

7<sup>th</sup> Annual

# PENNSYLVANIA

EMERGENCY PREPAREDNESS AND  
HOMELAND SECURITY CONFERENCE

2024



**BREAKTHROUGH  
TO EXCELLENCE**  
BEYOND ALL LIMITS

October 20 – 22, 2024  
Blair County Convention Center  
Altoona, PA

**Sponsor and Exhibitor Opportunities**

KEYSTONE EMERGENCY MANAGEMENT ASSOCIATION  
[www.KEMAConference.com](http://www.KEMAConference.com)

# PA EMERGENCY PREPAREDNESS & HOMELAND SECURITY CONFERENCE 2024

## Sponsor and Exhibitor Opportunities

### Introduction

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The **Keystone Emergency Management Association (KEMA)** extends an invitation to your business or organization to participate as a sponsor or exhibitor at the highly anticipated **7th Annual Pennsylvania Emergency Preparedness and Homeland Security Conference**, also known as **#KEMACon2024**. **Anticipated to draw over 300 dedicated attendees this year**, the event promises to assemble a diverse gathering of distinguished emergency preparedness and homeland security professionals from various spheres, including:

- Government emergency managers
- Disaster planners
- Homeland security professionals
- Communications system specialists/9-1-1 Coordinators
- Crisis and risk managers
- Business continuity planners
- Health and human services providers
- Public safety chief officers/directors
- Educational institutions
- Healthcare disaster professionals
- Meteorologists
- Voluntary Organizations Active in Disaster

**#KEMACon2024** presents an unparalleled opportunity to network and collaborate with influential stakeholders in the field, paving the way for invaluable partnerships and collaborations.

At the 2023 Conference, there were over 280 registered attendees from 17 states:

- Florida, Georgia, Iowa, Illinois, Kansas, Louisiana, Maryland, Michigan, North Carolina, New Jersey, New Mexico, New York, Pennsylvania, Texas, Virginia, Washington D.C., and West Virginia.

By participating as an exhibitor, you'll have the exclusive opportunity to showcase your latest products, cutting-edge technologies, and innovative solutions to these professionals and network with key decision makers. Attendees will include representatives from Pennsylvania's eight Task Forces, sixty-seven county EMA coordinators, Communications/9-1-1 Offices, Local Emergency Planning Committees (LEPC), Radiological Officers (RO), homeland security specialists, emergency volunteers, municipal, school, county, and state officials, as well as professionals from healthcare, utilities, and other private sector emergency preparedness and planning organizations.

We encourage you to take advantage of this opportunity to participate in **#KEMACon2024**, which will take place October 20<sup>th</sup> to the 22<sup>nd</sup>, 2024. If you have any questions or require further information, please don't hesitate to contact us. We look forward to your participation in this important event.

Don't miss this chance to be part of an influential event that contributes significantly to the safety and security of the Keystone State and beyond. Mark your calendars for **#KEMACon2024** and seize the chance to make a lasting impact on the emergency management landscape.

## About KEMA

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### *Promoting Preparedness and Resilience for a Safer Pennsylvania*

**Mission:** At the **Keystone Emergency Management Association (KEMA)**, our unwavering mission is to advance and strengthen the capabilities and expertise of emergency management professionals and volunteers throughout Pennsylvania. Through proactive collaboration and the sharing of vital information, we are committed to safeguarding lives and protecting property from the impact of natural and man-made disasters. Our core values are rooted in education, cooperation, and the establishment of strategic partnerships with emergency response organizations, all aimed at achieving our overarching goal.

**Vision:** **KEMA** aspires to be the preeminent and results-driven organization of emergency management professionals, esteemed for our unwavering commitment to excellence in preparedness and rapid response to emergencies. We are dedicated to becoming the trusted and go-to resource for the Pennsylvania emergency management community, offering comprehensive training, expert guidance, and unwavering support that fosters a more resilient Commonwealth.

Our dedication to fostering preparedness and resilience is underpinned by a steadfast belief in the power of collaboration, shared knowledge, and innovation. Together, we strive to build a safer and more secure future for Pennsylvania, one that remains resilient in the face of adversity. As a united force, KEMA is steadfast in our mission to protect our communities, preserve our environment, and ensure the safety and well-being of every citizen within the Keystone State.

