



2026 Seminar Guide for Sponsors

ERCES Seminars • School Safety Seminars

Effective January 2026

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1. About Safer Buildings Coalition

Our Mission

The Safer Buildings Coalition (SBC) is a 501(c)(4) non-profit association working to ensure that every manner of mobile communications available inside buildings will function correctly during an emergency, when and where needed.

Our focus areas:

- Building occupants must be able to dial or text 911 from a mobile device and be quickly and accurately located
- Mobile devices must receive emergency mass notification messages inside buildings
- First responder wireless communications must function correctly inside buildings, including push-to-talk radios, cellular devices, and emerging technologies

501(c)(4) Social Welfare Status

As a 501(c)(4) social welfare organization, SBC's purposes must benefit the community and public at large, not private interests. Our seminars advance this mission by educating stakeholders on public safety communications requirements and best practices.

2. 2026 Seminar Program Overview

SBC operates two distinct seminar tracks in 2026, each with different curricula, target audiences, and sponsorship capacities.

ERCES Seminars (15 Cities)

Emergency Responder Communications Enhancement Systems (ERCES) seminars focus on in-building public safety radio coverage, fire code compliance, and technical implementation.

Target Audience: Code officials, fire marshals, radio system administrators, first responders, building owners, system integrators, and wireless industry professionals.

2026 ERCES Cities: Miami, Fort Lee, Dallas, Seattle, Southern California, Detroit, Greensboro, Toledo, Charleston, Chicago Area, Northern California, San Juan, Boston, Boulder, Las Vegas (Partner Event with FirstNet Vision Conference)

| ERCES Sponsorship Type | Maximum per Event |
|-----------------------------|-------------------|
| Speaking Sponsors (SP) | 3 |
| Table Top Sponsors (TT) | 6 |
| Same Day Bonus Event (SDBE) | 1 |

School Safety Seminars (6 Cities)

School Safety seminars address communications infrastructure, emergency response systems, and integrated safety technologies in educational environments.

Target Audience: School administrators, school safety officers, school resource officers (SROs), technology directors, facility managers, state/local education agencies, and safety technology providers.

2026 School Safety Cities: Tampa, Atlanta, Nashville, Houston, Salt Lake City, Oklahoma City

| School Safety Sponsorship Type | Maximum per Event |
|--------------------------------|-------------------|
| Speaking Sponsors (SP) | 6 |
| Table Top Sponsors (TT) | 6 |
| Same Day Bonus Event (SDBE) | 1 |

2026 Tech & Policy Summit

In addition to regional seminars, SBC hosts the annual **Wireless Tech, School Safety, and Policy Summit** in Washington, DC on June 9-10, 2026. This flagship two-day event has a separate Sponsorship Prospectus. Contact lisa.traverse@saferbuildings.org for Summit sponsorship information.

3. Sponsorship Types and Benefits

3.1 Speaking Sponsor (SP)

Speaking Sponsors are full partners in creating educational seminar content. Benefits include:

- Co-present educational content with SBC trainer (20-30 minute segment)
- 6-foot or 8-foot exhibit table included
- Logo placement and acknowledgment in presentation
- Premium branding on social media and email marketing
- Participate in 2 pre-event planning calls
- Receive Work Scope Document, Marketing Assets and Registration Lists – sent on Thursdays without contact info
- 5 complimentary registrations
- Exclusive right to market before, during, and after the event
- Eligible to sponsor Same Day Bonus Events

3.2 Lead Sponsor

The Lead Sponsor acts as event host. There is no additional cost—only the commitment to be first. Lead Sponsors receive all Speaking Sponsor benefits plus:

- Collaborate with SBC to finalize event location and target date
- Act as welcoming host at the event
- First right of refusal to provide branded lanyards
- Staff the registration table
- Your branded lanyards used for attendee badges

3.3 Table Top Sponsor (TT)

Table Top Sponsors participate in the exhibit area without a speaking role. Benefits include:

- 6-foot or 8-foot exhibit table
- Logo placement and acknowledgment in presentation
- Secondary branding on social media and email marketing
- Receive Work Scope Document, Marketing Assets and Registration Lists – sent on Thursdays without contact info.
- 2 complimentary registrations
- Exclusive right to market before, during, and after the event

3.4 Same Day Bonus Event Sponsor (SDBE)

SDBE sponsors host their own 2-hour session (3:00-5:00pm) following the main seminar. **You must be a Speaking Sponsor at an event to qualify for SDBE at that city.** See Section 12 for complete details.

