EXHIBITOR PROSPECTUS

NASRO
School Safety Conference

Rosen Shingle Creek
Orlando, FL
July 11-16, 2021
Thank you, 2019 Sponsors & Exhibitors!

**Diamond**
- SWORD

**Platinum**
- RAPTOR Technologies
- innovcorp ltd
- ALICE
- Vigilant Solutions

**Gold**
- CENTEGIX
- Panasonic

**Silver**
- NIGHTLOCK Lockdown
- DOOR BARRICADE

**Bronze**
- CheckVideo
- TRU-SPEC

**EXHIBITORS**
- Glock, Inc.
- GCC
- GT Distributors
- H&H Medical Corporation
- Harden Security
- HavenLock
- Hayman Safe
- Head Down Firearms
- Ident-A-Kid
- In Force Technology
- Intruder Stop
- IPMBA
- IPVideo Corporation
- Juvenile Justice Online
- Laser Shot, Inc.
- Law Enforcement Exploring
- LEAD
- Learning House, Wiley
- Lee University Online
- LegalShield
- Lourore Electronics
- Magnet Forensics
- Maxim Defense
- McGruff Stuff
- Med Sled
- Meerkat Technologies
- National Archery in the Schools
- NCMEC
- National Road Safety Foundation
- NW3C
- Safe Surf’N
- North American Rescue
- NUCTECH
- OG Wellness/WTU Systems
- Office of Justice Programs
- On Duty Depot
- Patriot One Technologies
- PowerFlare
- Premier Wireless
- Reebok Duty
- REMS TA Center
- Rescue Essentials
- Response Technologies
- Rutherford County SD
- S2 Threat Detection
- Sabre
- Safe Visitor Solutions
- SafetyNet
- SAM Medical
- SchoolCheck IN
- Securitech
- Security First Partners
- Shelter Shutters
- SilverShield
- Singlewire Software
- SWC
- SRO Promos
- Stalker Radar
- STANLEY Security
- Street Law
- SYTA
- Tattletale Alarms
- Team Blue Line
- TN Trucking Foundation
- ThePublicInformationApp.com
- Threat Extinguisher
- Tourette Association
- Transformations Treatment
- Tresit Group
- TROY Industries
- U.S. Armor
- U.S. DOJ - COPS
- U.S. Selective Service
- Vaporsystems
- Virtual Academy
- Visiifu
- VKW9
- WeTip
- Young Marines
- ZeroEyes
The National Association of School Resource Officers (NASRO) is a training and membership organization serving nearly ten thousand School Resource Officers, school administrators, and other school safety professionals in all fifty states and internationally.

We host a highly attended National School Safety Conference every year, where we are committed to introducing our attendees to the products, services, and organizations that are as dedicated to keeping our nation’s schools and students safe as we are.

Exhibitors receive a variety of advertising options, and any one of our customizable sponsorship packages will give you a major boost in foot traffic and recognition throughout the Conference and beyond.

We invite you to exhibit at our Thirtieth Annual National School Safety Conference, to sell to a variety of interests and needs, and to join us in our unrelenting commitment to providing the very best products and services to our one-of-a-kind membership.
92% of attendees rank our Exhibit Hall as EXCELLENT.

The NASRO School Safety Conference draws attendees from every state in the nation and from around the world and has witnessed a significant increase in attendee registrations over the last three years.

With a National Conference in a different state each year, your geographic reach is boundless.

More than 85% of attendees work in law enforcement or security. Their noted interests include:
- Weapons and Tactical Gear
- Apparel and Uniforms
- Safety and Communications Technology
- Education and Training
- Drug, Gang, and Violence Prevention Programs and Organizations

Data taken from attendance at NASRO’s 2019 Conference in Pigeon Forge, TN
**SCHEDULE**

**Sunday, July 11th**
- Exhibit Hall Set Up 9:30 am - 12:30 pm
- Exhibit Hall Open 3:00 - 6:00 pm
- Exhibit Hall Reception 4:00 - 6:00 pm
- Exhibitor Appreciation Reception 6:30 - 8:00 pm

**Monday, July 12th**
- Exhibit Hall Open 10:00 am - 2:00 pm
- Exhibit Hall Optional Hours 2:00 - 4:00 pm
- Exhibit Hall Open 4:00 - 6:00 pm

**Tuesday, July 13th**
- Exhibit Hall Open 9:30 am - 12:00 pm
- Exhibit Hall Tear Down 12:00 - 5:00 pm

Your booth MUST be staffed during EH hours. These hours are tentative and subject to change. Tear down of exhibits during open hours will not be allowed. Please make appropriate travel arrangements for your booth staff.