#### **Core Objectives:**

- **Education:** We prioritize the continuous professional development of emergency management practitioners, ensuring they are equipped with the most up-to-date knowledge and skills to respond effectively to evolving challenges.
- **Collaboration:** By fostering open communication and cooperation among stakeholders, we encourage a holistic approach to emergency management, effectively pooling resources and expertise for collective success.
- **Partnerships:** We actively seek out and cultivate strong partnerships with emergency response organizations, both within Pennsylvania and beyond, to enhance our collective ability to mitigate, respond to, and recover from emergencies.
- **Excellence:** We are dedicated to maintaining the highest standards of excellence in all aspects of our operations, positioning KEMA as a benchmark for proficiency and effectiveness in emergency management practices.

#### **Together, Towards a Safer Future**

At KEMA, we envision a future where Pennsylvania's emergency management professionals stand united, working seamlessly to protect and preserve our communities. Through unwavering dedication to our mission and vision, we strive to create a resilient and prepared Commonwealth that can confidently face any challenge that comes our way.

Your support of KEMA and the **Pennsylvania Emergency Preparedness and Homeland Security Conference** helps us on our transformative journey as we pave the way for a safer and more secure future for all citizens of Pennsylvania.

# PA EMERGENCY PREPAREDNESS & HOMELAND SECURITY CONFERENCE 2024

## Sponsor and Exhibitor Opportunities

### Important Dates

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Sponsorship registration available on Conference website (Save 15% if you are paid in full before March 1, 2024)	January 1, 2024
Call for Presentations begins	January 26, 2024
Early Bird Registration/Payment for Sponsors/Vendors End	March 1, 2024
Call for Presentations ends	April 26, 2024
Presentations chosen and speakers notified	May 13, 2024
Early bird registration starts	May 27, 2024
Regular registration starts	June 24, 2024
Sponsorship payments due	August 2, 2024
Late registration starts	August 17, 2024
Conference Book listing/Ad artwork deadline	September 6, 2024
Registration ends	September 13, 2024

### Conference Schedule

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Exhibitor booth set-up*	Sunday, October 20, 2024 10:00 AM to 4:00 PM
Exhibitor Welcome Reception	Sunday, October 20, 2024 4:30 PM to 6:00 PM
General Floor Hours	Monday, October 21, 2024 8:00 AM to 4:00 PM
Exhibitor booth breakdown	Monday, October 21, 2024 5:00 PM to 7:00 PM Tuesday, October 22, 2023 8:00 AM to 11:00 AM

\* NO EXCEPTIONS. Please plan your display to be able to be prepared within 6 hours.

### Contact

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All inquiries regarding sponsorships and exhibitors shall be directed to:

- Robert Gerlach, E-mail: [Conference@KEMAConference.com](mailto:Conference@KEMAConference.com)

Online registration is available at: <https://bit.ly/KEMA2024Sponsors>

## Sponsorship/Exhibitor Packages

### Gold Level Sponsors

We are excited to offer our most prestigious sponsorship package. There are only three of these exclusive packages which include two exhibitor booths, each measuring approximately 10' x 6' and equipped with two 8' skirted tables and four chairs. You'll also receive complementary registration for up to four staff members (with additional registrations available at 50% off), prominent signage throughout the classroom area, and top listing on the sponsorship signage placed by the Registration Booth. As a sponsor at this level, you'll also receive extensive recognition through our conference's social media channels and website, including mentions and links that will help drive traffic to your organization's site. You'll have access to the attendee list, giving you the opportunity to network with other emergency management professionals and volunteers, and you'll be able to include promotional materials in the attendee bags. Additionally, this package includes a full-page ad in the conference book, with prime location placement inside the front cover, back cover, or inside back cover. This placement is on a first come, first serve basis, so don't miss out on the opportunity to showcase your organization's commitment to emergency preparedness and homeland security.

### Silver Level Sponsors

We're pleased to offer another exceptional sponsorship opportunity that includes a variety of valuable benefits. This package includes one premier exhibitor booth (approximately 10' x 6' with a 8' skirted table and 2 chairs), complementary registration for two staff members (additional registrations at 50% off), and prominent signage throughout the classrooms area thanking you for your sponsorship. Additionally, your organization will receive top listing on the sponsorship signage placed by the Registration Booth, mentions and links on both KEMA and Conference social media sites, your logo and link on the Conference website, access to the attendee list, and the opportunity to include promotional material in attendee bags. Plus, your organization will be featured with a full-page ad in the Conference Book, ensuring maximum visibility among conference attendees.

