

3rd National Student Safety & Security Conference

April 15-16, 2010
Orlando FL

2010 K-12 Schools, Colleges and Universities Preparedness Conference

Sponsor & Exhibitor Prospectus

Tabletop Exercise Workshops

Role-playing Break-out Sessions

Demonstrate your support to our nation's K-12 schools', colleges' and universities' safety preparedness by being an exhibitor or sponsor of the 3rd NSSSC.

SPONSORSHIP OPPORTUNITIES



Learn How To Plan

Make everyone a stakeholder.
Spell out roles and responsibilities.

Protect Your Students

Know your resources.
Test them against your toughest scenarios.

Know How To Respond

Recognize problems earlier.
Make the right decisions earlier.

Plan To Continue

Keep the learning process alive.

Real Cases

Panel Discussions

Break-out Sessions

Role Playing Sessions

Nationally Renowned Speakers

Best Practices

Saving Lives

Strategies & Solutions

New-Fields.com

Prevention, Preparedness, Response & Recovery

3rd National Student Safety & Security Conference

Position Your Organization as an Industry Leader

There are a variety of ways to feature your organization at the Conference. Your exhibit and sponsorship will show your organization's leadership in one of the most exciting student safety event of the year and put you in front of over 700+ attendees from across the country including:

- + K-12, high school and university administrators, campus security officers, mental health professionals, emergency management experts, first responders and law enforcers
- + Local and state education department preparedness, safety and security staff, including teams from single agencies and organizations
- + Federal agency staff working on student safety and security issues
- + Industry partners with resources and tools to share with conference attendees
- + Journalists from trade and industry publications

Exhibiting at the 3rd NSSSC will maximize your exposure and position your organization as an industry leader. The exhibits represent an invaluable opportunity to network and to centralize your networking and demonstrate your products and services to the conference delegates.

SILVER LEVEL EXHIBITOR PACKAGE	\$1995	GOLD LEVEL EXHIBITOR PACKAGE	\$2995	DIAMOND LEVEL EXHIBITOR PACKAGE	\$4995
<p>Be part of the largest conference and exhibit dedicated to student safety and security preparedness resources nationwide!</p> <p>Exhibitors include corporate, government agencies and school districts. Each Silver Level exhibit package includes:</p> <ul style="list-style-type: none">+ Exhibit space in the vendors' lounge where you may set up an exhibit for the entire length of the conference on a dressed table.+ ONE Exhibit area pass, which includes all social events and meals in the Exhibit Hall.+ Your corporate logo will be highlighted on the conference marketing material.+ Your corporate logo will be highlighted on the conference website and a hyperlink to your company site will be created. On the average, we have more than 4,000 visitors a day.+ You will receive the post-summit attendee list. <p>Your organization will be listed in the exhibitor directory, featured as a Silver Level Exhibitor in the Conference Program.</p>		<p>Want an extra exposure at the 3rd National Student & Security Conference?</p> <p>Gold Level Exhibitors receive all of the Silver Level benefits, plus two conference registrations, and up to two Exhibit Hall Only passes!</p> <ul style="list-style-type: none">+ Exhibit space in the vendors' lounge where you may set up an exhibit for the entire length of the conference on a dressed table.+ You will receive ONE complimentary conference registration.+ TWO Exhibit area passes, which include all social events and meals in the Exhibit Hall.+ Your corporate logo will be highlighted on the conference marketing material.+ Your corporate logo will be highlighted on the conference website and a hyperlink to your company site will be created. On the average, we have more than 4,000 visitors a day.+ You will receive the post-summit attendee list. <p>Your organization will be listed in the exhibitor directory, featured as a Gold Level Exhibitor in the Conference Program.</p>		<p>Support the National Student Safety Conference while also sharing information about your organization with Conference attendees as a Diamond Level Exhibitor.</p> <p>Diamond Level Exhibitors will obtain the best placement with the most space in the Exhibit Hall.</p> <p>Diamond Level Exhibitors receive all of the benefits of the Silver and Gold Level packages.</p> <ul style="list-style-type: none">+ TWO Exhibit space in the vendors' lounge where you may set up an exhibit for the entire length of the conference on a dressed table.+ You will receive THREE complimentary conference registration.+ FOUR Exhibit area pass, which includes all social events and meals in the Exhibit Hall+ Your corporate logo will be highlighted on the conference marketing material.+ You will receive the post-summit attendee list.+ Your corporate logo will be highlighted on the conference website and a hyperlink to your company site will be created. On the average, we have more than 4,000 visitors a day. <p>Your organization will be listed in the exhibitor directory, featured as a Diamond Level Exhibitor in the Conference Program.</p>	

