

# 2023 Safer Buildings Coalition Seminar Guide for Sponsors

– updated 12/3/2022

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## SAFER BUILDINGS COALITION OVERVIEW

The Safer Buildings Coalition is a 501(c)4 non-profit association. 501(c)4 organizations are also known as "social welfare organizations."

A key provision of "social welfare" is that the organization's purposes must be intended **to benefit a community or the public at large, not a private group**. According to the IRS, "To be operated exclusively to promote social welfare, an organization must operate primarily to further the common good and general welfare of the people of the community (such as by bringing about civic betterment and social improvements)." <sup>1</sup>

**Safer Buildings Coalition's Mission to benefit the community and the public at large** is to work to ensure that every manner of mobile communications available inside buildings that would be useful during an emergency will function correctly, when and where needed.

- Building Occupants must be able to dial or text to 911 from a mobile device and be quickly and accurately located
- Mobile devices must be able to receive emergency mass notification messages inside buildings
- First Responder wireless communications must function correctly inside buildings, including traditional push to talk two-way radios, cellular mobile devices, and any other technology in use

### What is the Primary Goal of Safer Buildings Coalition Seminars?

1. **To advance the SBC Mission.**

### Content Guidelines

1. To ensure consistency of content quality, **SBC has developed a comprehensive presentation covering all necessary seminar topics (The Core SBC Presentation)**
2. SBC invites Full Sponsors to have their experienced, dynamic speakers present portions of the Core SBC Presentation based upon the sponsor's area of expertise
3. To facilitate speaker preparation, an annotated, **proprietary** copy of the Core SBC Presentation will be provided to the speakers. **THIS IS A PROPRIETARY DOCUMENT AND MAY NOT BE REPRODUCED OR SHARED IN WHOLE OR IN PART WITHOUT EXPRESS WRITTEN CONSENT OF SBC**
4. Topics of special interest may be added to the Core SBC Presentation based upon areas of local or stakeholder interest. SBC will make final determination of any such additions
5. A Content Outline will be shared with the Speaking Sponsors during pre-event planning calls.
6. Additional Objectives:
  - a. To **Foster Mutual Respect** and Understanding among the Stakeholders
  - b. To **Foster a Robust and Competent Vendor Ecosystem**

### What are the Benefits to SBC Seminar Sponsors of participating in Seminar Events?

1. **SBC PROVIDES** a Professionally Supported Venue, Environment, and Context where Seminar Event Sponsors have the opportunity to further the Goals and Objectives listed above while enjoying additional Benefits of Sponsorship listed below.

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<sup>1</sup> Internal Revenue Service, "Social Welfare Organizations," accessed January 14, 2014.

2. **Opportunity** for Sponsors to establish a strong position as thought-leaders in the sector by participating in the presentations covering the EDUCATIONAL topics described above.
3. **Context** where Sponsors can invite their customers, partners, prospects, end-users, AHJs, and other key stakeholders in an intimate setting where meaningful interaction, discussion, networking and value creation are possible.
4. **Access** to the latest national information and updates on the industry, codes, and trends, and; Access to Local and Regional county and municipal code officials and radio shop staff to improve local knowledge and relationships.

### What is the difference between Commercial Advertising and SBC Seminar Sponsorship?

**Advertising** is bringing the features and benefits of a company's products or services to the attention of the public to help sell a product or to make an announcement. This is **permitted in the Exhibit Area of the event ONLY**, and **NOT permitted during Content Presentations**.

**Sponsorship** increases the visibility of a company through Thought Leadership and Establishment of Expertise of the Seminar Content's **CONCEPTS** in support of the **SBC Mission**.

#### **Examples:**

##### Permitted:

- Presentation Content featuring non-commercial, comprehensive, fair, and balanced description of the concepts and technologies relevant to the curriculum
- Visibility opportunities (Exhibit Table signage, logo placement, equipment and material displays, collateral.)
- Interactive networking opportunities (Walk-in, Breaks, Lunch, Walk-out)

##### NOT Permitted:

- PRESENTATION CONTENT describing product or service features and benefits, or comparison to competitor's products and services
- Any Sales and Marketing activities before, during, or after the event by anyone other than the staff of the official Sponsors for a given Seminar Event.

