



1896–2021: Come Celebrate 125 Years!

Event Prospectus

Exhibitor and Sponsorship Opportunities

Host Hotel: Hyatt Regency Columbus

Forum & Expo: Greater Columbus Convention Center – Hall A

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 8,900 members**.

**EXPO • TECH SESSIONS • NETWORKING EVENTS
CERTIFICATION CLASSES • 125th CELEBRATION**

EVENT OVERVIEW (tentative)

SUNDAY, AUGUST 1, 2021

7:30 am – 5:00 pm IMSA Board of Directors Meeting
12:00 pm – 6:00 pm Exhibitor move in

MONDAY, AUGUST 2, 2021

7:30 am – 10:30 am Exhibitor move in
9:00 am – 12:00 pm IMSA Annual/Council of Delegates Meeting
12:00 pm – 1:00 pm IMSA Board of Directors and Council of Delegates Luncheon (Invitation Only)
8:00 am – 4:00 pm **IMSA Certification Classes: IMSA/FOA Certified Fiber Optic Technician (ends at 5 pm Mon/Tues) • Work Zone Temporary Traffic Control Technician • Traffic Signal Technician Level 1 • Roadway Lighting Technician Level 1 • Traffic Signal Field Technician Level 11**
8:00 am – 3:00 pm Technical Sessions
8:00 am – 3:00 pm Leadership Sessions
10:00 am – 10:30 am Break in Expo Hall
10:30 am – 7:30 pm Expo Hall Opened
12:00 pm – 1:00 pm Lunch in Expo Hall
2:00 pm – 2:30 pm Break in Expo Hall
4:30 pm – 7:30 pm Opening Reception in Expo Hall

TUESDAY, AUGUST 3, 2021

9:00 am – 4:30 pm Expo Hall Opened
8:00 am – 4:00 pm **IMSA Certification Classes: IMSA/FOA Certified Fiber Optic Technician (ends at 5 pm Mon/Tues) • Work Zone Temporary Traffic Control Technician • Traffic Signal Technician Level 1 • Roadway Lighting Technician Level 1 • Traffic Signal Field Technician Level 11**
8:00 am – 3:00 pm Technical Sessions
8:00 am – 3:00 pm Leadership Session
10:00 am – 10:30 am Break in Expo Hall
12:00 pm – 1:00 pm Lunch in Expo Hall
2:00 pm – 2:30 pm Break in Expo Hall
4:30 pm – 7:30 pm 125th Anniversary Reception – Hyatt Hotel

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, AUGUST 4, 2021

8:00 am – 10:00 am Expo Hall Opened
8:00 am – 12:00 pm **IMSA/FOA Certified Fiber Optic Technician**
8:30 am – 9:45 am Closing Breakfast in Expo Hall
10:00 am – 3:00 pm Exhibitor move out
10:00 am – 12:00 pm Technical Sessions
10:00 am – 12:00 pm Leadership Sessions

COVID-19 – IMSA encourages individuals that are comfortable traveling to our event and engaging with attendees, to attend. Our team along with the team at the Hyatt Regency Hotel and Greater Columbus Convention Center will be following social distancing guidelines in place from the state and CDC. We will be monitoring the capacity at each of our sessions and events to ensure we stay safe and compliant. However, we cannot guarantee any attendee of our event will be safe from contracting COVID-19. If you see something that appears to be in violation of protocols, please bring it to the IMSA staffs attention immediately. We can't wait to see you!



SPONSORSHIP OPPORTUNITIES

These will be accepted as sold on a first-come, first-served basis – the contract and full payment must be received to consider it sold to you; we understand there has been some inconsistency in the past in how sponsorships are sold, we hope this will make it clear and fair for everyone.

Treat the attendees to an event or item sponsored by your company! This offers a great way to leave a lasting impression for our public safety professionals when they head back to their offices. With 2020 leaving a lot of silence and no face-to-face engagement, sponsoring one of our events or items is a way to get that much needed exposure. Reach out to **Kim Dresser** at kdresser@imsasafety.org if you have an idea or want offer another sponsorship option.

