

# **2019 FASRO Annual Conference**

## **EXHIBITOR PROSPECTUS**

Exhibit Dates:  
July 7-9, 2019

Trump National Doral  
Miami, Florida



# About FASRO

## Florida Association of School Resource Officers

The Florida Association of School Resource Officers (FASRO) is the largest state organization of SRO's in the nation.

FASRO offers the most advanced, comprehensive and state-of-the-art training for our members within the state of Florida. Each year, at our annual conference, our members take advantage of this opportunity to improve their knowledge, legal changes, skills, supplier ideas and products to better themselves and their schools. In 2019, we are offering additional regional opportunities due to the broad need for SRO training.

Please consider FASRO's Annual Conference as an excellent opportunity for you, the supplier, to connect with our SRO's and show them how they can protect themselves and their schools. This prospectus will highlight the information you need to participate in the 2019 FASRO Annual Conference, July 7 -9, 2019 in Miami, FL.

*Expected Attendance: 700+ | Expected Exhibitor Attendance: 50+*

## Exhibit Schedule

### **Sunday, July 7, 2019**

Exhibit Set-Up: 9:00 am - 11:30 am

Exhibits Open: 1:00 pm - 6:00 pm

### **Monday, July 8, 2019**

Exhibits Open: 7:00 am - 5:00 pm

Coffee Bar 7:00 am

Opening Ceremonies 9:00 -10:00 am

### ***FOR MORE INFORMATION***

Susan M. Fox, CMP, CMM

Vendor Coordinator - FASRO

972-989-6617

[susanfox@fasro.net](mailto:susanfox@fasro.net)

### **Tuesday, July 9, 2019**

Exhibits Open: 9:00 am - 5:00 pm

Dismantle: 5:00 pm - 8:30 pm

We value and appreciate your time and support of FASRO and our Annual Conference.

We invite all exhibitors and sponsors to a private reception:

Tuesday, July 9 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 attend *all receptions* on Sunday, Monday and Tuesday from 7:00pm - 11:00 pm.

# ANNUAL CONFERENCE PARTICIPATION PACKAGES

## BRONZE

**\$750.00**

(non-profit price: \$675.00)

- One 8"x 8" Booth with Exhibit Table & Two Chairs
- Limit of 2 vendor attendees; additional attendees will be \$50.00 ea.
- Listed as an exhibitor in the FASRO Mobile App

## SILVER

**\$1,600.00**

- One 8"x8" Booth with Exhibit Table & Two Chairs
- Limit of 3 vendor attendees; additional attendees will be \$50.00 ea.
- Website Recognition LOGO
  - From date of contract payment to conclusion of Conference
- 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:
  - Lanyards
  - 2 - A.M. Coffee Breaks
  - 2 - P.M. Beverage Breaks
  - Cornhole Tournament
  - Volleyball Tournament

## GOLD

**\$2,600.00**

- One 6"x30" Booth with Exhibit Table & Two Chairs
- Limit of 4 vendor attendees; additional badges will be \$50.00 ea.
- Website Recognition LOGO
  - From date of contract payment to conclusion of Conference
- 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)
  - Dive-In Movie (if offered)
  - Golf Scramble (if offered)
  - Reception Options: Opening, Monday Night, Tuesday Night, Thursday Night
- One Table at your Sponsored Event to promote your products & services.

**\*NEW\***

**FASRO**

**\*NEW\***

# ANNUAL SPONSORSHIP PACKAGES

## **Pearl (limit 5) \$5,000.00**

- One 8"x8" Booth with Exhibit Table & Two Chairs
  - Limit of 4 vendor attendees; additional badges will be \$50.00 ea.
  - Listed as an exhibitor in the FASRO Mobile App
  - Sponsor Recognition on the FASRO Mobile App
  - Conference Sponsor Recognition in the General Session
  - Conference Sponsor Recognition on Conference Signage
- Website Recognition LOGO
  - January 2019 – December 2019

## **Emerald (limit 4) \$7,500.00**

- One 8"x8" Booth with Exhibit Table & Two Chairs
  - Limit of 4 vendor attendees; additional badges will be \$50.00 ea.
  - Listed as an exhibitor in the FASRO Mobile App
  - Sponsor Recognition on the FASRO Mobile App
  - Conference Sponsor Recognition in the General Session
  - Conference Sponsor Recognition on Conference Signage
  - One Update permitted per year
- Website Recognition LOGO
  - January 2019 – December 2019
  - Inclusion of Your Contact Information

