



Event Prospectus

Exhibitor and Sponsorship Opportunities

Venue: Renaissance Orlando at SeaWorld
Orlando, Florida

THE GOLD STANDARD IN PUBLIC SAFETY

IMSA certifies tens of thousands of technicians and stands as the most regarded name in public safety certification. It is the oldest known association of its kind. IMSA dates back to October 1896 and counts Thomas A. Edison and the Edison Electric Company among its esteemed members.

Today IMSA counts over **16,900 certified technicians** and **over 9,300 members**.

EXPO • TECH SESSIONS • NETWORKING EVENTS CERTIFICATION CLASSES • DEMONSTRATIONS

EVENT OVERVIEW (tentative)

SATURDAY, JULY 23, 2022

2:00 pm – 6:00 pmRegistration Open

SUNDAY, JULY 24, 2022

7:00 am – 6:00 pmRegistration Open

8:00 am – 4:00 pmIMSA Certification Block I

8:00 am – 4:00 pmFull Day BOD Meeting w/ breakfast

12:00 pm – 1:00 pmStudent Lunch

4:15 pm – 5:00 pmAudit Committee Meeting

5:15 pm – 6:00 pmNominating Committee Meeting

6:30 pm – 8:30 pmPast Presidents Dinner

MONDAY, JULY 25, 2022

7:00 am – 6:30 pmRegistration Open

8:00 am – 3:00 pmTechnical Sessions Track 1/Track 2

8:00 am – 6:00 pmIMSA Certification Block I

9:00 am – 12:00 pmCOD/BOD- IMSA Annual Meeting

9:00 am – 4:30 pmExpo Hall Opens

12:00 pm – 1:00 pmBOD/COD/Section Leader Lunch (Invitation Only)

12:00 pm – 1:00 pmLunch in Expo Hall

1:00 pm – 2:00 pmExhibit Demos

1:00 pm-3:00 pmVolunteer Leadership Track

2:00 pm – 2:30 pmBreak in Expo Hall

4:30 pm – 6:30 pmOpening Ceremony/Keynote in Expo Hall

5:30 – 6:30 pmOpening Reception

TUESDAY, JULY 26, 2022

7:00 am – 6:00 pmRegistration Open

8:00 am – 3:00 pmTechnical Sessions Track 1/Track 2

8:00 am – 3:00 pmVolunteer Leadership Track

8:00 am – 4:00 pmIMSA Certification Block 2

9:00 am – 4:30 pmExpo Hall Open

12:00 pm – 1:00 pmLunch in Expo Hall

1:00 pm – 2:00 pmExhibit Demos

5:30 pm – 7:30 pmOff site Networking Night

WHO ATTENDS?

Professionals active in the fields of:

FCC Licensing and Frequency
Fiber Optics • Fire Alarm Systems
Intelligent Traffic Systems
Public Safety Communications
Roadway & Area Lighting
Signs and Pavement Markings
Traffic Signal Systems
Transportation Systems
Two-Way Radio Systems
Wireless Traffic Control
Wire and Cable Specifications
Workzone Safety

WEDNESDAY, JULY 27, 2022

7:00 am – 10:00 amRegistration Open

8:00 am – 1:00 pmExpo Hall Open

8:00 am – 4:00 pmIMSA Certification Block 2

8:30 am – 9:00 amClosing Breakfast

9:30 am – 12:00 pmTechnical Sessions Track 1
/Track 2

10:00 am – 12:00 pmVolunteer Leadership Track

1:00 pm – 4:00 pmExhibitor move out

12:00 pm – 1:30 pmStudent Lunch



EXHIBITOR OPPORTUNITIES

Let's get back to it in 2022! We are looking forward to seeing you all in Orlando Florida at our annual forum and expo. Come showcase your products and services to our public safety professionals in attendance. Our attendees will be engaging in certification classes and participating in technical sessions that offer them continuing education credits towards their professional certifications. There is no better place to meet your customer than at our annual conference.

IMSA Priority Points Booth Selection Appointment - IMSA Sustaining members will have priority in choosing their booth. After that period of time has passed, booth sales will open to those outside of our membership.

Now, let's get you a booth space so you can start planning for July 25-27 when you get to see all your industry customers, current and prospective!

