

# 2015 New Mexico Fire Service Conference



Exhibit Dates: September 28 – October 1, 2015  
Ruidoso Convention Center

Exhibitor & Sponsor Information & Registration

## Dear Fire Service Friend,

The New Mexico Fire Chiefs Association cordially invites you to join us at the 2015 **New Mexico Fire Service Conference**, which will be held September 28 – October 1 at the Ruidoso Convention Center, 111 Sierra Blanca Drive, in Ruidoso. This conference is the largest gathering of fire service officers in the state and is attended by representatives from municipal, county, state and federal agencies.

The conference schedule is designed to give conference delegates substantial opportunity to spend time in the exhibit area. Breaks, lunches and the opening reception will be held in the exhibit hall to ensure maximum interaction with conference attendees.

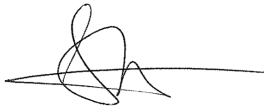
Sponsorship opportunities are being offered to provide your organization with maximum advertising exposure. Additional information is provided on the registration form.

We hope you will also take the opportunity to advertise in the conference program. See registration form for prices and format information. Your ad and payment must be received by September 1, 2015 to insure your inclusion in the program.

Hotel reservations can be made directly with The Lodge at Sierra Blanca by calling 866-211-7727 and asking for reservations/New Mexico Fire Service Conference Room block (see last page for rates). Make your reservations prior to the September 13th cut-off date.

The New Mexico Fire Chiefs Association hopes you will join us. We thank you for your support.

Sincerely,



Chief James Salas, NMFCA President

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## Program-At-A-Glance

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### Monday, September 28th

9:00 – 6:30 pm **REGISTRATION**

12:00 – 6:30 pm **VENDORS SET-UP**

11:00 am – 6:00 pm  
**LINDA GAUME JARAMILLO  
MEMORIAL GOLF TOURNAMENT**

1:00 – 4:30 pm  
**EMS BUREAU TRAINING**

6:30 – 8:00 pm  
**WELCOME RECEPTION & DINNER**

### Tuesday, September 29th

7:30 am – 5:00 pm **REGISTRATION**

8:00 – 9:00 am  
**MORNING REFRESHMENTS  
WITH VENDORS**

8:00 – 9:00 am **EXHIBITS OPEN**  
*\*Exhibit Hall Closed  
During Opening Ceremonies*

9:00 – 11:30 am **OPENING CEREMONIES  
& KEYNOTE ADDRESS**

### Tuesday, September 29th - con't

11:30 am – 1:00 pm **LUNCH**

11:30 am – 4:00 pm **EXHIBITS OPEN**

1:30 – 3:30 pm **WORKSHOP**

3:30 – 4:00 pm **VENDOR TIME**

4:00 – 5:00 pm **NMFCA ANNUAL  
BUSINESS MEETING**

### Wednesday, September 30th

8:00 am – 12:00 pm **REGISTRATION**

8:00 – 9:00 am  
**MORNING REFRESHMENTS  
WITH VENDORS**

8:00 am – 1:00 pm **EXHIBITS OPEN**

9:00 – 11:30 am **GENERAL SESSION**

11:30 am – 1:30 pm **VENDOR TIME**

12:00 – 1:00 pm **LUNCH**

### Wednesday, September 30th - con't

1:30 – 4:00 pm  
**CONCURRENT WORKSHOPS**

2:45 – 3:00 pm **REFRESHMENT BREAK**

4:30 – 7:00 pm **RECEPTION & DINNER**

### Thursday, October 1st

8:30 – 11:30 am **CLOSING PLENARY**

11:30 am **SW DIVISION – IAFC BUSINESS  
MEETING & ELECTION**

12:00 pm **DOOR PRIZE DRAWINGS**

**CONFERENCE ADJOURNS**

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## Exhibit Rules & Information

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### Lodging

Hotel reservations can be made directly with The Lodge at Sierra Blanca by calling 866-211-7727 and referring to the New Mexico Fire Service Conference room block. The reservation cut-off date is Sunday, September 13, 2015. After this date, rooms will be on a space available basis. A full breakfast buffet is included in the room rate.

