WHO WE ARE
The National Tornado Summit improves disaster mitigation, preparedness, response, and recovery in order to save lives and property in the United States.

In addition, the summit serves as a national forum for insurance professionals and regulators as well as international, national, and state experts to exchange ideas and recommend new policies to improve emergency management.

Summit highlights include:
- A two-day tradeshow that connects you to valuable resources, services, and products
- General sessions with presentations on Crisis & Disaster Communications, Business & Home Safety, Disaster Stress, and relevant topics such as Weather and Handling, Traumatic Stress
- Over 25 breakout sessions featuring international, national, and state experts
- Continuing education credits for insurance professionals
- The “Twister Mixer” reception with a portion of the proceeds benefiting the American Red Cross
- Tour of the National Weather Center in Norman, OK and the Emergency Operations Center in Oklahoma City

REACH THE DECISION MAKERS
This is the ultimate marketing opportunity for any company or organization seeking to be in front of the nearly 1,000 leaders and decision makers who work in disaster preparedness, safety, and insurance. Sponsoring offers prime-time exposure of your product and/or services during the two-day event that combines exceptional educational programs and networking opportunities. These individuals come from across the United States to:
- Shorten the buying process by working with you face-to-face
- See products and services demonstrated firsthand
- Compare your products and services with other suppliers

As an exhibitor or sponsor, this is your opportunity to show your commitment within a very influential marketplace, while enhancing your visibility and achieving your public relations and/or marketing/advertising goals. Attendees visit the exhibit area throughout the summit and are encouraged to meet with each vendor.

SPONSORSHIP PACKAGES
Exhibiting, advertising, and sponsorship packages are available to help you make the right number of impressions in this lucrative market.

Expo Hall Sponsor (Only 1 Available!) $20,000
- Prominent Expo Hall Sponsor signage throughout the Expo Hall
- Prominent logo on expo exhibitor card, sponsoring chance to win premium gift
- First choice of Expo Hall exhibit location (if separate exhibit hall booth is purchased at the same time as sponsorship)
- Full page color ad in the summit program; page will be positioned to immediately follow Expo hall Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Prominent inclusion in the National Tornado Summit Virtual Expo
- 10 full summit registrations with admission to Twister Mixer

Bag Sponsor (Only 1 Available!) $10,000
- Company logo printed on the summit bag (bag will be selected by summit planning team), distributed to each attendee
- Company brochure or printed material of choice inside of the bag
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 5 full summit registrations with admission to Twister Mixer

Lanyard Sponsor (Only 1 Available!) $7,500
- Company logo or typeset name printed on the name badge lanyards distributed to all attendees (lanyard will be selected by summit planning team)
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 4 full summit registrations with admission to Twister Mixer

General Session Sponsor (3 Available!) $5,000
- Representative from sponsoring company may offer welcome remarks to the session attendees prior to the start of the presentation and speak briefly about the company
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

Luncheon Sponsor (2 Available!) $5,000
- Representative from sponsoring company may offer welcome remarks to the session attendees prior to the start of the presentation and speak briefly about the company (optional)
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer
### Sponsorship Opportunities

#### Breakfast Sponsor (2 Available!)
- **$5,000**
- Signage with company logo located near all breakfast stations throughout the summit
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

#### Wi-Fi Sponsor (Only 1 Available!)
- **$5,000**
- Signage with company logo near general session entrances
- Company name to be entered as Wi-Fi access password
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

#### Twister Mixer Host Sponsor (Only 1 Available!)
- **$5,000**
- Signage with company logo located throughout the evening reception
- Representative from sponsoring company may offer welcome remarks to attendees and speak briefly about the company (optional)
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

#### Twister Mixer Spirit Sponsor (Only 1 Available!)
- **$5,000**
- Signage with company logo located near bars at evening reception
- Company logo printed on all drink tickets; 1 ticket provided to each attendee
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

