



# 2017 FASRO ANNUAL CONFERENCE

## EXHIBITOR PROSPECTUS Exhibit Dates July 9-12

Buena Vista Palace Resort  
Orlando, Florida



# 2017 FASRO ANNUAL CONFERENCE

## EXHIBITOR SCHEDULE

### SUNDAY, JULY 9

Exhibit Set-Up: 9:00 am - 11:30 am  
Exhibits Open: 1:00 pm - 6:00 pm

### MONDAY, JULY 10

Exhibits Open: 7:00\* am - 3:30 pm  
Coffee bar will be open at 7:00 am. Opening ceremonies will commence from 9:00 -10:00 am.

### TUESDAY, JULY 11

Exhibits Open: 9:00 am - 5:30 pm  
OPTIONAL Dismantle: 5:30 pm - 8:00 pm

### WEDNESDAY, JULY 12

\*\*\*OPTIONAL EXHIBIT DAY\*\*\*

Exhibits Open: 7:00 am - 12:30 pm  
FINAL Dismantle: 12:30 pm - 2:00 pm

We value and appreciate your time and support of FASRO and the Annual Conference. We invite all exhibitors and sponsors to a private reception on **Tuesday, July 12 from 6:00 - 8:00pm**. Please be sure to place this event on your calendars. We hope you will join us.

All exhibitors and sponsors are also welcome to the attendee receptions on Sunday, Monday and Tuesday from 7:00pm - 11:00 pm.

20160719

## The Florida Association of School Resource Officers

offers the most advanced and comprehensive training for its members in the state of Florida. FASRO members will receive training at the annual conference as well as regional training during the year. The Florida Association of School Resource Officers is the largest state organization of SRO's exceeding 500 members.

This Annual Training Symposium will be a valuable opportunity to network with FASRO Members. This Conference provides state of the art training to the attendees, who number in excess of 550. This is an excellent opportunity for you, the supplier, to interface directly with these professionals. This prospectus will highlight the information you need to participate in the FASRO Annual Conference, July 17-20, 2016 in Naples, FL.

Expected Attendance: 550+

Expected Exhibitor Attendance: 20+

**Extended exhibit days are available. Contact for details.**

## FOR MORE INFORMATION

Susan M. Fox, CMP, CMM  
Sales and Event Manager  
The Thornton Group LLC

Direct: (972) 989-6617

Fax: (888) 541-1823

E-mail: [susan@thorntongrp.com](mailto:susan@thorntongrp.com)



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## HOTEL ACCOMMODATIONS



Buena Vista Palace is located on 27 lush acres, across the street from Disney Springs™ in Lake Buena Vista, Florida. Our 1,014 tastefully appointed rooms and suites offer everything you and your family need for a restful vacation here in the heart of the action.

As an Official Walt Disney World® Hotel, we're pleased to provide our guests a wide range of exceptional benefits, including a complimentary shuttle service to Disney Theme Parks, exclusive discount booklet on dining and entertainment, preferential tee time booking at four Walt Disney World® Golf championship courses, and much more.

We kindly request that your company representatives stay at our host hotel. This allows more interaction between your representatives and the attendees of the conference and supports the association.

In addition to making it easy for you to explore the magic of the surrounding theme parks, our resort features exciting things to do on property for the entire family – from swimming to a 24-hour fitness center and dining outlets. swimming pool deck at the heart of the resort experience.

### **Buena Vista Palace Resort** © Disney

1900 E Buena Vista Drive  
Lake Buena Vista, Florida 32830  
Reservations: (407) 827-2727  
<http://www.buenavistapalace.com>

Be sure to reference "FASRO" when making your reservations.

### **FASRO Group Rate**

**\$129 per night plus 12.5% tax**

Rate is available up to June 12, 2017 or until the block of rooms is full.

### **Questions?**

**Susan M. Fox, CMP, CMM**  
**(972) 989-6617**  
**[susan@thorntongrp.com](mailto:susan@thorntongrp.com)**



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## Exhibitor Rules & Regulations

### ASSIGNMENT OF SPACE & PAYMENT

All exhibit space will be allocated on a first-come, first-served basis. Show management reserves the right to reassign booth space or make adjustments to the exhibit space diagram if necessary. Full payment is due at time of contract submission. **Space will be assigned once completed exhibit space agreement is received with payment in full.** No exhibitor shall assign, sublet, or share the whole or any part of the space contracted under any circumstances without prior written consent of The Thornton Group LLC (TTG) on behalf of the Florida Association of School Resource Officers (FASRO). Companies found to be subletting or sharing exhibit space will be asked to dismantle and leave the exhibit hall, without refund, if prior consent as not been granted in advance. Such requests must be submitted to TTG at request submission. All requests for participation are subject to approval by FASRO.

