2016 | Exhibitor and Sponsor Prospectus

National Tornado Summit
Feb. 29-March 2, 2016
Oklahoma City, OK

tornadosummit.org
Every year, tornadoes wreak havoc across the country, destroying homes, businesses and entire communities. But out of those disasters have come life-saving lessons and some of the nation’s most knowledgeable experts in the fields of insurance, emergency management and meteorology.

The National Tornado Summit brings together those experts to share resources, information and tips to be better prepared for the next catastrophe. The hope is to improve disaster preparedness, response and recovery in order to save lives in your hometown and all over the U.S.

ONLY at the National Tornado Summit will you find this type of national forum and have access to critical advice that will help you collaboratively prepare for and respond to disasters.
The National Tornado Summit will give you more than a conference. You’ll develop personal relationships with like-minded people in different fields. You’ll discover innovative products and ideas. And you’ll hear from some of the nation’s leading experts in disaster response and recovery.

**NATIONAL TORNADO SUMMIT HIGHLIGHTS**

- Two-day tradeshow that connects you with **HUNDREDS** of potential customers, resources and partners
- The “Twister Mixer” networking event builds relationships to go beyond the tradeshow floor
- **More than 25 breakout sessions** featuring international, national and state experts
- Bus tours of the National Weather Center in Norman and the Emergency Operations Center in Oklahoma City (Pre-Conference bus tours on February 29)

**NTS 2016 LOCATION**

Cox Convention Center  
One Myriad Gardens  
Oklahoma City, OK 73102

**EXHIBITION HOURS**

Monday, February 29 (set up)  
2:00 p.m. – 7:00 p.m.

Tuesday, March 1  
7:00 a.m. – 6:00 p.m.

Wednesday, March 2  
7:30 a.m. – 1:45 p.m.

For questions about NTS 2016, call 405.974.5306 or email ce@uco.edu.  
tornadosummit.org
SPONSORSHIP Opportunities

When you become a National Tornado Summit sponsor, you gain **PRIME-TIME** exposure to leaders and decision makers from all over the country who work in insurance, meteorology and emergency management. This is your opportunity to show your commitment within an influential marketplace while enhancing your visibility and achieving your marketing goals.

SPONSORSHIP PACKAGES

The National Tornado Summit offers a variety of packages to fit your sponsorship needs.

**EXPO HALL SPONSOR**

$20,000 (1 Available) **SOLD!**

- Full page color ad in the Summit program; page will be positioned to indicate sponsorship of Expo Hall
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Prominent inclusion in the Virtual Expo
- 10 Summit registrations
- Minimum of 8’x10’ Exhibit Booth in prominent position (location will be selected by Summit planning team) to be staffed by Expo Hall Sponsor for promotion of organization and collecting attendees’ completed Expo Hall cards

- Prominent Expo Hall Sponsor signage throughout the Expo Hall
- Prominent logo on expo exhibitor card, sponsoring chance to win premium gift

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**BAG SPONSOR**
$10,000 (1 Available)
- Company logo printed on the Summit bag (bag will be selected by Summit planning team) given to every attendee
- Company brochure or printed material of choice inside of the bag for each attendee (optional)
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 5 Summit registrations

**HYDRATION SPONSOR – NEW**
$10,000 (1 Available)
- Company logo printed on the reusable Summit insulated tumbler (tumbler will be selected by Summit planning team) distributed to each attendee
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 5 Summit registrations

**RE-SOURCE LOUNGE SPONSOR – NEW**
$10,000 (1 Available)
- Host of the Re-Fuel station where attendees will get a drink and snack
- Host of the Re-Charge station where attendees will be able to charge their electronic devices
- Host of the Re-Lax station where attendees will be able to rest comfortably during their visit to the Re-Source Lounge
- Re-Source Lounge will be located on first floor, near registration so all attendees see the Re-Source Lounge upon their arrival to the Summit
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 5 Summit registrations

**LANYARD SPONSOR**
$7,500 (1 Available)
- 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 a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 4 Summit registrations

**SOLD!**
BREKFAST SPONSOR  **1 LEFT!**
$5,000 (2 Available)
• Signage with company logo located near all breakfast stations throughout the Summit
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

GENERAL SESSION SPONSOR  **SOLD!**
$5,000 (5 Available)
• 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; 4 minutes max)
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

LUNCH SPONSOR  **SOLD!**
$5,000 (2 available)
• 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; 4 minutes max)
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

PEN SPONSOR – **NEW**  **SOLD!**
$5,000 (1 Available)
• Company logo or typeset name printed on the Summit pen (pen will be selected by Summit planning team) distributed to each attendee
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