Room Type	Room Rates
Deluxe Queen	\$70.00
King Studio	\$79.00
One Bedroom King Suite	\$89.00

*All rates are subject to tax and based on single or double occupancy.*

### Golf Tournament

Our Annual Golf Tournament will take place on Monday, September 28th at the Links at Sierra Blanca Golf Course. Be sure to include your participation on the registration form.

### By submission of the registration for you agree to the waiver below:

*In consideration of the acceptance of this entry, I hereby for myself, my heirs, executors, administrators, assigns and any other successors in interest, release, waive and forever discharge any and all rights and claims for damages or from any and/or all of the 2015 New Mexico Fire Service Conference Events. I specifically release and discharge the New Mexico Municipal League, the Village of Ruidoso, The Links at Sierra Blanca Golf Course, sponsors, promoters, and any organization whose facilities are being used for these events, from all injuries or damages arising from or contributing to any physical impairment or defect I may have, whether latent or patent. I attest and verify that I am physically fit and capable of participating in the event(s) I have registered for, and that I have sufficiently trained for the completion of these event(s), both being my sole responsibility.*

### Contract

The following rules and regulations become binding upon acceptance of this contract between the applicant and his or her employees, and the New Mexico Municipal League, the organization coordinating this event.

### Exhibitor Fees

8' x 10' Booth

**By** August 24th - \$375

**After** August 24th - \$475

*Registrations received after September 1st may not be printed in the final program.*

### Exhibit Space

Each exhibit registration includes:

- 8'x 10' booth with pipe and drape
- Identification Sign
- One 6' table and two chairs
- One waste basket
- Free wireless internet Public Access in the Exhibit Hall
- Recognition in Conference Program (Registration must be received by September 1st)
- One full conference registration for person manning the booth.

*No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or with other exhibits. Additional booth requirements may be requested by the exhibitor from Convention Services of the Southwest.*

### Setup & Breakdown

Move-In:	Monday, September 28th	12:00 – 6:30 pm
Move-Out:	Wednesday, September 30th	1:00 – 4:00 pm

*Please keep your exhibit booth up until close of the show at 1:00 pm on Wednesday, September 30th. All Exhibitors are invited to attend the BBQ on Wednesday evening on the patio at The Lodge at Sierra Blanca. Please check the appropriate box on the registration form.*

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## Exhibit Rules & Information - con't

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### Exhibit Hours

Monday, September 28th	6:30 – 8:00 p.m.
Tuesday, September 29th	8:00 am – 4:00 pm
Morning Refreshments	8:00 – 9:00 am
Lunch w/Exhibitors	11:30 – 1:00 pm
*Vendor Time/Drawings	3:30 – 4:00 pm
Wednesday, September 30th	8:00 am – 12:00 pm
Morning Refreshments	8:00 – 9:00 am
*Vendor Time/Drawings	11:30 – 1:30 pm
Lunch w/Exhibitors	12:00 – 1:00 pm

*\*Drawings will be done at the designated times listed above. You can conduct your own drawing or bring a door prize to the Exhibitor Registration Booth. This is a good time to get additional exposure for your company while engaging the attendees. Note: All the above events listed will be in the exhibit hall.*

### Operation of Equipment during Exhibit Hours

The continuous operation of equipment that includes loud noise, flashing or strobe lights, or any objectionable device will not be allowed during exhibit hours. A brief demonstration of such devices in the presence of a customer is allowed.

### Exhibit Payment & Refunds

The full amount for exhibit space is due upon receipt of the signed Exhibitor Agreement & Registration Form on page 7.

In the event an exhibitor must cancel his/her company's participation in the show, a letter must be received at the NMML office to that effect by 5 pm on Tuesday, September 1, 2015. Upon receipt, a refund of the exhibit fee minus \$150 cancellation fee will be processed. No refund will be made after September 1, 2015.

**Note: Sponsorship fees are non-refundable.**

### Conference Program Ads

Ad must be sent to NMML by Tuesday, September 1, 2015 to [mromero@nmml.org](mailto:mromero@nmml.org) in a high resolution PDF Format in actual size. Ads must be camera ready to size and content cannot be manipulated by NMML Staff.