### EXHIBIT SPECIFICATIONS

The standard exhibit space for this event will be as follows:  
Qty one (1) 6'x 30" draped front table, two chairs. Floor pop-ups in excess of 6'x6' cannot be accommodated in this space. Vertical floor banners are accepted. Please plan accordingly to bring table top displays only.

### EXHIBITOR NAME BADGES

The exhibitor badge entitles the wearer access to the exhibit floor and educational sessions. Exhibitor badges are issued only to personnel actually staffing the booth. The name of the exhibiting company, as it has been listed on the exhibit space contract, will appear on each badge and (2) two exhibitor badges will be provided for each exhibit space contracted, up to a maximum of (4) four badges. Additional badges over two (2) are available at \$75 each. Exhibitors are urged to order badges in advance through the exhibitor services kit. Badges will be available for collection at Exhibitor Registration beginning on Sunday, July 9, 2017 at 9:00 am.

### INSTALLATION & DISMANTLE

Installation of exhibits may commence at the on Sunday, July 9 beginning at 9:00 am. All exhibitors must be fully assembled and ready for display no later than 11:30 am. Optional dismantling of exhibits may begin AFTER 5:30 pm on Tuesday, July 11. Final dismantling of those exhibitors staying for Wednesday will dismantle AFTER Wednesday, July 20 at 12:30 pm. **Exhibitors are not permitted to tear-down during any other times without expressed permission of show management.** Show management reserves the right to make adjustments to the set-up and tear-down schedule. Listed times in this prospectus are subject to change.

### EXHIBITOR KITS

Upon receipt of a completed exhibit request, approval and payment in full, an exhibitor service kit will be provided to each exhibiting company. This packet will include all necessary information and forms regarding booth personnel registration, inbound and outbound shipping of displays, display rental & furnishings, audio/visual rental, electrical service, utilities and any other information that is pertinent to exhibiting.

### SECURITY

Show management will not provide security services during exhibit set-up and during hours when the exhibit hall is closed. While every precaution will be taken, FASRO, TTG nor Buena Vista Palace Hotel assumes no liability for exhibitor property. The ultimate responsibility remains with the individual exhibitors to protect their property and appropriate insurance protection is required. Please have certificates of liability available if show management requests this documentation.

### CANCELLATION POLICY

Exhibitors may cancel contracted space by submitting **written notice** to:

Susan M. Fox, CMP, CMM  
The Thornton Group LLC for the  
Florida Association of School Resource Officers  
Email: susan@thorntongrp.com  
Fax: (888) 541-1823

Cancellation should be sent in the form of a letter on company letterhead, or a copy of your exhibit space contract noting your intent to cancel, the date and the signature of the person cancelling your space. Such notice must be received in writing no later than June 1, 2017 to receive any available partial refund. Sponsorship contributions are non-refundable.

Cancellations through January 1 - March 1, 2017	65% refund
Cancellations between March 1 - May 31, 2017	50% refund
Cancellations after June 1, 2017	Non-refundable

### LIABILITY

In consideration for the opportunity to display services and products at the FASRO Annual Conference, Exhibitor, its officers, directors, agents and insurers, agrees to indemnify, defend and hold harmless FASRO, TTG, Buena Vista Palace Resort, its owners, officers, directors, contractors, employees and agents, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, expenses or claims whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless FASRO, TTG, and Buena Vista Palace Resort, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the hotel resulting in the immediate assessment of damages against FASRO, TTG or Buena Vista Palace Resort from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor. In addition, Exhibitor acknowledges that FASRO, TTG, nor Buena Vista Palace Resort does not maintain any insurance to cover loss or damage to any property of Exhibitor. Exhibitors are required to obtain commercial insurance to cover all losses and claims and are responsible for providing accurate Certificates of Liability. Documentation must be secured and on premise during exhibiting at the FASRO Annual Conference by Exhibitor. Exhibitor shall present Certificate of Liability to Show Management if requested at any time.

### RESTRICTIONS

Show Management reserves the right to determine the eligibility of a company or their product for inclusion in the exhibits, and reserves the right to restrict exhibits that, because of noise, method of operation, materials or for any other reason. Show management also reserves the right to prohibit any exhibit that, in their opinion, may detract from the general character of the exhibit hall as a whole. In such event, FASRO nor TTG shall not be liable to any exhibitor for any refund of exhibit fee or expenses incurred by Exhibitor to exhibit. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area or convention center. FASRO policy firmly restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and/or distributing promotional materials of any type within the exhibit hall area or any other area of the premise where the meeting takes place. Further, those organizations that have been assigned an official exhibit space must conduct all business activities within their assigned booth space and may not impede traffic through the exhibit hall aisles and other areas, to strictly include coercing attendees away from the exhibit space of any other exhibiting company.