## **Ruby (limit 3) \$10,000.00**

- One 8"x8" Booth with Exhibit Table & Two Chairs
  - Limit of 4 vendor attendees; additional badges will be \$50.00 ea.
  - Listed as an exhibitor in the FASRO Mobile App
  - Sponsor Recognition on the FASRO Mobile App
  - Conference Sponsor Recognition in the General Session
  - Conference Sponsor Recognition on Conference Signage
- Website Recognition LOGO
  - January 2019 – December 2019
  - Inclusion of Your Contact Information
  - URL included on your Logo
  - Two Updates permitted per year
- 1 – Product Testimonial of your choosing

**\*\*\* NEW - FASRO Marketing Supplement: \$250.00 \*\*\***

Be Front and Center and reach all FASRO attendees *by including your marketing collateral* in the 2019 FASRO Registration packs.

Simply bring your collateral to the pack distribution tables on Registration day and we will be sure to include them in each and every pack distributed.

# Exhibitor Rules & Regulations

## **ASSIGNMENT OF SPACE & PAYMENT**

All exhibit space will be allocated on a first-come, first-served basis. Show management and FASRO 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 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 Susan Fox at request of submission. All requests for participation are subject to approval by FASRO.

## **EXHIBIT SPECIFICATIONS**

The standard exhibit space for this event will be as follows: 8x10' pipe and draped booth space. Qty one (1) 6'x 30" draped front table and two chairs.

## **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. Additional badges over two (2) are available at \$50 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 7, 2019 at 9:00 am.

## **INSTALLATION & DISMANTLE**

Installation of exhibits may commence at the on Sunday, July 7 beginning at 9:00 am. All exhibitors must be fully assembled and ready for display no later than 11:30 am. Dismantling of exhibits may begin AFTER 5:30 pm on Tuesday, July 9. 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**

An exhibitor service kit will be provided to each exhibiting company no later than one month prior to the event. 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 nor Trump National Doral 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.

# Exhibitor Rules & Regulations

## **CANCELLATION POLICY**

Exhibitors may cancel contracted space by submitting electronic notice to:  
Susan M. Fox, CMP, CMM  
Vendor Coordinator FASRO  
[susanfox@fasro.net](mailto:susanfox@fasro.net)

Cancellation should contain company emblem, with 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 electronically no later than May 20, 2019 to receive any available partial refund.

*Only Bronze Sponsorship contributions are refundable.*

Cancellations:

Between January 1 – March 15, 2019	65% refund
Between March 16 – May 20, 2019	50% refund
Cancellations after May 20, 2019	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, Trump National Doral, Miami, FL, 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, and Trump National Doral, Miami, FL, 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 or Trump National Doral, Miami, FL, 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 nor Trump National Doral, Miami, FL, 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 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 from 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.

# Hotel Accommodations



This iconic Miami resort pairs legendary, championship golf courses with breathtaking views and elegant surroundings in a world-class destination conveniently 8 miles from Miami International Airport...infused with the Trump standard of excellence.

Our prestigious 800-acre resort boasts four championship golf courses in Miami, among them the legendary Blue Monster, various recreational amenities, including brand new Har-Tru tennis courts, and a lively clubhouse, the hub of our resort. Our Royal Palm Pool, with 18 private cabanas and a 125 foot slide, is the perfect setting for Miami weekend getaways, soaking in some sun, or poolside fun with your family.

With 643 exquisitely appointed accommodations, over 100,000 sq. ft. of Miami event space options, like the Donald J. Trump Grand Ballroom, and premier dining at BLT Prime, Champions Bar and Grill, and Palm Grill, we provide the perfect setting for any occasion. Offering you the best of Doral spas, the 48,000 sq. ft. The Trump Spa creates an oasis for you to rejuvenate mind, body, and spirit.

More than a hotel in Doral, they provide a variety of fantastic membership opportunities designed with your entire family in mind. They have crafted an atmosphere perfectly suited for spending time with friends and family, developing lifelong friendships, and enjoying fun social events and new traditions.