3.5 Sponsor Benefits Matrix

| Benefit | Lead SP | Co-SP | TT Only |
|-----------------------------------------------|---------|-------|---------|
| Co-present with SBC Speaker (20-30 min) | Yes | Yes | No |
| 6-foot Exhibit Table | Yes | Yes | Yes |
| Welcome audience as Host | Yes | No | No |
| Provide branded lanyards | Yes | No | No |
| Staff registration table | Yes | No | No |
| Collaborate on venue selection | Yes | No | No |
| Participate in planning calls | Yes | Yes | No |
| Premium social media branding | Yes | Yes | No |
| Secondary social media branding | No | No | Yes |
| Receive Registration Lists | Yes | Yes | Yes |
| Eligible for Same Day Bonus Event | Yes | Yes | No |
| Complimentary Registrations | 5 | 5 | 2 |
| Can invite non-member partner (with approval) | Yes | Yes | No |

4. 2026 Pricing

4.1 Speaking Sponsorship Pricing

| Quantity (Cumulative) | Tier | Price Each |
|---------------------------|--------|------------|
| 1-2 Speaking Sponsorships | Tier 1 | \$2,500 |
| 3-4 Speaking Sponsorships | Tier 2 | \$2,000 |
| 5+ Speaking Sponsorships | Tier 3 | \$1,750 |

4.2 Table Top Sponsorship Pricing

| Quantity (Cumulative) | Tier | Price Each |
|-----------------------|--------|------------|
| 1-2 Table Tops | Tier 1 | \$999 |
| 3-4 Table Tops | Tier 2 | \$899 |
| 5+ Table Tops | Tier 3 | \$750 |

4.3 Same Day Bonus Event Pricing

SDBE price matches your Speaking Sponsorship tier level. If you qualify for Tier 2 SP pricing (\$2,000), each SDBE costs \$2,000.

4.4 Tier Pricing Rules

Important: Speaking Sponsor and Table Top tiers are calculated independently. They do not combine.

- Volume pricing applies based on your cumulative total at time of purchase
- Prior orders are not retroactively adjusted
- ERCES and School Safety counts are combined for tier calculation

Tier Pricing Examples

Speaking Sponsorship Example: You purchase 2 SP spots in February at \$2,500 each (\$5,000). In May, you add 2 more—your cumulative SP total is now 4, so those are priced at \$2,000 each (\$4,000). Total for 4 Speaking Sponsorships: \$9,000.

Table Top Example: You purchase 2 TT in March at \$999 each (\$1,998). In June, you add 2 more—your cumulative TT total is now 4, so those are priced at \$899 each (\$1,798). Total for 4 Table Tops: \$3,796.

4.5 Board Member Benefits

SBC Board Member companies receive up to 2 complimentary Table Tops per year. Unused gratis Table Tops may be converted to credit toward the Tech & Policy Summit. Contact business@saferbuildings.org for details.

4.6 Payment Terms

- Seminar billing must be fully paid in advance to confirm bookings
- Event Bundles: Billable immediately, Net 30
- Single Events: Full payment invoiced upon confirmation, due upon receipt
- All seminar sponsorships require membership renewal commitment

4.7 Cancellation Policy

- **Sponsor cancellation >60 days before event:** Credit toward future event
- **Sponsor cancellation <60 days before event:** No refund available
- **SBC cancellation:** Sponsor receives 100% refund or credit toward future event

5. Sponsor Selection Process

5.1 Eligibility

- Sponsors must be SBC members in good standing
- Subject to SBC approval, Corporate members may invite up to 2 paying non-member sponsors per year
- Small/Medium Business members may invite 1 paying non-member sponsor per year

5.2 The Schoolyard Pick Process

SBC uses a "Schoolyard Pick" round-robin process to ensure fair access to sponsorship opportunities.

