



SAFE-D

Texas State Association of Fire and Emergency Districts



EXHIBITOR PROSPECTUS 2026

Annual Conference

Exhibitor Dates: January 28-30, 2026

Henry B. González Convention Center

San Antonio, Texas

What is SAFE-D?

Emergency Services Districts are political subdivisions of the State of Texas, like a school district or a county. As Texas outgrows the abilities of cities and rural volunteer fire departments, ESDs are on the cutting edge of providing fire protection and emergency medical response to large portions of the state. The State Association of Fire and Emergency Districts is the only association dedicated to bringing these local governments together so they can work smarter and work better for Texans.

Standard Booth Fee.....\$1,500

Premium Booth Fee.....\$1,750

(premium location in exhibit hall/foyer)

Standard/Premium booth registration includes:

- 10' x 10' booth space
- 6' draped table and 2 chairs
- 8' high back drape, 3' high side dividers, 1 company sign
- 2 company representatives included with booth*
- Printed conference program listing

Indoor Apparatus Space: 16' x 40'.....\$6,000

Limited to three apparatus spaces per exhibitor

Apparatus space registration includes:

- 2 company representatives included with space*
- Printed conference program listing

****For each additional participant, there is an additional fee of \$250 per person for the entire conference; there is a maximum of 6 badges per booth. Extra attendees must be paid for by the primary exhibitor (cannot be multiple credit card payments).***

Based on your sponsorship level and/or order of received forms, SAFE-D will contact you in late 2025 to receive your booth preferences. After confirmation of your booth space, Superior Expo Services will send you an online exhibitor kit containing information and order forms on the variety of services they offer to make your conference experience as successful as possible. You can contact SES at 972-271-7444, service@superior-expo.com or find them on-site at the SES Desk.

Please note the schedule. The conference does continue until Saturday but the Exhibit Hall closes Friday afternoon at 4 pm. There is NO EXHIBIT HALL ON SATURDAY.

Exhibit Dates

Wednesday, Jan. 28:

- 8 am » Apparatus Move-In
- 2 pm - 8 pm » Exhibitor Move-In

Thursday, Jan. 29

- 8 am - 3 pm » Exhibitor Move-In (continued)
- 4 pm - 5 pm » Exhibit Hall Preview
- 5 pm - 7 pm » Meet & Greet in Exhibit Hall

Friday, Jan. 30

- 7 am - 8 am » **Breakfast in the Exhibit Hall**
- 9:30 am - 10:30 am » Exhibit Hall Power Hour
(Special dedicated hour for attendees to enjoy the Exhibit Hall during the prime of the Conference)
- 11:30 am - 1 pm » **Lunch in the Exhibit Hall**
- 3:15 pm - 4 pm » Afternoon Break in the Exhibit Hall
(Attendee Grand Prize Drawing held during the Break)
- 4 pm » Exhibit Hall Breakdown*

****Please make any travel or shipping arrangements so you do not break down early; breaking down before 4 pm may affect your participation in future SAFE-D conferences.***

Cancellation Policy: Exhibitor cancellations will be subject to a \$100 processing fee on or before **December 5, 2025**. No refunds available after Dec. 5.

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Important Information Regarding Booking More Than 5 Hotel Rooms at the Host Hotel

The room block will open in November. SAFE-D negotiates hotel rates to provide reasonable rates for conference attendees. As part of this agreement, SAFE-D assumes financial responsibility for any unsold rooms at the hotels where we have contracts.

The following policy will apply to anyone who books more than 5 hotel rooms at the negotiated SAFE-D rate. Any person, group, company or organization that reserves more than 5 rooms at the SAFE-D Conference rate agrees that they will cancel any rooms they do not plan to use earlier than the normal cut-off date for room reservations. **The cutoff date for reservations in excess of 5 rooms is January 7, 2026.**

By registering for SAFE-D at the conference rate, and/or within the SAFE-D negotiated room block, any person, group, company or organization agrees that if they fail to cancel the rooms by the cutoff date above, they will assume full responsibility to pay for any unused rooms at the full conference rate including all taxes and other fees in the event the rooms go unsold and the hotel acts to hold SAFE-D responsible for any unused rooms under the terms of the contract.

