

THE MOST IMPORTANT EVENT OF THE YEAR FOR PROFESSIONALS IN FIRE PROTECTION, ELECTRICAL & LIFE SAFETY AND SECURITY



nfpa
CONFERENCE & EXPO

Mandalay Bay Convention Center
Las Vegas, Nevada

Conference: June 7-10, 2010

Expo: June 7-9, 2010
(Monday - Wednesday)

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JOURNAL

To exhibit at the
2010 NFPA Conference & Expo visit –
nfpa.org/conference





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Exposition

The NFPA Conference & Expo brings to life the products and services needed to meet and maintain compliance with accepted codes and standards.

If your products are used in fire protection, security, electrical or life safety, this event is a great opportunity to position your brand and your company as an industry leader and promote the benefits and solutions you can offer.

Why Exhibit at the NFPA Conference & Expo?

Exhibiting at the NFPA Conference & Expo is one of the most potent sales and marketing tools available to you. Here are a few reasons:

- 1. This show provides you with many new sales prospects in a concentrated period of time.** Communicate with hundreds of decision makers in just a few days.
- 2. Participation in the NFPA Conference & Expo positions your company at the forefront of your industry.** Demonstrate that your company is a full partner in the progress, development and future of fire protection, safety and security.
- 3. The Expo gives you an opportunity to demonstrate the solutions you offer.** Prospects can see, touch and try your product.
- 4. This industry event is the ideal relationship building environment.** Visitors can meet with the senior executives and technical talent on your team.

Value-added Features and Options

Along with your display at the expo your company is identified in pre-show promotion through internet and print and has additional opportunities to communicate with sales prospects pre-show, at-show, and post-show.

- **Free passes:** You receive an unlimited number of free expo-only passes to invite customers and prospects.
- **Internet promotion:** Your company name, with product listing, will be listed in a special exhibitor section at nfpa.org. A link to your company web site is available.
- **Your commercial presentation at the event:** A schedule of commercial or technical presentations, supplied by exhibitors, will be presented during the expo to an audience of interested attendees. (Time slots are limited.)
- **Exclusive marketing opportunities:** You can magnify your show presence through sponsorship and advertising opportunities and enhance your messaging to a captive C&E audience. (Details will follow on confirmation of your booth selection.)
- **Full attendee registration file:** Exhibitors receive the complete registration database of names and addresses thirty days after the event for unrestricted use in post show marketing efforts.



The NFPA Conference & Expo Features Security and Electrical Products

The product mix on the show floor reflects the full range of NFPA codes and standards. As fire codes share common elements with other aspects of premise safety, namely electrical and security, these are product disciplines where attendees are looking for solutions.

Security Products

Integration of security technologies with overall premise protection means security products and technologies are being evaluated by the professionals in life safety, loss prevention, and facility design and management who regularly attend the NFPA Conference & Expo.

Electrical Safety

The National Electrical Code® (NEC), developed by the NFPA, is the world's blueprint for electrical safety and forms the basis for all electrical codes in the United States.

If your products impact electrical design, maintenance, inspection or safety programs, you will find an interested audience at the NFPA Conference & Expo.

2010 NFPA Conference & Expo

NFPA's always evolving, consensus-driven codes and standards affect the design, construction and operation of every building and physical installation in the country.

The annual NFPA Conference & Expo plays an essential role in developing these codes and standards and, as an exhibitor, this can affect how your company and your products are perceived in the marketplace.

More than perception, you will benefit from the face-to-face interaction with an influential audience of professionals, people who are actively involved in the specification and purchase of fire and safety related products and services for the facilities they design, build or work in.



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Meet Executive Decision Makers from All Building Types



About NFPA

The National Fire Protection Association has been a world leader in providing fire, electrical, building, and life safety to the public since 1896.

The mission of this international nonprofit organization is to reduce the worldwide burden of fire and other hazards on the quality of

life by providing and advocating consensus codes and standards, research, training, and education.

With over 80,000 members representing nearly 100 countries, NFPA is the worldwide leader in promoting and protecting public safety.

Industry Reach and Penetration

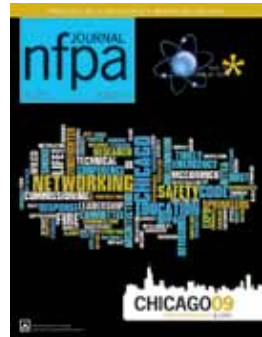
As the authority on fire, electrical and life safety codes and standards, NFPA is an essential resource for all types of fire and life safety professionals—from architects, engineers, contractors, and building managers to public and private fire service, enforcement agencies, insurers and utilities.

NFPA media gives you access to these buying influencers.

Constant communication with our member community is achieved through print (*NFPA Journal*, 85,448 Qualified Circulation) and electronic media (*nfpa.org*, *NECplus.org*, and a monthly e-newsletter) that speak to tens of thousands of professionals who are actively engaged in the NFPA mission—saving lives and protecting property.