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**ROSEN SHINGLE CREEK**

NASRO has negotiated fantastic room rates at the beautiful Rosen Shingle Creek Hotel, where the entirety of the Conference will take place. For room rates at Rosen Shingle Creek in Orlando, FL, and for more information on the location, please visit: [www.nasro.org/conference/](http://www.nasro.org/conference/).
EXHIBIT BOOTH

Includes one (1) 10’x10’ booth space, pipe and drape, one (1) 6’ foot table, two (2) chairs, a waste basket, a company name ID sign, attendee list pre- and post-event, and up to three (3) exhibitor badges. Electrical is not included in your booth package.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner Booth</td>
<td>$1600</td>
</tr>
<tr>
<td>Inlet Booth</td>
<td>$1400</td>
</tr>
<tr>
<td>Corner Booth after April 2nd</td>
<td>$1875</td>
</tr>
<tr>
<td>Inlet Booth after April 2nd</td>
<td>$1675</td>
</tr>
<tr>
<td>Not-For-Profit, 501(c)3 *</td>
<td>deduct $150</td>
</tr>
<tr>
<td>Add an additional 10’x10’ *</td>
<td>$1100</td>
</tr>
</tbody>
</table>

* Only applicable for an inlet booth.

CONFERENCE GUIDE

The NASRO Conference Guide will be distributed to every attendee. The Conference schedule; descriptions of all courses, breakout sessions, and social events; and a full list of all participating exhibitors will be featured in this publication. Advertising space is available to all exhibiting companies. The due date for advertising reservations is April 2, 2021.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$600</td>
</tr>
<tr>
<td>Full Page (inside)</td>
<td>$850</td>
</tr>
<tr>
<td>Cover</td>
<td>$1100</td>
</tr>
</tbody>
</table>

covers available: inside front, inside back, and back cover

TOTE BAG INSERT & AISLE SIGN

TOTE BAG INSERTS
Each company may provide a printed flyer, product sample, or promotional item. Flyers must not exceed one 8.5” x 11” sheet or one 11” x 17” folded piece.

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>$500</td>
</tr>
<tr>
<td>Non-Exhibitors</td>
<td>$800</td>
</tr>
</tbody>
</table>

AISLE SIGNS
There are ten (10) 8’ x 4’ double-sided signs available, first come, first served.

<table>
<thead>
<tr>
<th>Sign</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aisle Sign</td>
<td>$600</td>
</tr>
</tbody>
</table>
Secure your return on investment.

Four All-Inclusive Packages:

Each sponsorship package includes a complimentary corner exhibit booth in a location of your choosing (a $1600 value), a complimentary full page ad in the Conference Guide (an $850 value), and a complimentary bag insert (a $500 value). Each sponsor will receive yearlong recognition of sponsorship on the NASRO website, a sponsorship sign at your exhibit booth plus additional conference signage, two yearly mass email distributions, and up to five exhibitor badges (with each additional badge at $25/badge). The size of exhibit space will be negotiated with each sponsor.

