



PARTNERS

in Emergency Preparedness

Welcome to the Partners In Emergency Preparedness Conference! Coming up quickly on April 6-7, the 2021 version will be virtual and similar to the October 2020 version. The next in-person conference will be held April, 2022 at the Lynnwood Convention Center in Lynnwood, Washington. Both conferences will provide an exceptional forum to showcase your products and services to a highly targeted audience representing the buying power of state and local preparedness, safety, and business continuity personnel. For more details on the goals and audience of the PIEPC, please visit our website at www.piepc.org.

In recognition of these extraordinary times, and in gratitude to the businesses and agencies that support this conference, we are offering two-for-one sponsorships! Signing up in time to sponsor April 2021 means you receive the sponsor benefits for two years. Our directors are working with the virtual conference platform to provide some unique opportunities for connection and networking, while helping you get the word out about your products and services.

The enclosed information packet outlines the variety of sponsor opportunities offered at both the virtual 2021 and in-person 2022 conferences. For companies who want to do even more to increase their exposure at either event, there are a number of sponsorship opportunities available in a range of levels to fit within your budget and increase your visibility on the PIEPC website, in our printed materials, and throughout the conference venue itself. We look forward to working with you and hope you will choose to participate in the largest and most successful regional emergency management conference in the Pacific Northwest. If you need anything please do not hesitate to contact our Director of Sponsorship, **Gail Harris** at **425-890-0253** or **gail@piepc.org**. Thank you for your support.

Sincerely,

Kelly Kasper

PIEPC Chair

Gail Harris

Director of Sponsorship

Virtual Sponsorship Opportunities

The PIEP Conference attracts individuals representing government, non-profit sector, private, businesses, schools, volunteers, first responders, and emergency management professionals. As we have moved to a virtual platform, and with the ability to view presentations on-demand we have also expanded our audience beyond the Pacific Northwest Region. Our monthly webinars have drawn participants from across the country, and even international attendees.

VIRTUAL PACKAGES

WEBINAR ONLY PACKAGE - \$250

EXHIBITOR PACKAGE - \$995*

1 Virtual Exhibitor Booth for 2021
1 Complimentary virtual attendee registration for 2021
1 Complimentary attendee registration for the 2022 in-person conference
1 10' x 8' exhibit space in 2022

WEBINAR ONLY BENEFITS

Your sponsorship will underwrite necessary technology to provide a quality educational experience. Our webinars are monthly educational webinars with industry subject matter experts. They have an average attendance 250+ live, 400+ viewing later. Recordings are available on the piepc.org website.

- ◆ Company logo on all collateral material for this event
- ◆ Company logo on event and registration website pages linked to company website
- ◆ Company logo on up to 3 social media posts promoting this event
- ◆ Option to serve on a panel or provide 30-second welcome video for recorded content
- ◆ Opportunity to provide door prize for attendee drawing
- ◆ Option to provide a thank you message sent out to registrants after the event

2021 VIRTUAL EXHIBITOR SPECIAL

Every 2021 Exhibitor Package includes a 2022 Exhibitor Package. If you would like to upgrade your 2022 Exhibitor Package to a Sponsorship Level, a credit of \$995 will be applied to your upgrade.

Virtual Sponsorship & The WHOVA App

VIRTUAL EXHIBITOR BOOTH

Virtual booth will be open before, during & after conference

Feature videos or schedule live streams on your booth page

Attendees can visit booth to get their virtual passport stamped

Offer a promotional offer to attendees that visit your booth

Upload PDF handouts for attendees

Engage with attendees through comments and a day of chatbox

Track how many attendees have viewed your booth

Attendees that claim your promotional offer, like your booth or comment will be automatically added to your leads

5 minutes prior to one session presentation to talk about your company/organization & introduce session speaker

The screenshot displays the Whova app interface for the National Business Conference 2021. The main navigation menu on the left includes Home, Agenda, Attendees, Community, Meetup, Exhibitors, Sponsors, and Messages. The central area shows a search bar and a list of exhibitors, with Whova, Inc. Event Management (Booth 450) selected. The main content area features a video player showing two men in a virtual booth, with a 'View Recording' link and a '200 Visited' counter. Below the video, there is a description of the booth, contact information, and a 'Sign up for deals and offers' button. On the right, a chat window is open, showing messages from attendees and a 'Send' button.

Exhibitor & Sponsorship Opportunities

If your **target audience** consists of Emergency Management, Law Enforcement, Fire Services, EMS, Schools, Universities, Public Health, Utilities, Public Works, Nonprofit Sector, Economic Development, Local & Federal Government, Volunteers, Safety and/or Hospitals, then PIEPC is the place for you to **build relationships** and **generate leads**.