**Rule of Thumb:** Teach from the Podium, Sell at the Exhibit Table

### Continuing Education Credits (CEUs) and Commitment to Non-Commercial Content

Safer Buildings Coalition seminars qualify for conveying Continuing Education Credits (CEUs) to certain attendees in a wide variety of states and organizations. These vary from location to location.

Typically, the content must be submitted in advance and the outline must follow the curriculum established in the Seminar Objectives discussed previously.

#### **It is critical that the seminar content:**

- Adhere to the Curriculum Outline
- Avoid Commercial Content (No sales pitches on features and benefits)
- Presents a comprehensive, fair, and balanced description of the concepts and technologies relevant to the curriculum

**Rule of Thumb:** Teach from the Podium, Sell at the Exhibit Table

## SEMINAR SPONSORSHIP

### SEMINAR SPONSOR TYPES

- A. **Full Sponsor (Lead and Co-Sponsors)**
  - a. May provide an experienced, dynamic speaker to present SBC seminar content
  - b. Logo placement and acknowledgment of sponsor company in presentation as defined in Section F below
  - c. 6' Exhibit table
  - d. Can participate in Sales, Marketing and Promotional activities before, during and after event
  - e. Participates in planning calls
  - f. Receives Work Scope Document
  - g. Receives Registration Lists
- B. **Lead Sponsor** – Acts as Event Host. Includes all benefits of a Full Sponsor, plus additional benefits and responsibilities (see Lead Sponsor Section below)
- C. **Exhibit-Only Sponsors (Table Top Sponsors)**
  - a. No Speaking Role at Seminar
  - b. 6' Exhibit table
  - c. Logo placement and acknowledgment of sponsor company in presentation as defined in Section 7 below
  - d. Can participate in Sales, Marketing and Promotional activities before, during and after event
  - e. Does not participate in planning calls
  - f. Receives Work Scope Document
  - g. Receives Registration Lists
  - h. Lead Sponsor can provide input on exhibitor sponsors to address competitive concerns. SBC has final say.

### LEAD SPONSOR ADDITIONAL BENEFITS AND RESPONSIBILITIES

The **Lead Sponsor** has an important role in establishing a firm commitment for an event. There is no additional cost to be a lead sponsor, only that the sponsor must commit first.

- a. **Lead Sponsor collaborates with SBC to finalize:**
  - 1. Event Target Location
  - 2. Event Target Date
- b. **Lead Sponsor Collaborates with SBC to determine:**
  - 1. Selected Co-Sponsors
    - a. Must finalize all Co-Sponsors to satisfy minimum of a total of 3 Full Sponsors no less than 30 days in advance of event
    - b. @ 30 days to event, SBC can place any individual or organization as a sponsor to the event to satisfy minimum. Will make best effort to avoid competitive conflicts but cannot guarantee

- c. Lead Sponsor has the option to buy out vacant sponsor slots at their event price
2. Input on Exhibit-Only Sponsors
  - a. Provided that Full Sponsor minimums are met for the event, Lead Sponsor may provide input on competitive concerns. SBC has final decision.
  - b. If Full-Sponsor minimums are not met by 30 days prior to event, SBC may approve any Exhibit-Only sponsor at its sole discretion
3. Determining possible additional topics and/or stakeholders of local interest
  - a. It is useful to consider topics, stakeholders or conditions unique to the event location that may make the session more beneficial to attendees and sponsors. Lead Sponsor and SBC can work together on ideas to include these areas of focus into seminar preparations
- c. Lead Sponsor Event Day Responsibilities:**
  1. Will act as welcoming host
  2. Has first right of refusal to provide lanyards for badges
  3. Will provide at least one staff person to man the registration table at the event to ensure attendee check-in. Events with more than 75 registrants may require additional staffing
  4. Communicate attendee count to SBC Event Manager 30 minutes after event start – this helps us decide if we need to augment lunch order – [events@saferbuildings.org](mailto:events@saferbuildings.org) or text to Event Manager
  5. Photograph all check-in sheets by end of event and email to [events@saferbuildings.org](mailto:events@saferbuildings.org)