**PLATINUM**
Choose ONE Column (I) item and TWO Column (II) items
$10,500

**GOLD**
Choose TWO Column (II) items
$8,500

**SILVER**
Choose TWO Column (III) items
$6,500

**BRONZE**
Choose ONE Column (III) item
$4,500

**COLUMN (I)**
(1) Conference Gift***
(2) Special Outside Event**
(3) Exhibit Hall Lunch***
(4) Corn Hole Tournament***
(5) Karaoke Night*
(6) Evening Networking Event**
(7) Awards Ceremony*
(8) Conference Tote Bag***

**COLUMN (II)**
(1) Conference App
(2) Keynote Speaker
(3) Lanyards*
(4) Personal Reception**
(5) Four Full Page JOSS Ads or Two Premium JOSS Ads
(6) Coffee and Donuts***
(7) Hotel Room Keys***
(8) Vendor Theatre

**COLUMN (III)**
(1) One Corn Hole Board***
(2) Information Desk
(3) One Full Page JOSS Ad
(4) Registration Booths
(5) Conference Pen
(6) Just Kidding Event

* This item has already been sold.
** Call to discuss specifics.
*** May require additional cost.
No one item may be chosen twice.

All of the above items are also available as à la carte options.

SPONSORSHIP INQUIRIES
Emily Tarr | (205) 563-9313 | emily.tarr@nasro.org
CONFERENCE RULES & REGULATIONS

ASSIGNMENT OF SPACE AND PAYMENT
All booth contracts and applications are subject to review and approval by Modmire Management and the NASRO Executive Director, pursuant to the directive of the NASRO Board. All exhibit space will be allocated on a first come, first served basis. A confirmation of space request will be sent upon receipt of a signed contract, approval, and full payment. NASRO reserves the right to re-assign booth space if necessary at any time for any reason. Payment in full is due within 30 days of the contract submission. No exhibitors shall assign, sublet, or share the whole, or any part, of the space contracted with any other company without prior written consent. All exhibit space requests are due by April 2, 2021.

BOOTH SPECIFICATIONS
The stand standard booth size is 10' x 10' (approximately 3.05 m x 3.05 m). Except for custom-size or island displays, the booth price in this agreement provides installation, maintenance, and removal of standing framing materials. The materials include a quality fabric 8' high flameproof backdrop, 42” high side divider rails, and an expertly lettered 7” x 44” exhibitor sign for each space. (Any booths reserved after June 1, 2021, will not receive a sign.) One 6’ long table, two chairs, and a wastebasket are included; electrical is not included.

EXHIBITOR NAME BADGES
Each exhibiting company is entitled to three (3) free Exhibitor badges. Exhibitor badges admit company representatives and permit entrance into the Exhibit Hall and any special events, keynote or breakout sessions. The charge for each additional Exhibit Hall Only badge is $35 per representative. The name of each company representative must be submitted to Emily Tarr of Modmire Management no later than June 1, 2021. Any names received (new or changes) after June 12, 2021, are $35 per badge.

INSTALLATION & DISMANTLING
Installation of exhibits may commence on Sunday, July 11th at 9:30 am. All exhibits must be fully assembled and ready for display no later than 12:30 pm on Sunday, July 11th. Dismantling of exhibits may begin after 1:00 pm on Tuesday, July 13th. All exhibits and materials must be totally removed from the Exhibit Hall no later than 5:00 pm on Tuesday, July 7th. Dismantling and packing to depart from the event during open Exhibit Hall hours (including optional hours) will not be allowed. In the event of tear-down during Exhibit Hall and optional open hours, booth staff will immediately be requested to cease tear-down and will be escorted from the Exhibit Hall.

OFFICIAL SERVICE CONTRACTOR
An Exhibitor Service Kit will be emailed to each exhibitor no later than mid-May 2021. This packet will include all necessary information and forms regarding shipping of displays, display rental, floor coverings, telephone service, electrical service & utilities, additional furniture, accessories, etc. For more information, contact April Moody, SS&G Management at (985) 377-8800 or april.moody@ssgmanagement.net.

CANCELLATION
Exhibitors may reduce or cancel contracted space by submitting written notice to Emily Tarr at emily.tarr@nasro.org. Such notice must be received and acknowledged by NASRO no later than April 2, 2021. Exhibitors canceling an entire exhibit space before February 1st will be charged an administrative fee of 25% of the total cost of display space. Cancellation of contracted exhibit space between February 1st and April 2nd will receive a 50% refund. No refunds will be made if written notice of cancellation or reduction is received after April 2, 2021. Sponsorship contributions are non-refundable.