PRE-CONFERENCE SPONSOR – **NEW**
$5,000 (1 Available)
• Signage with company logo located near pre-conference dining station for bus tours on Feb. 29
• Company logo on snack and beverage tables, providing special pre-conference treats for attendees
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

SNACK BAR SPONSOR – **NEW FORMAT**  **SOLD!**
$5,000 (1 Available)
• Signage with company logo located near snack areas
• Logo on snack bag each attendee will fill at the Snack Bar
• Recognition during a general session
• Listing in the Summit program
• Listing on sponsor signage near registration
• Inclusion in the Virtual Expo
• 3 Summit registrations

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TWISTER MIXER HOST SPONSOR
$5,000 (1 Available)
- Signage with company logo located throughout the evening reception
- Sponsoring company may offer welcome remarks to attendees (optional; 4 minutes max)
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 3 Summit registrations

TWISTER MIXER FOOD SPONSOR
$5,000 (1 Available)
- Signage with company logo located near food stations and tables at evening reception
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 3 Summit registrations

TWISTER MIXER SPIRIT SPONSOR
$5,000 (1 Available)
- Signage with company logo located near bars at evening reception
- Company logo printed on all drink tickets provided to each attendee
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- 3 Summit registrations

SOLD!
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### WEATHER CENTER BUS SPONSOR

**Single Bus - $1,500 each (2 Available)**

- Signage with company logo located at bus loading
- Company brochures or flyers placed on each seat in the bus (optional) by company rep
- Representative from sponsoring company may offer welcome remarks to people on the bus before departure (optional; 3 minutes max)
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- Single Bus Sponsor - 1 Summit registration
- All Buses Sponsor - 2 Summit registrations

### EMERGENCY OPERATIONS CENTER

**BUS SPONSOR**

**Single Bus - $1,500 each (2 Available)**

- Signage with company logo located at bus loading
- Company brochures or flyers placed on each seat in the bus (optional) by company rep.
- Representative from sponsoring company may offer welcome remarks to people on the bus before departure (optional; 3 minutes max)
- Recognition during a general session
- Listing in the Summit program
- Listing on sponsor signage near registration
- Inclusion in the Virtual Expo
- Single Bus Sponsor - 1 Summit registration
- All Buses Sponsor - 2 Summit registrations

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tornadosummit.org
MORE than an Exhibit Booth

The National Tornado Summit Expo gives you more than just an exhibit booth. You’re invited to be a part of an opportunity to meet clients and make new connections giving your business or company maximum exposure in this lucrative market.

BENEFITS OF EXHIBITING AT NTS 2016

- Access to a large targeted audience of insurance professionals, emergency managers, meteorologists and first responders
- Meet face-to-face with potential customers and partners
- Demonstrate your products or services

EXPO HALL INFORMATION

**Location** - Second floor of the Cox Convention Center

**Dates & Hours**

**MONDAY, FEBRUARY 29**
(PRE-CONFERENCE)

2:00-7:00 p.m.  
Vendor Booth Installation

**TUESDAY, MARCH 1**
(CONFERENCE SESSIONS BEGIN)

7:00-8:00 a.m.  
Breakfast & Exhibitor Showcase

9:30-9:45  
Break & Exhibitor Showcase

10:40-10:55  
Break & Exhibitor Showcase

1:20-1:40  
Break & Exhibitor Showcase

2:35-2:50  
Break & Exhibitor Showcase

3:50-4:05  
Break & Exhibitor Showcase

**WEDNESDAY, MARCH 2**

7:00-8:00 a.m.  
Breakfast & Exhibitor Showcase

9:30-9:45  
Break & Exhibitor Showcase

10:40-10:55  
Break & Exhibitor Showcase

1:45 p.m.  
Exhibitors dismantle

To reserve your booth space for NTS 2016, call 405.974.5306 or email ce@uco.edu.
tornadosummit.org
EVERYTHING YOU NEED to Reserve Space at NTS 2016

<table>
<thead>
<tr>
<th>What’s Included</th>
<th>8’x10’ Exhibit Booth</th>
<th>8’x20’ Exhibit Booth</th>
<th>8’x30’ Exhibit Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summit registrations for company employee(s) per booth (Does not apply to non-profit/government booths)</td>
<td>Early Bird $1,735 (through 12/4/15)</td>
<td>Early Bird $2,435 (through 12/4/15)</td>
<td>Early Bird $3,835 (through 12/4/15)</td>
</tr>
<tr>
<td></td>
<td>Regular $1,975</td>
<td>Regular $2,875</td>
<td>Regular $4,175</td>
</tr>
<tr>
<td>Draped back wall</td>
<td>10’</td>
<td>20’</td>
<td>30’</td>
</tr>
<tr>
<td>Draped 6’ table(s)</td>
<td>one 6’ table</td>
<td>two 6’ tables</td>
<td>three 6’ tables</td>
</tr>
</tbody>
</table>

All booths include two chairs, a waste basket, draped 3’ side walls, 24-hour perimeter security, inclusion in the NTS Virtual Expo, listing in the Summit program, and access to ALL food and networking opportunities, provided deadlines are met and payment has been received.

