



CALIFORNIA FIRE PREVENTION INSTITUTE

Annual Conference
March 3 - 7, 2025

SPONSORSHIP / EXHIBITOR OPPORTUNITIES

We're excited to share an opportunity to participate in our premier training event for California Fire Prevention and Risk Reduction professionals! CFPI has been providing educational programs for fire and life safety personnel for the last 36 years and this year will be no different.

Our expansive venue will host more than 400 attendees for this week-long educational institute and exhibitor expo. The two-day Exhibitor Expo will provide substantial opportunity for attendees to visit the exhibitors. The Expo culminates with our always exciting raffle with prizes generously provided by our exhibitors and CFPI.

We are excited for you to consider participating in our event either as a sponsor, an exhibitor, or both! If you have a sponsorship idea that you would like to propose or have a question about sponsorship, contact us at sponsorship@cfpi.org

**Online Sponsorship and Exhibitor registration
will open later this summer at:**

www.cfpi.org

**To register earlier, email
sponsorship@cfpi.org**

We sincerely appreciate your support and look forward to seeing you in Santa Barbara in 2025!

SPONSORSHIPS

CFPI offers annual sponsorships which grant access to yearly events associated with the Sponsor and Exhibitor Program. Sponsors can simply make one payment and be set for the remainder of the year. Sponsorships run the calendar year, Jan 1, 2025 to Dec 31, 2025. Expo booths are limited, please reserve early for preferred location.

Presenting Sponsor | \$8,500

Limited to One - First come, first serve

As a Presenting sponsor your company will receive the most amount of exposure and promotion. Presenting sponsors will receive the following:

- Top billing just below the CFPI logo/header on all correspondence sent to the listserve and attendees - see example below
- 8' x 8' Exhibitor Booth at premier location for week duration (2-day Exhibitor Booth at Exhibitor Expo as alternative option if preferred. See page 4, Exhibitor Booth registration for Exhibitor Expo details)
- Two half-hour breakout sessions at Exhibitor Expo (one session each day)
- Promotional video on CFPI website (provided by sponsor)
- Up to two-minute promotional video shown at Annual Business Meeting
- Recognition from CFPI President each day at lunch and the Annual Awards Luncheon
- Year-round advertisement and click-through links on CFPI website and CFPI mobile app
- Promotional video sent to all participants through CFPI ListServe (video provided by sponsor, unlimited length)
- Sponsor materials placed in CFPI Welcome Bags (materials provided by sponsor)
- Extra-large logo featured on signage and:
 - CFPI mobile app photo gallery
 - CFPI ListServe correspondence emails
 - Attendee logistics email sent prior to conference
 - Attendee evaluation email sent after the conference
 - Welcome sign in hotel lobby



SPONSORSHIPS

Gold | \$6,000

Limited to Five

- 8' x 8' Exhibitor Booth at priority location for 2-day Exhibitor Expo (see page 4, Exhibitor Booth registration for Exhibitor Expo details)
- Up to one-minute promotional video shown at Annual Business Meeting
- Recognition from CFPI President at the Awards Luncheon
- Sponsor materials placed in CFPI Welcome Bags (materials provided by sponsor)
- Year-round click-through links on CFPI website and CFPI mobile app
- Promotional video sent to all participants through CFPI ListServe (video provided by sponsor)
- Large-sized logo featured on signage and:
 - CFPI ListServe correspondence emails
 - Attendee logistics email sent prior to conference
 - Attendee evaluation email sent after the conference

Silver | \$4,000

Limited to Ten

- 8' x 8' Exhibitor Booth for 2-day Exhibitor Expo (see page 4, Exhibitor Booth registration for Exhibitor Expo details)
- Recognition from CFPI President at the Annual Awards Luncheon
- Year-round click-through links on CFPI website
- Medium-sized logo featured on signage and:
 - CFPI ListServe correspondence emails
 - Attendee logistics email sent prior to conference
 - Attendee evaluation email sent after the conference

Bronze | \$3,000

Limited to Fifteen

- 8' x 8' Exhibitor Booth for 2-day Exhibitor Expo (see page 4, Exhibitor Booth registration for Exhibitor Expo details)
- Year-round click-through links on CFPI website
- Small-sized logo featured on signage

EXHIBITOR EXPO

Exhibitor Booth at Two-Day Exhibitor Expo | \$2,250

\$2,500 after January 15, 2025 | Save \$250

CFPI draws attendance from throughout the State of California and other US states; there is no other educational opportunity of its kind. This annual educational institute is attended by hundreds of public and private professionals and industry leaders in the fire and life safety community. Take advantage of the opportunity to interact face-to-face and grow your business.

