

# 2024 NEW MEXICO FIRE SERVICE CONFERENCE EXHIBIT RULES & INFORMATION

## GOLF TOURNAMENT

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

### 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 2024 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 - \$1000.00

*Registrations received after September 9th 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 6<sup>th</sup>)
- **TWO full conference registration for person manning the booth. Any additional representatives at the booth must purchase an additional registration at \$155.**

*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 26th 12:00 – 6:30 pm

Move-Out: Saturday, September 28<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 28<sup>th</sup>. All Exhibitors are invited to attend the BBQ on Friday evening on the patio at MCM Elegante Lodge & Suites. Please check the appropriate box on the registration form.*

## EXHIBIT HOURS

### Thursday, September 26th

Exhibitor Reception 6:30 – 8:30 p.m.

### Friday, September 27th

Morning Refreshments 8:00 – 8:30 am

Lunch w/Exhibitors 11:30 – 1:00 pm

Refreshment Break 2:45 – 3:00 pm

Evening Dinner and Music on the back patio 5:30 – 10:00 pm

### Saturday, September 28th

Morning Refreshments 8:00 – 9:00 am

\*Time/Vendor Drawings/Lunch 11:30 – 1:00 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.*

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## EXHIBIT RULES & INFORMATION – *continued*

### 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

Registration form must be sent in to [mvaldez@nmml.org](mailto:mvaldez@nmml.org) and must include payment. 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 6, 2024. Upon receipt, a refund of the exhibit fee minus \$200 cancellation fee will be processed. No refund will be made after September 6, 2024.

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

### CONFERENCE PROGRAM ADS

Ad must be sent to NMML by September 6, 2024, 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

Quarter page Ad - 3" wide x 2" tall	\$300
Half Page Ad – 3" wide x 4" tall	\$400
Full Page Ad – 3" wide x 8" tall	\$500

**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.

### 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.

**2024 NEW MEXICO FIRE SERVICE CONFERENCE**  
**EXHIBIT RULES & INFORMATION – *continued***

**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.

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

**EXHIBIT HOURS/CONFERENCE FORMAT**

**THURSDAY, SEPTEMBER 26**

11: am - 6:30 pm	Registration
10:30 - 6:30 pm	Exhibitor Setup
1:00 - 4:00 pm	EMS Bureau
3:00 - 7:00 p m	Golf Tournament
6:30 - 8:30 pm	Welcome Reception

**FRIDAY, SEPTMEBER 27**

7:30 am - 5:00 pm	Registration
8:00 - 8:30 am	Exhibits Open
8:00 - 8:30 am	Opening Ceremonies
8:30 - 11:30 am	Welcome & Keynote Address
11:30 am - 1:00 pm	Lunch
11:30 am - 4:30 pm	Exhibit Hall Open
1:30 - 5:00 pm	Afternoon General Session
2:45 - 3:00 pm	Break
5:30 - 10:00 pm	Dinner & Music

**SATURDAY, SEPTEMBER 28**

8:00 am - 12:00 pm	Registration
8:00 - 9:00 am	Refreshments & Vendor Time
8:00 am - 1:00 pm	Exhibit Hall Open
9:00 - 11:30 am	Morning General Session
11:30 am - 1:00 pm	Vendor Time
12:00 - 1:00 pm	Lunch
1:30 - 4:30 pm	Exhibitor Breakdown
1:30 - 4:00 pm	Afternoon General Session
2:45 - 3:00 pm	Break
4:15 - 6:00 pm	Annual Business Meeting
6:00 pm	Evening Free

**SUNDAY, SEPTEMBER 29**

8:30 am - 12:30 pm	Closing Plenary
10:15 - 10:30 am	Break
11:30 am - 12:00 pm	Closing Remarks
12:00 pm	Adjourn

# NEW MEXICO FIRE SERVICE CONFERENCE EXHIBITOR/SPONSOR REGISTRATION FORM

Company: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

## REGISTRATION

		Quantity		Cost		Total
8' x 10' booth with 6' table & 2 chairs	\$1000	_____	x	_____	=	_____
Additional Exhibitor Registration - <i>includes entry to all functions</i> <i>*Everyone in exhibit hall must have a badge.</i>	\$155	_____	x	_____	=	_____
Golf Tournament Registration - <i>per person</i>	\$100	_____	x	_____	=	_____
Outdoor Vehicles — <i>spaces are first come first serve basis</i> <i>Maximum of 2 parking spaces per exhibit booth</i>	N/C	_____		_____	=	_____

## ADVERTISEMENTS IN FINAL PROGRAM

Full Page 3" x 8"	\$500	_____	x	_____	=	_____
Half Page 3" x 4"	\$400	_____	x	_____	=	_____
Quarter Page 3" x 2"	\$300	_____	x	_____	=	_____



## SPONSORSHIP OPPORTUNITIES

		Quantity		Cost		Total
Golf Hole Sponsorship <i>~Includes sign with business logo or family name on one golf green</i>	\$150	_____	x	_____	=	_____
Corporate Golf Game Sponsorship <i>~Includes the opportunity to conduct contest or game to promote your companies' products, signs at two golf greens.</i>	\$500	_____	x	_____	=	_____
Break Sponsor <i>~Includes quarter page ad, sponsor sign at all breaks and Opening Ceremony Recognition</i>	\$750	_____	x	_____	=	_____
Lunch Sponsor <i>~Includes exhibit booth, half page ad, sponsor sign at all luncheons and Opening Ceremony Recognition</i>	\$2,000	_____	x	_____	=	_____
Golf Sponsor <i>~Includes exhibit booth, full page ad, sponsor sign at golf tournament and Opening Ceremony Recognition</i>	\$2,500	_____	x	_____	=	_____
Dinner Sponsor <i>~Includes (2) exhibit booths, full page ad, sponsor sign at both dinners and Opening Ceremony Recognition</i>	\$5,000	_____	x	_____	=	_____

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

Return to:

Mariah Valdez - [mvaldez@nmml.org](mailto:mvaldez@nmml.org) • 505-992-3523 • 800-432-2036 • Fax 505-984-1392

**NEW MEXICO FIRE SERVICE CONFERENCE  
EXHIBITOR/SPONSOR REGISTRATION FORM**

Company: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

**REGISTER THE FOLLOWING REPRESENTATIVES** – Each booth includes TWO registrations, anyone at the booth above and beyond that must purchase an additional representative registration.

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

Dietary Restrictions: \_\_\_\_\_  Add Golf Registration  Will attend Friday night BBQ

2. Add'l Registration: \_\_\_\_\_ Title: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_  Add Golf Registration  Will attend Friday night BBQ

3. Add'l Registration: \_\_\_\_\_ Title: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_  Add Golf Registration  Will attend Friday night BBQ

*\*\*For ADA Needs contact Mariah at (800) 432-2036*

**GOLF TEAM REQUESTS** (Must indicate teams in advance, players must be pre-registered & paid to participate)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

**PAYMENT** – Registration will not be processed until payment is received. NMML accepts VISA, MC, AMEX & DISCOVER.

Cardholder Name: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Card #: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**COMPANY INFORMATION LISTING** – this is what will be printed in the final program

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

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Product Description: \_\_\_\_\_

**By submission of this form, I agree to all registration & cancellation policies.**

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date