RESERVE YOUR EXHIBIT SPACE TODAY!
Call 202.536.5000

All pre-paid exhibitors receive a \$75 discount on additional conference registrations purchased above and beyond the registrations included in each package. Bring your whole office!

To help you maximize your investment in the 3rd NSSSC, we are making available a wide array of marketing tools, sponsorship opportunities, and advertising vehicles. These opportunities are designed to help you capture the attention of the student safety community—before they reach the exhibit floor.

As a hospitality sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event’s website

Company acknowledgement in the the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in 3rd NSSSC official publications

Sponsorship acknowledgement on slides during plenary session

Thursday 04.15.10

TIME	EVENT	AMOUNT	OPPORTUNITY
8:00 AM to 9:00 AM	Breakfast in the Exhibit Hall	\$6,995	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Breakout Sessions.
10:00 AM to 10:30 AM	Morning Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session.
12:00 PM to 01:30 PM	Luncheon	\$6,995	Features the opportunity for brief remarks and recognition at the luncheon event.
Prevention Preparedness Response Recovery	Break-out Session	\$1,995	Features the opportunity to promote networking among break-out session participants, sponsor will be recognized at the Thursday Plenary session.
3:00 PM to 3:30 PM	Afternoon Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session.
5:00 PM to 6:30 PM	Cocktail Reception	\$6,995	Features the opportunity for brief remarks to all attendees during the reception and recognition at the Thursday Morning Plenary Session.

Would you like more information on becoming a 3rd National Student Safety & Security Conference Sponsor?
Contact us at **202.536.5000** or e-mail us at **online@new-fields.net**

Friday 04.16.10

EVENT	AMOUNT	OPPORTUNITY
Breakfast in the Exhibit Hall	\$6,995	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Breakout Sessions.
Morning Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session.
Luncheon	\$6,995	Features the opportunity for brief remarks and recognition at the luncheon event.
Break-out Session	\$1,995	Features the opportunity to promote networking among break-out session participants, sponsor will be recognized at the Friday Plenary session.
Afternoon Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session.

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3rd National
Student Safety & Security
Conference

The Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the 3rd NSSSC. Opportunities are limited and offered on first come, first-served basis.

As a merchandise sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event's website

Company acknowledgement in the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in 3rd NSSSC official publications

Sponsorship acknowledgement on slides during plenary session

Your corporate logo on the merchandise carried by conference delegates

**Official
Conference
Briefcases
\$9,500**

Gain maximum visibility through sponsorship of the Official Conference Briefcase. All registered attendees will receive a professional briefcase that will be used to collect exhibition-floor and conference materials. Your company name and logo will be prominently displayed on the briefcases for all attendees to see. Your key customers will use these high-quality, multipurpose briefcases long after the event. Sponsorship of the Official Conference Briefcase also provides you with an opportunity to participate in the Briefcase Insertion Program, through which we will distribute your company's product literature to every attendee. Simply provide us with your corporate/product literature, and we will insert it into your sponsored briefcases for distribution.

