SPONSOR PROSPECTUS

NICET Recognized

National Institute for Certification in Engineering Technologies

NICET ®

Training Provider

SAFER BUILDINGS COALITION
Feel Safe Inside®

IN-BUILDING PUBLIC SAFETY STUDY GUIDE

And Reference!

REVISED – DECEMBER 9, 2020

Key Facts:

- *SBC and NICET are collaborating to create the first-ever Certification Program for In-Building Public Safety Communications*

- *NICET is the "Gold Standard" for certifying technicians and designers across the US. Thirty (30) US States currently require NICET certification for installing Sprinkler Systems. We know for certain AHJs need and want NICET certification for In-Building Signal Booster System Techs and Designers too!*

- *Read which states require NICET Certification for Sprinkler Systems here:* https://firetech.com/what-is-the-value-of-nicet-certification-for-water-based-systems/

- *The Safer Buildings Coalition is accepting <u>very limited Industry Sponsorship</u> of the First Edition of our Study Guide and Reference – to keep the quality high and the cost low for users who need this critical reference - Minimum Placement Guarantee: 3 Years*

- *The Safer Buildings Coalition Study Guide will be <u>the definitive In-Building Public Safety Reference</u> – not just for preparing for this certification, but for laying out the key knowledge principles required for competence in the area of In-Building Public Safety Communications Design, Installation, Maintenance, and Inspection*

- *The Study Guide will be a printed book. It will be a handy reference that will remain in the library of key industry stakeholders for years to come – including Architects and Engineers, Vendors, Contractors, AHJs, License Holders, and First Responders*

- *TWO GREAT WAYS TO ASSOCIATE YOUR BRAND WITH THIS ESSENTIAL IN-BUILDING REFERENCE:*
  - *Place a full-color ad!*
  - *Be included in the exclusive Directory Section!*
    [details pages 10-11]

What is the SBC-NICET In-Building Public Safety Communications Certification Program?

The National Institute for Certification in Engineering Technologies (NICET), in cooperation with the Safer Buildings Coalition, announced in 2020 a joint effort to develop a new engineering technician certification program for Emergency Responder Communication Enhancement Systems (ERCES).

"With almost 40 years in the Fire Service, I've seen the positive difference credentialing programs for fire sprinklers and fire alarms has made to building owners, code officials and the industry that provides these systems," **Chief Alan Perdue**, Safer Buildings Coalition's Executive Director, explains. *"With this joint NICET-Safer Buildings Coalition program we aim to bring that same level of quality, professionalism and consistency to communication enhancement system design, installation and inspections to ensure these systems are safe, effective, and compliant to fire code and FCC regulations."*

NICET statement: "The Safer Buildings Coalition has established itself as the leading proponent for highly qualified individuals to design, install and maintain these critical life-safety systems. NICET is very happy to have the support of the Safer Buildings Coalition to develop and launch this very important new certification program."

www.saferbuildings.org

Why is this needed?

- AHJs need clarity about which vendors employ experienced, competent staff
- End users need dependable vendors they can trust
- Employers need to professionally develop their workforce
- Employees want career advancement and proper training
- Industry deserves a level playing field when bidding on work – competing with properly trained competitors – rather than "two Chucks with a truck"

Existing fire codes (*specifically IFC section 510, Qualifications of Personnel*) require the following:

IFC 2018 - 510.5.2 Minimum qualifications of personnel.
1. A valid FCC-issued general radio operators license. (GROL)
2. Certification of in-building system training issued by an approved organization or approved school, or a certificate issued by the manufacturer of the equipment being installed.

There is no substitute for hands-on work experience and detailed training in the areas of RF principles and theory, code requirements, materials, tools, and testing.

The Certifications are divided into two tracks:

- Designer
- Technician: Level 1, 2 and 3

- *Certification requires a combination of testing, skills validation, and work history.*
- *NICET Certification tests avalable beginning 2Q 2021*

WHY SHOULD I ADVERTISE?