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## Participation Packages

### BRONZE

**\$650**

- One 6"x30" Draped Exhibit Table & Two Chairs
- Listed as an exhibitor in the FASRO Mobile App

### SILVER

**\$1500**

- One 6"x30" Draped Exhibit Table & Two Chairs
- Listed as an Exhibitor in the FASRO Mobile App
- Sponsor Recognition on the FASRO Mobile App
- Sponsor Recognition in the General Session
- Sponsor Recognition on Conference Signage

### GOLD

**\$2500**

- One 6"x30" Draped Exhibit Table & Two Chairs
- Listed as an Exhibitor in the FASRO Mobile App
- Sponsor Recognition on the FASRO Mobile App
- Sponsor Recognition in the General Session
- Sponsor Recognition on Conference Signage
- Earmarked Sponsor for: (choice of) Cornhole Tournament, Volleyball Tournament, Lanyards, or one of four Attendee Receptions.
- One Table at the Sponsored Event to promote your products and services.

### PLATINUM **\$5000 - 10000**

- One 6"x30" Draped Exhibit Table & Two Chairs
- Listed as an exhibitor in the FASRO Mobile App
- Sponsor Recognition on the FASRO Mobile App
- Sponsor Recognition in the General Session
- Sponsor Recognition on Conference Signage
- Choice of Exclusive Event or Exclusive Tangible Item (Lanyards, Backpacks, etc)

### ATTENDEE TACTICAL

#### BACKPACKS

**\$2000**

Each attendee receives this special tactical backpack for convenience in carrying their trade show items and meeting documents. Includes a free insert of your company literature.

A velcro patch will be secured to show your sponsorship of the bag. Company patches will be provided by FASRO with your company logo. Patches will be three inches in diameter (circle).

### COFFEE BAR

**\$2500**

Attendees want coffee! Help us to provide this hot commodity to the attendees for Monday, Tuesday and Wednesday mornings.

### NOTEPAD INSERT **\$200**

#### Single or Double Sided 8.5" x 11" Insert

Include your show insert in the attendee notepad. Notepads will be distributed at registration to each registered attendee.

*The standard exhibit space for this event will be one (1) 6'x 30" draped table and two chairs. Floor pop-ups up to 6'x8' can be accommodated in this space. Vertical floor banners are accepted. Please plan accordingly to bring table top displays only.*

**Please contact Susan Fox to secure any of these opportunities. (972) 989-6617  
susan@thorntongrp.com**

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## Exhibits: July 9 - 12

### EXHIBIT REQUEST

#### MEETING COORDINATOR'S CONTACT INFORMATION

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

\_\_\_\_\_  
Meeting Coordinator

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Office Phone Mobile Phone (for on-site needs)

\_\_\_\_\_  
Meeting Coordinator's E-mail

#### EXHIBIT COMPANY LISTING INFORMATION (Sales Contact)

\_\_\_\_\_  
Exhibiting Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone (toll-free, if available)

\_\_\_\_\_  
Fax (optional)

\_\_\_\_\_  
General or Sales E-mail (recommended)

\_\_\_\_\_  
Website (recommended)

#### 25-35 Word Company Description:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EXHIBIT SPACE CONTRACT**

#### PACKAGES

- Bronze \$ 650.00
- Silver \$ 1,500.00
- Gold \$ 2,500.00
- Platinum \$ \_\_\_\_\_
- Tactical Backpacks \$ 2,000.00
- Coffee Bar \$ 2,500.00

#### NOTEPAD INSERT

- Single or Double Sided \$ 175.00
- Each Additional Page \$ 25.00 Qty \_\_\_\_\_

#### TABLE ASSIGNMENT SELECTION

- 1st choice #** \_\_\_\_\_
- 2nd choice #** \_\_\_\_\_
- 3rd choice #** \_\_\_\_\_

Exhibiting Company we prefer to be NEAR: \_\_\_\_\_ We prefer to be AWAY FROM: \_\_\_\_\_

Exhibit space is to be occupied solely by the exhibiting organization at the 2017 FASRO Annual Conference and exhibitor acknowledges that exhibit space may not be sublet or shared. This exhibit contract incorporates the Exhibitor Rules & Regulations contained in the posted prospectus. By submitting this contract, exhibitor listed above has read and understands the exhibit rules & regulations, and agree to abide by them and any additional rules deemed necessary by the FASRO. Exhibitor agrees to hold FASRO, The Thornton Group LLC, and Buena Vista Palace Resort and it's contractors harmless from any liability, loss, or claim during this meeting.

Signature of acceptance of this order and rules & regulations: \_\_\_\_\_

Contract Submission: **FAX to (888) 541-1823** or **SCAN and EMAIL to susan@thorntongrp.com**. Please make checks payable to FASRO and submit to: FASRO PO Box 196094 Winter Springs, FL 32719.

*Exhibit space will not be held or assigned without payment.*

- VISA  MASTERCARD  AMEX

\_\_\_\_\_  
CARD NUMBER EXP CVV

\_\_\_\_\_  
PRINT NAME AS IT APPEARS ON CARD

\_\_\_\_\_  
AUTHORIZED CARD HOLDER SIGNATURE