**Executive
Portfolios
\$7,500**

The Executive Portfolio Sponsorship is an excellent way to put your company name in front of all conference attendees. These attractive black leatherette portfolios house writing tablets, corporate-sponsored pens, and important information. Your sponsorship also provides you with an opportunity to distribute your company or product literature to every attendee. Simply provide us with your promotional or corporate information page, and we will insert it into your portfolios for distribution.

**Corporate Pens
\$4,500**

Place your company's name and logo directly into the hands of all attendees. The Executive Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

**Name Badge
Lanyards
\$3,500 Exclusive**

To make a positive impression early on, sponsor the Name Badge Lanyards, which will be given to all attendees with their conference badge at the registration desk. Your company logo will be featured prominently on this item, which attendees will wear each day of the conference.

**Conference
On CD Rom
\$7,500**

With this premier sponsorship, your company will have year-round exposure with your logo prominently featured on the CD-ROM proceedings. Additionally, your logo will appear on the table of contents page contained within the CD-ROM. Attendees will refer to the proceedings time and again following the conference.

**Conference
Briefcase Insertion
\$2,500**

Five organizations will have the opportunity to participate in the Briefcase Insertion Program. This exciting target-marketing opportunity allows exhibitors to distribute promotional literature to the conference participants

**3rd NSSSC
Souvenir Mug
\$2,000**

Become part of attendee's daily routine by sponsoring a 2010 Summit take-home souvenir coffee mug. We plan to produce 700 mugs, one per Summit participant. Minimum sponsorship required for your logo to be placed on each mug is \$2,000. Exclusive sponsorship (only your organization's logo will appear on the mugs) is available for \$9,000 and includes two meeting registrations and a 1/2 page ad in the Conference program. Only five logos will fit on each mug, so be sure to sign up for this opportunity soon!

3rd National Student Safety & Security Conference

Sales Agreement

Summit: 3rd National Student Safety & Security Conference

Dates: April 15-16, 2010

Venue: Orlando, FL.

Fax this form to register now!

FAX 202-280-1239

This form may be copied for additional registrations.

Delegate Details

Name _____

Title _____

Email _____

Phone _____ Fax _____

Mobile No. (Optional) _____

Company/Organization Details

Name _____

Company Size _____

Nature of Business _____

Number of Employees _____

Website _____

Address 1 _____

Address 2 _____ City _____

State _____ Zip _____ Country _____

Sponsorship & Exhibit Opportunities

Type	Item	Qty	Amount	Total
Exhibit Packages	Diamond		\$4,995	
	Gold Level		\$2,995	
	Silver Level		\$1,995	
Hospitality Sponsorship	Breakfast		\$6,995	
	Morning Coffee Break		\$1,995	
	Luncheon		\$6,995	
Thursday April 15, 2010	Afternoon Coffee Break		\$1,995	
	Cocktail Reception		\$6,995	
	Breakfast		\$6,995	
Friday April 16, 2010	Morning Coffee Break		\$1,995	
	Luncheon		\$6,995	
	Break-Out Session		\$1,995	
Merchandise * sponsorship	Afternoon Coffee Break		\$1,995	
	Executive Portfolios		\$9,500	
	Corporate Pens		\$4,500	
	Name Badge Lanyards		\$3,500	
	Conference Proceedings on CD-ROM		\$7,500	
	Conference Briefcase Insertation		\$2,500	
	3rd NSSSC Souvenir Mug		\$2,000	
	TOTAL			

Payment Details

Please find attached a check payable to New-Fields Exhibitions

Please charge my: Visa Mastercard American Express

Card Number _____

Exp. Date _____

Card Holder's Name _____

Billing Address _____

City _____ State _____

Zip _____ Country _____

Signature _____ Date ____/____/____

Authorization

Signatory must be authorized to sign on behalf of contracting organization.

Name _____

Position _____

Signature _____ Date _____

Customer Service Center

Monday-Friday
9:00 am - 5:00 pm, EST
202.536.5000
New-Fields.com

Produced By ____/____/____

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Promotional Code I N Q N S S C