Ad Size	Price
Business Card Size - 3" wide x 2" tall	\$100
Half Page Ad – 3" wide x 4" tall	\$200
Full Page Ad – 3" wide x 8" tall	\$400

**Note: Advertisement fees are non-refundable.**

### Space Assignment

Booth allocation will be assigned at the sole discretion of the show management and will be based on the date of receipt of registration and payment, with priority given to regular exhibitors and contributing sponsors. No space will be held until payment is received in full. NMML reserves the right to accept or reject without reason any exhibit agreement. Should it become necessary for any reason, NMML also reserves the right to reassign exhibit space.

### Unoccupied Space

NMML reserves the right to rent or reassign any booth space that is not occupied after the first hour of the show's opening.

### Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booth during show hours. No exhibitor shall assign, sublet or share booth space without prior NMML permission.

### Convention Services of the Southwest

Convention Services of the Southwest (CSS) is the official Exhibit Show Manager. After your registration and payment has been processed by NMML, your contact information will be sent to CSS. They will email you login information to access additional services that CSS has to offer. If you do not receive this information please call them at 505-243-9889.

Note: CSS is responsible for inbound and outbound shipping. Refer to details below.

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## Exhibit Information - con't

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### Shipping

Direct shipping to the Ruidoso Convention Center is not applicable. All shipping must go through Convention Services of the Southwest (CSS). If the facility receives show freight, it will be consigned to CSS and the exhibitor will incur drayage charges. The Ruidoso Convention Center will not accept any outbound shipping responsibility. Additional information including fees will be on the electronic service kit that you must access from the CSS website using your login information.

### Electricity

Electricity will be provided by Convention Services of the Southwest. The form will be included in the electronic service kit that you must access from the CSS website using your login information.

### Food Service

NMML reserves the right to provide food and beverage service during certain hours in the exhibit area. No free samples of food or beverage may be given away or otherwise distributed by any exhibitor without prior written approval by NMML.

### Hospitality Suites & Other Events

Any firm or organization wishing to host a hospitality suite or any other event in conjunction with the NM Fire Service Conference must seek NMML prior approval. NMML must be informed of the dates, times and locations for these events in advance, and said events may not conflict with any Conference activities.

### Security & Liability

Basic overnight security services will be provided by the Ruidoso Convention Center. The exhibitor agrees to hold the Ruidoso Convention Center and NMML harmless and to indemnify the Ruidoso Convention Center and NMML against claims or liability arising out of the actions, fault or negligence of the exhibitor, its agents or employees, prior to, during and after the exposition. NMML and the Ruidoso Convention Center shall not be responsible for any loss, damage or injury that may happen to the exhibitor or the exhibitor's agents, patrons, guests, employees or property from any cause whatsoever (unless occasioned by the sole willful or gross negligence of NMML or the Ruidoso Convention Center) prior to, during or subsequent to the exposition period. The exhibitor hereby releases NMML and the Ruidoso Convention Center from, and agrees to indemnify them against, any and all claims for such loss, damage or injury.

## REMEMBER THESE DEADLINES

<b>ASAP</b>	Return applicable Registration Forms.
<b>August 24th</b>	Last day for Early Bird Exhibitor Registration Fees.
<b>September 1st</b>	Last day to submit Ads for Conference Program. (High-Res min 300 dpi. pdf format)
	Last day for Company Information to be printed in the Conference Program.
	Last day to cancel Exhibit Booth with partial refund.
<b>September 14th</b>	Last day to register for Exhibit Booth. (Based on space availability & Company Information will not be listed in Conference Program.)

Questions? Contact Mariah Romero at (800) 432-2036. Or email: [mromero@nmml.org](mailto:mromero@nmml.org).