**Rollover credits for 2020 Forum & Expo will be applied and any balance will be due.*

10 x 10' BOOTH

IMSA Sustaining Member: \$1,450

Booth + Join IMSA: \$1,950

Non-Member: \$2,100

Includes

- 1 6 ft skirted table • Wastebasket
- ID sign
- Pipe and drape
- Company name and logo listing in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 2 Expo-only Registrations
- 1 Full Conference & Expo Registration
- All Lunches, Breaks & Receptions
- 1 IMSA Priority Point

10 x 20' BOOTH

IMSA Sustaining Member: \$2,700

Booth + Join IMSA: \$3,200

Non-Member: \$3,400

Includes

- 1 6 ft skirted table • Wastebasket
- ID sign
- Pipe and drape
- Company name and logo listing in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 2 social media shout-outs
- 3 Expo-only Registrations
- 2 Full Conference & Expo Registrations
- All Lunches, Breaks & Receptions
- 2 IMSA Priority Points

10 x 30' BOOTH

IMSA Sustaining Member: \$3,900

Booth + Join IMSA: \$4,400

Non-Member: \$4,700

Includes

- 1 6 ft skirted table • Wastebasket
- ID sign
- Pipe and drape
- Company name, URL and logo listing in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 4 social media shout-outs
- 4 Expo-only Registrations
- 2 Full Conference & Expo Registrations
- All Lunches, Breaks & Receptions
- 3 IMSA Priority Points

20 x 20' BOOTH

IMSA Sustaining Member: \$5,100

Booth + Join IMSA: \$5,600

Non-Member: \$6,000

Includes

- 1 6 ft skirted table • Wastebasket
- ID sign
- Pipe and drape
- Company name, URL and logo listing in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 2 push notifications in the mobile app
- 8 social media shout-outs
- 5 Expo-only Registrations
- 3 Full Conference & Expo Registrations
- All Lunches, Breaks & Receptions
- 4 IMSA Priority Points

EQUIPMENT BOOTH

IMSA Sustaining Member: \$6,000

Booth + Join IMSA: \$6,600

Non-Member: \$7,000

Includes

- 1 6 ft skirted table • Wastebasket
- ID sign
- Pipe and drape
- Company name, URL and logo listing in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 2 push notifications in the mobile app
- 10 social media shout-outs
- 7 Expo-only Registrations
- 5 Full Conference & Expo Registrations
- All Lunches, Breaks & Receptions
- 5 IMSA Priority Points

IMSA Sustaining Membership – not an IMSA Sustaining member? Join before you reserve your booth space to enjoy the member rate. IMSA Sustaining memberships start at \$500 and are a company membership. We will follow up with you for your Sustaining Membership information.

IMSA has a **point system** (<https://bit.ly/3uXHvzp>) in place that honors long time engagement and commitment to our organization. IMSA Sustaining member companies earn points through exhibiting, advertising and membership retention.





2022 EXHIBITOR AND SPONSOR CONTRACT & ORDER FORM

Application for exhibit space or sponsorship at the IMSA Forum & Expo indicates the applicant's willingness to abide by all terms and conditions, general regulations, and additional rules and regulations the facilities have in place. Additional rules and regulations as IMSA deems necessary ensure the success of the event, provided these latter do not materially alter the exhibitor or sponsors contractual rights. This application will become a contract when countersigned by IMSA. Please review the Rules and Regulations Governing the Use of Space by Exhibitors at imsasafety.org/events.

SPONSORSHIPS

Lunches (2 available).....\$5,000
Full Day Breaks (2 available).....\$3,500
Tuesday Breakfast.....\$4,000
Opening Reception.....\$7,500
Opening Reception Drink Tickets.....\$4,000
Buses (Top Golf).....\$7,000
Closing Breakfast.....\$3,000
Attendee Bags.....\$4,000
Lanyards.....\$2,500
Banner Ad (3 available).....\$500
Inserts for bags (2 available).....\$1,000

EXHIBIT SPACE

10' x 10'.....☐ \$1,450 (IMSA Member).....☐ \$1,950 (Booth+Join IMSA).....☐ \$2,100 (Non-Member)
10' x 20'.....☐ \$2,700 (IMSA Member).....☐ \$3,200 (Booth+Join IMSA).....☐ \$3,400 (Non-Member)
10' x 30'.....☐ \$3,900 (IMSA Member).....☐ \$4,400 (Booth+Join IMSA).....☐ \$4,700 (Non-Member)
20' x 20'.....☐ \$5,100 (IMSA Member).....☐ \$5,600 (Booth+Join IMSA).....☐ \$6,000 (Non-Member)

EQUIPMENT SPACE

20' x 20'.....☐ \$6,000 (IMSA Member).....☐ \$6,600 (Booth+Join IMSA).....☐ \$7,000 (Non-Member)

Total Exhibit/Equipment Space\$_____

Full payment is due with this contact. If payment is not included, you will forfeit your booth selection and will select a space that is available once payment is received.