Registration includes:

- **8' x 8'** booth space
- 6' foot draped table, 2 chairs, wastebasket
- Each exhibiting group receives two lunches on March 6. Additional lunches are available for \$75.00/person.
- Electricity/Wi-Fi: Provided only upon request through our tradeshow services vendor. Please note Wi-Fi is a sponsorship option for the conference.
- Table assignments are first-come, first-served
- We encourage exhibitors to provide giveaway(s) for the annual raffle
- *Booth locations are subject to change*

For further information, please email sponsorship@cfpi.org

EVENT BRANDING

Wi-Fi | \$2,250 (Limited to One)
\$2,500 after January 15, 2025 | Save \$250

This sponsorship opportunity provides CFPI attendees access to Wi-Fi throughout the hotel. Gain recognition through signage and selecting your company name as the Wi-Fi code! CFPI will provide signage with the Wi-Fi information and company logo.

CFPI Mobile App | \$2,000 (Limited to One)
\$2,250 after January 15, 2025 | Save \$250

Have your company logo and information at the fingertips of all attendees on this invaluable resource. This sponsor is invited to craft a welcome message for the front page of the app visible to all attendees.

**Note: Sponsor is responsible for emailing message and logo to CFPI by January 15, 2025.*

Lanyards | \$2,250 (Limited to One)
\$2,500 after January 15, 2025 | Save \$250

Provide attendees with a useful conference resource – a string badge holder for their conference badge. Place your company name, logo, and/or booth number on the lanyard.

**Additional Cost: Sponsor is responsible for production and shipment costs of their insert. Lanyards must be delivered to CFPI by February 23, 2025.*

Hotel Key Cards | \$2,250 (Limited to One)

Help professionalize CFPI by sponsoring a special design that incorporates CFPI and your company's logo for the attendee hotel key cards. As a sponsor, you are guaranteed to catch the eyes of all staying at the hotel!

**Additional Cost: Sponsor is responsible for production and shipment costs of the key cards. Sponsor is responsible for emailing CFPI a high-resolution design by January 15, 2025.*

EVENT BRANDING

The Set Bar | \$2,000 (Limited to Four)

\$2,500 after January 15, 2025 | Save \$500

Show your support for CFPI by letting the attendees know who you are while they socialize! The hotel bar will show off your company name and logo on the TV monitor and you may add your own swag (like logo napkins/coasters) on the tables for all to enjoy.

**Sponsor is responsible for the production of the slide show for the TV monitor and to provide a thumb drive to the CFPI committee prior to the event.*

Attendee Polo | \$750 (Limited to one)

\$1,000 after January 15, 2025 | Save \$250

Imagine your company logo on the polo of every attendee at CFPI! With your sponsorship, attendees will receive the one and only 2025 CFPI polo at registration. This giveaway will be used by CFPI attendees for years to come as they remember more than just the meetings and presentations.

**Additional Cost: Sponsor is responsible for the production and shipment costs. Polo proofs must be submitted to CFPI for approval by January 6, 2025.*

Lunch Flyer | \$300 (Limited to one per day)

\$400 after January 15, 2025 | Save \$100

Reach all attendees by providing an informational flyer for attendees to read while they enjoy their lunch. CFPI staff will place pre-printed flyers at each lunch table on the pre-selected day.

**Additional Cost: Sponsor is responsible for supplying pre-printed materials one day prior to lunch day selected.*

EVENT BRANDING

Giveaway Item | \$400 (Limited to one per day)

\$500 after January 15, 2025 | Save \$100

Help attendees become more familiar with your company! CFPI will distribute the item at each attendee's lunch table.

**Additional Cost: Sponsor is responsible for the production and shipment costs. Giveaway item must be delivered to CFPI by February 23, 2025.*

SWAG

CFPI Welcome Bag | \$1,750 (Limited to One)

\$2,000 after January 15, 2025 | Save \$250

Show your support for CFPI by contributing high-quality bags for organizing conference materials. Each attendee will receive a CFPI Welcome Bag holding all their registration materials and information with your logo prominently displayed.