## ALL SPONSORS and SBC MARKETING RESPONSIBILITIES

- **Seminar Sponsors** have the **exclusive right** to conduct Sales, Marketing and Promotional Activities before, during, and after each Seminar Event.
- **All sponsors** are responsible to **actively market** to drive attendees
- **Email marketing has limited effectiveness** - Sponsors are **strongly encouraged** to identify and **enlist local market resources** (local / regional sales teams, partners, customers) to drive local attendance.
- **SBC will** create collateral templates that can be customized by sponsors
- **SBC will** perform outreach to AHJs and Local Trade Associations
- **Before the event, SBC will send progress lists of event registrants** from time to time to aid sponsors and SBC in tracking marketing effectiveness
- **Seminar Promotion and Use of Promo Codes in Marketing** – SBC will make Promo Codes available to each Sponsor which they may provide to their customers and partners, without limit per event. Such invited guests are STILL limited to two registrants per each partner company. These Promo Codes will provide a substantial discount from the regular registration price.
- Safer Buildings is grateful for the role each sponsor plays in collaborating to get the right people in the room for our seminar events. While having lots of people in the room is very nice, having the right people in the room is even more important.

- SBC works hard to promote each event by making direct outreach to public safety, associations, end users, and targeted industry contacts in the geographic area of each seminar. We also target past attendees of nearby events.
- SBC also relies on our sponsors to make direct outreach to their customers and partners to drive seminar attendance. We find making direct appeals to be the most effective, with direct phone calls to ask for support and to pass the word along being significantly more effective than mass mail campaigns.
- At the same time, we want our sponsors to be able to make personal invites to their contacts and customers – and promo codes convey a value for this personal outreach.
  - **Promo codes MAY** be used in direct mail campaigns directed to those on sponsor's lists.
  - **Promo codes MAY** be conveyed in direct, personal communications.
  - **Promo codes MAY** be printed on promotional flyers distributed at events.
  - **Promo codes MAY NOT** be placed on social media (like LinkedIn, Twitter, Facebook, Instagram, etc.) as this defeats the purpose of encouraging targeted outreach.
- We appreciate your understanding and would be happy to answer any questions about promotion and promo code usage.

### SBC's Key Responsibilities for Seminar Event

- Ensure Quality, Educational Event that furthers the mission
- Provide a compelling, current presentation that supports the Seminar Goals and Objectives
  - SBC will make reasonable efforts to customize the educational presentation to adapt to local jurisdiction requirements and speaker strengths
  - SBC will make final determination on all seminar content
- Manage all Event Logistics like booking venue and hospitality, badges, lists, A/V, etc.
- Provide Registration Site and Marketing Collateral, including Social Media assets and promotion
- Handle outreach to AHJs, State Fire Orgs, Trade Associations and other local parties
- Schedule planning calls
- Provide a written work scope document detailing all logistical information
- SBC covers the cost of SBC staff travel expense
- Provide registration reports before and after the event to Sponsors

### Sponsor Key Responsibilities for Seminar Event

- Market actively to drive quality attendees
- Speaking Sponsors: Prepare to co-present a great educational section of the SBC provided Presentation
  - SBC will work with Speaking Sponsors to determine which section of the SBC-prepared presentation the Speaking Sponsor representative will co-present
  - Sponsor representative will co-present this presentation section with the SBC Seminar Trainer / Speaker in a town hall / Q&A style format
  - SBC will make reasonable efforts to customize the educational presentation to adapt to local jurisdiction requirements
  - SBC will make final determination on all seminar content

- SBC may at times permit a Speaking Sponsor to deliver a presentation section unassisted. This is at the sole discretion of SBC and no assurances are made that a solo presentation is available.
- Set up exhibit tables and have interesting things for attendees to see and discuss

### Attendee Expectations

- Follow fair registration rules, such as selecting the correct Ticket Type and limiting attendees to two per company
- Sponsors have the exclusive right to conduct sales and marketing activities associated with the seminar before, during, and after the event. Non-sponsor attendees (including other SBC Members) must refrain from prospecting or performing any sales or marketing activities at these educational events. Safer Buildings Coalition reserves the right to remove anyone violating this restriction.
- Not dominate or monopolize the seminar discussions or Q&A

