EXHIBITOR PROSPECTUS

NAVIGATOR®
ORLANDO, FL
APRIL 28-30, 2020
IT’S ALL HAPPENING AT THE
Disney’s Coronado Springs Resort

Be where the action is! All NAVIGATOR 2020 sessions and the Exhibit Hall will be located at Disney’s Coronado Springs Resort. The premier educational event for police, fire, and medical 911 dispatch provides more than 1,500 dedicated professionals from across the country and around the world with an exceptional, concentrated forum for learning, collaborating, and experiencing new technology. Join delegates from local, state, county, tribal, and federal agencies at the annual NAVIGATOR educational conference as they address emergency response’s critical issues, advance their knowledge and careers, and equip their operations for the future. Since most attendees will be staying at the host hotel, additional opportunities to network and meet with your clients and prospective clients beyond conference hours will be provided.

HOTEL INFORMATION

Disney’s Coronado Springs Resort
1000 West Buena Vista Drive
Lake Buena Vista, Florida 32830-8403

Room Reservations
Call (407) 939-1000 to reserve your room after October 15th or go online:
navigator.emergencydispatch.org

EXHIBIT HALL INFORMATION

Tuesday–Thursday, April 28–30, 2020
All session breaks will be held in the Exhibit Hall.
**ATTENDEES BY THE NUMBERS**

- **61%** of attendees worked in a comm. center with nine stations or more. (Chart refers to the number of all call stations per center)

- **91%** of attendees identified themselves as being a comm. center supervisor, manager, or director, or involved with training or instruction.

### Employment Type Distribution

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety Dispatcher</td>
<td>29.3%</td>
</tr>
<tr>
<td>Comm. Center Supervisor/Manager</td>
<td>33.9%</td>
</tr>
<tr>
<td>Training/QI Coordinator</td>
<td>17.6%</td>
</tr>
<tr>
<td>Comm. Center Director/Chief</td>
<td>9.8%</td>
</tr>
<tr>
<td>Instructor</td>
<td>2.8%</td>
</tr>
<tr>
<td>Paramedic/EMT/Firefighter</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

- **46%** of attendees work for a combination medical/fire/police center

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combination Medical/Fire/Police</td>
<td>46%</td>
</tr>
<tr>
<td>Municipal/Regional Government</td>
<td>22%</td>
</tr>
<tr>
<td>Law Enforcement</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Fire Service</td>
<td>10%</td>
</tr>
<tr>
<td>Private Ambulance</td>
<td>8%</td>
</tr>
<tr>
<td>Educational Institution</td>
<td>2%</td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES

PARTNER
• 20’ x 20’ booth
• NEW! Full-page conference brochure ad (artwork due by August 16, 2019)
• Full-page IAED Journal ad
• Mobile app ad
• Premium logo placement on the website with a link through the end of the conference

PLATINUM
• 10’ x 20’ booth
• NEW! Full-page conference brochure ad (artwork due by August 16, 2019)
• Full-page IAED Journal ad
• Mobile app ad
• Premium logo placement on the website with a link through the end of the conference

GOLD
• 10’ x 10’ booth
• NEW! 1/2 page conference brochure ad (artwork due by August 16, 2019)
• 1/2 page IAED Journal ad
• Mobile app ad
• Premium logo placement on the website with a link through the end of the conference

SILVER
• 10’ x 10’ booth
• NEW! 1/4 page conference brochure ad (artwork due by August 16, 2019)
• 1/4 page IAED Journal ad
• Premium logo placement on the website with a link through the end of the conference

BRONZE
• 50% booth discount
• NEW! 1/4 page conference brochure ad (artwork due by August 16, 2019)
• 1/4 page IAED Journal ad
• Premium logo placement on the website with a link through the end of the conference

*Terms and conditions are subject to change based on availability. If necessary, an equivalent opportunity will be offered.
BENEFITS OF SPONSORSHIP

WHY SHOULD YOU CONSIDER SPONSORING AN EVENT?

According to a recent study by the Event Marketing Institute, 72% of consumers positively view brands that provide quality event experiences and 74% of respondents admit that engaging with brands that create memorable moments makes them much more likely to buy their product.

- Direct access to your target market
- Increase your community’s involvement and improve loyalty
- Target audience turns into loyal customers
- Increase your visibility
EXHIBITOR EXPERIENCE

WHY EXHIBIT?