## Exhibitor/Sponsor Registration Form

Please return along with payment form on page 7 by fax (505-984-1392) or mail to:  
 Mariah Romero /NMML/PO Box 846, Santa Fe, NM 87504 or email: mromero@nmml.org

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Registration

	Before Aug 24	After Aug 24	Quantity	Cost	Total
8' x 10' booth with 6' table & 2 chairs	\$375	\$475	_____ X _____	_____ = _____	
Additional Registration (each) <i>Includes one exhibitor registration</i>	\$100	\$150	_____ X _____	_____ = _____	
Golf tournament registration (each)	\$55	\$65	_____ X _____	_____ = _____	
Business card ad (3" x 2") in program*	\$100		_____ X _____	_____ = _____	
Half page ad (3" x 4") in program*	\$200		_____ X _____	_____ = _____	
Full page ad (3" x 8") in program*	\$400		_____ X _____	_____ = _____	
Outdoor Vehicles <i>Maximum 2 parking spaces available with each booth</i>			_____ X _____	\$0 = \$0	

### Sponsorship Opportunities

Break Sponsorship <i>Includes ¼ page (3" x 2") program ad, company name on sponsorship sign &amp;, Opening Ceremony recognition*</i>	\$350		_____ X _____	_____ = _____	
Luncheon Sponsorship <i>Includes: one 8x10 booth, ½ page (3" x 4") program ad, sponsorship sign &amp; Opening Ceremony recognition*</i>	\$1,500		_____ X _____	_____ = _____	
Golf Individual Hole Sponsorship <i>Includes: sign with business name and logo on one golf green</i>	\$150		_____ X _____	_____ = _____	
Golf Sponsorship <i>Includes: one 8x10 booth, full page (3" x 8") program ad, sponsorship sign at event and Opening Ceremony recognition*</i>	\$3,000		_____ X _____	_____ = _____	
Dinner Sponsorship <i>Includes: two 8x10 booths full page (3" x 8") program ad, banner at event, sponsorship sign &amp; Opening Ceremony recognition*</i>	\$5,000		_____ X _____	_____ = _____	

Grand Total \_\_\_\_\_

\*Camera ready files in .pdf format for all program advertisements  
 must be submitted by email to mromero@nmml.org by September 1st.

## Exhibitor/Sponsor Registration Form Con't

Please return along with form on page 6 by fax (505-984-1392) or mail to:  
 Mariah Romero /NMML/PO Box 846, Santa Fe, NM 87504 or email: mromero@nmml.org

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PAYMENT** No booth, ad space, or sponsorship will be reserved before receipt of payment in full

Visa  MasterCard #: \_\_\_\_\_ Exp. \_\_\_\_\_ Amount to be charged: \_\_\_\_\_

Card holder name: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
Street City State Zip

**Please register the following representative(s)**

*Remember that each booth includes ONE representative registration; additional representatives must purchase additional representative registration: Name(s) as they will appear on registration badge(s) and please check appropriate boxes for each registrant:*

Name(s) as they will appear on registration badge(s):

1. Included with booth: \_\_\_\_\_ Title \_\_\_\_\_

Vegetarian meals  Add golf registration *I have read waiver on pg 3*  Club Rentals  will attend Wed. BBQ

2. Additional registration: \_\_\_\_\_ Title \_\_\_\_\_

Vegetarian meals  Add golf registration *I have read waiver on pg 3*  Club Rentals  will attend Wed. BBQ

3. Additional registration: \_\_\_\_\_ Title \_\_\_\_\_

Vegetarian meals  Add golf registration *I have read waiver on pg 3*  Club Rentals  will attend Wed. BBQ

Golf Team Requests

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*randomly assigned if left blank*

**Company Information as it will appear in the Conference Program:**

Company Name: \_\_\_\_\_

Product Type: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street City State Zip

Phone Number(s): \_\_\_\_\_  
Day Cell Fax

E-mail address: \_\_\_\_\_ Web site: \_\_\_\_\_

*For ADA special needs – please contact Mariah Romero at mromero@nmml.org.*

**Additional Company Representative Registration/Cancellation Policy:**

- After September 14th additional Company Representatives must register on-site
- Cancellations must be received in writing by September 14th
- \$50 fee charged for all cancellations
- No refunds after September 14th
- No partial refunds
- Pre-registered no shows are responsible for full registration fee.
- Credit card transaction(s) processed immediately.
- Receipts available upon registration check-in.
- Registration confirmations will be emailed.
- Weather related no shows will be charged \$50.
- By submission of this form, I agree to all registration/cancellation policies.