ALL SPONSORS RECEIVE:

Booth points • Sign with logo at event • Logo on exhibit hall entrance unit • Ad in the conference mobile app • *IMSA Journal* 125th Anniversary Edition company listing • Push notifications in the conference mobile app • Social Media Shout-Out

125TH ANNIVERSARY RECEPTION (1 available).....SOLD

Be our co-host as we celebrate 125 years in 2021! We have a celebration planned for all attendees – its time to party.
**Signage at event included with sponsorship*
+5 IMSA Priority Points

LUNCHES (2 available)..... \$5,000

Refuel the attendees for the second half of their day! Signage at the event is included with sponsorship.
+4 IMSA Priority Points

FACE MASKS \$5,000

Our biggest exposure sponsorship won't last long! Have your company logo be a part of every conversation at the IMSA Forum & Expo. These mask will have a double layer and be washable so attendees can use long after our event. Each attendee will have a mask included in their conference tote bag.
+4 IMSA Priority Points

FULL DAY BREAK (2 available).....\$3,500

New this year, host a full day break that includes a morning break and afternoon break. There will be beverages and snacks compliments of your company. **Signage at event included with sponsorship*
+3 IMSA Priority Points

ATTENDEE LANYARDSSOLD

Have the attendees wearing your name around their neck. Plus, they take back to their offices and can use the lanyard over and over again leaving a lasting impression.
+1 IMSA Priority Point

HAND SANITIZER.....\$1,500

Display your logo on hand sanitizers for the attendees to remind them your company was keeping their hands sanitized at the IMSA Forum & Expo! This item will be included in their conference tote bag and ready for them when they check in.
+1 IMSA Priority Point





EXHIBITOR OPPORTUNITIES

Bring your products to display and sell your services to our IMSA Forum & Expo attendees. Our 2021 event will be as grand as we can make it, and we are pleased we can offer you the opportunity to showcase your company to our public safety professionals. 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.

Due to current (at the time of production of this prospectus) regulations, Ohio has a capacity restriction in place. In order for us to balance the attendees and the exhibitors, we are only offering full conference registrations and can not offer exhibition only passes. We are also having to limit the number of booth personal exhibitors can bring. Please see below to ensure you plan accordingly. **There will be no on-site registrations.** We are planning for our 2022 IMSA Forum & Expo to be back to our traditional event!

IMSA Priority Points Deadline – June 2nd 11:59 PM Pacific Time- choose your top 4 locations by June 2nd 11:59 PM Pacific; after that date, assignments will be given based on points and you will be notified of your booth number.* Payment in full will need to be made immediately to confirm that space. After the June 2nd deadline, IMSA members who did not respond in time and nonmembers will then be placed in their booths.

Now, let's get you a booth space so you can start planning for August 2-4 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.*

6 ft TABLE TOP DISPLAY

IMSA Sustaining Member: \$900

Non-Member: \$1,400

Includes

- 6 ft skirted table
- 2 chairs • Wastebasket
- ID sign
- Pipe and drape
- Company name and URL in event Mobile App
- Company listed on Exhibitor signage near meeting rooms
- 1 Exhibitor Booth Staff Registration
- 2 lunches
- 2 all day breaks
- 2 receptions

10 x 10' BOOTH

IMSA Sustaining Member: \$1,100

Non-Member: \$1,600

Includes

- 1 6 ft skirted table
- 2 chairs • Wastebasket
- ID sign
- Pipe and drape
- Company name and URL listing in event Mobile App
- Company name and URL in *IMSA Journal* 125th Anniversary Issue
- Company listed on Exhibitor signage near meeting rooms
- 1 Exhibitor Booth Staff Registration
- 2 lunches
- 2 all day breaks
- 2 receptions
- 1 IMSA Priority Point

10 x 20' BOOTH

IMSA Sustaining Member: \$2,200

Non-Member: \$2,700

Includes

- 1 6 ft skirted table
- 2 chairs • Wastebasket
- ID sign
- Pipe and drape
- Company name, contact name, logo listing in event Mobile App
- Company name and URL in *IMSA Journal* 125th Anniversary Issue
- Company listed on Exhibitor signage near meeting rooms
- 2 social media shout-outs
- 2 Exhibitor Booth Staff Registrations
- 2 lunches
- 2 all day breaks
- 2 receptions
- 2 IMSA Priority Points

10 x 30' BOOTH

IMSA Sustaining Member: \$3,800

Non-Member: \$4,300

Includes

- 1 6 ft skirted table
- 2 chairs • Wastebasket
- ID sign
- Pipe and drape
- Company name, contact name, logo listing in event Mobile App
- Company name and URL in *IMSA Journal* 125th Anniversary Issue
- Company listed on Exhibitor signage near meeting rooms
- 4 social media shout-outs
- 3 Exhibitor Booth Staff Registrations
- 2 lunches
- 2 all day breaks
- 2 receptions
- 3 IMSA Priority Points

