

**2021**  
**New Mexico Fire Service**  
**Conference**  
**Exhibitor Brochure**



**September 23<sup>rd</sup> – 26<sup>th</sup>**  
**Ruidoso Convention Center**



**New Mexico Fire Chiefs Association  
22<sup>nd</sup> Annual New Mexico Fire Service Conference  
September 23 – 26, 2021  
Ruidoso, NM**

Dear Fire Service Partner,

The NM Fire Chiefs Association cordially invites you to join us for the 22nd Annual NM Fire Service Conference, which will be held September 23rd - 26th at the Ruidoso Convention Center, 111 Sierra Blanca Drive. Our conference is the largest gathering of fire service personnel in the state and is attended by representatives from municipal, county, state and federal agencies.

The conference schedule is designed to give conference delegates a 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 and advertisement opportunities are available to boost your exposure within the NM Fire Service. Refer to the registration form for prices and format information. Your ad and payment must be received by Sept. 10th.

New this year you must register online and pay with VISA/MC. Contact Mariah for login credentials at [mvaldez@nmml.org](mailto:mvaldez@nmml.org).

The New Mexico Fire Chiefs Association hopes to see you in Ruidoso and thanks you for your support.

Sincerely,

Chief James Salas  
NMFCA President

# NEW MEXICO FIRE SERVICE CONFERENCE EXHIBIT RULES & INFORMATION

## LODGING

Hotel reservations can be made directly with MCM Eleganté Lodge & Suites by calling 866-211-7727 and referring to the New Mexico Fire Service Conference room block. The reservation cut-off date is Thursday, September 12, 2019. After this date, rooms will be on a space available basis. A full breakfast buffet is included in the room rate.

## ROOM RATES

Deluxe Queen - \$93.00, King Studio Suite - \$103.00, One Bedroom King Suite \$113.00

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

## GOLF TOURNAMENT

Our Annual Golf Tournament will take place on Thursday, September 26th 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 2019 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 - \$550

*Registrations received after September 10<sup>th</sup> 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 10<sup>th</sup>)
- **One full conference registration for person manning the booth. Any additional representatives at the booth must purchase an additional registration at \$100**

*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: Thursday, September 23<sup>rd</sup> 12:00 – 6:30 pm

Move-Out: Saturday, September 25<sup>th</sup> 1:30 – 4:00 pm

*Please keep your exhibit booth up until close of the show at 1:30 pm on Saturday, September 25<sup>th</sup>. All Exhibitors are invited to attend the BBQ on Friday evening on the patio at The Lodge at Sierra Blanca. Please check the appropriate box on the registration form.*

## 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.

**NEW MEXICO FIRE SERVICE CONFERENCE**  
**EXHIBIT RULES & INFORMATION – *continued***

**EXHIBIT HOURS**

**Thursday, September 23<sup>rd</sup>**

Exhibitor Reception 6:30 – 8:30 p.m.

**Friday, September 24<sup>th</sup>**

Morning Refreshments 8:00 – 9:00 am  
Lunch w/Exhibitors 12:00 – 1:00 pm  
Refreshment Break 2:45 – 3:00 pm  
BBQ Dinner on Lodge Patio 5:30 – 10:00 pm

**Saturday, September 25<sup>th</sup>**

Morning Refreshments 8:00 – 9:00 am  
\*Time/Vendor Drawings 11:30 – 1:30 pm

*\*Drawings will be done at the Lunch on Saturday. 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.*

**EXHIBIT PAYMENT & REFUNDS**

Registration must be done online and payment is due at check out by Visa/MC. 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 Friday, September 10, 2021. Upon receipt, a refund of the exhibit fee minus \$150 cancellation fee will be processed. No refund will be made after September 10, 2021.

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

**CONFERENCE PROGRAM ADS**

Ad must be sent to NMML by Friday, September 10, 2021 to [mvaldez@nmml.org](mailto:mvaldez@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

**Ad 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. No exhibitor shall assign, sublet or share booth space without prior NMML permission.

# NEW MEXICO FIRE SERVICE CONFERENCE

## EXHIBIT RULES & INFORMATION – *continued*

### 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.

### 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 at an additional cost. 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 (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>September 10<sup>th</sup></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 17<sup>th</sup></b>	Last day to register for Exhibit Booth. (Based on space availability & Company Information will not be listed in Conference Program.)

# CONFERENCE HOTEL & CONVENTION CENTER INFORMATION



**Conference rates:**  
Double Deluxe Queen - \$93.00,  
King Studio Suite - \$103.00,  
King One Bedroom Suite - \$113.00.

Call the [MCM Elegante Lodge & Resort](tel:866-211-7727) directly at 866-211-7727 and refer to the NM Fire Service Conference to receive the conference rates. Make your reservations prior to the September 12<sup>th</sup> 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. *Note that rooms may sell out prior to the cut-off date.* All rates are subject to tax, based on single or double occupancy and include a breakfast buffet.



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.

