No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date: \_\_\_\_\_

To have your qualifying ad or logo placed in the conference program, please provide high-resolution artwork in jpeg or eps format and send it to Dale Henson, [dhenson@indfirechiefs.org](mailto:dhenson@indfirechiefs.org) or Megan Thiele, [mthiele@indfirechiefs.org](mailto:mthiele@indfirechiefs.org) by **April 15, 2017**.

### Remit payment and completed sponsorship form to:

**2017 IERC Sponsorship**  
P.O. Box 305  
Camby, IN 46113-0305

317-856-1850  
Toll Free: 877-733-1850  
Fax: 317-856-5949  
[dhenson@indfirechiefs.org](mailto:dhenson@indfirechiefs.org)

I have read, understand and will adhere to the terms listed in this contract.

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