A. SPACE REQUESTED: We select the following choice of space for use (if requesting multiple booths for space larger than 10 x 10, be sure to write all of the booth numbers in your choice, do not list them separately):

Confirmed Booth Number _____

***Exhibitor may not assign or sublease contracted space or any part thereof**

***IMSA Priority Point System** will assist in booth selection.

B. SPONSORSHIP REQUESTED: _____

Sponsorships are offered on a first-come, first-served basis.

C. COMPANY INFORMATION: Booth ID sign and all sponsorship materials will reflect the name of the company on this contract.

Company _____

Primary Contact Name _____ Title _____

(Name of person who should receive confirmation of this reservation and future exhibit information.)

Address _____

City _____ State/Prov. _____ Zip/Postal _____

Day Phone (Mobile) _____ Email _____

URL _____

C. Acceptance of this application by IMSA constitutes a contract. Applicant agrees to abide by the Rules and Regulations for IMSA 2022 Forum & Expo.

AUTHORIZED SIGNATURE _____ Date _____

D. METHOD OF PAYMENT– 3 ways to pay

☐ We will be paying by check and understand our booth and/or sponsorship will not be confirmed until check is received.

☐ MC ☐ VISA ☐ AMEX ☐ Discover

Card number _____

Name on Card _____ Exp. Date _____

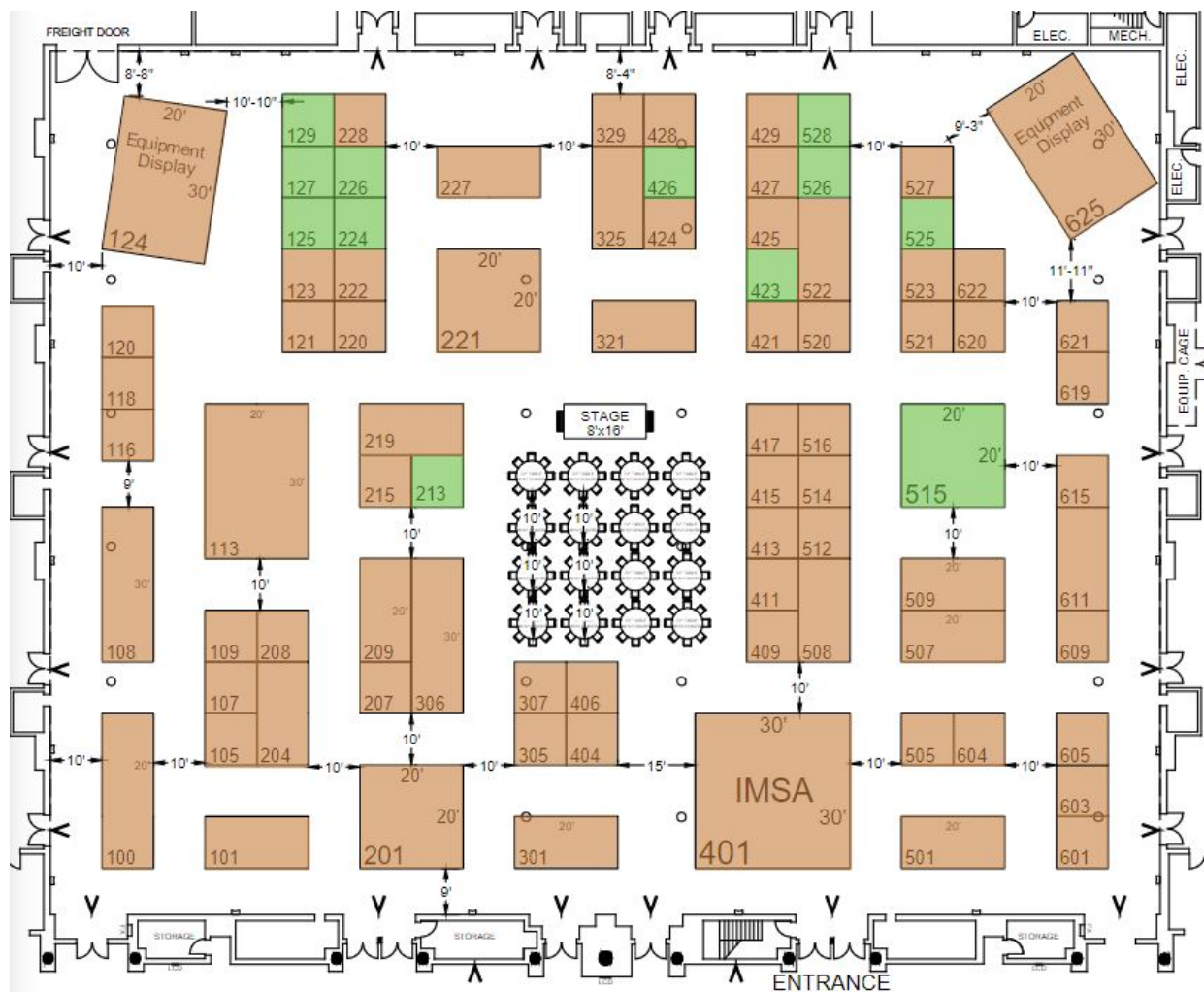
CID/CVC Code _____ Zip Code of Billing Address _____