Meet key decision-makers who look forward to visiting the Exhibit Hall as a highlight of their conference experience. Here are a few things you’ll get:

• An intimate format that invites elevated networking
• Exhibit Hall hours that work to maximise your time with customers and reduce dead zones
• Excellent service and attention to detail to ensure your conference experience meets or exceeds expectations

EXHIBITOR MAP

PAST EXHIBITORS

9-1-1 for Kids
9-1-1 Magazine
911Cares
911Trainer.com
Active Software
Active USA, LLC.
Advanced Systems Technology
Alert Tracking Systems
Altius, Inc.
BCE Nexxia
Bergvik North America
Bradshaw Consulting Services
Brandywine Communications
CAD North, Inc.
CCM
Center for Disaster Preparedness
Circadian
CodeRED
Columbia Southern University
ComCare Alliance
Concept Seating, Inc.
Critical Pre-Employment Testing Software
CTS America
Cushing Technologies, Inc.
CVDS
DaPre Systems
Data Tech Software Solutions, Inc.
DataTech911
Deccan International
Denise Amber Lee Foundation
Dialog Coach LLC
Dispatch Products
Domore 24/7 Seating
Dylux Technology, LLC
Dynamic Instruments
Emergency CallWorks
Emergency Number Professional Magazine
Emergitech
EmFinders
EnRoute Emergency Systems
ESRI
Evans Consoles
Eventide, Inc.
Exacom Inc
First Contact 9-1-1, LLC
FirstWatch
Forge Public Safety
Frequents USA
GEAC Public Safety
GeoComm
GeoConex
Global Software
Guardian Tracking
Harris
HigherGround
ID Networks, Inc.
In Motion Technology, Inc.
Infinite Trading Inc
Infor
Innovant
InterAct Public Safety Systems
Intergraph
International Critical Incident
Stress Foundation
Ironhorse Seating
JEMS
Communications
Jones and Bartlett
Keystone Public Safety Inc
L. Robert Kimball & Associates
Las Vegas Fire & Rescue Combined Communications
Center
Logis Solutions
Logistic Systems, Inc.
Ma-Chis LCITE
McN Roose Voice & Data Inc.
Mde, Inc.
MedicAlert Foundation
MicorData
Motorola
National 911 Education Coalition
National Center for Missing & Exploited Children
National Communications System
National Emergency Number Association
New World Systems
NICE
Nu-Metrics
OnStar
Ortivus North America
Plant CML
Plantronics
Police Legal Sciences Inc.
Positron Public Safety Systems
Priority Dispatch
Corp.
Priority Solutions Inc.
PSTC 911 Cares
Public Safety Systems incorporated
PulsePoint
RCC Consultants, Inc.
Regula Srl
Russ Basset
Sagebrush Fine Art
SAFE Corporation
Schedule Express
Select Advantage
Select, Inc.
Shelby Products
Spillman Technologies
Stancil Solutions
StaticSmartFlooring
Steelpower Chairs
Supercide Systems Inc.
Sungard Public Sector
The Genisis Group
The Optima Corporation
Thomas Shelby and Company
Tiburon Inc.
TriTech Software Systems
Tyler Technologies
Uvio
Valor Systems, Inc.
Viking Acoustical Corporation
VisionAir
Vixxi Solutions, Inc.
Voice Print International
VPI
Watson Dispatch
Furniture
Wrightline
xwave
Xybix
Zetron
ZOLL Data Systems

ZOLL Data Systems

VERACRUZ BALLROOM
Ninety 10’x10’ booths
Ceiling height 23’ 0”

PREMIUM HALL SPACE

Exhibit Hall Entrance
**ARTWORK AD REQUIREMENTS**

All digital color and grayscale artwork must be supplied at 300 dpi. High-res PDF, EPS, and PNG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode. All screen and printer fonts as well as linked images must be supplied if not embedded or outlined in the file.

**MOBILE APP ARTWORK REQUIREMENTS**

High-res JPG or PNG files are accepted.

**LOGO ARTWORK REQUIREMENTS**

All logo artwork must be vector files only. Please submit full color art and reversed art in white for best placement options on dark backgrounds.

**ARTWORK SUBMISSION**

Simply email your artwork, ad, or logo to: arts submissions@emergencydispatch.org.

In the subject line fill in "[Company Name] Artwork Submission." Please include your company’s contact information in the body of the email.

**ARTWORK DEADLINES**

Conference Brochure: Aug. 16, 2019

The Journal of Emergency Dispatch: Jan. 31, 2020

Navigator Mobile app: Jan. 31, 2020

All logo artwork is due upon sponsorship submission.