\_\_\_\_\_  
Name (print) Signature Date

## Conference Hotel & Convention Center Information



The Lodge at Sierra Blanca offers affordable luxury amidst a stunning natural environment of towering pines and crisp mountain air. Guest accommodations are the very definition of comfort and convenience, with most including private balconies, sitting areas, and breathtaking views of rolling golf greens and Sierra Blanca Mountain. Add to that, spacious and well-appointed common areas, an in-house lounge and breakfast room, indoor pool with whirlpool, and on-site workout facilities.

### Rates:

Double Deluxe Queen	\$70.00
King Studio Suite	\$79.00
King One Bedroom Suite	\$89.00

\*All rates are subject to tax, based on single or double occupancy and include a breakfast buffet.



Call The Lodge directly at 866-211-7727 and refer to the NM Fire Service Conference to receive the special rates. Make your reservations prior to the September 13th cut-off date. After the cut-off date, the discounted rates are no longer guaranteed; rooms will be on a space and rate availability basis only.

*Please note that rooms may sell out prior to the cut-off date.*

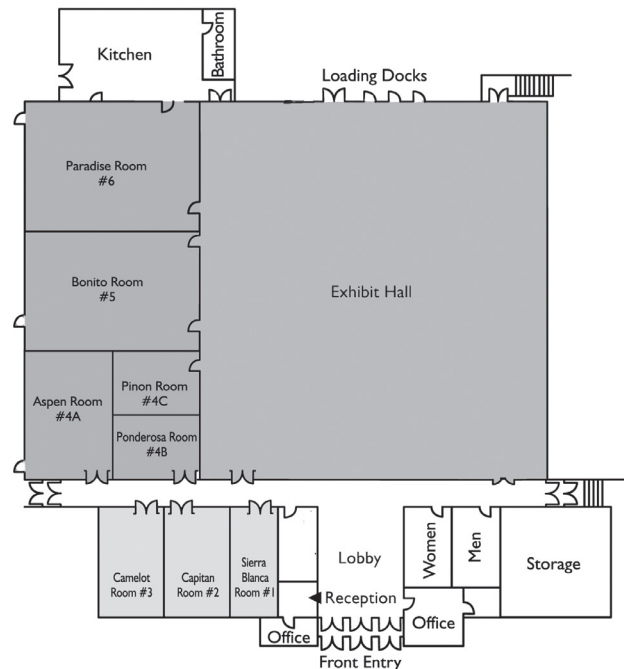
The Lodge at Sierra Blanca | 107 Sierra Blanca Drive | Ruidoso, New Mexico 88345 | [www.thelodgeatsierrablanca.com](http://www.thelodgeatsierrablanca.com)



The Ruidoso Convention Center offers as much beauty indoors as the mountain community boasts of the green outdoors. It has been redesigned with rustic, mountain décor and includes conveniences such as wireless internet throughout the facility and comfortably recessed lounges for networking with your peers between sessions.

### Ruidoso Convention Center

111 Sierra Blanca Drive | Ruidoso, New Mexico 88345  
575-258-5445 | [www.ruidosoconventioncenter.com](http://www.ruidosoconventioncenter.com)



## Questions?

If you have any questions or need further information about the 2015 New Mexico Fire Service Conference Exhibit/Sponsor Program, please contact Mariah Romero at [mromero@nmml.org](mailto:mromero@nmml.org) or call (800) 432-2036.



# New Mexico Fire Chiefs Association



Headquarters: New Mexico Municipal League  
P.O. Box 846 (1229 Paseo de Peralta) Santa Fe, NM 87504-0846  
tel: 505.982.5573 • toll free: 1.800.432.2036 • fax: 505.984.1392 • [www.nmfirechiefs.com](http://www.nmfirechiefs.com)