



NEW MEXICO FIRE SERVICE CONFERENCE EXHIBIT RULES & INFORMATION – *continued*

EXHIBIT HOURS

Thursday, September 28th

Exhibitor Reception 6:30 – 8:30 p.m.

Friday, September 29th

Morning Refreshments 8:00 – 8:30 am

Lunch w/Exhibitors 11:30 – 1:00 pm

Refreshment Break 2:45 – 3:00 pm

Evening Cookout and Music on the back patio 5:30 – 10:00 pm

Saturday, September 30th

Morning Refreshments 8:00 – 9:00 am

*Time/Vendor Drawings 11:30 – 1:00 pm

**Drawings will be done at the Lunch on Saturday. You can conduct your own drawing or bring a door prize to the Exhibitor Registration Booth. This is a good time to get additional exposure for your company while engaging the attendees. Note: All the above events listed will be in the exhibit hall.*

AD SIZE PRICE

Business Card Size - 3" wide x 2" tall \$100

Half Page Ad – 3" wide x 4" tall \$200

Full Page Ad – 3" wide x 8" tall \$400

Ad fees are non-refundable.

SPACE ASSIGNMENT

Booth allocation will be assigned at the sole discretion of the show management and will be based on the date of receipt of registration and payment, with priority given to regular exhibitors and contributing sponsors. No space will be held until payment is received in full. NMML reserves the right to accept or reject without reason any exhibit agreement. Should it become necessary for any reason, NMML also reserves the right to reassign exhibit space.

UNOCCUPIED SPACE

NMML reserves the right to rent or reassign any booth space that is not occupied after the first hour of the show's opening.

USE OF BOOTH SPACE

Exhibitors shall reflect their company's highest standards of professionalism. No exhibitor shall assign, sublet or share booth space without prior NMML permission.

CONVENTION SERVICES OF THE SOUTHWEST

Convention Services of the Southwest (CSS) is the official Exhibit Show Manager. After your registration and payment has been processed by NMML, your contact information will be sent to CSS. They will email you login information to access additional services that CSS has to offer. If you do not receive this information please call them at 505-243-9889. *Note: CSS is responsible for inbound and outbound shipping.* Refer to details below.

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SHIPPING

Direct shipping to the Ruidoso Convention Center is not applicable. All shipping must go through Convention Services of the Southwest (CSS). If the facility receives show freight, it will be consigned to CSS and the exhibitor will incur drayage charges. The Ruidoso Convention Center will not accept any outbound shipping responsibility. Additional information including fees will be on the electronic service kit that you must access from the CSS website using your login information.

ELECTRICITY

Electricity will be provided by Convention Services of the Southwest at an additional cost. The form will be included in the electronic service kit that you must access from the CSS website using your login information.

FOOD SERVICE

NMML reserves the right to provide food and beverage service during certain hours in the exhibit area. No free samples (food or beverage) may be given away or otherwise distributed by any exhibitor without prior written approval by NMML.

HOSPITALITY SUITES & OTHER EVENTS

Any firm or organization wishing to host a hospitality suite or any other event in conjunction with the NM Fire Service Conference must seek NMML prior approval. NMML must be informed of the dates, times and locations for these events in advance, and said events may not conflict with any Conference activities.

SECURITY & LIABILITY

Basic overnight security services will be provided by the Ruidoso Convention Center. The exhibitor agrees to hold the Ruidoso Convention Center and NMML harmless and to indemnify the Ruidoso Convention Center and NMML against claims or liability arising out of the actions, fault or negligence of the exhibitor, its agents or employees, prior to, during and after the exposition. NMML and the Ruidoso Convention Center shall not be responsible for any loss, damage or injury that may happen to the exhibitor or the exhibitor's agents, patrons, guests, employees or property from any cause whatsoever (unless occasioned by the sole willful or gross negligence of NMML or the Ruidoso Convention Center) prior to, during or subsequent to the exposition period. The exhibitor hereby releases NMML and the Ruidoso Convention Center from, and agrees to indemnify them against, any and all claims for such loss, damage or injury.