- *Jurisdictions will require NICET Certification, <u>and therefore, this book.</u>*
- **SBC has partnered with (National Association of State Fire Marshals) NASFM** to drive adoption in all 50 US States. NASFM is trusted and respected by fire officials in all 50 states.
- *It's a Desk Reference and a Study Guide for the NICET certification. Attractive to not just students, but all sector professionals.*
- **Full, Half, and Quarter Page ads are placed at chapter breaks**, <u>not relegated to the back of the book!</u> Quantity is Limited!
- *Your advertising is guaranteed for all editions for a minimum of three years.*
- **An Online Companion Site will carry updates and news** – **Details coming soon!**
- *NET: Your advertising will be seen!*
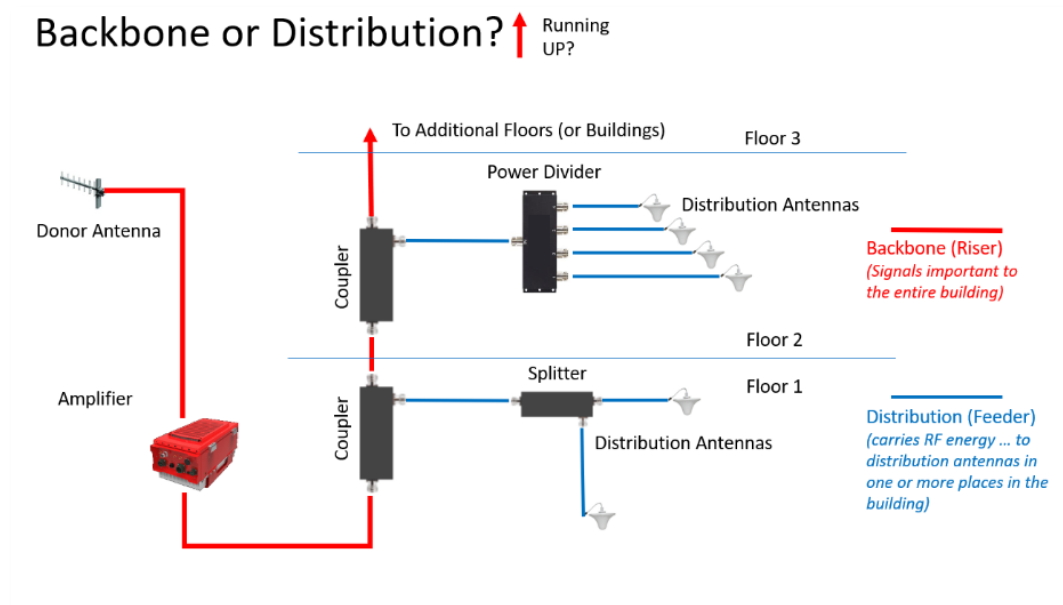
What topics will the guide cover?

The following topics and more are included in the guide:

- *Foundational RF Concepts*
  - *RF Spectrum*
  - *Noise & Interference*
  - *Power Levels*
- *FCC Rules*
  - *Part 90 & Part 20*
- *Model Fire Codes*
  - *NFPA and IFC*
- *Working with Jurisdictions*
- *Pathway Survivability*
- *Listing of Products*
- *System Components*
- *Jurisdiction Best Practices*

- *Job Safety*
- *Project Management*
- *Project Sequencing*
- *Design and Submittals*
- *Site Survey*
- *Testing*
- *Commissioning*
- *Acceptance Testing*
- *Electrical and Grounding*
- *Lightning and Surge Arresting*
- *Day Two Monitoring and Maintenance*

And Much More!