☐ Click **here** to pay online through the IMSA Exhibitor and Sponsor Registration site. Email contract to imsajournal@imsasafety.org once payment is submitted.

Send completed contracts and/or questions about sponsorship or exhibiting to **Bill Spilman** at (321) 349-3564 or imsajournal@imsasafety.org. Be sure to watch imsasafety.org/events for all the updates, notices and details!



RENAISSANCE ORLANDO - OCEANS BALLROOM



NOTE: The floor plan may change due to exhibitors' needs or if expansion is needed.
You will be contacted if your space is affected.



SPONSORSHIP OPPORTUNITIES

Revised 6.10.22

Announcing new opportunities to get you directly in front of attendees at the 2022 IMSA Forum & Expo!

Showcase your products and services to the Public Safety industry at the 2022 IMSA Forum and Expo. Gain high visibility with attendees as they gather in Orlando, FL for certification classes, networking events, the exhibit hall and more. Treat delegates to an event or item sponsored by your company! Sponsorships are limited in quantities and sold on a first-come, first-served basis.

Reserve your Sponsorship now! Contact Hayley Marlow at hmarlow@imsasafety.org

Keynote/Opening Ceremony Sponsor

(2 available).....\$2,500 each

Help kick off the Forum & Expo with comedian and motivational speaker, Derrick Tennant. In addition to the benefits listed below, you will receive **1-2 minutes on stage** to speak during the opening Ceremony.

+2 IMSA Priority Points

Benefits: 1-2 minutes to speak on stage, signage w/logo, logo on exhibit hall entrance unit, Journal thank you w/logo, announcement in conference portal, and a social media shout out

Opening Reception Drink Tickets (2 available)\$1,500

Let attendees know the drinks are on you with 2 drink tickets, redeemable at the opening ceremony. In addition to the benefits listed below, sponsor(s) will receive a **verbal acknowledgment** during the Opening Ceremony and/or Reception.

+1 IMSA Priority Points

Benefits: Verbal acknowledgment during program, signage w/logo, logo on exhibit hall entrance unit, Journal thank you, and a social media shout out

Attendee Bags (1 available) \$4,000

Our biggest exposure sponsorship won't last long! Have your company logo be a part of every certification class, expo hall interaction, and more at the Forum & Expo. Additional benefits, including signage at the event, are included with this sponsorship.

+3 IMSA Priority Points

Benefits: Signage w/logo, Logo on exhibit Hall entrance unit, Journal thank you, and a social media shout out

Inserts for bags (2 available) \$1,000

Have a flyer, postcard, promo item or other print piece included in the attendee bags. (Sponsor will provide item, IMSA will insert)

+1 IMSA Priority Point

Lunches (2 available) \$2,500 each

Refuel the attendees for the second half of their day! Additional benefits, including signage at the event, are included with sponsorship.

+2 IMSA Priority Points

Benefits: Signage w/logo, logo on exhibit hall entrance unit, Journal thank you w/logo, announcement in conference portal, and a social media shout out.

Closing Breakfast (2 available)\$1,500 each

Co-host the closing breakfast with IMSA as we finish out the three days of certification and education while welcoming the 2022-2023 Board of Directors. In addition to the benefits listed below, you will receive **1-2 minutes on stage** to speak.

+1 IMSA Priority Points

Benefits: Signage w/logo, Logo on exhibit hall entrance unit, Journal thank you, and a social media shout out

Lanyards (1 available)\$2,500

Have the attendees take you everywhere they go with an imprinted lanyard. Plus, they can take this safe keepsake back to their office to ensure a lasting impression.

+2 IMSA Priority Points

Benefits: Logo on exhibit Hall entrance unit, Journal listing, and a social media shout out

Banner Ad (3 Available)\$500 each

Be one of our exclusive advertisers on our newly-launched event portal. Attendees will rely on this site for schedule planning, and changes so your exposure is endless!

+1 IMSA Priority Point

Benefits: Journal listing and a social media shout out

Reserve your Sponsorship now! Contact Hayley Marlow at hmarlow@imsasafety.org