



**2025 Annual Forum  
Little America Hotel • Cheyenne, WY  
October 9-12, 2025**

**Sponsor Application and Contract**

In accordance with the regulations governing sponsorship and the rental of exhibit space outlined in this contract, the undersigned hereby apply for sponsorship of the NEMA 2025 Emergency Management Policy & Leadership Forum in Cheyenne, WY, October 9-12, 2025. We have read and agree to the stated regulations. We understand that these regulations are incorporated into this contract by reference and that this application becomes a contract when accepted and confirmed by NEMA. We understand that all fees are to be paid in full on or before July 11, 2025.

**Section 1: Organization Information**

Organization Name \_\_\_\_\_  
(as it will be listed)  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Website \_\_\_\_\_

**Section 2: Sponsorship Opportunities and Fees**

See the NEMA website, [www.nemaweb.org](http://www.nemaweb.org), for sponsorship descriptions and benefits. Unless otherwise indicated, all events will take place at the facility. *Please indicate your first, second and third choice* in order of preference. Second or third choice will automatically be assigned in the event that prior choices are not available.

Diamond \$22,500 \_\_\_\_\_ Gold \$10,000 \_\_\_\_\_ Bronze \$5,000 \_\_\_\_\_  
Platinum \$15,000 \_\_\_\_\_ Silver \$7,500 \_\_\_\_\_ Hospitality Suite \$3,000 10/9\_, 10/11\_

All sponsorships require a 50% deposit with this signed application to reserve the sponsorship. The balance is due on or before July 11, 2025.

Check: ck#: \_\_\_\_\_ Date mailed: \_\_\_\_\_  
Credit Card: Circle One: Visa MasterCard American Express  
Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV code: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Section 3: Pre-Planning Contact**

Designate below the name of the person in your organization who is to receive all pre-forum correspondence and requests for information, including confirmations, scheduling updates and alerts. **It will be the responsibility of this person to share any and all forum information and updates with other affected staff within the organization.** If this person changes please alert NEMA staff immediately.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**Section 4: Complimentary & Exhibit Staff Registration**

All NEMA Forum Sponsorships include two (2) complimentary forum registrations. Instructions to register the two complimentary staff will be provided to the pre-planning contact after registration opens. Additional attendees from the sponsoring organization must register on-line at current prevailing rates. If more attendees are submitted than the allotted number of complimentary registrations, the first two persons registered will receive the complimentary registrations and all others will be charged at current prevailing rates.

Each exhibiting organization has the option to register up to two (2) additional individuals to staff the exhibit. Exhibitor Registration will allow these individuals to participate in all **forum activities and meals on the exhibition days, October 10-11, 2025**. The cost is \$450 per person.

**Sponsor comps and exhibit staff registrations can be added any time before September 12, 2025. Additional registrations, even complimentary, after that date will be subject to a late fee and based on space availability.**

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**Section 5: Arrangements**

NEMA staff will make all necessary arrangements for all scheduled forum activities and events. Please do not contact the facility or other vendors directly regarding catering, transportation, decorations, or other details relating to the forum unless approved in advance by NEMA staff.

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**Section 6: Hospitality Suites**

The Hospitality Suite is open to all NEMA Forum registered attendees. The suite is considered a forum activity and will be listed on the forum agenda. Sponsor agrees to provide a full, open bar and food for the length of time the suite is open. Sponsor may set up a table in the suite for handouts, giveaway or other items. NEMA will assign the room, however, all related costs including those for food, beverage, entertainment, equipment, or other expenses are the responsibility of the sponsor. No booth in the exhibit area will be assigned to this sponsorship. NEMA staff will provide the name of a hotel event coordinator to assist with arrangements. Please do not contract the hotel directly until that event coordinator has been assigned and the contact name provided to the sponsor. The sponsor will arrange payment directly to the hotel. Menus must be submitted for approval by NEMA staff 30 days prior to the event.

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**Section 7: Sponsor Exhibits**

Each sponsor is entitled to an exhibit space while inventory lasts. Exhibit space size is based on sponsorship level. Gold, Platinum, and Diamond sponsors are eligible for a 10-foot space; Silver and Bronze are eligible for a 4-foot space. Booths will not be piped and draped. NEMA will provide a table appropriate to the size of the space and 2 chairs for each exhibit area. Electricity and other equipment are not included and must be ordered through the facility. Ordering information will be posted to the forum webpage when it is available. Additional costs incurred for items not supplied by NEMA will be the exhibitor's responsibility. Exhibits will be located at the headquarters property.

We understand that shipping and staffing a full exhibit can be difficult, so we're offering upper-tier sponsors the option of having a smaller 4-foot space with a cocktail table. This reduces costs and allows staff to attend the meetings and network while still offering the sponsor a place for materials. Go FunSized!