Sponsorship Opportunities

Get your company's name in front of Emergency Service District decision-makers! Plus, sponsors will be notified **first** (based on sponsorship level) to select a booth **this winter**. *Booth space is not included with your sponsorship.*

PLEASE NOTE: ONLY paid sponsors will be included on the Exhibitor Bingo Game Card for the attendee Bingo Game held in the Exhibit Hall.

Sponsors must also purchase a booth to be able to participate in the game.

Diamond Sponsor » \$10,000

- Priority booth placement
- Sponsorship thank you at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo on online SAFE-D event registration website
- Sponsorship recognition with your logo in SAFE-D event email correspondence
- Sponsorship recognition with your logo in the Conference Program
- Special thank you with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference
- Booth personnel receives sponsor ribbon on badge

Platinum Sponsor » \$7,500

- Choice of booth placement (based on availability)
- Sponsorship thank you at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo in SAFE-D event email correspondence
- Sponsorship recognition with your logo in the Conference Program
- Special thank you with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference
- Booth personnel receives sponsor ribbon on badge

Gold Sponsor » \$5,000

- Choice of booth placement (based on availability)
- Sponsorship thank you at event's Opening Session
- Sponsorship recognition with your logo on the SAFE-D website with hyperlink to your website
- Sponsorship recognition with your logo in SAFE-D event email correspondence
- Sponsorship recognition with your logo in the Conference Program
- Special Thank You with sponsorship recognition and your logo in the SAFE-D newsletter
- Listed with logo on thank you signage at conference
- Booth personnel receives sponsor ribbon on badge

Silver Sponsor » \$4,000

- Choice of booth placement (based on availability)
- Sponsorship thank you at event's Opening Session
- Sponsorship recognition on the SAFE-D website with hyperlink to your website
- Sponsorship recognition in SAFE-D event email correspondence
- Sponsorship recognition in the Conference Program
- Special thank you with sponsorship recognition in the SAFE-D newsletter
- Listed on thank you signage at conference
- Booth personnel receives sponsor ribbon on badge

Bronze Sponsor » \$3,000

- Choice of booth placement (based on availability)
- Sponsorship thank you at event's Opening Session
- Sponsorship recognition on the SAFE-D website with hyperlink to your website
- Sponsorship recognition in SAFE-D event email correspondence
- Sponsorship recognition in the Conference Program
- Special Thank You with sponsorship recognition in the SAFE-D newsletter
- Listed on thank you signage at conference
- Booth personnel receives sponsor ribbon on badge

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Would your organization like to join SAFE-D? Become an **Annual Associate Member!** Signing up is easy – you can join on this form when you sign up to exhibit or sponsor. You can also join online at www.safe-d.org at any time. Membership is on an annual basis by organization, meaning everyone associated with your organization is covered under one membership. For any questions or if you'd like to check whether your organization is already a member, contact SAFE-D at admin@safe-d.org.

Rules for Exhibiting

General Exhibitor Rules:

By submitting an application for exhibit space, Exhibitor agrees to abide by the following rules. You must also sign that you agree to the rules on the form.

All exhibit booths may be subject to inspection by the Fire Marshal Office prior to the start of the show. SAFE-D can neither control nor alter the results of said inspections. It is the responsibility of each exhibitor to ensure that their booth is in compliance with the rules as stated in this prospectus.

