



## New Jersey Burglar & Fire Alarm Association

# ANNUAL SYMPOSIUM

*Tropicana Casino & Resort - Atlantic City*

## FEBRUARY 2, 2012

**Setup: 1:00 pm Exhibit Hours: 5:30 - 8:30 pm**

### **EXHIBITORS HAVE OPTIONS!**

**Choose a Level and Increase Your Exposure . . .**

#### DIAMOND

*as low as  
\$1,500*

**Five** company registration packets (cocktail reception and badges)\*\*  
Exhibit space\* with **reserved booth location** – space must be chosen by Jan. 1, 2012  
**Additional tables** (in same booth space) – no charge  
**Event Sponsorship** of your choice  
**Free Banner Ad** on NJBFAA's website [www.njbfaa.org](http://www.njbfaa.org) for 6 months  
Free advertising on **USB Drive** – 5 pages max – full color. PDF format only.  
Video or catalogue – Add \$200 (savings of \$150)  
**Signage** posted at a CEU session of your choice – 1 session only (additional sessions - \$100)  
**Promo/marketing items** of your choice distributed to the CEU session of your choice  
Free General **Lunch Table Sponsorship**  
Notation of Diamond Sponsorship at your booth  
**Only available for members of NJBFAA**

#### PLATINUM

*as low as  
\$1,000*

**Four** company registration packets (cocktail reception and badges)\*\*  
Exhibit space\* with **reserved booth location** – space must be chosen by Jan. 1, 2012  
**Additional tables** (in same booth space) – no charge  
**Event Sponsorship** of your choice  
**Free Banner Ad** on NJBFAA's website [www.njbfaa.org](http://www.njbfaa.org) for 3 months  
**Recognition (logo)** at general session Luncheon  
Notation of Platinum Sponsorship at your booth

#### GOLD

*as low as  
\$800*

**Three** company registration packets (cocktail reception and badges)\*\*  
Exhibit space\* - **random booth assignment**  
Additional tables (in same booth space) – \$40 each  
**Event Sponsorship** of your choice

#### SILVER

*as low as  
\$600*

**Two** company registration packets (cocktail reception and badges)\*\*  
Exhibit space\* - **random booth assignment**  
Additional tables (in same booth space) – \$40 each

#### BRONZE

*as low as  
\$500*

**One** company registration packet (cocktail reception and badges)\*\*  
Tabletop Display (2 X 6 ft) in designated area - random table assignment  
This area does not have pipe and drape – tabletop only.

#### \* Each Exhibit Space Includes . . .

**Silver thru Diamond Space:** one 6' table in 8' X 10' display area with black dressing • pipe and drape  
**All spaces:** one 7" X 44" sign with company name • electric outlet • wireless internet access • website recognition  
company listing in program • electronic mailing list of attendees

**\*\* \$75 fee for each additional attendee**

**\*\*\* Sponsorships above do not include tickets for the Carmine's event. This event is à la carte.**

**Each exhibitor will be responsible for minimal drayage fees.**

Exhibitors should contact the drayage company directly: AEX Convention Services • [www.AEXservices.com](http://www.AEXservices.com)  
Telephone line, VCR, etc. available for additional fee and must be pre-ordered.

**Thursday** class attendees are having lunch at **CARMINES** at 11:30am...  
join them for a delicious four course lunch for just \$25 per ticket.  
**Sponsor a table at this popular event for only \$100.**

## ADDITIONAL SPONSORSHIPS

### Electronic Brochures

Every attendee receives a copy of your marketing material.  
Each attendee will be given a 4Gb USB drive containing marketing material of your choice.  
Save on shipping costs, setup time, and maximize your exposure.  
Only available to vendors participating in the expo event.

- Up to 2 pages of electronic media - \$100 (2 Mb limit)
- 2-5 pages of electronic media - \$200 (5 Mb limit)
- 5 to 10 pages of electronic media - \$250 (15 Mb limit)
- Catalogue - \$300 (200 Mb limit)
- Video - \$350 (500 Mb limit)
- Folder – bundled video, catalogue, and cut-sheets - \$500 (700 Mb limit)

Need more space? Call for pricing.

Files need to be provided by 11/1/11. Space is limited. First come. First served.

### General Lunch Table Sponsorship – \$50

One sponsor per table please. First come. First served.  
Sponsor a table during the Lunch/General Session meeting.  
Your logo on the center of a table.  
Marketing material will be placed on each seat of the table.

### Mailing Sponsor – \$2,000 each (maximum of 3 sold)

Your logo on 6,000 mailed symposium brochures to dealers in NY, NJ, DE, and PA.

\* Does not include brochures posted at distribution – Mailed pieces only.

### Promo Items – NJBFAA Supplied (500 pcs)

Distributed at Expo registration booth.

Every trade show attendee receives this item.