EXHIBITOR PACKAGE

Cost - \$995

1 complimentary attendee registration

One 10' x 8' exhibit booth

PARTNER PACKAGES

ESTEEMED PARTNER PACKAGE (LIMIT 2) - \$6,000

PREMIER PARTNER PACKAGE (LIMIT 6) - \$5,000

DIAMOND PARTNER PACKAGE (LIMIT 6) - \$4,000

PLATINUM PARTNER PACKAGE - \$3,000

GOLD PARTNER PACKAGE - \$2,500

SILVER PARTNER PACKAGE - \$1,500

COMPANY LOGOS AND ARTWORK

Please send your company/organization logo to info@piepc.org. All artwork must be received by September 1, 2020. Logos should be sent as a vector EPS, AI, or SVG file with all text converted to outlines, or as high resolution TIFF or PNG images (screen grabs from your website will not be sufficient. We wish to present your company in the best possible light across a variety of possible display sizes).

Partner Sponsorships Compared

PACKAGE BENEFITS	ESTEEMED	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
Number of complimentary registrations	5	5	4	3	2	1	1
Customized sponsorship opportunity	X						
Partner ribbon adhered to name badge(s)	X	X	X	X	X	X	
Listed as PIEPC Partner in the mobile app	X	X	X	X	X	X	
Verbal recognition at opening general session	X	X	X	X	X	X	
10' x 8' booth in exhibitor area	X	X	X	X	X	X	X
Logo on partner conference signage (A)	X	X	X	X	X	X	
Logo in conference app (B)	X	X	X	X	X	X	
Logo on conference Facebook pg thru Dec 2020 (C)	X	X	X	X	X	X	
Logo as clickable link on conference website (D)	X	X	X	X	X		
Tweet recognizing company as PIEPC Partner	X	X	X	X			
10 mins to speak to attendees about your organization*	X						
5 mins to speak to attendees about your organization*		X	X	X			

*Speaking opportunity given before virtual sessions, in-person Keynote or at in-person conference lunch.

SPONSOR LOGO PLACEMENT DESCRIPTIONS

- A** Logo on partner signage placed at the conference
- B** Recognition in conference app
- C** Logo on conference Facebook page through Dec. 2020
- D** Clickable link on conference website

EVENT PACKAGES

EXHIBITOR'S RECEPTION (LIMIT 1) - \$12,000

Included: 5 Complimentary Registrations

Highlight your organization at the must-attend social event of the conference! Consider creating a signature cocktail in your organization's colors. This opportunity is truly one of a kind.

LUNCH (LIMIT 2) - \$10,000

Included: 5 Complimentary Registrations

Year after year, attendee lunches generate the largest captive audience at the conference. Take advantage of that trend and promote your organization here.

BREAKFAST (LIMIT 2) - \$6,000

Included: 5 Complimentary Registrations

Start our attendees' day off right - talking about your organization, of course! Get recognized at the start of the day by hosting one or both conference breakfast events.

BREAKS (LIMIT 4) - \$4,000

Included: 4 Complimentary Registrations

Food and drinks served at breaks keep our attendees going! Gratitude coming your way for keeping energy high all day!

INCLUDED WITH EVENT PACKAGES

- ◆ Partner ribbon attached to your name badges
- ◆ Pre & post registration lists
- ◆ Verbal recognition at the opening session
- ◆ Recognition as a PIEPC Partner on Twitter
- ◆ Company/organization logo displayed: A-D

Exhibit Rules and Regulations

BOOTH INFORMATION

You agree to have your exhibit entirely set-up by **5:00 pm on April 5, 2022**. Attendee registration will begin on Tuesday. Details regarding move-in will be emailed with your booth confirmation. You agree to staff your exhibit on April 6 from 7:00 am to 6:00 pm and April 7 from 7:00 am to 1:00 pm. You further agree to wait to strike your display until **1:00 pm on April 7**. Tear-down times are from 1:00 pm to 4:00 pm. Failure to comply will result in an **early strike fee of \$200** which will be charged directly to your credit card, following the close of the conference. The conference steering committee reserves the right to reallocate booth space.

You agree to pay **\$995** to display materials at the Partners in Emergency Preparedness Conference. You will be provided with the following in return for the amount paid:

- ◆ One 10' x 8' exhibit booth with pipe and drape
- ◆ One 6' draped table
- ◆ Two chairs
- ◆ Fully carpeted
- ◆ Free wireless internet
- ◆ One hardcopy attendee list
- ◆ One complimentary conference registration
- ◆ **Exhibitor** ribbon for conference badge
- ◆ Opportunity to purchase additional exhibitor registrations at a discounted rate of \$175 per attendee (maximum of 2)
- ◆ Listed as an **Exhibitor** in the mobile app

Please note: Electrical service is not included in your booth rental. Email us at info@piepc.org to make arrangements if you will require electrical service at your booth.

LIABILITY

Neither PIEPC, LCC, OrgSupport LLC, nor any member of the above named will be responsible for any injury, loss, or damage that might occur to the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing the **Application for Exhibit Space**, expressly releases the aforementioned from any and all claims for such loss, damage, or injury.

ADDITIONAL INFORMATION

After your **Application for Exhibit Space** has been received by conference management, you will be sent information regarding booth assignment, set-up, tear-down, conference schedule, and other pertinent details.

QUESTIONS?

If you have any questions, please contact **Partners In Emergency Preparedness** at info@piepc.org.