### Sponsor Keys to Seminar Event Success

- Teach from the Podium, Sell at the Exhibit Table
- Quantity of attendees is nice – QUALITY of attendees is more important.
  - Events with 25-75 attendees are very effective for meaningful discussions
  - Events with 75+ attendees require additional staff be present from the Sponsors to ensure attendees have the opportunity to speak with them and get their questions answered and follow-ups planned
  - Events with > 100 attendees are not typical and careful thought should be given to ensure that facilities and support are adequate for such large crowds
- Marketing / Inviting attendees via social media and email marketing is **GOOD**
- Marketing / Inviting attendees via direct email and telephone outreach is **BETTER**
- Finding local champions who will use their own “megaphone” to invite and create buzz are **BEST**
- Use the Event Work Scope Document provided by Event Coordinator Nancy Hoppe to answer most Event Logistics Questions
- Have someone from your team take photos at the event and send these to your marketing team or upload to social media yourself to create buzz about the ongoing event. Send copies to [content@saferbuildings.org](mailto:content@saferbuildings.org) and we will try to include these in our posts

### Sponsor Presenter Keys to Seminar Event Success

- In most cases, the SBC Seminar Speaker / Trainer will be co-presenting a pre-selected presentation section alongside you.
- Familiarize yourself with the section you will presenting in advance.
- Teach from the Podium, Sell at the Exhibit Table – NO Pitching Product or Service Features and Benefits during Presentation or Q&A
- MOST REGISTRANTS ARE Beginners to this subject and RF Concepts. YOUR MISSION is to take this complex topic and make it accessible to beginners.
- If an Attendee asks a highly technical or a product or service-specific question during the Seminar, refer them to the exhibit area during the break or agree to meet with them separately
- MAKE SURE YOU CAN BE HEARD EASILY BY THE LAST PERSON IN THE BACK OF THE ROOM



- Use a Mic (if available) and hold it close to your mouth
- Look at the Audience and not the screen when you speak
- Ask the Audience Questions!

### Venue Capacity, Hospitality, Other Important Considerations

- We cap public registrations at room capacity +5
- Additional consideration given to Sponsor Guests and AHJs
- Events that exceed 80 registrants may require an upcharge of \$15 per head, pro-rated across speaking sponsors to cover the cost of additional meals

### Sponsor Eligibility Requirements

- Sponsors must be SBC members in good standing
- Non-member sponsor exceptions permitted based on membership tier
  - Corporate: may invite two (2) paying non-member sponsors per year
  - Small, Medium Business: May invite one (1) paying non-member sponsor per year
  - SBC may invite non-member sponsors

### Event Attendee Guidelines

#### Attendee Types:

- 1. Code Official, FCC Licensee, Govt, First Responder – FREE**
  - a. This registration is for GOVERNMENTAL public service personnel, such as State, County, Regional or Municipal Radio System Administrators and FCC License Holders (Gov't Employees), Code Officials, First Responders, and other Government Agencies
- 2. Industry Vendors – Standard Pricing \$195 per seat - Limit 2 per company**
  - a. Wireless and Fire Alarm Industry, including OEM's, Distributors, System Integrators, Wireless Carriers, Wireless Engineering, etc. who engineer, furnish or install BDA or In-Building booster systems.
  - b. SBC may at its sole discretion adjust ticket pricing in the best interests of the event and the SBC mission.
  - c. Promo Codes: SBC will make Promo Codes available to each Sponsor which they may provide to their customers and partners, without limit per event. See section below **Seminar Promotion and Use of Promo Codes in Marketing** for Promo Code rules.
- 3. End Users, Enterprise - FREE**
  - a. For END USER Personnel: Enterprise / End User, Commercial Real Estate, Hospitality, Health Systems, Higher Education, and similar Verticals (NO INDUSTRY VENDORS THIS TICKET CLASS)
- 4. Active SBC Members – FREE (with limits)**
  - a. Event Sponsors: Limit 5 total registrations
  - b. Non-Sponsoring Members: Limit 2 Registrations
  - c. **Program Speaker(s) – FREE**

#### Attendee Conduct:

- Follow fair registration rules, such as selecting the correct Ticket Type and limiting attendees to two per company