Key Objectives of the Study Guide

- ✓ Increase industry competence
- ✓ Prepare students for NICET Certification
- ✓ Provide a pathway for workforce development
- ✓ Establish the definitive In-Building Public Safety Reference, covering:
  - o RF Fundamentals
  - o In-building design and installation core knowledge and best practices
  - o Identify requisite skills
  - o Code and standards requirements
- ✓ Level the playing field for contractors
- ✓ Provide AHJs, general contractors, and building owners the ability to identify competent vendors
- ✓ Facilitate common interpretation of codes and standards from jurisdiction to jurisdiction
- ✓ Provide a consistent working model for in-building public safety system collaborative processes

Sample Illustration from the Guide

The Team:

- ## Safer Buildings Coalition
  - Collaborate with NICET to develop the program
  - Develop Curriculum and Study Guide
  - Identify training partners
  - Develop "Training of Trainers"
  - Provide Subject Matter Experts – Sourced from the **Coalition**
  - **Chief Alan Perdue** – Codes and Standards Expert, Content Author
  - **John Foley** – Telecom Technology and Codes and Standards Expert, Content Author

- ## National Association of State Fire Marshals (NASFM)
  - Program and Study Guide Advocacy to all 50 State Fire Marshals
  - Program management
  - Publishing prep and production
  - Content and editorial management

- ## Phil Ziegler
  - Principal Content Author
  - RF and Engineering Subject Matter Expert

- ## Training Organizations [Outsourced - TBA]
  - SBC-recognized training providers
  - Other training providers (open market)

- ## NICET
  - Develop Certification Program
  - Develop certification tests
  - Set Pass / Fail criteria
  - Administer certifications
  - Provide certification verification / online database
  - Verify applicant-provided background and employment info

Who is the National Association of State Fire Marshals (NASFM)?

ROLE: Project Manager, Program Advocate

"50 States – One Strong Voice for Fire Prevention"

The principal membership of NASFM comprises the senior fire officials in the United States and their top deputies. www.firemarshals.org

Who is Alan Perdue?

ROLE: Codes and Standards Expert, Content Author

Chief Alan Perdue (ret.), CFO, FM, MIFireE, serves as Executive Director of the Safer Buildings Coalition. Chief Perdue is credentialed as a Chief Fire Officer (CFO) and Fire Marshal (FM) through the Center for Public Safety Excellence Commission for Professional Credentialing.

In addition to his role in the Safer Buildings Coalition, Chief Perdue currently serves as a member of the National Association of Counties (NACo) Telecommunications and Technology Policy Steering Committee, a member of the International Accreditation Services (IAC) Technical Advisory Council for Regulatory Code Programs, Underwriters Laboratories Standard #2525 Standards Technical Panel and The Center for Public Safety Excellence's (CPSE) Appeals Committee. He is also an Elected County Commissioner in Guilford County, NC.

Who is Phil Ziegler?

ROLE: RF Technology Expert, Principal Author

Phil Ziegler has 35 years of experience in wireless communications, including tactical military systems, the Global Positioning System, and commercial applications. After graduation from Rutgers University with degrees in EE and Physics, Phil's tenures have included contributions as a member of the technical staff of ITT Avionics and Space Systems Groups, Lucent Technologies – Bell Labs Innovations, and Verizon Wireless.

Specializing in In-Building wireless challenges and opportunities since 2000, Phil holds two patents for indoor position location technology that facilitate E-911, and another for a DAS architecture. Phil created the **Certified In-Building Engineering Technologist Training Program (CIBET)** where over 400 certifications were issued to WSP, SI, and equipment manufacturer's technical staff over a five-year period.

Who is John Foley?

ROLE: Telecom Technology and Codes and Standards Expert, Content Author

John serves as Managing Director of the Safer Buildings Coalition. John serves the SBC mission through policy, regulation, and code development, by solidifying member services and value, and by establishing a strong operational and financial base as tools to propel SBC's mission.

John has held key business development, operations, engineering, and executive roles at telecom service companies such as Level 3 Communications, MFS, and MCI. John was a co-founder of XO Communications where he was VP of Operations and Engineering, and later VP of International Network Development. John led dark fiber provider City Signal Communications in the position of President and CEO. John served as Capture Director for specialty construction firm Henkels and McCoy, a leading DAS Integrator.

Who is NICET?