CONFERENCE GUIDE AND OTHER MATERIAL
All advertising materials, company listing information, and contracts for exhibit space must be submitted and acknowledged by April 2, 2021, for inclusion in the Conference Guide and other materials. There is no guarantee that an exhibitor’s company information will be included in any printed material if the material is received after this date.

SECURITY
NASRO will not be responsible for 24-hour security services at Rosen Shingle Creek. While every precaution will be taken, NASRO assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, and appropriate protection and insurance should be arranged.

LIABILITY
In consideration for the opportunity to display services and products at a NASRO Conference, the Exhibitor, its officers, directors, agents, and insurers agree to indemnify and hold harmless NASRO directors, contractors, employees, and agents and Rosen Shingle Creek from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft, or any claim or loss to any person claiming loss or injury, including any loss or damage to property of the Exhibitor, its employees, agent, or subcontractors, loss or injury to any manufacturer's demonstration participants, the employees, agents, guests, and general public. Said indemnification and agreement to hold harmless NASRO and Rosen Shingle Creek, as foreseen, shall include reimbursement for any costs, expenses, and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of Rosen Shingle Creek resulting in the immediate assessment of damages against NASRO from any act of omission of the Exhibitor, its agents, employees, contractors, and subcontractors, shall be immediately paid or assumed by the Exhibitor. In addition, the Exhibitor acknowledges that NASRO does not maintain any insurance to cover loss or damage to any property of the Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims.

RESTRICTIONS
NASRO reserves the right to determine the eligibility of a company or their product/service for inclusion in the Exhibit Hall and reserves the right to restrict exhibits that, because of noise, method of operation, materials, or for any other reason, become objectionable to NASRO. NASRO also reserves the right to prohibit any exhibit that, in the opinion of NASRO, may detract from the general character of the Exhibit Hall as a whole or offers the same or similar product/service currently provided by NASRO. In such event, any exhibitor terminated prior to expiration of the Conference for cause shall not be entitled to a refund or be entitled to damages for any direct or indirect expenses incurred by the Exhibitor. The exhibition of a company's products or services within the NASRO Exhibit Hall does not represent an endorsement of those products/services by NASRO. No signs will be affixed by any means to the walls, doors, or any other surface in the exhibit area. NASRO firmly restricts representation of an organization that has not been assigned an official exhibit booth from soliciting business and/or distributing promotional material of any type within the exhibit area or any other areas assigned to NASRO by Rosen Shingle Creek. No one is permitted into the Exhibit Hall during installation times except for authorized personnel (those with Exhibitor badges) who are working or supervising the installation of booth equipment or furnishings. This can be a dangerous time with cranes, machinery, etc. Absolutely no children under the age of eighteen (18) will be admitted in the Exhibit Hall during installation or break down under any circumstances.
EXHIBITOR APPLICATION FORM

Coordinator’s Contact Information

Company Name

Coordinator/Meeting Planner’s Name

Address (WHERE YOUR MATERIALS WILL BE MAILED FROM)

City State Zip

Phone

Email Address

Please provide a twenty-five-word description of your company, products, and/or services. This information will accompany your listing in the Conference Guide.

SPONSORSHIP

☐ Have Emily Tarr call me at the contact number listed above to discuss and confirm.

CONFERENCE GUIDE ADVERTISING

☐ Cover ($1100) ☐ Full Page ($850) ☐ Half Page ($600)

BOoth

Corner Booth ** $1,600
Inlet Booth ** $1,400
Additional 10’ x 10’ (each) * $1,100

Corner Booth after April 2nd $1,875
Inlet Booth after April 2nd $1,675
Not-For-Profit, 501(c)3 * deduct $150

* Inlet booth only. Only one discount per exhibitor.
** Expires on April 2nd.

TOTE BAG INSERT

☐ Exhibitor ($500) ☐ Non-Exhibitor ($800)

Aisle Sign

☐ Logo Sign ($600) Requested Aisle: _____

Companies we would like to be NEAR: ________________________________

Companies we would like to be AWAY FROM: __________________________

This exhibit contract incorporates the National Conference Rules and Regulations (in this Exhibitor Prospectus) and on the NASRO website (www.nasro.org). We have read and we understand these Rules and Regulations, and we agree to abide by them and by any additional rules deemed necessary by NASRO. Exhibit space will be occupied solely by our organization in exhibiting our products or services. Booths may not be shared or sublet. The Exhibitor agrees to hold NASRO harmless from any liability, loss, or claim during this Conference. All applications are subject to review and approval by Modmire Management and the NASRO Executive Director, pursuant to the directive of the NASRO Board before any application is accepted and approved.

