BEYOND THE EDGE

2019 INTERNATIONAL SCHOOL SAFETY INSTITUTE CONFERENCE

SEPTEMBER 29 - OCTOBER 2, 2019 | SHERATON SAN DIEGO HOTEL & MARINA BAY TOWER
1590 HARBOR ISLAND DR., SAN DIEGO, CA 92101

BE A PART OF THE SCHOOL SAFETY EDUCATION MOVEMENT

- Cutting-edge resources and sessions
- Keynote address
- Network with industry leaders
- Great location with easy proximity to amenities
Thank you for considering a sponsorship for the 2019 ISSI Conference. Be a part of a growing movement of thought leaders and advocates working to educate school administrators, resource officers and parents on best practices to proactively address and respond to today's complex challenges. Our sponsorship packages are packed with benefits that help you interact with attendees and participate in the Conference all while promoting your business. Call us at 858.472.3682 to take advantage of the limited number of exhibitor and non-exhibitor opportunities.

<table>
<thead>
<tr>
<th>SPONSORSHIP PACKAGES</th>
<th>SPONSOR BENEFITS</th>
<th>Exhibitor Sponsorship</th>
<th>Non-Exhibitor Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Custom Curate</td>
<td>Platinum</td>
<td>Gold</td>
</tr>
<tr>
<td></td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Available number of sponsorships</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Exclusivity</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Stay - standard room nights included</td>
<td>•</td>
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</tr>
<tr>
<td>Speak from podium</td>
<td>•</td>
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</tr>
<tr>
<td>Exhibit Upgrade (2) 8 x 10 exhibit booth</td>
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<td>•</td>
</tr>
<tr>
<td>Exhibit 8 x 10 exhibit booth</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Review conference attendee list and schedule 1 on 1</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Full conference registration</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Exhibit hall pass</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Co-host with ISSI cocktail reception</td>
<td>•</td>
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</tr>
<tr>
<td>Attend sponsor and exhibitor cocktail reception</td>
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</tr>
<tr>
<td>Company logo banner on SSIC website</td>
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</tr>
<tr>
<td>Company banner rotate on SSIC website</td>
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<tr>
<td>Company logo static on SSIC website</td>
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</tr>
<tr>
<td>General session static company logo</td>
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</tr>
<tr>
<td>General session company logo rotation</td>
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</tr>
<tr>
<td>Logo on hotel keycard sleeve</td>
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</tr>
<tr>
<td>Conference registration bag logo</td>
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</tr>
<tr>
<td>Website banner ad on registration page</td>
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</tr>
<tr>
<td>Website directory listing</td>
<td>•</td>
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<tr>
<td>Welcome banner and signage - exclusive at registration</td>
<td>•</td>
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</tr>
<tr>
<td>Social media thank you to our sponsors post with link to your website - content approvals</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Resource and Program guide ad - full page</td>
<td>•</td>
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<tr>
<td>Resource and program guide ad - half page</td>
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<tr>
<td>Resource &amp; program guide - directory listing</td>
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<tr>
<td>Promo merchandise/flier in registration bag</td>
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<tr>
<td>Valet parking sponsor - Day 1</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Valet parking sponsor - Day 2</td>
<td>•</td>
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</tbody>
</table>
ADVERTISE AT THE CONFERENCE

2019 INTERNATIONAL SCHOOL SAFETY INSTITUTE CONFERENCE • SAN DIEGO, CALIFORNIA

DEADLINE DATE FOR ART SUBMISSION IS SEPTEMBER 13, 2019

<table>
<thead>
<tr>
<th>ADVERTISEMENT SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover – Full page*</td>
<td>$500</td>
</tr>
<tr>
<td>Full Page Color*</td>
<td>$400</td>
</tr>
<tr>
<td>Back Cover – Full page*</td>
<td>$500</td>
</tr>
<tr>
<td>Half Page Color 8.5” w x 5.5” h</td>
<td>$200</td>
</tr>
<tr>
<td>Center page 2 page spread**</td>
<td>$700</td>
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<tr>
<td>Half Page B &amp; W</td>
<td>$100</td>
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</tbody>
</table>

All ads and logos should be high-resolution at 300 dpi in either JPEG, TIFF, PNG or PDF formats. All specs include a .25“ safety margin for printing.

*Full page Ad specs: Without bleed: 8.5” w x 11” h | with bleed: 8.75” w x 11.25” h (including a .125“ bleed on all sides)

**Center 2 page spread specs: Without bleed: 17” w x 11” h | with bleed: 17.25” w x 11.25” h (including .125“ bleed on all sides).

Design services available for additional fee of $150.