1. All participants must be registered and badged while at the conference. Nonbadged participants will be asked to leave. Exhibitor check in will be in the Exhibit Hall - please pick up your conference badges from the check in desk in the hall.
2. Badge substitution requests made onsite will be at a fee of \$20 per badge.
3. Full payment is due by Dec. 5, 2025. If SAFE-D does not receive payment by this date, booth registration is canceled and the booth becomes available to the next wait-listed vendor. If an exhibitor has paid and would like to submit a cancellation, they must do so in writing prior to the payment due date for a refund minus \$100 processing fee. Refunds are not available after Dec. 5, 2025. Refund requests must be made to admin@safe-d.org.
4. No subletting of any exhibit space is permitted. Only the registered exhibitor is permitted to exhibit in space.
5. No trading of booth areas is permitted without prior approval from Show Coordinator.
6. No roaming. Products may not be marketed in areas outside of purchased exhibit space(s).
7. If a registered exhibitor chooses to not attend the show, booth space may be forfeited for future shows.
8. Exhibitors shall not deface, injure or mar Exhibit Hall. Any damage done shall be made good by the exhibitor to the State Association of Fire and Emergency Districts.
9. No vehicle shall be parked in designated fire lanes at any time, including move-in/move-out. Vehicles will be towed at the owner's expense.
10. SAFE-D shall have the right to prohibit or require the dismantling of any exhibit or part of an exhibit that in their opinion is not suitable to or in keeping with the character or purpose of the exhibition. Exhibits shall immediately be modified or dismantled at the request of SAFE-D.

11. SAFE-D reserves the right to remove from the exhibit area any advertising, displays, programs, materials, literature, merchandise, costumed persons or mannequins which are, in the opinion of SAFE-D, deemed inappropriate.
12. By submitting application for booth space, Exhibitor acknowledges that SAFE-D is not responsible for damaged, lost or stolen merchandise.
13. Exhibitor grants to SAFE-D a fully-paid non-exclusive license to use, display, and reproduce photos of exhibits, logos, company names, and promotional materials. Exhibitor authorizes SAFE-D to take photographs of exhibitor's booth, exhibit, staff, etc. before, during, and after the show.
14. Exhibitor acknowledges that the SAFE-D logo is licensed; only licensed vendors will be permitted to sell, display or distribute merchandise with SAFE-D branding or use SAFE-D's logo in conjunction with advertising. Contact the SAFE-D Office with questions.
15. Do not break down **before** the Friday afternoon break (we will hold a drawing for attendees in the Exhibit Hall during this break). Breaking down early may affect your participation in future shows.

Apparatus Exhibitor Rules:

1. Exhibitors must provide the name of an on-site contact and cell phone number before the exhibitor will be allowed to move apparatus into the Exhibit Hall.
2. Exhibitors exhibiting apparatus or emergency vehicles in the Exhibit Hall will be notified of their scheduled move-in time.
3. Vendors exhibiting apparatus or emergency vehicles in the Exhibit Hall must take action to prevent stains on the Exhibit Hall floor from lubricating oil, engine oil and protectant, and tire and wheel care products such as Armor All. Tire and wheel care products should be applied BEFORE the vehicles enter the arena.
4. **Internal combustion engines cannot contain more than five (5) gallons or a quarter (1/4) tank of gasoline or fuel, whichever is less.** Fuel tank cap must be locked or sealed by tape. Water tanks must be empty upon entering the Exhibit Hall. Every battery must be disconnected once inside the building.
5. No machinery or exhibit shall extend outside of the boundary of exhibitor's exhibit space.
6. Exhibitor acknowledges that Show Coordinator may require repositioning of an apparatus to minimize obstruction of neighboring exhibitors.