1. **Submission:** Sponsors submit their city preferences via an online form during the designated submission window
2. **Pick Order:** Sponsors are ordered by submission timestamp (earliest first)
3. **Round Robin:** Starting with the first sponsor, each receives their top available choice, then the process continues to the next sponsor
4. **Multiple Rounds:** The process repeats until all preferences are exhausted or capacities are filled

5. **Waitlist:** If your preferred city/sponsorship type is full, you're placed on a waitlist

5.3 Selection Form Elements

The selection form asks for:

- **Max Budget for ERCES Cities:** We assign cities up to this amount
- **Max Budget for School Safety Cities:** Separate budget for School Safety track
- **Max Budget for SDBE:** Budget for Same Day Bonus Events
- **City Preferences:** For each city, indicate:
 - a. Speaking Sponsorship Only
 - b. Table Top Only
 - c. Prefer SP, but will accept TT if SP unavailable
 - d. Not interested in this city
- **Ranked Order:** Rank your city preferences in order of priority

5.4 Key Planning Dates

Planning dates are announced each year in Q4 for the following year. Watch for communications from SBC regarding submission windows, lock-in deadlines, and Round 2 opportunities.

5.5 Waitlist Process

If your preferred sponsorship is unavailable, you'll be placed on a waitlist. If a slot opens due to cancellation, waitlisted sponsors are contacted in order. Waitlisted items do not count toward your budget until assigned.

6. Sponsor Responsibilities

6.1 All Sponsors

- Actively market to drive quality attendees
- Set up exhibit tables starting at 8am with materials relevant to in-building public safety communications
- Complete room load-out by 3:00pm (or 5:30pm for SDBE events)
- Adhere to content guidelines (educational, non-commercial)
- Responsible for shipping costs and arrangements to and from the event. Not all venues have storage capacity. Please plan accordingly.

6.2 Speaking Sponsors

- Prepare to co-present your assigned section of the SBC presentation
- Participate in pre-event planning calls
- Review the annotated Core SBC Presentation (proprietary—do not share)
- Present content appropriate for beginners—most attendees are new to RF concepts

6.3 Lead Sponsors (Additional)

- Provide at least one staff person to manage registration table
- Communicate attendee count to SBC Event Manager 30 minutes after event start
- Photograph all check-in sheets and email to events@saferbuildings.org
- Events with >75 registrants may require additional staffing

7. SBC Responsibilities

- Provide compelling, current educational presentation supporting seminar objectives
- Customize presentation to local jurisdiction requirements and speaker strengths
- Manage all event logistics: venue booking, hospitality, badges, A/V, etc.
- Provide registration site and marketing collateral (including social media assets)
- Outreach to AHJs, State Fire Organizations, Trade Associations, and local stakeholders
- Schedule planning calls with Speaking Sponsors
- Provide written Work Scope Document with all logistical information
- Cover SBC staff travel expenses
- Provide registration reports before and after the event

8. Content Guidelines and CEUs

8.1 The Fundamental Rule

Teach from the Podium, Sell at the Exhibit Table.

Seminar content must be educational, non-commercial, and balanced. Advertising (product features, benefits, competitive comparisons) is permitted **only** in the exhibit area, never during presentations.

8.2 The Core SBC Presentation

- SBC maintains a comprehensive, standardized presentation covering all seminar topics
- Speaking Sponsors co-present assigned sections based on their expertise
- An annotated, proprietary copy is provided to speakers—**do not reproduce or share**
- SBC makes final determination on all content

8.3 Continuing Education Credits (CEUs)

SBC seminars qualify for [CEUs](#) in various states and organizations. To maintain CEU eligibility, content must:

- Adhere to the curriculum outline
- Avoid commercial content (no sales pitches)
- Present comprehensive, fair, and balanced descriptions of concepts and technologies

8.4 Presenter Tips

- Familiarize yourself with your section in advance
- Remember: most attendees are beginners to RF concepts—make content accessible
- Refer technical or product-specific questions to the exhibit area
- Use the microphone and hold it close
- Look at the audience, not the screen
- Engage the audience with questions

9. Event Day Logistics

9.1 Standard Schedule

- **Room Load-In:** 8:00am-9:00am
- **Main Seminar:** 9:00am - 2:30pm
- **Room Load-Out:** Complete by 3:00pm
- **SDBE (if applicable):** 3:00pm - 5:00pm, load-out by 5:30pm