ROLE: Program Credentialling and Testing

VISION: NICET is the global leader in providing recognition of qualified technology professionals who reliably apply engineering principles and practices for the benefit and safety of the public.

www.nicet.org

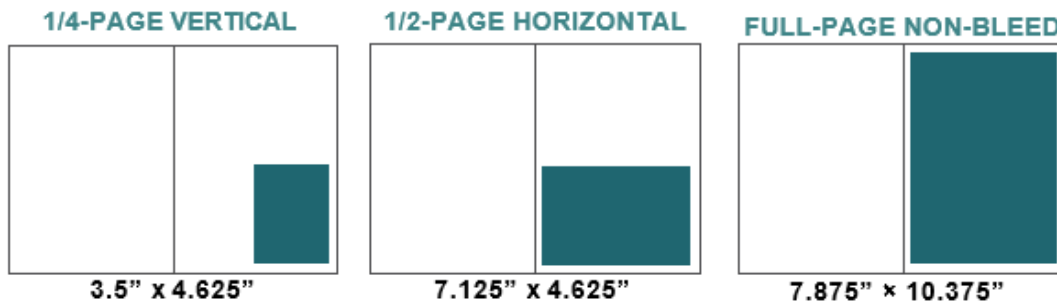NICET is the "Gold Standard" for certifying technicians and designers across the US. 30 US States currently require NICET certification for installing Sprinkler Systems. Read Here: https://firetech.com/what-is-the-value-of-nicet-certification-for-water-based-systems/

TWO GREAT WAYS TO ASSOCIATE YOUR BRAND WITH THIS ESSENTIAL IN-BUILDING REFERENCE:

10% Discount For SBC Members!
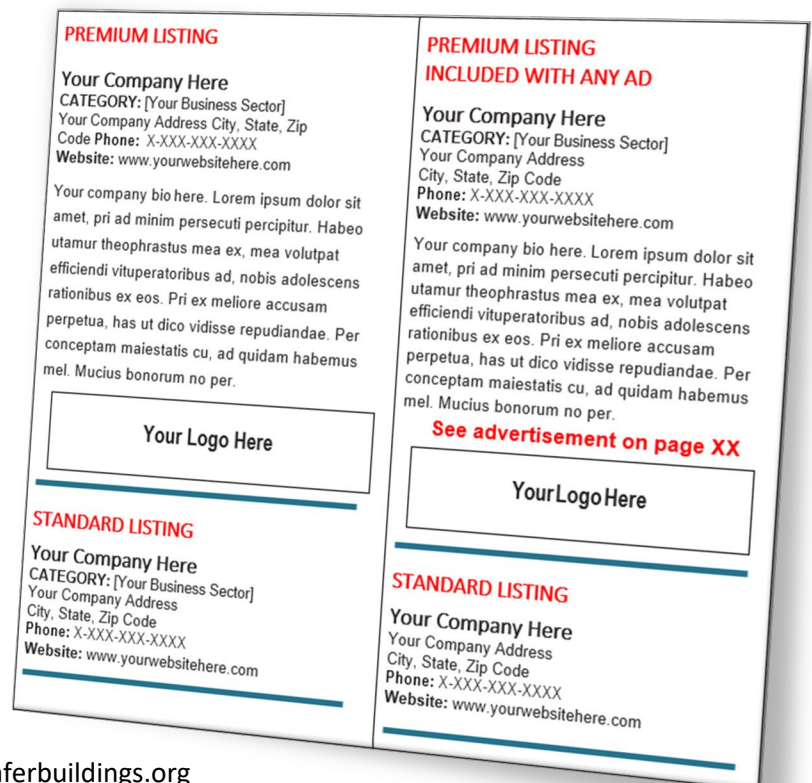
#1 Place a Full-Color Ad!

- All ads are placed at chapter breaks, not buried in the back of the volume!
- Ad placement assigned on a first-come first-served basis.
- Which chapter break will you select for your brand?
- **Starting at $4,495** – SBC Members receive 10% Discount

1/4-PAGE VERTICAL	1/2-PAGE HORIZONTAL	FULL-PAGE NON-BLEED
3.5" x 4.625"	7.125" x 4.625"	7.875" × 10.375"

(All Sizes approximate, pending final printer specs. For Illustration purposes only)

#2 Be listed in the Directory!