NJBFAA logo included.

Orders must be placed by 12/1/11.

- Pen with your logo - \$450
- Lanyard with your logo – \$1,000
- LED Flashlight with your logo - \$2,000
- T-Shirt with your logo - \$3,000
- Portfolio with your logo – \$5,000
- Briefcase with your logo - \$7,000

### Promo Items – Vendor Supplied

Distributed at Expo registration booth. No Charge.

Items must be shipped to NJBFAA by 01/10/12.

No duplicates please. First come. First served.

Minimum quantity – 500 pieces.

All extra promo items will be returned to the vendor's booth.

Must be at least a Bronze sponsor to participate.



## ROOMING

Contact the TROPICANA directly at 800-247-8767.

Room rate is \$63 plus tax per night for February 1st and 2nd.

Use Code: **HNJBV12**

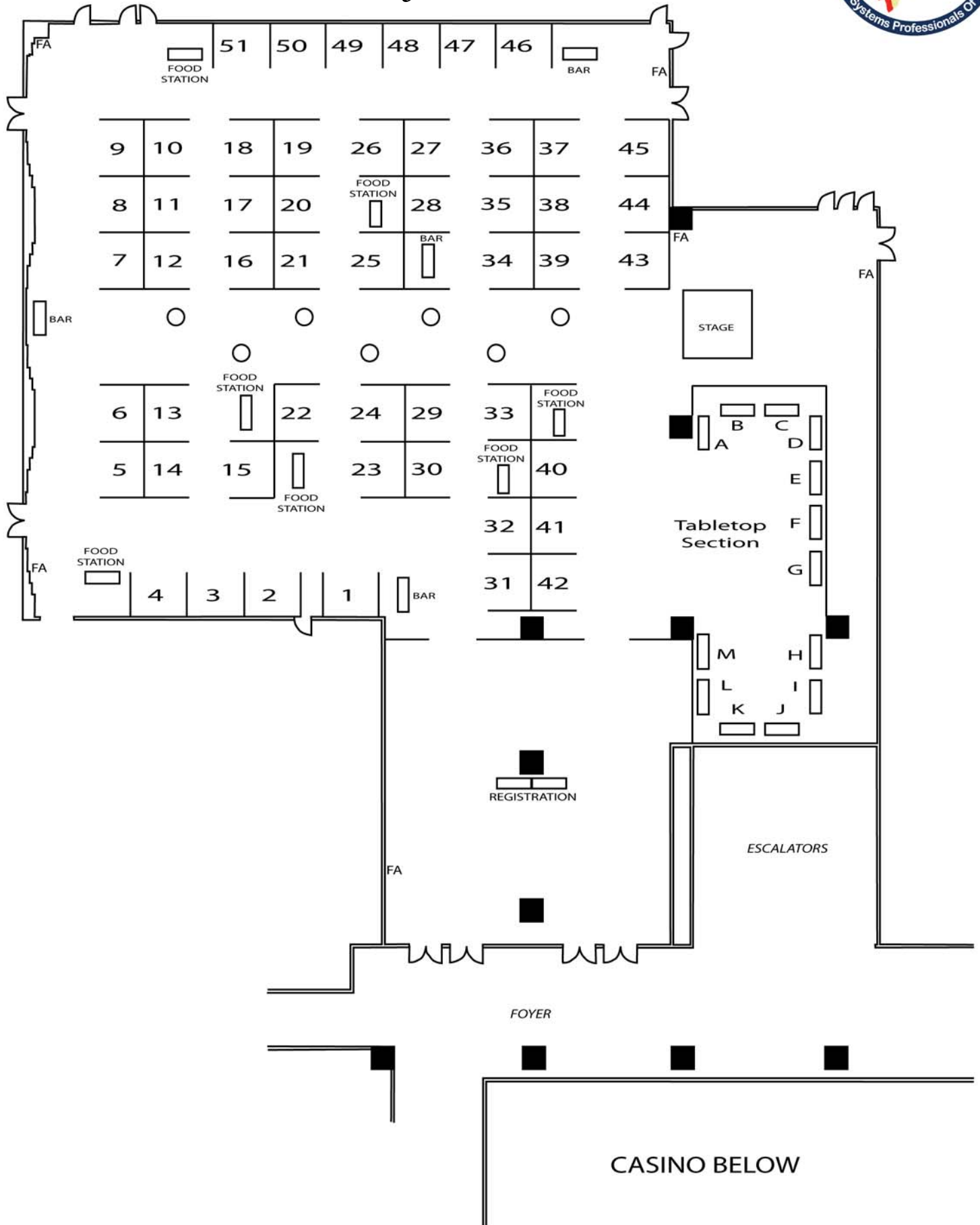


*You must make your reservation by January 13, 2012 in order to get the \$63 room rate.*

# New Jersey Burglar & Fire Alarm Association

## TROPICANA GRAND EXPOSITION CENTER

### February 2, 2012



# ***New Jersey Burglar & Fire Alarm Association Suitcasing Policy Statement***



NJBFAA is making preparations for its upcoming Annual Symposium and doing its best to help all exhibitors to have a successful show. As such we are mandating increased measures to protect exhibitors from suitcasing at the show. This is NJBFAA's Suitcasing Policy, which will be posted using signage around the exhibit hall and included in the onsite materials for all attendees.