NEW MEXICO FIRE SERVICE CONFERENCE EXHIBITOR/SPONSOR REGISTRATION FORM

Company: _____ Phone Number: _____

Contact Person: _____ Email: _____

REGISTRATION

		Quantity		Cost		Total
8' x 10' booth with 6' table & 2 chairs	\$1,000	_____	x	_____	=	_____
Additional Exhibitor Registration - <i>includes entry to all functions</i> <i>*Everyone in exhibit hall must have a badge.</i>	\$150	_____	x	_____	=	_____
Golf Tournament Registration - <i>per person</i>	\$75	_____	x	_____	=	_____
Outdoor Vehicles — <i>spaces are first come first serve basis</i> <i>Maximum of 2 parking spaces per exhibit booth</i>	N/C	_____		_____	=	_____

ADVERTISEMENTS IN FINAL PROGRAM

Full Page 3" x 8"	\$400	_____	x	_____	=	_____
Half Page 3" x 4"	\$200	_____	x	_____	=	_____
Quarter Page 3" x 2"	\$100	_____	x	_____	=	_____



SPONSORSHIP OPPORTUNITIES

		Quantity		Cost		Total
Golf Hole Sponsorship <i>~Includes sign with business logo or family name on one golf green</i>	\$150	_____	x	_____	=	_____
Corporate Golf Game Sponsorship <i>~Includes the opportunity to conduct contest or game to promote your companies' products, signs at two golf greens.</i>	\$500	_____	x	_____	=	_____
Break Sponsor <i>~Includes quarter page ad, sponsor sign at all breaks and Opening Ceremony Recognition</i>	\$500	_____	x	_____	=	_____
Lunch Sponsor <i>~Includes exhibit booth, half page ad, sponsor sign at all luncheons and Opening Ceremony Recognition</i>	\$1,500	_____	x	_____	=	_____
Golf Sponsor <i>~Includes exhibit booth, full page ad, sponsor sign at golf tournament and Opening Ceremony Recognition</i>	\$2,500	_____	x	_____	=	_____
Dinner Sponsor <i>~Includes (2) exhibit booths, full page ad, sponsor sign at both dinners and Opening Ceremony Recognition</i>	\$5,000	_____	x	_____	=	_____

Grand Total \$ _____

Return to:

Mariah Valdez - mvaldez@nmml.org • 505-992-3523 • 800-432-2036 • Fax 505-984-1392

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Company: _____ Phone Number: _____

Contact Person: _____ Email: _____

REGISTER THE FOLLOWING REPRESENTATIVES – Each booth includes TWO registrations, anyone at the booth above and beyond that must purchase an additional representative registration.

1. Included with booth: _____ Title: _____

Dietary Restrictions: _____ Add Golf Registration Will attend Friday night dinner

2. Add'l Registration: _____ Title: _____

Dietary Restrictions: _____ Add Golf Registration Will attend Friday night dinner

3. Add'l Registration: _____ Title: _____

Dietary Restrictions: _____ Add Golf Registration Will attend Friday night dinner

***For ADA Needs contact Mariah at (800) 432-2036*

GOLF TEAM REQUESTS (Must indicate teams in advance, players must be pre-registered & paid to participate)

1. _____ 2. _____

3. _____ 4. _____

PAYMENT – Registration will not be processed until payment is received.

Cardholder Name: _____ Total Amount: _____

Visa MC AMEX Discover Exp. _____

Card # _____ CVV: _____

Billing Address: _____

Signature: _____

COMPANY INFORMATION LISTING – this is what will be printed in the final program

Company Name: _____

Contact Name: _____ Phone #: _____

Website: _____ Email: _____

Product Description: _____

By submission of this form, I agree to all registration & cancellation policies.

Print Name

Signature

Date

CONFERENCE LODGING & CONVENTION CENTER INFORMATION

- Call the property of your choice directly.
- Room Block name for each property is NM Fire Service Conference.
- Rooms may sell out prior to the cut-off date.
- All rates are subject to tax, based on single or double occupancy.
- After cut-off dates, discounted rates are no longer guaranteed, and rooms will be on a space availability basis only.



[MCM Eleganté Lodge & Resort](#)

866-211-7727

107 Sierra Blanca Drive • Ruidoso, NM 88345

Rates: Double Deluxe Queen - \$104.00

King Studio Suite - \$114.00

King One Bedroom Suite - \$124.00

Cut-off Date: September 13th

Includes free breakfast buffet



[The Village Lodge Condos](#)

575-258-5442

1000 Mechem Drive • Ruidoso, NM 88345

Rates begin at \$96.00 per night

Space available basis only.



[Elevate Hotel at Sierra Blanca](#)

575-449-2703

25980 US Highway 70 • Ruidoso, NM 88345

Rate: \$96.00 Single or Double

Cut-off Date: Space Available

Includes free full breakfast

[Reservations](#)



111 Sierra Blanca Drive • Ruidoso, NM

The Ruidoso Convention Center offers as much beauty indoors as the mountain community boasts of the green outdoors. It has been redesigned with rustic mountain décor and includes conveniences such as wireless internet throughout the facility and comfortably recessed lounges for networking with your peers between sessions.