#### Twister Mixer Food Sponsor (Only 1 Available!)
- **$5,000**
- Signage with company logo located near food stations and tables at evening reception
- Representative from sponsoring company may offer welcome remarks to attendees and speak briefly about the company (optional)
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 3 full summit registrations with admission to Twister Mixer

#### Breakout Track Sponsor (5 Available!)
- **$4,000**
- Company logo on the screen prior to the start of the breakout session
- Signage outside of breakout room during the sponsored session
- Representative from sponsoring company may offer welcome remarks to the session attendees prior to the start of the presentation and speak briefly about the company (optional)
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 2 full summit registrations with admission to Twister Mixer

#### Snack Sponsor (4 Available!)
- **$4,000**
- Signage with company logo located near snack areas
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 2 full summit registrations with admission to Twister Mixer

#### Beverage Sponsor (4 Available!)
- **$4,000**
- Signage with company logo located near beverage areas
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 2 full summit registrations with admission to Twister Mixer

#### Green Meeting Sponsor (Only 1 Available!)
- **$2,000**
- Signage with company logo located near all recycling stations throughout the summit
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 1 full summit registration with admission to Twister Mixer

#### OEM Center Bus Sponsor (3 Available!)
- **$1,500**
- Signage with company logo located on buses
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 1 full summit registration with admission to Twister Mixer

#### Weather Center Bus Sponsor (4 Available!)
- **$1,500**
- Signage with company logo located on buses
- Recognition during the general session
- Listing in the summit program
- Listing on sponsor signage near registration
- Inclusion in the National Tornado Summit Virtual Expo
- 1 full summit registration with admission to Twister Mixer
ADVERTISE IN THE SUMMIT PROGRAM GUIDE

The summit program will provide valuable information including a floor plan, exhibitor listings, and the summit schedule. They are used by attendees on the show floor and also serve as year-round guides, which increases your exposure. Advertising in the summit program reminds buyers about your technology, products, and services. Don’t miss out on this great opportunity for high quality, targeted advertising!

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Ad (black &amp; white)</td>
<td>8.375&quot; wide x 10.875&quot; tall</td>
<td>$750</td>
</tr>
<tr>
<td>Half-page Ad (black &amp; white)</td>
<td>3.375&quot; wide x 9.5&quot; tall (vertical)</td>
<td>$550</td>
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<tr>
<td></td>
<td>7&quot; wide x 4.625&quot; tall (horizontal)</td>
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<tr>
<td>Quarter Panel Ad (black &amp; white)</td>
<td>3.375&quot; wide x 4.625&quot; tall</td>
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<tr>
<td>Business Card Ad (black &amp; white)</td>
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<td>Inside Front Cover (Full-page color)</td>
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<td>$1,300</td>
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<tr>
<td>Inside Back Cover (Full-page color)</td>
<td></td>
<td>$1,300</td>
</tr>
<tr>
<td>Outside Back Cover (Full-page color)</td>
<td></td>
<td>$1,600</td>
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</tbody>
</table>

Notice to advertisers: Deadline for insertion orders, camera-ready artwork and full payment is January 15, 2015. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes outlined above. Detailed information on how to submit your artwork and which formats are accepted will be sent once the contract is received and processed by exhibit management staff.

DO NOT SEND printed materials or photocopies. These cannot be used as camera-ready artwork for color advertisements.

EXHIBIT BOOTH

The National Tornado Summit invites your company to be a part of the National Tornado Summit Expo Hall. The Expo Hall will provide you with an opportunity to meet your clients and potential clients face-to-face providing you with maximum exposure! Exhibiting, advertising, and sponsorship packages are available to help you make the right number of impressions in this lucrative market.

The Expo Hall will be held in the Cox Convention Center on the second floor directly outside the general and breakout session rooms.

Exhibit Non-Profit/Education 8’ x 10’

Can pre-reserve at any time; however, booth assignment from remaining locations will begin no later than January 15, 2015. Booth includes same as 8’ x 10’ above, but does not include a full summit registration at this discounted Exhibitor Rate.