SAFE-D EXHIBITOR REGISTRATION FORM » Annual Conference

Henry B. González Convention Center • San Antonio, Texas • Exhibitor Dates: Jan. 28-30, 2026

Please type or print all information. LIST ALL PARTICIPANTS

Company (how name appears in conference listings): _____

Address: _____

City: _____ State: _____ Zip: _____

Booth Contact Name: _____ Booth Contact Phone: _____

Booth Contact Email: _____

On-Site Contact Name: _____ On-Site Cell #: _____

Booth Personnel:

Name: _____ (Included with booth)

Name: _____ (Included with booth)

(Note: Additional charge for more than 2 participants)

Name: _____ (Additional \$250)

Name: _____ (Additional \$250)

Name: _____ (Additional \$250)

Name: _____ (Additional \$250)

Standard Booth.....\$1,500.....\$ _____

Premium Booth.....\$1,750.....\$ _____

Indoor Apparatus Space: 16' x 40'.....\$6,000.....\$ _____

Additional Participants: _____ (can add up to 4 max).....\$250 each.....\$ _____

Annual Associate Membership (optional).....\$1,750.....\$ _____

SPONSORSHIPS.....\$ _____

Diamond (≥ \$10,000) | Platinum (\$7,500) | Gold (\$5,000) | Silver (\$4,000) | Bronze (\$3,000)

Sponsor's website (URL): _____

Exhibitors: Please make any travel or shipping arrangements so you do not break down early; breaking down before 4 pm Friday may affect your participation in future SAFE-D conferences.

TOTAL \$ _____

☐ I acknowledge that I have read the rules for exhibiting. Signature: _____

****Booth choice placement cannot be locked in until complete payment with credit card or check is received****

☐ CHECK (Made payable to SAFE-D)

☐ BILL ME

Billing Email Address: _____

CHARGE MY:

☐ AMEX

☐ VISA

☐ MasterCard

☐ Discover

Cardholder Name: _____

Billing Address: _____

Card #: _____ Total Amount Charged: \$ _____

Expiration Date: _____ Security Code: _____

Signature: _____

Please complete this form and email to:
tracy@gcptexas.net

Cancellation Policy: A full refund minus \$100 processing charge will be made for exhibit space cancelled on/prior to Dec. 5, 2025. No refunds will be made after Dec. 5, 2025.

SAFE-D Program Advertising Order Form

REPRODUCTION: In approximate size, camera-ready copy required or electronic copy in high resolution (300 dpi or greater) in JPEG, TIFF or PDF format.

FORMAT: The format is a standard letter-size page (8.5" wide x 11" high) and contains **full-color** pages. The program will be printed and distributed at the SAFE-D Conference.

CONFERENCE PROGRAM DEADLINE: Nov. 7, 2025

LIMITATION OF LIABILITY: Acceptance of advertising for publication in the SAFE-D Conference Program does not imply approval or endorsement of any product, service or representation by the State Association of Fire and Emergency Districts.

**Advertise in the Conference Program PLUS
3 SAFE-D Quarterly Newsletters and receive
a 20% discount off your total**

Please complete this form and send to:
Tracy Wagner at tracy@gcptexas.net

AD SIZE	DIMENSIONS	PROGRAM	CONFERENCE PROGRAM + 3 SAFE-D NEWSLETTERS
<input type="checkbox"/> Full Page	7.5" wide x 10" high or 8.5" w x 11" h with bleeds*	\$900	\$2,880
<input type="checkbox"/> Half Page	7.5" wide x 5" high	\$600	\$1,920
<input type="checkbox"/> Quarter Page	3.5" wide x 5" high	\$450	\$1,440
<input type="checkbox"/> Business Card	3.5" wide x 2" high	\$275	\$880

**Full page advertisements may include bleeds. Bleeds must extend at least 0.25" past trim edge. Full page ads will be trimmed to 8.5 x 11". To ensure nothing is cropped, please keep the live area 0.25" away from trim edges.*

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____ Ad Size: _____

Method of Payment

☐ Check (Make checks payable to: SAFE-D)

☐ Visa ☐ MC ☐ Amex ☐ DIS

Card #: _____ Amount to Charge \$ _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Expiration Date _____ Security Code: _____

Card Holder Name: _____

Card Holder Signature: _____

For questions or information about advertising in the SAFE-D Conference Program
contact **Tracy Wagner** at **512-251-8101** or tracy@gcptexas.net

