Position your company as the premier solution provider that attendees can’t live without!

The International Hazmat Response Teams Conference is the show for you. You won't find a better opportunity to showcase your company and its products to the leading hazmat responders from around the country.

### 2020 Virtual Hazmat Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Attendees</td>
<td>3,977</td>
</tr>
<tr>
<td>Total Conference Page Views</td>
<td>27,515</td>
</tr>
<tr>
<td>Saved Schedules</td>
<td>3,971</td>
</tr>
<tr>
<td>LiveStream Views</td>
<td>5,422</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career</td>
<td>54%</td>
</tr>
<tr>
<td>Combination</td>
<td>21%</td>
</tr>
<tr>
<td>Military</td>
<td>5%</td>
</tr>
<tr>
<td>Volunteer</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Industrial</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchasing Responsibility</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Decision Maker</td>
<td>32%</td>
</tr>
<tr>
<td>Significant Influence</td>
<td>34%</td>
</tr>
<tr>
<td>Recommend</td>
<td>16%</td>
</tr>
<tr>
<td>Research/Specify</td>
<td>18%</td>
</tr>
</tbody>
</table>
Exhibitor Listing $750

Includes

**NEW** Exhibitor/Attendee Matchmaking & Lead Gen

Product Showcase (1 product included)
Additional Products can be added for $100/each

Digital Booth Banner
Company Logo
Introductory or Product Video
Company Profile
Brochure (PDF)
Up to 3 web links
Up to 3 PDFs
Logo in exhibitor list on CRR Website

Live Text Chat Opportunities
Giveaway Button

2 Complimentary Registrations

Examples from previous IAFC Virtual Events
Exhibitor/Attendee Matchmaking

What Is It?
• Personalized experience for both attendees and exhibitors
• Dynamic Attendee List

How Do Exhibitors Use It?
• Qualify leads
• Set meetings with attendees
• Determine interest level in product/service offerings
• **View Attendee Data**
  • Attendee Profiles
  • Attendee Category Interests
  • Attendee Engagement with YOUR booth
  • Attendee percentage match to your products/services
Exhibitor/Attendee Matchmaking

What Do Exhibitors See?

Attendees that have agreed to share their information are visible to all exhibitors. The percentage match pre-qualifies these attendees for you.

In the attendee’s profile, you can view their engagement with YOUR booth; when they have viewed your information and what they may have downloaded.
Exhibitor/Attendee Matchmaking

What Do Exhibitors See?

Attendee List with filters to qualify potential leads

Total Meeting Invitations: 49 (51 meeting invitations available to schedule)
Total Meeting Invitations You Can Send: 100
Exhibitor/Attendee Matchmaking

What Do Attendees See?

Attendees can see how well they match with exhibitors’ product/service based on preference selection when they set up their profile.

Full Exhibitor List
Selected Categories
Badges-additional Exhibitor visibility

Attendee Dashboard
My Experience: Schedule
Brooke Benton
My Experience: Exhibitors
My Schedule
My Posters
My Exhibitors

# of Booths Favorited
Booth Views

Drive organic booth traffic by interested attendees

Match is determined by preferences selected by both attendee and exhibitor
Conference Website Opportunities

- **Rotating Left Hand Ad**
  - Ad will appear on every page.
  - Size: 400w x 400h px
  - Format: .GIF, .EPS, .JPG or .PNG
  - Includes post-show attendee list.

- **My Experience Banner Ad**
  - Rotating Ad on the My Experience page (Exclusive)
  - Size: 1280w x 200h px
  - Format: .GIF, .EPS, .JPG or .PNG
  - Includes post-show attendee list.

- **Conference Homepage Main Screen Tile**
  - Static ad on the main conference page, up to 4 total ads
  - Size: 600w x 200h px
  - Format: .EPS, .JPG or .PNG
  - Includes post-show attendee list.

- **Rotating Right Ad**
  - Rotating Ad on the main conference page, up to 5 total ads
  - Size: 320w x 1200h px
  - Format: .GIF, .EPS, .JPG or .PNG
  - Includes post-show attendee list.

All Branding & Education Sponsors will receive 4 full conference registrations and a post-show attendee list including email for one-time use.
<table>
<thead>
<tr>
<th>Location / Item</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
</table>
| **General Session Live Stream**                     | $10,000 | • Banner ad above and below the live stream video  
• 30-60 second commercial/ad to be played during the live stream session.  
• Corporate Recognition during the opening general session from event host  
• 2-minute pre-recorded sponsor message/remarks  
• Branded backdrop behind moderator (agreement must be received by June 1)  
• After Live Stream is over, session will be available OnDemand and sponsor logo will be included on the full schedule and pop-up with the sessions. |
| **Deliver Your OnDemand Session**                   | $5,000 | • Become a thought leader and provide an educational session to attendees.  
• Up to 60-minute pre-recorded presentation  
• Logo placement on the full schedule session listing  
• Linked logo on the session popup window |
| **Collaborative Breakout Session (LIVE)**           | $5,000 | • One-hour, moderated topic specific interactive session. Sponsor will work with Hazmat host and may suggest 1-2 questions for session discussion.  
• Anticipated 30-50 participants per breakout  
• Attendees can raise their hand as well which helps to allow control of conversation. |
| **Sponsor 5 OnDemand Sessions**                     | $2,500 | • Make your selection from existing event programming to sponsor five (5) OnDemand sessions.  
• Logo placement on the full schedule session listing  
• Linked logo on the session popup window |

**OnDemand Session / Popup**

- General Session Live Stream Banner – Also includes logo in Full Session Listing
Additional Options
Attendee Connections

- **IAFC Attendee/Prospect Email Top Banner Ad**
  - Include your custom banner on official Hazmat conference emails sent to over **18,500** people.
  - Dynamic ad above the Hazmat show banner at top of email
  - Art Deadline: 4 business days prior to send date
  - Size: 600 x 75 px

- **Attendee Bag Insert**
  - Provide one item to be inserted into each attendee virtual conference bag.
  - Bag insert opportunities are limited to 5 total.

### Item Cost Details Limit

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Details</th>
<th>Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>IAFC Attendee Email</td>
<td>$2,000/email</td>
<td>8 total emails (April – June)</td>
<td>8</td>
</tr>
<tr>
<td>Attendee Bag Insert</td>
<td>$1,000</td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>