- Refrain from commercial activities – Sponsors have the exclusive right to conduct sales and marketing activities associated with the seminar before, during, and after the event
- Do not dominate or monopolize the seminar discussions or Q&A
- Safer Buildings Coalition reserves the right to remove anyone violating these restrictions.
- Video or Audio recording of the presentations is prohibited
- Photographs and social media posts about the event are encouraged, subject to permission of the person or persons being photographed

### Fair Access to Events

- SBC is committed to maintaining a level playing field for all members. These Rules of engagement are under continual review as issues are identified to maintain this commitment to fairness.
- Fair access considers both sponsorship of and attendance at events.

### Post Event

- Event sponsors receive the Registration List. (It may not be possible to capture actual attendees or walk-ins accurately)
  - Some registrants **opted out** of being contacted during registration. They are included in this list, but their contact info has been **redacted**.
  - You must agree to adhere to [CAN SPAM guidelines](#). (Click Link to download or Google it.)
  - You may not share this list with anyone outside your company.
  - If you share this list internally, you must send this notice and the attach CAN SPAM guidelines along with the list.
  - AHJs and government staff are sensitive about receiving commercial email. Please be sensitive.

### Health and Safety Considerations

- a. We have implemented a no-touch badge-pickup check in with no sign in sheet. We will determine attendees by subtracting badges not picked up from the list.
- b. Registrants will need to accept a health liability waiver [[read here](#)] and complete a covid screening questionnaire.
- c. SBC will abide by the health management rules of the event venue.
- d. We may have room capacity constraints based on what venue is available, but we will make every effort to accommodate as many attendees as practical

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## 2023 Features Matrix

<b>Feature</b>	<b>Full Sponsor</b>	<b>TableTop [Sponsor Invite / Permission Only]</b>
Price	\$1,800 - \$2,500	\$750
Registration List - Pre/Post	Yes	Yes
Speak	Yes	No
Planning calls	Yes	No
Control Co-Sponsors	Yes	No
TableTop	Yes	Yes
Promote Before/During After	Yes	Yes
Branding	Yes	Yes
Promo Codes	Yes	Yes
Can Sponsor in a Table Top or Non-Member Speaker	Yes	No
<b>Lead Sponsor - Additional Benefits</b>		
- Choose co-sponsors	Yes	No
- Veto rights - TableTop Sponsors	Yes	No
- Input on venue location	Yes	No
- Define Target Audience	Yes	No
- Input on market-based content tweaks	Yes	No
- Marketing Approach	Yes	No
- Lanyards	Yes	No
- Event Host	Yes	No

## 2023 Pricing Details

### 2023 Pricing:

1. **Sponsorship pricing for 2023:**
  - a. Speaking Sponsors
    - i. Up to 5 Seminars: \$2,500 each
    - ii. After the 5th Seminar: \$1,800 each
  - b. Table-Top Exhibitors = \$750
2. ***Any credits carried forward from 2022 will be honored.***
3. Seminar billing must be fully paid in advance, in order to confirm bookings.
4. **Event Viability Requirements:**
  - a. **Full Sponsors** required per event: Minimum of 3 (*larger, special events may have an exception*)
  - b. **Lead Sponsor** is responsible for assisting SBC in securing Full Sponsors #2 and #3.
  - c. **If the minimum number of full sponsors** are not confirmed within 6 weeks of the event, SBC may recommend postponing or canceling the event.

- d. **Table Top Sponsors: no minimum requirement**
5. **Payment Terms**
  - a. **Event Bundles:** Billable immediately, Terms Net 30
  - b. **Single Event Sponsorships**
    - i. Lead Sponsor full payment invoiced upon confirmation of date and city, due upon receipt
    - ii. Co-Sponsor full payment invoiced upon confirmation of participation, due upon receipt
6. **Sponsor Cancellation Rules:**
  - a. > 60 days: Credit toward future event
  - b. < 60 days: No refund
7. **SBC Cancellation:**
  - a. In the event of an SBC event cancellation, Sponsor has the option of 100% refund or credit toward future event
  - b. SBC will make final determination on cancellation of any event

## SEMINAR PLANNING PROCESS - OVERVIEW

- The objective of the Seminar Planning Process is to ensure fair sponsorship access to SBC seminar events for all SBC paid tier organizations.
- Note that Membership Benefits vary by Membership Tier. See the Membership Tier descriptions at [www.saferbuildings.org/membership](http://www.saferbuildings.org/membership) for further information.
- Each year in the 4<sup>th</sup> quarter, SBC will begin planning for the upcoming year. To allow for proper planning and holiday gaps, the seminar season typically runs from February 1 to the last day of the first week of December.
- Specific seminar planning process will be provided each year. This process may be adjusted to accommodate the circumstances of a given year, including COVID or other issues.