20 x 20' BOOTH

IMSA Sustaining Member: \$4,200

Non-Member: \$4,700

Includes

- 1 6 ft skirted table
- 2 chairs • Wastebasket
- ID sign
- Pipe and drape
- Company name, contact name, logo listing in event Mobile App
- Company name, contact name, logo and URL in *IMSA Journal* 125th Anniversary Issue
- Company listed on Exhibitor signage near meeting rooms
- *IMSA Journal* Member Spotlight
- 2 push notifications in the mobile app
- 8 social media shout-outs
- 3 Exhibitor Booth Staff Registrations
- 2 lunches
- 2 all day breaks
- 2 receptions
- 4 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 (<https://bit.ly/3yj5Ou0>) start at \$500 and are a company membership. You can also check the box on the 2021 Exhibitor and Sponsorship Contract and Order Form to sign up and pay for membership.

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.





2021 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.

DEADLINE FOR IMSA PRIORITY POINT EXHIBITORS: You must submit this form along with full payment to IMSA by June 2nd, 2021 11:59 pm PST. After that, you will forgo your preferred selections.

SPONSORSHIPS

- 125th Anniversary Reception **SOLD**
- Monday Lunch..... \$5,000
- Tuesday Lunch..... \$5,000
- Face masks \$5,000
- Monday All Day Break..... \$3,500
- Tuesday All Day Break..... \$3,500
- Lanyards..... **SOLD**
- Hand Sanitizer \$1,500
- TOTAL SPONSORSHIP** \$ _____

EXHIBIT SPACE

- 6 ft table top..... \$900 (IMSA Member)..... \$1,400 (Non-Member)
- 10' x 10' \$1,100 (IMSA Member)..... \$1,600 (Non-Member)
- 10' x 20' \$2,200 (IMSA Member) \$2,700 (Non-Member)
- 10' x 30' \$3,800 (IMSA Member)..... \$4,300 (Non-Member)
- 20' x 20' \$4,200 (IMSA Member) \$4,700 (Non-Member)
- Total Exhibit Space** \$ _____
- Yes, I want to join IMSA as a Sustaining Member Company \$500
- TOTAL SPONSORSHIP + TOTAL EXHIBIT SPACE +**
- IMSA MEMBERSHIP** \$ _____

Full payment is due with this contact. If payment is not included, you may forfeit your options until payment is received. 2020 Forum & Expo rollover credits will be applied.

A. SPACE REQUESTED: We select the following choices 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 choices, do not list them separately):

1st choice _____ 2nd choice _____ 3rd _____ 4th _____

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

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

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

Company _____

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 _____

What products and/or services will you be showcasing in the expo? _____

URL _____

C. Acceptance of this application by IMSA constitutes a contract. Applicant agrees to abide by the Rules and Regulations for IMSA 2021 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 _____