## ***What is Suitcasing?***

Suitcasing is a parasitic business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry. This does not pertain solely to soliciting the attendees of an event. Some of your biggest customers/vendors can be other exhibiting companies.

## ***NJBFAA has a zero tolerance policy regarding suitcasing.***

Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately. NJBFAA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason NJBFAA must be informed of any hospitality suites, and expressed consent must be given prior to the event.

## ***The Suitcasing Prevention Team***

NJBFAA has created a Suitcasing Prevention Team that will be in place for the duration of the Symposium. The team will consist of NJBFAA Board members and staff and the most important member of the team, YOU! Exhibitors will be our greatest asset in preventing suitcasing .

## ***Reporting***

Please report any violations you may observe to Management at the registration desk. Management will investigate all complaints of suitcasing.

## ***Questions?***

If you have questions regarding this or any matter relating to NJBFAA events, please contact: NJBFAA at 609-695-4444.



# New Jersey Burglar & Fire Alarm Association

## ANNUAL SYMPOSIUM

*Tropicana Casino & Resort - Atlantic City*

# FEBRUARY 2, 2012

APPLICATION FOR EXHIBIT SPACE

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

	ASSOCIATE MEMBER	NON-ASSOCIATE MEMBER
<input type="checkbox"/> <b>Diamond Sponsorship</b>	\$1,500	Unavailable
Please choose three exhibit booth locations. Placement will be on a first come, first served basis. 1st Choice: Booth # _____ 2nd Choice: Booth # _____ 3rd Choice: Booth # _____		
<input type="checkbox"/> Video or Catalogue - \$200		
<input type="checkbox"/> Additional CEU Signage Session - \$100		
<input type="checkbox"/> <b>Platinum Sponsorship</b>	\$1,000	\$1,100
Please choose three exhibit booth locations. Placement will be on a first come, first served basis. 1st Choice: Booth # _____ 2nd Choice: Booth # _____ 3rd Choice: Booth # _____		
<input type="checkbox"/> <b>Gold Sponsorship</b>	\$800	\$900
<input type="checkbox"/> Additional Tables - \$40 each		
<input type="checkbox"/> <b>Silver Sponsorship</b>	\$600	\$700
<input type="checkbox"/> Additional Tables - \$40 each		
<input type="checkbox"/> <b>Bronze Sponsorship</b>	\$500	\$600
<input type="checkbox"/> <b>Non-table Sponsorship</b>	\$500	\$600
<input type="checkbox"/> <b>Lunch at Carmine's Sponsorship</b> - \$100		
<input type="checkbox"/> <b>Ticket for Lunch at Carmine's</b> - \$25		
<input type="checkbox"/> <b>Electronic Brochures</b>		
<input type="checkbox"/> Up to 2 pages of electronic media - \$100		<input type="checkbox"/> Catalogue - \$300
<input type="checkbox"/> 2-5 pages of electronic media - \$200		<input type="checkbox"/> Video - \$350
<input type="checkbox"/> 5 to 10 pages of electronic media - \$250		<input type="checkbox"/> Folder – bundled video, catalogue, cut-sheets - \$500
<input type="checkbox"/> <b>General Lunch Table Sponsorship</b> – \$50		
<input type="checkbox"/> <b>Mailing Sponsor</b> – \$2,000 each (maximum of 3 sold)		
<input type="checkbox"/> <b>Promo Items</b> – NJBFAA Supplied		
<input type="checkbox"/> Pen with your logo - \$500		<input type="checkbox"/> Lanyard with your logo – \$1,500
<input type="checkbox"/> LED Flashlight with your logo - \$2,000		<input type="checkbox"/> T-Shirt with your logo - \$3,000
<input type="checkbox"/> Portfolio with your logo – \$5,000		<input type="checkbox"/> Briefcase with your logo - \$7,000
<input type="checkbox"/> <b>Additional Attendees</b> - \$75 each		

Make check payable to NJBFAA and mail to:  
202 West State Street, Trenton, NJ 08608

Or pay by **credit card**:  Visa  Mastercard  American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature (required): \_\_\_\_\_

Credit card registrations may be **faxed** to 609-695-3333.

There will be no refunds for cancellations after December 31, 2011.

For your records, out **tax ID number is 22-2313533**.

If you have any questions, please call 609-695-4444.