## Typical Seminar Planning Process

1. SBC publishes Event Pricing and Rules of Engagement for the coming year early in the 4Q of the preceding year to facilitate Member planning and budget processes
2. SBC develops initial calendar by circulating a Member Survey of requested cities / markets of interest
  - a. The scope of this survey is to identify **Lead Sponsor interest**. *[Definitions of Lead Sponsor, Co-Sponsor, and Exhibit-Only Sponsors are detailed in Section 3 below]*
    1. Co-Sponsor and Exhibit-Only Sponsors are identified *after* Lead Sponsor commitments are established.
  - b. Survey will be open for a defined period
  - c. Sponsors will indicate the minimum number of events they wish to commit to for the year
  - d. Sponsors will indicate their desired city / market targets in order of preference
  - e. Survey responses are date and time stamped for the purpose of establishing a selection order – which we refer to as a “Draft Pick Process”.

3. After the survey closing date, a Preliminary Schedule of Lead Sponsor City Selections will be circulated to those Members who submitted requests, including estimated calendar windows
4. **Lead Sponsors** will have the opportunity to lock in their selections by committing to the cities and dates. *This is a firm financial commitment.*
  - a. A deadline will be established for this commitment which will be communicated in the Preliminary Schedule.
  - b. Lead Sponsors will be invoiced for their full commitment. Payment of this invoice locks in their commitment.
5. Once Lead Sponsors are locked in:
  - a. Lead Sponsors can begin selecting Co-Sponsors per the Rules of Engagement guidelines.
    1. Lead Sponsors must complete these selections no less than 45 days prior to the event, but preferably as soon as possible to facilitate marketing and planning.
  - b. Requests from Exhibit-Only Sponsors will be accepted and evaluated by SBC.
    1. Lead Sponsors also have defined approval rights for Exhibit-Only sponsors as described in Section 5 below
    2. SBC reserves the right to wait until the minimum number of Full Sponsors are confirmed before confirming Exhibit-Only Sponsors
    3. SBC reserves the right to consider the best interests of serving the SBC mission and fairness to sponsors when evaluating Exhibit-Only Sponsor requests
  - c. SBC will begin logistical planning for each event, including:
    1. Venue Selection
    2. Collateral development
    3. Marketing
    4. Opening of registration process
6. Additional opportunities to participate in event sponsorship will be communicated throughout the year based upon availability

## PRIVATE / MEMBER PRODUCED AND HOSTED EVENTS

SBC Speakers are available for keynotes or training at private events hosted by Members.

- a. General
  - i. Member is responsible for all event logistics and marketing
  - ii. If requested, SBC will share member-provided promotional content about the event on SBC social media (LinkedIn, Twitter, Facebook)
  - iii. Availability is limited. As much notice as possible increases likelihood of availability
  - iv. SBC cannot pay to speak or exhibit at private member events
- b. Pricing
  - i. Individual Case Basis (ICB) / Event Day plus travel expenses. Inquire for availability at [business@saferbuildings.org](mailto:business@saferbuildings.org)
- c. Topic Ideas:
  - i. Standard SBC Core Presentation, max 4 hours. Can be cut down to adjust to event schedule
  - ii. Talks with your sales and marketing teams about how to leverage public safety wireless as a door opener and a pull-through for other products and services
  - iii. Talks with your product teams about industry trends and roadmap planning
  - iv. Talks with your external affairs team about industry, governmental and regulatory trends that will impact your business
  - v. Industry overview discussions – “Safe Smart Buildings”
- d. Cancellation:
  - i. Sponsor to reimburse all prepaid SBC travel expenses
- c. Marketing and Promotion for Member-Produced Events
  - i. SBC Logo, Organization Description, and link to SBC website must be included in all event promotional materials
  - ii. SBC speaker must be identified by their SBC role in all promotional materials and panel descriptions
  - iii. SBC will promote member event on SBC website event listings and social media postings