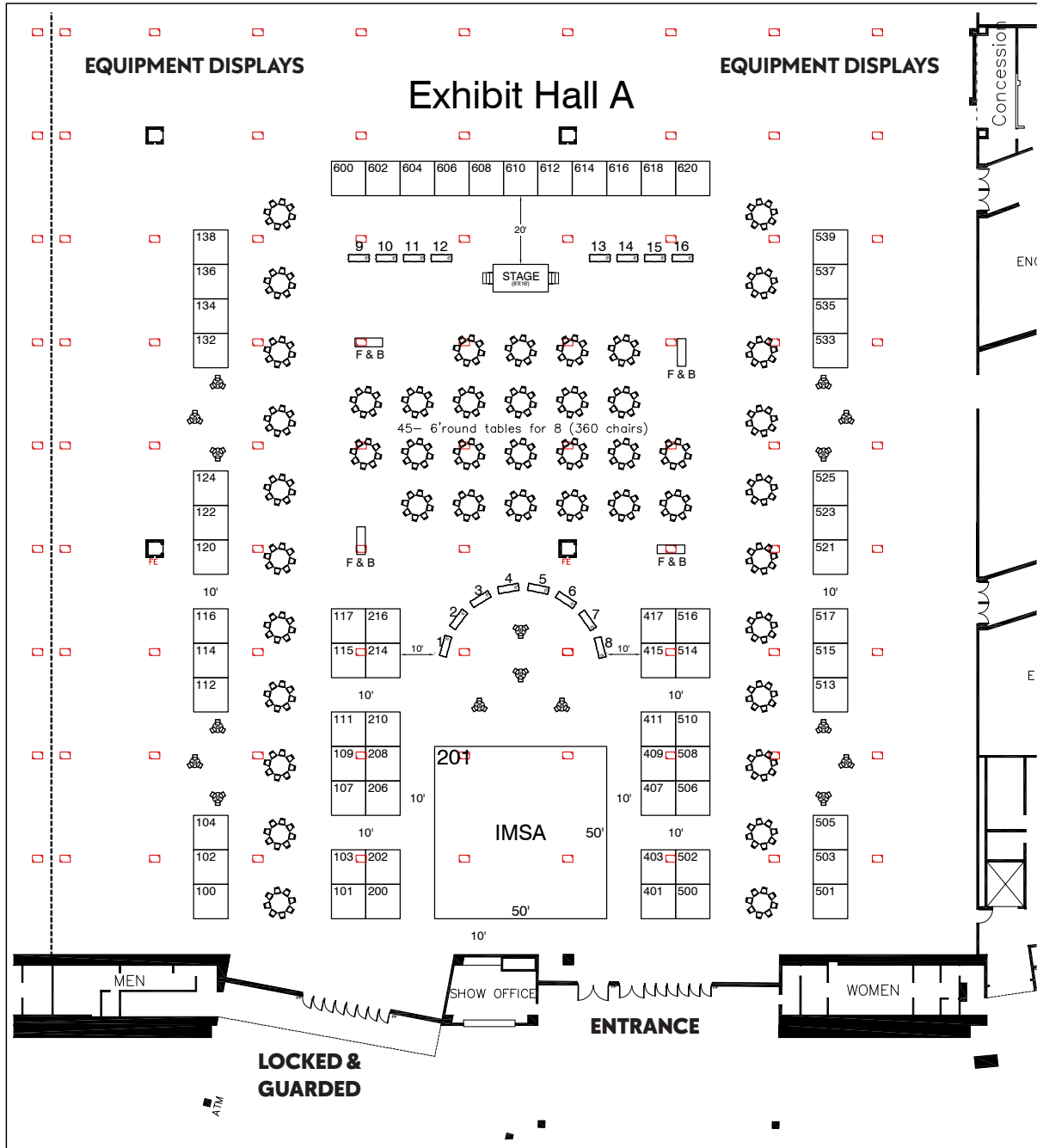
Name on Card _____ Exp. Date _____

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

Send completed contracts and/or questions about sponsorship or exhibiting to **Kim Dresser**, Director of Membership, Marketing & Services at (321) 349-3563 or **kdresser@imsasafety.org**. Be sure to watch **imsasafety.org/events** for all the updates, notices and details!



GREATER COLUMBUS CONVENTION CENTER - EXPO HALL A



Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

IMS A Forum & Expo 2021 August 2-4, 2021

Facility: Greater Columbus Convention Center	Drawn By: Gail Bamforth	Legend: Inventory as of 05/11/2021 <table border="1" style="font-size: small;"> <thead> <tr> <th>Dimension</th> <th>Size</th> <th>Qty</th> <th>SqFt</th> </tr> </thead> <tbody> <tr> <td>10'x10'</td> <td>100</td> <td>65</td> <td>6,500</td> </tr> <tr> <td>50'x50'</td> <td>2,500</td> <td>1</td> <td>2,500</td> </tr> <tr> <td colspan="2">Totals:</td> <td>66</td> <td>9,000</td> </tr> </tbody> </table>		Dimension	Size	Qty	SqFt	10'x10'	100	65	6,500	50'x50'	2,500	1	2,500	Totals:		66	9,000
Dimension	Size			Qty	SqFt														
10'x10'	100			65	6,500														
50'x50'	2,500			1	2,500														
Totals:		66	9,000																
City & State: Columbus OH	Show Number: 06692-02-21																		
Room Location: Exhibit Hall A	Revised: 5/11/2021 11:17 AM																		
A.E. Bailey Zidar	Drawing File: 06692-02-21 imsa forum & expo_r4																		

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