Booth space is available to all sponsors but is not always needed. Please indicate your exhibit preference:

**YES, we will have a booth**     **NO, we will not have a booth**     **Yes, but prefer the 4 ft space**

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**Section 8: Deadlines**

To realize the full benefit of NEMA Forum sponsorship, it is very important to note all deadlines associated with the Forum. A list of important dates and deadlines is listed on the NEMA website. The pre-planning contact for each sponsor will be notified of changes in advance and with reasonable notice to respond; however, if submission deadlines are missed, it could result in the loss of benefits or opportunities altogether.

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**Section 9: Cancellation**

Sponsorship cancellations must be received in writing at NEMA Headquarters. Any cancellation received by July 11, 2025, will be subject to a cancellation fee equal to 50% of the total cost of the sponsorship. No refunds will be given for cancellations received after July 11, 2025.

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**Section 10: Signature and Acceptance of Terms**

*The application must be signed in order to confirm reservations.*

I have read and understand the information provided and agree to abide by the rules and provisions set forth in this document, the forum brochures, the Official Exhibit Rules and Regulations, NEMA Forum Terms, Conditions & Code of Conduct, Private Sector Guidelines, and those, which govern the membership and board of directors of the National Emergency Management Association.

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Signature	Title	Date
Return this completed contract and payment via email or overnight delivery to:	National Emergency Management Association 2025 Emergency Management Policy & Leadership Forum 1776 Avenue of the States Lexington, KY 40511 Email: klangdon@csg.org (859) 244-8239	

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**Official Exhibit Rules and Regulations**

All exhibits and exhibitors are subject to the following regulations. The words "Management," "Association," and "NEMA" herein refer to the National Emergency Management Association acting through its officers, employees, or agents in the management of the Forum.

*\*Dates and Hours of Exhibition (Times are tentative and subject to change.)*

Set-up	Thursday, October 9	4:00 pm	Exhibits Reception	Saturday, October 11	6:00 pm – 7:00 pm
Exhibits Open	Friday, October 10	7:30 am – 3:30 pm	Tear-Down	Saturday, October 11	7:00 pm
	Saturday, October 11	7:30 am – 3:30 pm			

1. Exhibition and Sponsorship Objectives – The NEMA Forum Exhibition is produced by and is the property of the National Emergency Management Association, herein referred to as NEMA. The Exhibition is a practical, educational adjunct to the professional meetings held during the NEMA Forum. The Exhibition is meant to supplement the professional meetings by providing state staff with the various types of products, services and information available to them. Exhibitors are expected to display their products and/or discuss their services with an awareness of NEMA members' professional and practical needs. NEMA reserves the right to refuse space to any applicant, which, in the opinion of the Association, is unlikely to contribute to the overall objectives of the Forum.