REQUIRED:

Coordinator or Meeting Planner’s Signature ____________________________ Date ____________________________

Contract submission: Email to emily.tarr@nasro.org.
Call Mike Couey in the NASRO office at (205) 739-6065 to pay by credit card.
Payment by cash or check will not be accepted.
As the official publication of the National Association of School Resource Officers, the Journal of School Safety is distributed quarterly in both hard and digital copy to more than 10,000 NASRO members worldwide. Its readership is directly responsible for making recommendations to police agencies, sheriff’s departments, school districts, and juvenile justice programs on the products and services they utilize daily. As an educational publication, its authors share innovations and best practices for making the world’s students and schools safer.


**ADVERTISING RATES and SPECIFICATIONS**

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<th>Size (WxH)</th>
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<th>4x</th>
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<td>$1320</td>
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<td>$745</td>
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<tr>
<td>Half-Page (vertical)</td>
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<tr>
<td>One-Third Page (vertical)</td>
<td>$660</td>
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<td>One-Fourth Page (horizontal)</td>
<td>$400</td>
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**PREMIUM POSITIONS (sizes shown with bleed)**

<table>
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<th>4x</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
<td>$1455</td>
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<tr>
<td>Back Cover</td>
<td>$1555</td>
<td>$1505</td>
<td>$1460</td>
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</table>

**MATERIAL REQUIREMENTS**

Acceptable file formats are EPS, TIFF, high resolution (300 dpi) JPEG, or press optimized PDF. Color image files should be submitted in a CMYK color space at 100% scale.

All new materials must be submitted to Emily Tarr by the deadline outlined in the corresponding table via email to emily.tarr@nasro.org or the FTP site (call for instructions).

The finished and trimmed publication is 8.5” x 11”.

**ISSUE DATES and DEADLINES**

Please submit your advertising reservations for each issue by the following dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>October 2, 2020</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>January 18, 2021</td>
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<tr>
<td>Summer 2021</td>
<td>April 11, 2021</td>
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<tr>
<td>Fall 2021</td>
<td>July 18, 2021</td>
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<tr>
<td>Winter 2021</td>
<td>October 3, 2021</td>
</tr>
</tbody>
</table>

**ADVERTISING INQUIRIES**

Emily Tarr | (205) 563-9313 | emily.tarr@nasro.org
# Advertiser’s Contact Information

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address</td>
<td>(WHERE TO SEND PUBLICATION)</td>
</tr>
<tr>
<td>Phone</td>
<td>Email Address</td>
</tr>
<tr>
<td>City</td>
<td>State</td>
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<table>
<thead>
<tr>
<th>FALL</th>
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<th>SPRING</th>
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<table>
<thead>
<tr>
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<th>Rate</th>
<th>Artwork (new to come or from previous issue)</th>
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<tr>
<td>Premium Type</td>
<td>Rate</td>
<td>Artwork (new to come or from previous issue)</td>
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</tbody>
</table>

**TERMS:** Rates are stated per issue. Past or current advertisers in good financial standing with NASRO must remit payment within 30 days of signing. New advertisers are required to pay in advance of publication in order to establish credit with NASRO. Overdue accounts will be charged a late payment fee of 1.5% per month (18% annually).

**SEND ALL NEW ARTWORK TO:** Emily Tarr at emily.tarr@nasro.org.

**INSTRUCTIONS:** Please sign below to accept this contract and return by email to Emily Tarr at emily.tarr@nasro.org. By signing below, you acknowledge that you have read and agree to the conditions set forth in the contract regulations without any further contact or notice. Should you have any questions, contact Emily Tarr at emily.tarr@nasro.org or (205) 563-9313.

Signature: ___________________________ Date: __________

Print Name: ___________________________