### Bronze Level Sponsors

As a valued sponsor, you will receive an exhibitor booth (approximately 10' x 6' with a 8' skirted table and 2 chairs) and complementary registration for two staff members (additional registrations at 50% off). Your organization will be listed on the sponsorship signage placed by the Registration Booth, and your logo and link will be featured on the Conference website. You will also have the opportunity to include promotional material in attendee bags and receive a half-page ad in the Conference Book.

### Keystone Exhibitor Package

By selecting this sponsorship package, your organization will have the opportunity to showcase your products and services with two exhibitor booths, each measuring approximately 10' x 6' with a 8' skirted tables and four chairs. You'll also receive complementary registration for up to four staff members (with additional registrations available at 50% off). Your organization will also be listed on the Conference website, and have promotional material included in the attendee bag.

### Liberty Bell Exhibitor Package

By selecting this sponsorship package, your organization will receive an exhibitor booth (approximately 10' x 6' with a 8' skirted table and 2 chairs), along with two complimentary registrations (with additional registrations available at 50% off). Your organization will also be listed on the Conference website, and have promotional material included in the attendee bag.

# PA EMERGENCY PREPAREDNESS & HOMELAND SECURITY CONFERENCE 2024

## Sponsor and Exhibitor Opportunities

### Sponsor/Exhibitor Package Matrix

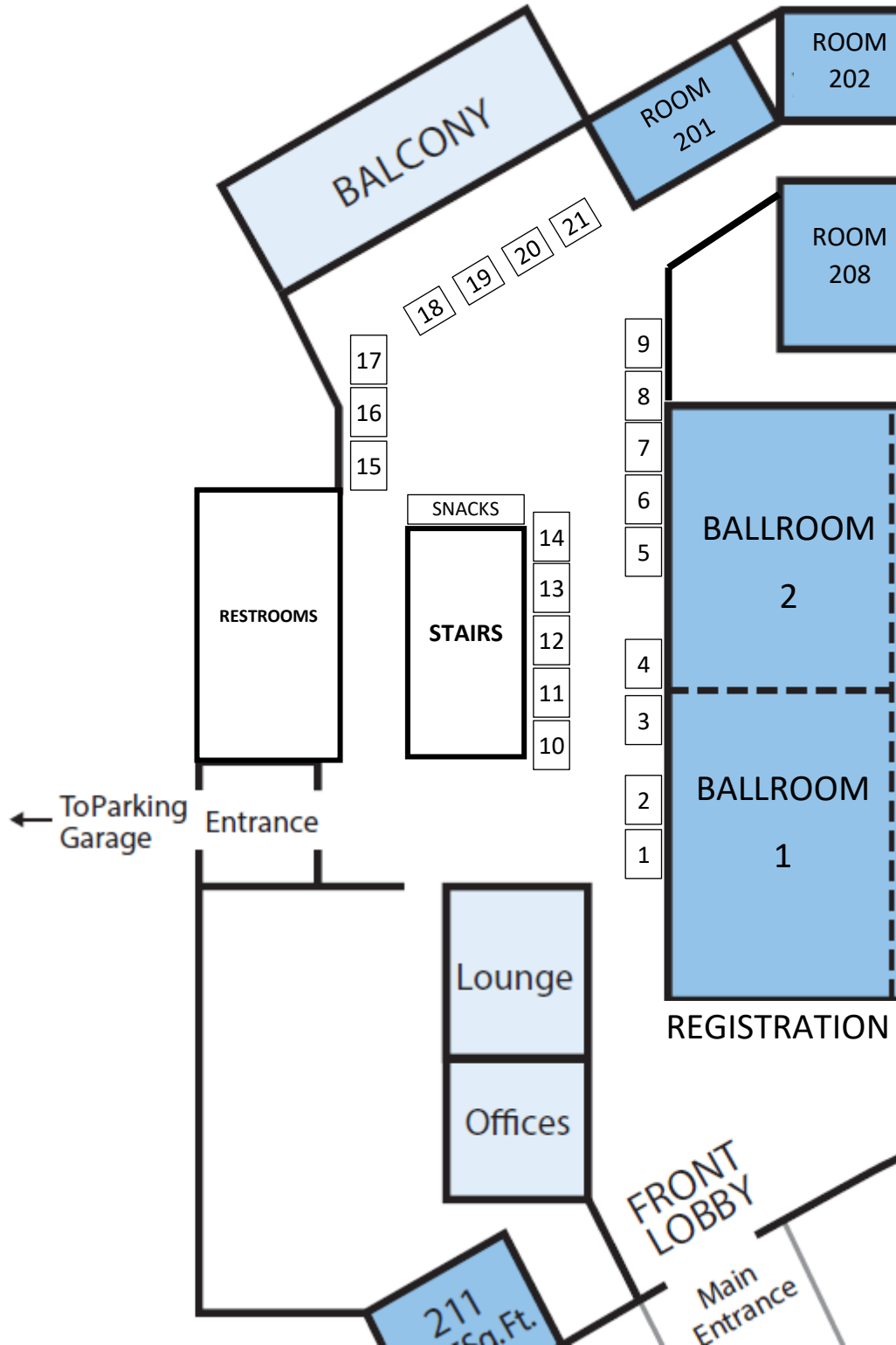
Package Levels:	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Keystone Exhibitor	Liberty Bell Exhibitor
Cost for each Package Level:	\$7,500	\$5,000	\$3,000	\$2,000	\$1,250
2 booth spaces with Complimentary Registration for 4 (additional registrations at 50%)	X				
1 Booth space with Complimentary Registration for 2 (additional registrations at 50%)		X		X	
1 Booth space with Complimentary Registration for 1 (additional registrations at 50%)			X		X
Mention/Link on KEMA social media	X	X	X		
Logo on Sponsorship Signage near Registration	X	X	X		
Logo/Link on Conference Website	X	X	X		
Listing/Link on Conference Website				X	X
Logo on table tent cards during Opening Ceremonies	X	X	X		
Listing on the dining hall table tent cards			X		
Conference Book Ad	Full Page	½	½	½	None
Logo in Conference Book	X	X	X		
Listing in Conference Book				X	X
Access to Attendee List	X	X			
Promotional Material in Attendee Bag (vendor provided)	X	X	X	X	X