**Additional Cost: Sponsor is responsible for the production and shipment costs. Bags must be delivered to CFPI by February 23, 2025.*

CFPI Welcome Bag Insert | \$300

\$400 after January 15, 2025 | Save \$100

A highlight of the conference is a CFPI Welcome Bag packed with resourceful tools and other swag! Take advantage of this opportunity to have your company's swag included in every Welcome Bag.

**Additional Cost: Sponsor is responsible for production and shipment costs of their insert. All inserts must be delivered to the CFPI by February 23, 2025.*

FOOD

Morning Coffee and Refreshments | \$2,500 (Limited to Four Per Day)
\$3,250 after January 15, 2025 | Save \$750

Help CFPI attendees start the day on the right foot with delicious morning refreshments and coveted coffee for more than 400 attendees! CFPI will provide signage recognizing the sponsor on the day(s) of their sponsorship.

Annual Business Meeting Sponsor | \$2,600 (Limited to One)
\$3,250 after January 15, 2025 | Save \$650

Your sponsorship is an opportunity to join the FPO's in celebrating their shining stars and is sure to make the event unforgettable. CFPI will provide signage and include sponsor logo at the event.

Lunch Sponsor | \$2,600 (Limited to Four Per Day)
\$3,250 after January 15, 2025 | Save \$650

Have your logo displayed on the signage at lunch to be viewed by more than 400 attendees! CFPI will provide signage recognizing sponsor(s) on the day(s) of their sponsorships.

Afternoon Refreshments | \$1,600 (Limited to Four Per Day)
\$2,000 after January 15, 2025 | Save \$250

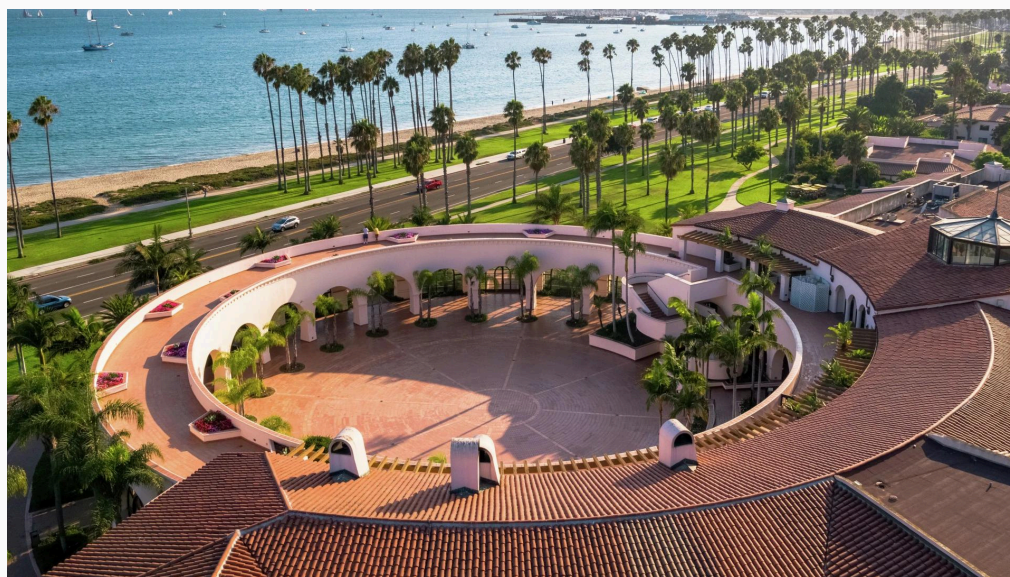
Treat more than 400 attendees to afternoon refreshments! CFPI will provide signage recognizing sponsor(s) on the day(s) of their sponsorships.

Exhibitor Happy Hour | \$2,000 (Limited to two Per Day)
\$2,500 after January 15, 2025 | Save \$500

Treat more than 400 attendees to afternoon refreshments at the Exhibitor fair! CFPI will provide signage recognizing sponsor(s) on the day(s) of their sponsorships. Fee is all inclusive.

"Sea" you in

SANTA
BARBARA!



CONTACT US

sponsorship@cfpi.org

650.678.1176

CFPI BOARD

Robert Marshall
PRESIDENT

Randy Metz
VICE PRESIDENT

Jessica Power
SECRETARY/TREASURER