## SEMINAR EXHIBITOR TABLE-TOP “SHARING” RULES

- Seminar exhibiting sponsors (Speaking-Sponsor with Table-Top, or Table-Top only Sponsor) are welcome to and encouraged to display on their table-tops materials, equipment, test gear, tools, collateral material, or other materials relevant to the overall topic of In-Building Public Safety Communications
- Seminar exhibiting sponsors are also permitted to display and promote products and materials from their partners on their table-tops.
- Sponsored table-top *sponsor benefits and staffing limitations:*
  - Persons staffing exhibitor table-tops are limited to employees of the seminar sponsoring company. Sponsors cannot share their tables with partner company staff (no sub-letting tables)
  - If the sponsor’s partner(s) wishes to have staff available at the event to explain or demonstrate their products, they are encouraged to contract with SBC for their own sponsored table-top or full speaking sponsorship.
  - Sponsor’s partners do not participate in any pre-event planning sessions, are not entitled to attendee or registration lists, do not participate in event branding or marketing, and otherwise do not enjoy SBC Seminar sponsorship benefits

## CUSTOM WEBINARS and SBC TECH TALKS

1. From time to time SBC may schedule webinars to meet the needs of the mission.
2. Members may submit webinar topics for consideration to [content@saferbuildings.org](mailto:content@saferbuildings.org)
3. Not all SBC webinars will be open for sponsorship.
4. Costs to produce webinars vary by audience size and other factors. As such, Sponsored Webinars are priced on an Individual Case Basis (ICB)
5. **SBC Tech Talks.**
  - a. SBC Tech Talks are priced at \$750 per 15-minute segment.
  - b. A typical format would be a 15-minute presentation (live or pre-recorded) followed by a 15-minute live Q&A.
  - c. Max duration is negotiable.
  - d. SBC handles webinar platform (Zoom) and all attendee registration.
  - e. Registration list is provided to customer after event.
  - f. SBC promotes on Social Media and on SBC Website.
  - g. SBC creates social media graphic assets – customer is welcome to use these or create their own.
  - h. Tech Talk is recorded and made available online for link-back and future replays.
  - i. TechTalks are advertised as Sponsored content. The content can include sales and promotional material.

## GENERAL EVENT TERMS AND CONDITIONS

### 1. All elements of this guide Subject to Change.

### 2. Pricing Subject to Change with Notice.

### 3. Force Majeure

Safer Buildings Coalition (SBC) shall be excused by acts of God, or any other legitimate condition beyond SBC control. If such circumstances arise, all reasonable efforts will be made by SBC to find comparable replacement event planning at the agreed upon fees. In the event that SBC is unable to reschedule an event, Sponsor shall receive a full refund of all fees paid to SBC. Sponsor agrees that in all such circumstances, SBC liability shall be exclusively limited to refunding the sponsorship fees paid to SBC for a specific interrupted event and that SBC shall not be liable for indirect or consequential damages arising from any event cancellation.

### 4. Indemnification

Sponsor agrees to indemnify and hold harmless the Safer Buildings Coalition, its successors or assigns, and all Safer Buildings Coalition officers, directors, employees, agents, independent contractors, and all Safer Buildings Coalition affiliates for all costs (including attorney's fees) from third party claims arising out of, or relating to, the Sponsor's breach of this Agreement.

### 5. Limitation of Liability

Safer Buildings Coalition total aggregate liability for seminar event(s) will not exceed the total amount Sponsor pays to Safer Buildings Coalition for any specific event.

## **6. Event Images**

Please be aware that by entering an SBC seminar event, you consent to your voice, name, and/or likeness being used, without compensation, in films and tapes for exploitation in any and all media, whether now known or hereafter devised, for eternity, and you release SBC , its successors, assigns and licensees from any liability whatsoever of any nature. Do not enter SBC seminars if you do not wish to be subject to the foregoing.