### Additional Sponsorship Opportunities

Description	Opportunities Available	Cost
<b>Keynote Speaker Sponsor</b>	unlimited	\$2,500
<b>Full Page Conference Book Ad (5.5" X 8.5")</b>	unlimited	\$750
<b>Half Page Conference Book Ad (5.5" X 4.15")</b>	unlimited	\$400
<b>Basket Raffle</b> Promote your organization and show your support to the Pennsylvania emergency preparedness community by donating a basket.	unlimited	Donated
<b>Conference Bags</b> These will be sourced by KEMA at the price noted (exhibitor will provide their artwork that will be prominently placed on each bag).	1	\$1,500
<b>Conference Lanyards</b> The exhibitor will provide at least 500 lanyards	1	Donated
<b>Opening Ceremony Breakfast</b>	1	\$2,000
<b>Tuesday Continental Breakfast</b>	1	\$1,500
<b>AM Breaks Refreshments</b>	2	\$1,500
<b>Monday Lunch*</b>	1	\$2,000
<b>PM Breaks Refreshments</b>	2	\$1,500
<b>KEMA Annual Dinner Sponsor</b>	1	\$3,000
<b>Vendor Happy Hour on Monday evening (10/21/2024) from 8PM to 10PM in Courtyard Marriott Lobby/Bar</b>	unlimited	\$500

\* **Meal Sponsors:** Sponsors for the Monday Lunch only will be able to set up an information table in the ballroom and will be given 15 minutes of exclusive time to talk with participants about their organization, products, etc.) **This option is only available IN ADDITION to a Sponsor or Exhibitor Package.**

### Booth Locations and Assignments



Booth allocations will be prioritized based on Sponsorship Levels, with Gold, Silver, and Bronze taking precedence, followed by Exhibitor Levels, starting with Keystone and then Liberty Bell, in the order of registration date.

## Terms and Conditions

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The **Keystone Emergency Management Association** (KEMA) is the official and only “Organizer” of the annual **Pennsylvania Emergency Preparedness and Homeland Security Conference**, #KEMACon2024. The Organizer has the right to adjust content, times, and dates at any time.

**Payment:** A exhibitor sale requires a 100% payment that is due to KEMA upon execution of an agreement. A sponsorship sale requires a 100% payment that is due to the KEMA upon signature of an agreement. Any “offline” payments are required to be received within 14 days of the online application.

**Agreement to Conditions:** Upon the KEMA’s acceptance of the application, the Exhibitor agrees to abide by the terms and conditions listed.

**Exhibit Space:** One eight-foot draped, skirted table, and two chairs constitute one booth area (approximately 10’ X 6’).