2. Exhibitor Representatives Responsibilities – Each exhibitor must name at least one person as the official on-site representative, responsible party, and pre-planning coordinator. These can be the same individual. The pre-planning contact will receive all relevant materials, including confirmations, scheduling updates, and alerts relating to the Forum Exhibition. The pre-planning representative shall be authorized to enter into such contracts as may be necessary to fulfill obligations to NEMA and other contractors and subcontractors. At least one representative must be at the display during all official hours of the exhibition. Exhibit representatives must comply with NEMA's rules and regulations in this agreement, the Private Sector Guidelines, the forum brochure, and the rules and regulations governing the Association.
3. Contract for Space - This application for exhibit space, confirmation, the notices of space assignment by NEMA, and the full payment of rental charges together constitute a contract for a right to use the space. Application should be filed promptly and must be accompanied by payment. No fees will be refunded on cancellations received after July 11, 2025. A cancellation fee of 50% of the total sponsorship cost will apply to any sponsorship cancellation received by July 11, 2025. All cancellations must be received in writing at NEMA Headquarters office in Lexington, Kentucky. Space is limited and will be assigned at the sole discretion of the NEMA staff.
4. Arrangement of Exhibits – All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard booth equipment provided to the exhibitor by the Management comes in two sizes and depends on the sponsorship level. Diamond, Platinum, and Gold sponsor spaces include an exhibit area 10 feet wide by 4 feet deep, a table, and 2 chairs. Silver and Bronze sponsor spaces include an exhibit area 4 feet wide by 4 feet deep, a small table, and 1 chair. A maximum height of 10 feet will be permitted on all exhibit fixtures, components, and identification signs.
5. Set-Up and Dismantle – Exhibits may be installed and dismantled in the designated exhibit area at the designated set-up time and date only. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Failure to observe this rule will result in a verbal and written reprimand for the first offense. Financial penalties, to be determined by the NEMA staff, will apply for subsequent offenses. All exhibits and accompanying supplies must be dismantled and removed from the exhibit area by the designated time. Times are tentative and subject to change.
6. Registration of Exhibitor Personnel – Each sponsoring organization is entitled to two (2) complimentary forum registrations. No additional complimentary registrations will be provided. Additional registrations may be purchased via the website at prevailing rates at the time of registration. Additional fees apply. All personnel in exhibit booths must display proper name badges throughout move-in, show hours, and move-out. NEMA staff and security will check for badge identification on all sponsor representatives.
7. Unclaimed Space—Any space unclaimed by 6:00 p.m. on Tuesday, October 9, 2025, may be reassigned without refund; NEMA will not be liable for any incurred expenses.
8. Union Labor – Exhibitors must observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation, dismantling, decoration, or use of equipment must be ordered through the official service contractor.
9. Care of Building – Exhibitors or their agents shall not injure or deface the walls or doors of the buildings, the exhibit space, equipment, or furnishings. The exhibitor will be held liable for any such damage caused by him or his agent.
10. Use of Exhibit Space – No exhibitor shall assign or share the whole or any part of the space allotted without the consent of the Management and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handled by him in the regular course of business. No firm or organization not assigned space in the exhibition room will be permitted to solicit business in any manner within the exhibit room.
11. Co-sponsorship – Sharing, co-sponsoring, or partnerships between companies to purchase a sponsorship or share an exhibit space is not permitted.
12. Sound Devices and Noise Level – The use of devices for mechanical sound reproduction is prohibited. Any demonstration or presentation must be conducted at a low volume so that nearby exhibitors are not bothered.
13. Entertainment—The sponsor agrees not to sponsor group functions such as hospitality suites, tours, films, showings, speeches, or other activities during the meeting and exhibition hours that would in any way interfere with delegate attendance at regular NEMA Forum meetings or activities or induce visitors away from the Exhibition. The sponsor must clear any intended group functions with management.
14. Circulation and Solicitation – Distribution by the sponsor of any printed matter, souvenirs, or other articles must be confined to the space assigned. No undignified manner of attracting attention will be permitted. All aisle space belongs to NEMA. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor.
15. Direct Selling—If the exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.
16. General Restrictions – (A) The Management reserves the right to restrict, prohibit or evict without refund any exhibit or person that, in the Management's opinion, because of noise, method of operation, or for any reason, becomes objectionable and may detract from the general character of the Exhibition, who interferes in any way with another exhibiting organization or their exhibit staff or who displays a disregard for the rules and regulations set forth in this document or that govern the Association. (B) No display material exposing an unfinished surface to neighboring booths or an aisle will be permitted. (C) Exhibitors cannot set up displays in facility rooms, suites, or lobbies. (D) Exhibitors can distribute only those food and drink samples that are manufactured or handled by them in the regular course of business unless approved in advance by NEMA.
17. Location of Exhibits – The Management reserves the right to alter the location of the Exhibition and/or individual exhibits or booths as it is deemed advisable and in the interest of the Exhibition. Notice of such changes will be sent to the pre-planning contact.
18. Fair Employment – The exhibitor agrees that during the life of this contract, he will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, or ancestry. NEMA's policy is that all parties doing business with the Association adhere to the principles of and take responsible affirmative action to ensure positive progress in Equal Opportunity Employment.
19. Liability and Insurance – The Management will take certain precautions to safeguard the exhibit; however, the Management will not be liable for loss or damage to property of the exhibitor or his representatives, employees, or agents from theft, fire, accident, or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. Management's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. The exhibitor shall indemnify the Management against and hold it harmless from the negligence of the exhibitor in connection with the exhibitor's use of display space.
20. Fire Regulations – All material used in the exhibit booths must be flameproof and conform to all fire department regulations. Exhibitors planning to display gasoline or diesel-powered vehicles must comply with all city and state fire codes and applicable permit requirements. If the exhibitor neglects or violates these regulations or otherwise incurs fire hazards, the Management may cancel, without refund, all or such part of the exhibit that may be irregular.
21. Failure to Open Exhibition – In case the premises shall be destroyed or damaged, or if the NEMA Forum Exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any US government agency, or for any other reason, this contract may be terminated by NEMA. In the event of such termination, the exhibitor waives any and all damages and claims for damages.
22. Regulations and Contract – These regulations have been formulated in the best interests of all concerned and become part of the contract between the exhibitor and NEMA. All matters and questions not covered by these regulations are subject to the decisions of the Management.
23. All forum participants, including registrants, sponsors, speakers, staff, vendors, and contractors, agree to abide by the Forum Code of Conduct and terms and Conditions. Please see the NEMA website for the Code of Conduct and terms and conditions.