8’x10’ Non-profit/Government Exhibit Booth $875

These booths have all the amenities of a regular booth but at a discounted rate for non-profit organizations and government agencies. These booths do NOT include a full Summit registration. There are a limited number of these booths available, and the locations will be assigned by the Summit committee.

How will space be assigned?

Exhibit space is limited and will sell out quickly. Booths will be selected and confirmed in the order registrations are received. Every effort will be made to assign booth location with the exhibitor’s preference, but no guarantee can be made.

To reserve your booth space for NTS 2016, call 405.974.5306 or email ce@uco.edu.

tornadosummit.org
GO BEYOND the Booth

Advertise in the National Tornado Summit Program

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!

All ads will be printed in color.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Description</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-page Ad</strong></td>
<td></td>
<td>8.375” wide x 10.875” tall</td>
<td>$900</td>
</tr>
<tr>
<td><strong>Half-page Ad</strong></td>
<td></td>
<td>3.375” wide x 9.5” tall (vertical)</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7” wide x 4.625” tall (horizontal)</td>
<td></td>
</tr>
<tr>
<td><strong>Quarter Panel Ad</strong></td>
<td></td>
<td>3.375” wide x 4.625” tall</td>
<td>$500</td>
</tr>
<tr>
<td>Inside Front Cover (Full-page)</td>
<td></td>
<td>8.5” wide x 11” tall</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Back Cover (Full-page)</td>
<td></td>
<td>8.5” wide x 11” tall</td>
<td>$1,500</td>
</tr>
<tr>
<td>Outside Back Cover (Full-page)</td>
<td></td>
<td>8.5” wide x 11” tall</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Notice to advertisers: Deadline for insertion orders, camera-ready artwork and full payment is January 15, 2016. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes outlined above. Summit staff will provide detailed information on artwork submission requirements once registration is received and paid.

To reserve your ad space for NTS 2016, call 405.974.5306 or email ce@uco.edu.
tornadosummit.org
Sponsor and Exhibit Contract
The completed electronic registration for sponsorship/exhibit space and the full payment together constitute a contract between parties. Registrations and payments are due by January 29, 2016. After that date, registration for exhibit space will be accepted if space is available.

Payment Terms
Space is not guaranteed until exhibit space registration and full payment are received. Registrations submitted without payment will not be assigned space until the appropriate payment is received.

Eligibility to Exhibit
The National Tornado Summit reserves the right to determine the acceptability of registrations for exhibit space. Registrations and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products’ or services’ professional or educational benefit to the attendees; products or services consistent with the mission, purpose and goals of the National Tornado Summit; and spatial constraints in the exhibit hall.

Cancellation
Cancellations and requests for reduction of space must be made in writing to UCO-Center for eLearning & Customized Education, 100 North University Drive, Box 170, Edmond, OK 73034. Written cancellations and reductions received by January 29, 2016 will be subject to a 50% cancellation fee. No refunds will be given for space canceled after this date.

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 by approval from the National Tornado Summit or its designees.
Exhibitor Registration

Each 8’ x 10’ exhibitor is entitled to one 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 Summit registrations per booth purchased, allowing access to all sessions and events for the entire Summit. Additional 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.

Badges and Admission to Hall

Exhibitors wearing a badge 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.

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 and Dismantle

Exhibitor installation will be on Monday, February 29, 2016 from 2:00-7:00 p.m. Exhibitors may dismantle booths on Wednesday, March 2, 2016 at 1:45 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 1:45 p.m. on Wednesday. Any exhibitor that tears down their booth prior to the close of the Summit may not be allowed to exhibit at future Summits.

Failure to Occupy Space

In the event an exhibiting company has not arrived three hours prior to the hall opening, the National Tornado Summit or its designee reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the National Tornado Summit or its designee reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the exhibitor from the obligation to pay the full booth rental fees.

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tornadosummit.org
**Drawings and 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, March 1 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 a 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 designees 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 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.
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 booth spaces.

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 hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting in the exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invites 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 and its designees reserve the right to amend any and all rules and regulations at any time.

Cancellation of the Summit
It is mutually agreed that in the event the National Tornado Summit is canceled 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.