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**PUBLICATION SPECIFICATIONS: 0.125” BLEED**

**NAVIGATOR MOBILE APP SPECIFICATIONS:**

- 640 x 150 pixels, PNG, JPEG, and GIF only
- 552 x 150 pixels, PNG, JPEG, and GIF only

**LOGO SPECIFICATIONS:**

vector files or raster only
POLICIES & PROCEDURES

Agreement: Each exhibitor and his or her employees agree to abide by these regulations and by any amendments or additions thereto that may be established or put into effect by the Academy.

Booth Equipment: Each 10’ x 10’ booth will be set with an 8’ high back drape and 36” high side dividers. Each exhibitor will be provided with a 7” x 44” booth ID sign, one 6’ skirted table, and two folding chairs. Additional equipment can be purchased or rented from the decorating company (information on the decorating company will be provided upon booking exhibition space).

Exhibit Personnel: The standard booth price includes two exhibitor representatives per 10’ x 10’ booth space purchased and food served in the exhibit area. Additional representative passes can be purchased for $75.00 each. Fees do not include admission to the educational conference. Exhibitors can also purchase luncheon tickets and special events tickets. Names of your exhibit personnel must be submitted to the Academy office 3 weeks prior to the conference for them to receive printed name badges. Gold and Silver sponsors receive 3 badges. Sponsoring Partners and Platinum sponsors receive 4 badges.

Payment: A fifty percent (50%) deposit must be received with this contract payable to IAED. Checks, money orders, Visa, MasterCard, and American Express are accepted. U.S. currency only. Mail payment to: IAED, 110 S. Regent Street, 8th Floor, Salt Lake City, UT 84111, or call 888.725.5853. The final balance is due before March 16, 2020.

Space Assignments: Booth priorities will be determined according to the date the payment is received and history with the Academy. If the full balance is not received by March 16, 2020, the Academy reserves the right to resell exhibitor’s space without refunding the deposit or move the space to a less desirable location.

Refund or Cancellation: Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify Conference Management in writing. All sums paid by the exhibitor, minus a 50% service charge, will be returned to the exhibitor. If the cancellation occurs after April 1, 2020, no refunds will be given.

Damage to Property: Nothing shall be posted, tacked, nailed, screwed, taped, or otherwise attached to columns, floors, walls, or other parts of the building or furniture. Exhibitors are liable for any damage caused to the building, floors, walls, columns, or to other exhibitors’ property.

Exhibitor Activities: Exhibitors agree not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums, or hospitality suites that are in conflict with the official Academy activities whether such activities are to be held at the host hotel or outside the hotel without the written consent of Conference Management. Exhibitor shall submit to Conference Management any plans for intent to hold or host activities, at or in conjunction with its exhibit, for written time and approval. There will be opportunities to sponsor additional activities if the exhibitor so desires. Contact Conference Management for possible dates, times, and openings.

Additional Sponsorship Opportunities: These activities include receptions, luncheons, and/or breakfast, the conference poster, and other special conference events. Please call 888.725.5853 for more details.

ONLINE REGISTRATION INFORMATION

You can easily register online at navigator.emergencydispatch.org/exhibitor-registration after May 6, 2019. If you have any questions please contact the NAVIGATOR office 801.359.6916 ext. 220.

EXHIBIT ONLY: SPACE RATES & SPACE SELECTION

Booth preferences are assigned as first-come, first-served basis.

- 10’ x 10’ .......................................................................................................................... $1,895
- 10’ x 20’ .......................................................................................................................... $3,495
- 10’ x 30’ .......................................................................................................................... $4,595
- 20’ x 20’ .......................................................................................................................... $5,895
- Premium Space Additional ......................................................................................... $500 per space

SPONSORSHIP RATES

One 10’ x 10’ booth is included with each Silver or Gold sponsorship, a 10’ x 20’ booth is included with each Platinum sponsorship, and a 20’ x 20’ booth is included with each Partner sponsorship. Premium booth fees are not included in sponsorship fees.

- Partner (20’ x 20’ booth included) ............................................................................. $20,000
- Platinum (10’ x 20’ booth included) ........................................................................... $12,000
- Gold (10’ x 10’ booth included) ................................................................................. $9,000
- Silver (10’ x 10’ booth included) ................................................................................. $6,000
- Bronze (Bronze sponsorship can add booth space at 50% savings off our regular price)........ $4,500

PAYMENT INFORMATION

A 50% deposit must accompany this registration to be processed. You must register through the online portal in order for registration to be processed. The final balance is due by March 16, 2020. Space will fill up quickly and booths are assigned on a first-come, first-served basis. We accept check or card.