ADVERTISER INFORMATION

Name: _______________________________________________________________________________________________________

Company Name: ______________________________________________________________________________________________

Company Address: ____________________________________________________________________________________________

Company Phone: ______________________________________________________________________________________________

Direct Phone: __________________________________________________________________________________________________

Email: _________________________________________________________________________________________________________

PAYMENT INFORMATION

☐ Visa ☐ M/C ☐ American Express ☐ Discover

☐ Check (made payable to International Institute of School Safety)

Credit Card Number: ______________________________________________________________

Exp. Date: _________________________ Amount Charge: $______________________________

Cardholder Name: _________________________________________________________________

Signature: _________________________________________________________________________
ADVERTISE AT THE CONFERENCE

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ADDITIONAL INFORMATION

By signing below, you certify that you have read and understand the following terms:

• International School Safety Institute reserves the right to refuse publication of creative if it does not meet ISSI guidelines.
• If creative submitted is not to specifications requested by ISSI, the creative will be returned. Additional costs for resize ad is at advertiser expense.
• Approved creative must be received by deadline date, otherwise advertiser will not receive the opportunity to advertise.
• Advertiser grants ISSI a limited license to use its name and creative images as outlined herein.
• Although ISSI will withdraw advertising upon request of the Advertiser, due to ISSI expenses incurred and other commitments, advertising payments are final and will not be refunded under any circumstances should Advertiser request withdrawal of advertisement.

Advertiser Signature: ________________________________

ISSI Sales Representative: ________________________________

Please return with payment to:

International School Safety Institute Conference
Attn: Jeff Kaye
1501 San Elijo Rd. South
Suite 104-431
San Marcos, CA 92078

• Final advertising payments are due 30 days from date of signed agreement. Failure to make final payment shall result in loss of Advertiser rights for all subsequent events, but does not entitle Advertiser to a refund of previously paid funds.

Advertiser Signature: ________________________________

ISSI Sales Representative: ________________________________

Email: ________________________________
CONFERENCE EXHIBITOR RULES AND REGULATIONS

International School Safety Institute, its officers, employees and agents herein referred to as ISSI.

ELIGIBILITY: ISSI reserves the right to determine the eligibility of any Exhibitor product or service for inclusion in the Trade Show. (a) To be eligible, the exhibiting company and their products and services must have an affiliation to the school safety industry. (b) In order to be processed, applications must be accompanied by payment in full. (c) Exhibitors with outstanding financial obligations to ISSI over 30 days past due, are not eligible to exhibit. ISSI reserves the right to assign, reassign or relocate exhibit booths at any time for the overall benefit of the Conference.

INSTALLING AND DISMANTLING OF EXHIBITS:
PARTICIPANTS: (a) Set-up of displays from 12:00 p.m. - 4:30 p.m. on September 29. Displays must be in readiness by 8:00 a.m. and must remain intact and attended until the closing hour of 5 pm (b) Exhibitors are not permitted to dismantle or begin packing of displays before October 2 at 2 pm. (c) All exhibit displays and materials must be removed no later than October 2 at 6 p.m. (d) Exhibitors who are not show-ready 8 a.m. on September 30 or who begin dismantling prior to 2 p.m. on October 2 will be fined one half of their booth rental fee and jeopardize their eligibility for future shows. NO EXCEPTIONS!

EXHIBITOR RESPONSIBILITIES:
(a) Exhibitors must designate one person as a point-of-contact during the set-up, show hours and tear-down. (b) Exhibit booths must be staffed at all times by qualified employees by exhibitors (or an authorized representative) who must demonstrate and explain the products displayed. (c) During the course of the show, Exhibitors assume the responsibility of keeping their booths clean and in good order. (d) All products and services, as well as behavior of employees and representatives of Exhibitor must fall within the parameters of what would normally be deemed as decent and in good taste. (e) Exhibitors are: Not permitted to solicit or distribute any products or services outside the confines of contracted display space, e.g. registration areas, lounges, meeting rooms, program areas or other facilities of the convention center. (f) Exhibitors are not permitted to distribute any materials or offer for sale any products or services from another company or party not directly affiliated to their company or who has not purchased display space (g) Exhibitors are wholly responsible for safeguarding of their display.

SUB-LEASING OF SPACE: Exhibitors are not permitted to assign, sublet or co-sponsor exhibitor booth.

NON-COMPLIANCE: (a) Exhibitor understands and acknowledges permission to exhibit and remain on display has been granted and remains in effect based on strict compliance with the rules herein formulated. (b) If an Exhibitor is ejected for violation of any of these rules, or for any other reason, no return of rental fees shall be made.

CANCELLATION POLICY: All cancellations must be submitted in writing to ISSI. Cancellations received on or before June 30, 2019 will be issued a full refund less $100 administration fee. No refunds will be issued if cancellation is received after August 30, 2019.

EXHIBITOR SOLICITATIONS: (a) Exhibitor must limit their activities within the confines of their contractual space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors.