Exhibit Hall Dates & Hours

* schedule and specifics are subject to change

Monday, February 23, 2015
2:00-7:00 p.m. Vendor Booth Installation

Tuesday, February 24, 2015
7:00-8:30 a.m. Breakfast & Exhibitor Showcase
10:25-10:45 a.m. Break & Exhibitor Showcase
3:10-3:45 p.m. Break & Exhibitor Showcase
4:45-6:00 p.m. Twister Mixer; Highlighting Expo

Wednesday, February 25, 2015
7:30-8:30 a.m. Breakfast & Exhibitor Showcase
10:30-11:00 a.m. Break & Exhibitor Showcase
1:15-1:45 p.m. Break & Exhibitor Showcase
3:00 p.m. Exhibitors Dismantle

8’ x 10’ Exhibit Booth

Early Bird Registration $1,575
(through December 6, 2014)

Regular Registration $1,875

Booth includes:
• Draped 10’ back wall
• Draped 3’ side walls
• One 6’ Draped Table
• Two Chairs
• Waste Basket
• One full summit registration for company employee per booth space
• Listing in final summit program (text is limited to 25 words and must be received by January 15, 2015.)
• 24-hour perimeter security
• Inclusion in the National Tornado Summit Virtual Expo

8’ x 20’ Exhibit Booth

Early Bird Registration $2,275
(through December 6, 2014)

Regular Registration $2,575

Booth includes:
• Draped 20’ back wall
• Draped 3’ side walls
• Two 6’ Draped Tables
• Two Chairs
• Waste Basket
• Two full summit registrations for company employees per booth space
• Listing in final summit program (text is limited to 25 words and must be received by January 15, 2015)
• 24-hour perimeter security
• Inclusion in the National Tornado Summit Virtual Expo

SOLD
SOLD
SOLD
SOLD
ASSIGNMENT OF EXHIBIT SPACE
Exhibit space is limited and will sell out quickly. Booths will be assigned on a first-come, first-served basis upon the receipt of a completed application and payment of booth space. Every effort will be made to assign booth location in accordance with exhibitor’s preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor’s location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations. An updated list of remaining booth spaces will be available on the Web site.

SPONSOR AND EXHIBIT CONTRACT
The completed electronic application for sponsorship/exhibit space and the full payment together constitute a contract between parties. Applications and payments are due by January 15, 2015. After that date, application for exhibit space will be accepted if space is available.

CANCELLATION
Cancellations and requests for reduction of space must be made in writing to UCO-Center for eLearning & Customized Education. Written cancellations and reductions received by December 31, 2014 will be subject to a 50 percent cancellation fee. No refunds will be given for space cancelled after this date.

EXHIBITOR REGISTRATION
Each 8’ x 10’ exhibitor is entitled to one full summit registration per booth purchased, allowing access to all sessions and events for the entire summit. Each 8’ x 20’ exhibitor is entitled to two full summit registrations per booth purchased, allowing access to all sessions and events for the entire summit. Additional company personnel wishing to assist in booth staffing and/or participate in sessions are required to purchase a full registration to the summit. Unless special arrangements are made with summit staff, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation to provide any refund whatsoever.

ADDITIONAL EXHIBITOR SERVICES
Furniture, labor, drayage, electrical outlets, and other furnishings will be available through the National Tornado Summit or its designees. Complete details will be forwarded to each exhibitor following confirmation.

EXHIBITOR INSTALLATION & DISMANTLE
Exhibit installation will be on Monday, February 23, 2015 from 2:00-7:00 p.m. Exhibitors may dismantle booths on Wednesday, February 25, 2015 at 3:00 p.m. following the last general session. Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the conference at 3:00 p.m. on Wednesday.

Any exhibitor that tears down booth prior to the close of the summit will not be allowed to exhibit at future summits.

HOTEL ACCOMMODATIONS
Hotel rooms are available near the Cox Convention Center at special rates for the National Tornado Summit. Visit the National Tornado Summit website and click on “accommodations” to view links to special hotels, or by clicking here.