**Trump National Doral**  
**18001 Collins Avenue**  
**Sunny Isles Beach, FL 33160**  
**Tel: 855-736-9906**



Be sure to reference FASRO when making your reservation  
FASRO Group Rate: \$149.00/night

# 2019 FASRO ANNUAL CONFERENCE

## Exhibits: July 7 – 9, 2019

### EXHIBIT REQUEST

**Exhibit Company Listing Information (sales contact)**

Exhibiting Company		
Sales Coordinator Name		Sales Coordinator E-mail and Phone Number
Attendee Name (1)		Attendee Name (2)
Attendee (1) E-mail Address		Attendee (2) E-mail Address
Attendee (1) Cell		Attendee (2) Cell
Address		
City	State	Zip
Office Phone		Cell Phone
General E-Mail		Attendee Email
Website		
<b>25-35 Word Company Description:</b>		

2019 Annual Conference Participation Pkg		Annual Sponsorship Package	
<input type="checkbox"/> Bronze	\$750.00 (\$675 for non-profits)	<input type="checkbox"/> Pearl	\$5,000.00
<input type="checkbox"/> Silver	\$1,600.00	<input type="checkbox"/> Emerald	\$7,500.00
<input type="checkbox"/> Gold	\$2,600.00	<input type="checkbox"/> Ruby	\$10,000.00
<input type="checkbox"/> Marketing Materials Supplement \$250.00			

Exhibit space is to be occupied solely by the exhibiting organization at the 2019 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, Susan M. Fox and Trump National Doral and it's contractors harmless from any liability, loss, or claim during this meeting.

**Signature of acceptance of this order, rules & regulations:** \_\_\_\_\_

Contract submission: e-mail [susanfox@fasro.net](mailto:susanfox@fasro.net)

**Please make checks payable to FASRO and submit to:**  
**FASRO | 5824 Bee Ridge Rd, #282 | Sarasota, FL 34233-5065**  
*Exhibit space will not be held or assigned until payment has been cleared*

Visa    Mastercard    Amex  
**Please Circle Card type**

\_\_\_\_\_   
 Card Number

\_\_\_\_\_   
 Print Name as it appears on card

\_\_\_\_\_   
 Authorized Signature



# 2019 FASRO ANNUAL CONFERENCE

## Exhibits: July 7 – 9, 2019

### Raffles/Give-a-way Opportunity

In 2018 we discovered that Raffles/give-a-ways were a huge draw for the SRO's. In an effort to draw more of the SRO's to the Vendor Hall in 2019, we would like to offer you the opportunity to sign up, in advance, to contribute to the raffles.

If you are interested, please complete the short form below.

Here are some suggestions:

- Gift Cards \$50.00 or more, please do not exceed \$200.00
- Gift Certificates at the hotel; Bar, Restaurant, Spa, Golf, Gift Shop, etc.
- SWAG: T-shirts, Bags, Yeti's, etc.
- An item from your Product Line
- 1 year free Membership with your organization for "X" people
- Miscellaneous items of your choosing

Company or Association:			
Name:		Phone:	
E-Mail Address:			
Raffle Item(s):			

We will also be instituting a **Vendor Engagement Card** with a GRAND prize to be awarded to 1 or more SRO's that stop by each and every vendor booth by 3:00 p.m. Tuesday afternoon.

We are looking for a prize worthy of "GRAND" and are open to any and all suggestions – Final Decision will be made by the FASRO BOD.

If you are interested in participating please complete the short form below.

Here are a couple of suggestions:

- \$250 - \$500 Visa, Master or AMEX gift card
- High Valued Product Item

Company or Association:			
Name:		Phone:	
E-Mail Address:			
GRAND PRIZE Item(s) and Value:			

*Your participation is strictly optional and will not reflect on any other aspect of your participation.*

***Please return this form with your signed contract if you would like to participate.***

# 2019 FASRO ANNUAL CONFERENCE

## Exhibits: July 7 – 9, 2019

### Vendor Engagement Card

### Rules of Engagement

Thank you for participating in the first ever FASRO  
Vendor Engagement Card

Here are the Rules of Engagement:

1. Each SRO will be provided a Vendor Engagement Card upon Registration
2. SRO's *are not* required to participate (although great prizes will likely entice them to participate)
3. SRO's must be present to win the GRAND PRIZE(S)
4. Each vendor must choose a uniform method to sign-off on each Engagement card
5. All completed Engagement Cards will be turned into Exhibit Manager to be eligible for the drawing by 3:30 p.m. Tuesday afternoon
6. The Exhibit Manager will hold the completed "key" card for authenticity
7. Each Vendor may choose a "requirement" for sign-off – approved by FASRO BOD
8. No requirement is to be longer than 2 minutes
9. We ask that you do not play favorites and sign-off without the SRO's engagement – if only to complete an information sheet
10. All Vendors must stay through Tuesday at 5:00 p.m. to award the GRAND Prizes.