LIMITS OF LIABILITY: (a) ISSI shall not be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitors’ property, employees or any other designee for any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. Nor shall ISSI be held liable for any act of God which makes the facilities unusable during the contractual period. (b) Furthermore, upon signing this contract, Exhibitor’s release ISSI from and agrees to indemnify and save harmless ISSI against any and all claims for loss damage or injury to Exhibitor or Exhibitor personnel for the duration of the show. (c) Exhibitors are liable for any damage caused by affixing displays to building floors, walls, to standard booth equipment and for damages caused by Exhibitor in any other manner. This liability also extends to helium balloons, confetti as well as paint, adhesive, lacquer or any other coating applied to building walls or floors or standard booth equipment. (d) ISSI will not be responsible for delay, damage, loss, increased cost or any other unfavorable conditions caused by circumstances beyond its control.
RULES AND REGULATIONS

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FAILURE TO OCCUPY SPACE: Space not occupied by 11 AM on September 30, will be forfeited by Exhibitor and may be resold and/or reassigned without refund unless prior arrangements for delayed occupancy have been approved, in writing, by ISSI. In no event will Exhibitors receive any refund of booth rental.

NOISE: Public address announcements and/or the use of loud devices for the mechanical reproduction of sound beyond the individual Exhibitor’s booth, or excessive operating noise which distracts neighboring Exhibitors from authorized performance, is prohibited. In addition, music may not be played in any form without proper licensing of copyrighted music.

INSURANCE: Fire, theft and liability insurance protecting the Exhibitor must be arranged for by individual Exhibitors at their expense. All Exhibitors and their authorized decorators must carry proof of full insurance for the duration of the show, including move-in and move-Out. ISSI does not carry insurance to cover individual exhibits.

FIRE LAWS: (a) Federal, state and city fire laws must be strictly observed. Cloth and non-fire retardant materials must be flame-proofed. Electrical wiring must comply with Fire Department and Underwriter’s rules. (Exhibitors should contact the convention services contractor for additional information.) (b) All inflammable materials (excelsior, wrapping paper, etc.) must be removed from the exhibit area prior to the opening of the exhibit hall. (c) Aisles and fire exits cannot be blocked by Exhibitor displays and all Exhibitor equipment, including boxes, display cases, tools, etc. must be placed within the confines of booth or stored with the convention services contractor until the close of the show. (d) No combustibles of any nature may be brought into the trade show facility without prior approval from ISSI, the San Diego Convention Center, and Fire Marshall.

BOOTH SPACE, EQUIPMENT AND ACCEPTABLE DISPLAYS: (a) Booths are defined as a 10’ x 10’ space per unit price. (b) For each booth purchased, ISSI will supply one (1) 6’ skirted table, two (2) plastic contour chairs, pipe and drape, one (1) wastebasket, and one (1) single line ID sign (rx44”) identifying the firm name (based on registration date). (c) Self-contained exhibit displays may not exceed a height of 8’ and must be confined to the rear one-third of the booth. Sidewalls must be visually acceptable to adjoining exhibit displays and ISSI. In all other portions of the booth, no display materials shall be placed to exceed a height of 4’ from the floor. (d) Bright lights or other distracting visual displays are not permitted. Any exceptions must be approved in writing by ISSI. (e) Decorative candles are NOT permitted.

SPACE: No construction is allowed on the sides of any booth that would obstruct the line-of-sight of adjacent booths. In addition, no Exhibitor may display any signs, partitions, apparatus, shelving or other construction that extends more than 8’ above the floor on the back wall or 4’ on sidewalls, without prior written permission from ISSI.

By my signature below, I confirm I have read, agree and will abide by the above Rules and Regulations for exhibiting at the ISSI Conferences.

Signature: ________________________________________________

Company: _______________________________________________

Date: __________________________________________________

A signed copy must accompany booth reservation application.

- Final advertising payments are due 30 days from date of signed agreement. Failure to make final payment shall result in loss of Advertiser rights for all subsequent events, but does not entitle Advertiser to a refund of previously paid funds.

Advertiser Signature: _______________________________________

ISSI Sales Representative: _________________________________

Email: __________________________________________________________________________
The ISSI Conference continues to realize rapid growth! Between 2016-2018, conference attendance grew by 39%. With the increasing demand for education and resources we anticipate the 2019 attendance between 200-250 attendees whose composition reflect personnel in education and law enforcement.

**ATTENDEE PROFILE**
90% education sector
10% law enforcement agencies who work closely with schools

**EDUCATION SECTOR**
Education sector attendees are decision makers responsible for school safety or emergency management, and persons who work closely with safe school culture and climate related areas in schools including:

- Superintendents
- School Board members
- Principals
- Educators who aspire to someday be a Principal or Superintendent
- Risk Managers
- Security and Safety Directors
- Security professionals
- School Counselors and Psychologists
- Administrators involved in Child Welfare and Attendance roles
- Parent involved in school site safety councils
- Other school administrators who play a daily role in safe school culture and climate issues

**LAW ENFORCEMENT SECTOR**
Law enforcement attendees include:

- School Resource Officers
- Supervisors who oversee School Resource Officer programs
- Personnel responsible for school related planning or response issues

**GEOGRAPHIC REGIONS:**

U.S. Regions
- East Coast
- Midwest
- Southwest
- Mountain region

Canada and Territories:
- Canadian provinces
- Caribbean islands

**MEDIA:**
The International School Safety Institute Conference will shed more light on school safety climate and culture by inviting credentialed members of the press and inclusion of media, journalist and reporters from top tier international, national and local news outlets.