DRAWINGS & PROMOTIONAL GIVEAWAYS
Promotional giveaways and drawings are permitted with prior approval. Vendors will need to determine their winner by the end of the Twister Mixer on Tuesday, February 24 at 6:00 p.m. and give the name of the winner to the tradeshow manager so that the winner may be announced. Winners must be present to win. The National Tornado Summit will not be responsible for shipping any prizes to winners.

FIRE PROTECTION
All display material must be flameproof and subject to inspection by the fire department. No flammable fluids or substances may be used or shown in booths.

EXHIBITOR CONDUCT
In the event the exhibitor fails to install its display within the time limit set for opening of the summit, or fails to comply with any provisions of this contract concerning the use of display space, the National Tornado Summit or its designee shall have the right to take possession, remove exhibitor’s possessions from the space, and reassign any part thereof.

• No exhibitor shall assign, sublet, or share the space assigned without the written consent of the National Tornado Summit.
• In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.
• Exhibitors must display goods manufactured or handled by them in their regular course of business, unless otherwise approved by the National Tornado Summit. All sales items must be in good taste.
• Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noisemaking machines must be operated so that the noise resulting therefrom will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by the National Tornado Summit.
• Exhibit management reserves the right to determine at what point sound constitutes interference with others.
• Exhibitors are required to keep their exhibit space neat and orderly at all times.
• The National Tornado Summit is a non-smoking event. Smoking on the exhibit floor is strictly prohibited.
• Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
EXHIBIT / RULES & REGULATIONS

• Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.
• Exhibitors must conduct exhibits in a dignified and professional manner.
• Aisle may not be obstructed at any time because of excessive crowding in the exhibit booth.
• Order taking is permitted when conducted in a professional manner.

LIABILITY
The exhibitor understands and agrees that the National Tornado Summit, its officers, agents, designees, or employees shall not in any manner be responsible for the loss or damage to any of the goods, ware, chattels, or equipment exhibited upon the exhibitor’s allotted space or placed thereon, or while in transit to or from the building. The exhibit of the exhibitor and all of its personal property situated upon the allotted space remains the sole risk of the exhibitor. The exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners or managers that results from any exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the National Tornado Summit; its officers, agents, designees, or employees; or any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of exhibitor’s occupancy and use of the exhibition premises, the hotel, or any part thereof.
The exhibitor specifically agrees that it will exhibit in such a manner as not to cause injury to the public, visitors, guests, employees, or any other persons on the premises or any property exhibited thereon. The exhibitor agrees to indemnify and hold harmless the National Tornado Summit, its officers, agents, designees and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person, or to any property, upon said premises.

EXHIBITOR TERMS AND CONDITIONS
As a condition of exhibiting and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The National Tornado Summit (NTS) or its designees reserve the right to amend any and all rules and regulations at any time.

EXHIBIT DISPLAY AREA
Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents may exceed a height of 8’ within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4’. Any exhibit structure over 8’ in height can be placed in a 20’ x 20’ or greater space only on approval by the National Tornado Summit or its designees.

PAYMENT TERMS
Full payment of the total contracted amount is required with submission of the exhibit space application and contract or space is not guaranteed. Applications submitted without payment will not be assigned until the appropriate payment is received.

FAILURE TO OCCUPY SPACE
Failure to occupy space is not guaranteed. Applications submitted without payment will not be assigned until the appropriate payment is received.

BADGES AND ADMISSION TO HALL
Badged exhibitors may enter the exhibit hall one hour before show opening and remain in the hall one hour after show closing each day. If further access is required, special permission must be secured from National Tornado Summit or its designees. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

SECURITY
National Tornado Summit provides security of the periphery of the exhibition hall from close of the exhibit hall at night to opening of exhibit hall the next morning. Security service is not provided to individual booths.

CANCELLATION OF THE SUMMIT
It is mutually agreed that in the event the National Tornado Summit (NTS) is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and National Tornado Summit or its designees shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration for expenditures and commitments already made.

FOR MORE INFORMATION
Please contact ce@uco.edu for additional information.