Then the high point of the year, the NFPA Conference & Expo, where your industry comes together to learn, network, evaluate suppliers and participate in the code development process. With attendance of over 4,000 professionals, this event offers you the opportunity to meet face-to-face with your very best prospects.

If you sell products for fire protection, security, electrical or life safety, NFPA media and events should be the foundation of your marketing plan.



About ROC Exhibitions

NFPA Conference & Expo is co-produced with ROC Exhibitions, Inc.

ROC Exhibitions and its affiliate companies manage nine national and international trade shows in a variety of industries. Included are events in facility management, facility maintenance, green-

tech, physical security, high-tech manufacturing, and construction.

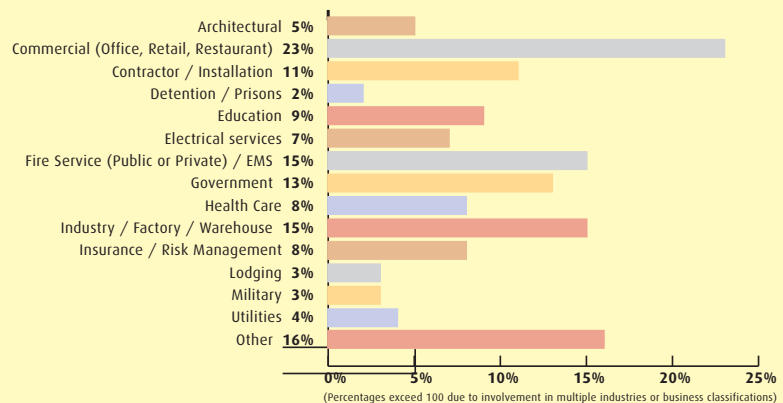
The NFPA and ROC Exhibitions also collaborate in producing Americas' Fire and Security Expo, the Miami Beach event for Latin American markets, and Mexico's Fire Expo held in Mexico City.



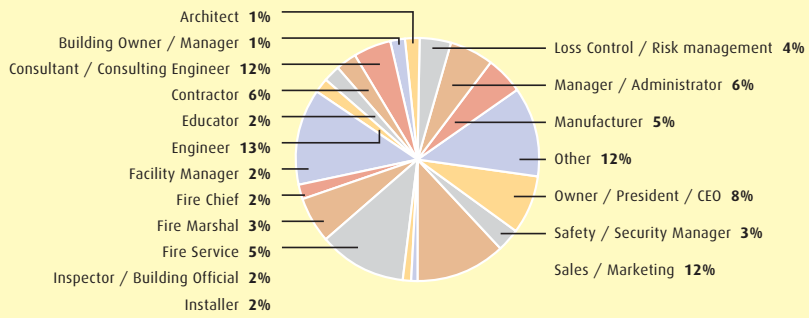
Who Attends the NPFA Conference & Expo?

2009 Audience Demographics
 Attendance in Chicago was 4,213
 Every state and seventy one countries were represented

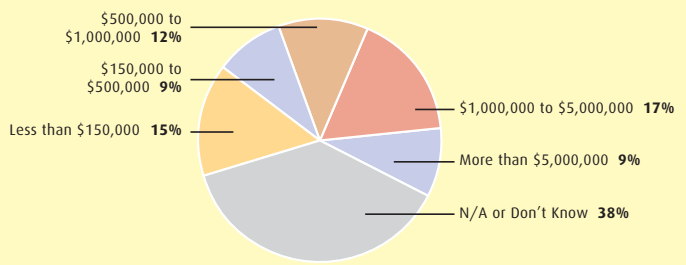
The Businesses You Want To Reach



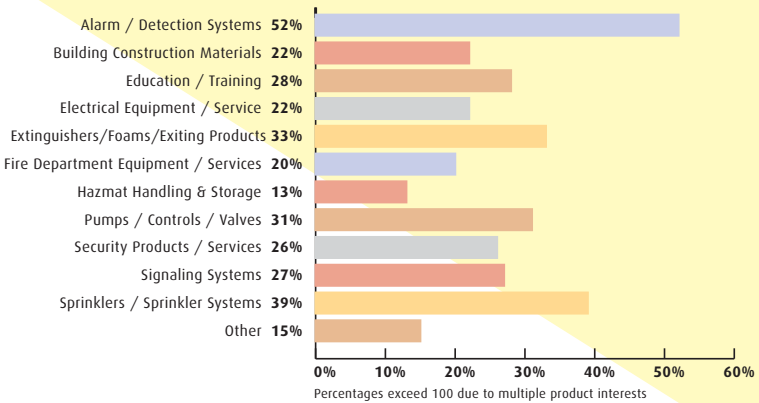
The People You Want To Meet



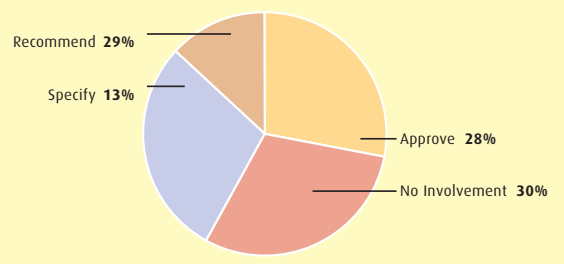
Annual Expenditure on Fire Protection / Life Safety / Security Products & Services