- *Standard Directory Listing includes all your pertinent business details*
- *Stand out with a Premium Directory Listing!*
- *All full-color ads include a FREE Premium Directory Listing*
- ***Starting at $295** - SBC Members receive 10% Discount*

PREMIUM LISTING

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address City, State, Zip
Code Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

Your company bio here. Lorem ipsum dolor sit amet, pri ad minim persecuti percipitur. Habeo utamur theophrastus mea ex, mea volutpat efficiendi vituperatoribus ad, nobis adolescens rationibus ex eos. Pri ex meliore accusam perpetua, has ut dico vidisse repudiandae. Per conceptam maiestatis cu, ad quidam habemus mel. Mucius bonorum no per.

Your Logo Here

STANDARD LISTING

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

**PREMIUM LISTING
INCLUDED WITH ANY AD**

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

Your company bio here. Lorem ipsum dolor sit amet, pri ad minim persecuti percipitur. Habeo utamur theophrastus mea ex, mea volutpat efficiendi vituperatoribus ad, nobis adolescens rationibus ex eos. Pri ex meliore accusam perpetua, has ut dico vidisse repudiandae. Per conceptam maiestatis cu, ad quidam habemus mel. Mucius bonorum no per.

See advertisement on page XX

Your Logo Here

STANDARD LISTING

Your Company Here
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

SPONSORSHIP OPPORTUNITIES

Your support will help launch the first edition of this important reference, and ensure each copy is affordable for the development of our most important asset: Our Professional Workforce.

All full-color ads include a *Free* Premium Directory Listing

- **Inside Back Cover** - $19,995 (10 Free Copies of Study Guide)
  - *Only One Cover Ad Available! Act Now!*

- **Full Page** - $7,995* (5 Free Copies of Study Guide)

- **Half Page** - $5,995* (2 Free Copies of Study Guide)

- **Quarter Page** - $4,495* (1 Free Copy of Study Guide)

- **Premium Directory Listing** - $995
  - Border around copy
  - Choose your category
  - Company name, address, phone
  - Web address
  - Company description (up to 100 words)

- **Standard Directory Listing** $295 (Members 10% Off)
  - Included in the reference section of the Study Guide
  - Choose your category
  - Company name, address, phone
  - Website

- **Customized Volumes** – Ask for Pricing
  - Provide to staff, partners, customers
  - Your logo on cover
  - Custom copy / graphics – 2 full pages
  - ~~Other ads removed~~ *(except Directory listings)*

10% Discount For SBC Members!

Study Guide design for illustrative purposes only. Final design TBD

IN-BUILDING PUBLIC SAFETY COMMUNICATIONS REFERENCE

INCLUDING:
- DESIGNER
- TECHNICIAN 1
- TECHNICIAN 2
- TECHNICIAN 3

NICET CERTIFICATION IN-BUILDING PUBLIC SAFETY STUDY GUIDE

We removed this feature out of fairness to other advertisers. This is an ICB product and a work in progress

* Full, Half, and Quarter Page ads are <u>placed at chapter breaks, not relegated to the back of the book!</u> Quantity is limited!

Your advertising is guaranteed for all editions for a minimum of three years.

Don't miss this opportunity to be included in the exclusive Directory section!

Besides copies purchased by students and industry companies, hundreds of these Safer Buildings Coalition IN-BUILDING COMMUNICATION REFERENCE and STUDY GUIDEs will be provided <u>at no charge</u> to AHJs and license holders in every state.

PREMIUM LISTING

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address City, State, Zip
Code **Phone:** X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

Your company bio here. Lorem ipsum dolor sit amet, pri ad minim persecuti percipitur. Habeo utamur theophrastus mea ex, mea volutpat efficiendi vituperatoribus ad, nobis adolescens rationibus ex eos. Pri ex meliore accusam perpetua, has ut dico vidisse repudiandae. Per conceptam maiestatis cu, ad quidam habemus mel. Mucius bonorum no per.