9.2 Venue Capacity

- Public registrations capped at room capacity +5
- Additional consideration given to Sponsor Guests and AHJs
- Events with 25-75 attendees are optimal for meaningful discussions
- Events exceeding 80 registrants may require an upcharge of \$15/head for additional meals

9.3 Exhibit Table Guidelines

- Display materials, equipment, test gear, tools, and collateral relevant to in-building public safety communications
- Recommend bringing a branded tablecloth, pop up banner, extension cord, power strip
- Partner products may be displayed on your table
- Table staffing limited to employees of the sponsoring company (no sub-letting)
- Partners wishing to have staff present must obtain their own sponsorship

10. Marketing and Promotion

10.1 Exclusive Marketing Rights

Seminar Sponsors have the **exclusive right** to conduct sales, marketing, and promotional activities before, during, and after each event. Non-sponsor attendees (including other SBC members) must refrain from prospecting or sales activities.

10.2 Sponsor Marketing Responsibilities

- Email marketing has limited effectiveness
- Direct phone outreach to customers and partners is most effective
- Finding local champions who create buzz is best
- Take photos at events and share on social media; copy content@saferbuildings.org

10.3 Promo Codes

SBC provides custom promo codes to each sponsor for personal outreach.

- **MAY** be used in direct, personal communications
- **MAY** be used in direct mail campaigns to sponsor's lists
- **MAY** be printed on promotional flyers distributed at events
- **MAY NOT** be posted on social media (defeats targeted outreach purpose)

11. Post-Event

11.1 Registration Lists

Event sponsors receive the Registration List with the following conditions:

- Registrants who opted out during registration have contact info redacted
- You must adhere to CAN-SPAM guidelines
- Do not share this list outside your company
- If sharing internally, include CAN-SPAM guidelines
- AHJs and government staff are sensitive about commercial email—be respectful

12. Same Day Bonus Events (SDBE)

The SDBE takes advantage of SBC's presence with a venue, A/V support, and built-in audience.

12.1 Key Elements

- **Hours:** 3:00pm - 5:00pm
- **Eligibility:** Must be a Speaking Sponsor at that event
- **Pricing:** Matches your SP tier level
- **Topics:** Any (commercial content permitted)
- **Partners:** Yes—partner must be a sponsor (SP or TT) for the main seminar
- **Marketing:** SBC-coordinated promotion included
- **Load-out:** Complete by 5:30pm

13. Private and Custom Events

13.1 Member-Hosted Private Events

SBC speakers are available for keynotes or training at private member events.

- Member handles all event logistics and marketing
- SBC will share promotional content on social media if requested
- Pricing: Individual Case Basis plus travel expenses
- SBC logo and speaker identification required in promotional materials
- Contact: business@saferbuildings.org

13.2 Custom Webinars

- Members may submit webinar topics to content@saferbuildings.org
- Not all webinars are open for sponsorship
- Pricing varies by audience size (Individual Case Basis)

13.3 SBC Tech Talks

- **Pricing:** \$750 per 15-minute segment
- **Format:** 15-minute presentation + 15-minute live Q&A
- SBC handles Zoom platform and registration
- Recording provided for replay and link-back
- Advertised as sponsored content—commercial material permitted

14. Terms and Conditions

14.1 General

- All elements of this guide are subject to change
- Pricing subject to change with notice

14.2 Force Majeure

SBC shall be excused by acts of God or conditions beyond SBC control. If SBC cannot reschedule an event, Sponsor receives a full refund. SBC liability is limited to refunding sponsorship fees for the affected event and shall not include indirect or consequential damages.

14.3 Indemnification

Sponsor agrees to indemnify and hold harmless the Safer Buildings Coalition, its officers, directors, employees, agents, and affiliates for all costs (including attorney's fees) from third-party claims arising from Sponsor's breach of this agreement.

14.4 Limitation of Liability

SBC's total aggregate liability for seminar event(s) will not exceed the total amount Sponsor pays to SBC for that specific event.

14.5 Event Images

By entering an SBC seminar event, you consent to your voice, name, and/or likeness being used in promotional materials without compensation. Do not enter if you do not wish to be photographed.

14.6 Recording Prohibition

Video or audio recording of presentations is prohibited. Photographs and social media posts are encouraged with subject permission.

Questions?

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