Their Product Interests



Purchasing Authority



For more information or to exhibit at the 2010 NFPA Conference & Expo visit – nfpa.org/conference

2010 NFPA Conference & Expo

The gold standard for education in fire and life safety attracts professionals from every facet of the industry. **2010 conference tracks include:**

Building and Life Safety

Codes and Standards

Detection and Suppression

Fire and Emergency Services

Fire Protection Engineering

sponsored by

Society of Fire Protection Engineers



Emergency Preparedness/Business

Continuity

Facility Fire Safety & Security

Public Education

Electrical

Research

Documents Reporting at the June 2010 Meeting

Aerosol Products

30B Aerosol Products

Electrical Systems Maintenance

73 Electrical Inspection Code for Existing Dwellings

Finishing Processes

33 Spray Application Using Flammable or Combustible Materials

34 Dipping and Coating Processes Using Flammable or Combustible Liquids

Forest and Rural Fire Protection

1145 Use of Class A Foams in Manual Structural Fire Fighting

Garages and Parking Structures

88A Parking Structures

Handling and Conveying of Dusts, Vapors, and Gases

654 Fire and Dust Explosions from the Manufacturing, Processing, and Handling of Combustible Particulate Solids

Hazard and Risk of Contents and Furnishings

556 Methods for Evaluating Fire Hazard to Occupants of Passenger Road Vehicles

Inspection, Testing, and Maintenance of Water-Based Systems

25 Water-Based Fire Protection Systems

Lightning Protection

780 Lightning Protection Systems

Liquefied Petroleum Gases

58 Liquefied Petroleum Gas Code

Marinas and Boatyards

303 Marinas and Boatyards

Marine Terminals

307 Marine Terminals, Piers, and Wharves

National Electrical Code®

70 National Electrical Code®

Ovens and Furnaces

86 Ovens and Furnaces

87 Fluid Heaters

Accreditation and Certification to Fire Service Professional Qualifications

1000 Fire Service Professional Qualifications Accreditation and Certification Systems

Emergency Vehicle Mechanic Technicians Professional Qualifications

1071 Emergency Vehicle Technician Professional Qualifications

Road Tunnel and Highway Fire Protection

502 Road Tunnels, Bridges, and Other Limited Access Highways

Shipbuilding, Repair, and Lay-Up

312 Fire Protection of Vessels During Construction, Conversion, Repair, and Lay-Up

Smoke Management Systems

204 Smoke and Heat Venting

Special Effects

160 Flame Effects Before an Audience

1126 Use of Pyrotechnics Before a Proximate Audience

Venting Systems for Cooking Appliances

96 Ventilation Control and Fire Protection of Commercial Cooking Operations

40 Cellulose Nitrate Film

Exhibiting Information:

Your space rental at NFPA Conference & Expo includes:

- Complimentary Conference Access for Exhibit Personnel (minimum one per company)
- Company Listing and Product Description in the Official Show Directory
- Complimentary V.I.P. / Guest Invitations
- Comprehensive Exhibitor Service Kit
- 24 Hour Exhibit Hall Perimeter Security
- 7" x 44" Company Identification Sign
- Standard 8 ft. Backwall and 3 ft. Siderail Drape
- On-site Exhibitor Lounge
- Post-show Registration File of Attendees
- Priority Booth Selection for 2011 Event in Boston

Venue

Mandalay Bay Convention Center

Conference & Exposition Show Days and Hours

Event Days and Hours

Conference Sessions:

Monday, June 7 8:00 am – 12:00 noon; General Session 1:00 pm – 3:00 pm
Tuesday, June 8 8:00 am – 12:30 pm and 2:45 pm – 5:15 pm
Wednesday, June 9 8:00 am – 12:00 noon

Association Technical Meeting:

Wednesday, June 9 2:00 pm
Thursday, June 10 8:00 am to completion

Expo:

Monday, June 7 3:30 pm – 7:30 pm (networking reception in Expo Hall 6:00 pm – 7:30 pm)
Tuesday, June 8 11:00 am – 4:00 pm
Wednesday, June 9 10:00 am – 2:00 pm

Exhibit Rates

\$28.00 per square foot
(10' x 10' \$2,800; 10' x 20' \$5,600; 20' x 20' \$11,200; 20' x 30' \$16,800)
(Contiguous booths on the floorplan can be combined to satisfy your size requirements.)

No one under 18 allowed in the Conference or Exhibit Hall

Show Organizers

For additional information or to exhibit at the 2010 NFPA Conference & Expo contact:



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