Your Logo Here

STANDARD LISTING

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

PREMIUM LISTING
INCLUDED WITH ANY AD

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

Your company bio here. Lorem ipsum dolor sit amet, pri ad minim persecuti percipitur. Habeo utamur theophrastus mea ex, mea volutpat efficiendi vituperatoribus ad, nobis adolescens rationibus ex eos. Pri ex meliore accusam perpetua, has ut dico vidisse repudiandae. Per conceptam maiestatis cu, ad quidam habemus mel. Mucius bonorum no per.

See our advertisement on page XX

Your Logo Here

STANDARD LISTING

Your Company Here
CATEGORY: [Your Business Sector]
Your Company Address
City, State, Zip Code
Phone: X-XXX-XXX-XXXX
Website: www.yourwebsitehere.com

Study Guide Volume Discount for Advance Purchases*

(Projected retail price per guide: $129)

Quantity	Discount
5 - 24	10%
25 - 49	15%
50 – 99	20%
100+	25%

*Valid through March 31, 2021

KEY TECHNICAL DETAILS

Your support will help launch the first edition of this important reference and ensure each copy is affordable for the development of our most important asset: Our Professional Workforce. **Your advertising is guaranteed for all editions for a minimum of three years.**

10% Discount For SBC Members!

- **Expected publication date:** May 1, 2021 or before
- **Projected number of students, First 3 years:** 5,000
- **Initial copies provided** *at no cost* **to jurisdiction staff:** 300 minimum
- **Book size:** 11"h x 8.5"w
- **Printer technical specs –** Will be provided at time of sponsorship order

For more information and to place advertising orders:
www.saferbuildings.org/study-guide

or write:
studyguide@saferbuildings.org

About the Safer Buildings Coalition

MISSION: Everyone should Feel Safe Inside Buildings

VISION: Eliminate In-Building "Wireless Dead Zones" that prevent the public from being alerted to or calling for help and that inhibit First Responders' wireless communications.

3 Pillars Of In-Building Public Safety Communications:

- Mobile 911 Calls Must Get Out *with Location Accuracy*
- Mobile Mass Notifications Must Get In
- First Responder Communications Must Work

The Safer Buildings Coalition is a 501(c)4 non-profit Association

The Safer Buildings Coalition leads in:

Training and Education on Public Safety Communications - In-building Public Safety wireless communication is a critical challenge today. The Safer Buildings Coalition provides a rich and extensive program of in-person and on-line education for Code Officials, First Responders, Enterprise, and the Wireless Industry

Advocacy - The Safer Buildings Coalition is active at the Federal, State and Local level, working with agencies and organizations like the FCC, FirstNet, DHS, APCO, TIA, the International Association of Fire Chiefs, the NFPA and ICC, and others to advocate for public policy and Public Private Partnerships that contribute towards achieving the SBC mission of making buildings safer through technology

Industry Advancement - The Safer Buildings Coalition believes that a well-informed, highly competent and robust technical industry is required to provide quality goods and services that enable safer buildings. We are committed to standards, practices, policies, and codes that are ***technically rational and commercially feasible*** that achieve the Safer Buildings Coalition Mission.

Fire Code Development - We are working with stakeholders to propose changes to model fire codes produced by the International Code Council (ICC) and the National Fire Protection Association (NFPA) related to Public Safety communication within buildings. Code development is a continuous process in both model codes/standards organizations (the ICC and NFPA). SBC will continue to be at the table to review and submit code change proposals in both arenas to ensure continuous improvement and technical relevance for all stakeholders involved with in- building emergency communications solutions. The adoption of new codes is a lengthy process, but the Public Safety communication problem exists today and is growing. While the code cycle runs its course, Safer Buildings is working with its members to develop model ordinances that Authorities Having Jurisdiction (AHJs) may put in place now to be consistent with proposed new codes, and to help our Public Safety communications now.

www.saferbuildings.org