- This does not include back wall, sidewall, drapes, signs, labor, security, gas, or water. Electric IS included.
- **Depth:** All display textures over 4 feet height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor’s space which is within 5 feet of the backline.
- **Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of their exhibit. Exhibitors with larger space (more than one booth) should also be able to effectively use as much of the total floor space as possible, if they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both aims.
- All use of exhibit space is subject to Convention Center’s current rules and regulations for exhibit services and must be in compliance with the local safety and fire codes.

**Proper Use of Exhibit Space:** Exhibitors may not reassign, sublet, or allow other companies to use the whole or a part of the space assigned by KEMA. Exhibitors may not display or advertise any goods or services not manufactured, distributed, or otherwise provided by the exhibiting company during the normal course of business. Only those companies exhibiting or sponsoring with KEMA can promote their products or services and only in their assigned space. **All displays, demonstrations, sales activities, etc., must be contained within the reserved booth space.** Exhibitors may not impede traffic through the aisles.

KEMA policy firmly restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and from distributing promotional materials of any type inside or outside of the Venue, Exhibition Area or Conference Spaces or any other areas. Those caught doing so will be immediately asked to leave. KEMA’s status as a nonprofit organization precludes direct sales of any goods from the exhibit floor. Attendees may place orders with exhibitors for goods or services. The use of audio visual, sound, virtual reality, drone, or other special effects equipment may not obstruct or otherwise interfere with adjacent booths and must be pre-approved in writing by KEMA.

**Insurance:** An Exhibitor acknowledges that KEMA and the Blair County Convention Center does not maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to



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obtain business interruption coverage and property damage insurance covering any such property losses incurred by the Exhibitor.

**Cancellation or Relocation of Conference:** If KEMA must cancel or relocate the Conference due to circumstances not under the direct control of KEMA, KEMA will have no liability of any kind.

**Cancellation/Failure to Occupy Rented Space/Downsize by Exhibitor:** An Exhibitor may cancel only by giving written mutual notice to KEMA and complying with the terms hereof. In the event an exhibitor cancels within fifteen (15) days after the date of application and before June 30, 2024, 100% of the fees will be refunded. In the event an exhibitor cancels all or part of the exhibit space contracted more than fifteen (15) days after the date of application, Exhibitor agrees to pay as liquidated damages the following:

If cancelling:

- 50% of the contracted space cost if cancellation is received before July 31, 2024. After July 31, 2024, no fees will be refunded.

**No-Show Policy:** Any exhibit space unoccupied by a 4:00 PM on the first day of the Conference, unless other arrangements have been made in mutual writing in advance with KEMA, may be regarded as a “no-show.” The exhibitor will be deemed to have cancelled the exhibit space contract and, as such, the exhibitors will pay as liquidated damages 100% of the total contracted space fee. All freight will be removed from the exhibitor’s booth and returned to the loading dock or freight staging area at the exhibitor’s expense, and KEMA will be free to assign the space to other exhibiting companies or utilize the space at its discretion.

**Cleanliness:** A clean building will be furnished at the start of the contract period and prior to the start of each day’s events. Exhibitors must maintain and keep in good order their respective exhibit spaces.

**Smoking Policy:** No smoking is allowed in the Blair County Convention Center exhibit area. All smoking must occur in the designated area.

**Delivery and Set-up:** Exhibitors are responsible for delivery, setup, and removal of all exhibit materials. It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event. Each exhibitor should make arrangements with the **Blair County Convection Center [(814) 943-5392 or [info@blaircc.net](mailto:info@blaircc.net)]** to coordinate inbound and outbound shipping of materials. Set-up time starts at 10:00 am on Sunday, October 20<sup>th</sup> and shall be completed by 4:00 pm. **NO EXCEPTIONS**, unless otherwise approved by KEMA.

**Exhibitor Conduct:** All exhibitors and their guests are expected to maintain courteous and professional conduct during the symposium as well as any affiliated gatherings.

**Rejection of Exhibitor or Sponsor Application:** KEMA reserves the right to cancel or refuse rental of display space or sponsorship to any person or company whose conduct or display of goods or content is, in the opinion of the conference Organizer, incompatible with the general character and objectives of the **Pennsylvania Emergency Preparedness and Homeland Security Conference**.

**Save 15% on Sponsorship Packages if you register and pay in full by  
March 1, 2024**

Online registration is available at: <https://bit.ly/KEMA2024Sponsors>

