



Join us at the FASRO 2025 Conference, where the leading minds in school safety and law enforcement gather. This is your chance to showcase your innovative products and services, connect with key decision-makers, and play a vital role in enhancing school safety across Florida. Don't miss the opportunity to make meaningful connections and elevate your brand in this essential arena!

VENDOR
PROSPECTUS,
MIAMI 2025

Benefits of Exhibiting at the FASRO Conference:

The Florida Association of School Resource Officers (FASRO) conference stands as the oldest school-based police training organization in the United States. This annual gathering attracts a diverse group of professionals committed to enhancing school safety, including Chiefs, Sheriffs, School Superintendents, and School Resource Officers. For vendors looking to make an impact, exhibiting at the FASRO conference offers unparalleled opportunities.

1. Access to Key Decision-Makers

Exhibiting at the FASRO conference means you'll be in the same room as influential figures in school safety and law enforcement. This includes Chiefs, Sheriffs, and high-level command staff who are looking for innovative solutions to enhance their operations. Direct interactions with these decision-makers can lead to meaningful conversations and potential partnerships that can propel your business forward.

2. Showcasing Innovative Products and Services

The vendor hall serves as a dynamic platform for showcasing cutting-edge technology and products specifically designed for school safety and law enforcement. This is your chance to stand out in a competitive market and demonstrate how your offerings can meet the unique needs of schools and law enforcement agencies. Attendees are eager to learn about solutions that can improve their effectiveness and efficiency.

3. Networking Opportunities

The FASRO conference provides exceptional networking opportunities with a diverse group of professionals focused on school safety. Building relationships in this environment can lead to collaborations and partnerships that enhance your brand's credibility and reach. Past conferences have seen successful partnerships formed that have driven innovation in school safety.

4. Dedicated Engagement Time

Throughout the conference, specific times are set aside for attendees to interact with vendors. This ensures that you have dedicated opportunities to engage with potential clients, allowing for deeper discussions about your products and services. Face-to-face interactions can significantly enhance relationship-building and foster trust among attendees.

5. Understanding Market Needs

As a vendor, this conference allows you to gain valuable insights into the challenges and needs of school resource officers and safety personnel. Engage with attendees to gather feedback and learn about their experiences. This information is invaluable for refining your products and tailoring your marketing strategies to better serve the market.

6. Contributing to School Safety

Exhibiting at the FASRO conference isn't just about business; it's an opportunity to contribute to a vital mission: enhancing school safety. By showcasing your innovative products, you play a role in the positive impact on the safety and well-being of students and staff across Florida.

7. Conclusion

The FASRO conference presents a unique opportunity for vendors to connect, showcase, and collaborate with key stakeholders in school safety. Don't miss your chance to be part of this essential gathering.

Are your business product(s) ready to make an impact? Secure your spot as a vendor at the FASRO conference today! For registration details and inquiries, contact Operations Director, Andrew Davis at events@fasro.org



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BASE SPONSORSHIP LEVELS



\$45,000 – Our most prestigious Sponsorship.



\$10,000 – Get recognized and stand out.



\$5,000 – Budget-friendly recognition.



\$2,500 – Base Exhibitor.

Details, add-ons and other sponsorship opportunities below.

BENIFIT	NP* \$1,500	SILVER \$2,500	GOLD \$5,000	PLATINUM \$10,000	TITLE \$45,000
Link to company website from conference website	No	No	No	Yes	Yes
Attendee pre/post report	No	No	✓	✓	✓
Listed on conference website	✓	✓	✓	✓	✓
Listed on conference signage	No	Small Logo	Medium Logo	Large Logo	EX. Large Logo +++
Included Free registrations.	1	2	3	5	10
Digital rotation of company logo.	No	Combined with other Silver Sponsors	Logo included	Logo and 45-second video included	Logo and promo video included
Exhibit Booth	Exhibit Hall 8x10' Booth	Exhibit Hall 8x10' Booth	Exhibit Hall 8x10' Booth	Exhibit Hall 8x20' Booth or Foyer (FCFS)	Exhibit Hall Custom Size Booth + Foyer + Time Extension*
One marketing piece in conference bag.	No	No	Yes	Yes	Yes
Listed on nightly activity banner.	Only if sponsor.	Only if sponsor.	Only if sponsor.	Only if sponsor.	Yes, for included activity.
One (1) sponsored email.	No	No	No	Yes	Yes
Company introduction during session.	No	No	No	Yes	Yes, plus rep. on stage to greet attendees.

ADD-ON SPONSORSHIP OPPORTUNITIES

All Sponsors of the below events will also be featured on our SPONSORS PAGE on WHOVA. Last year these Sponsors received over 827,000 Sponsor Impressions.



Welcome Reception Co-Sponsorship with FASRO: Join FASRO Board Members as we welcome our members from across the country for an evening of networking and engagement. The Co-Sponsor will have the ability to make a brief introduction during the event and signage will reflect your company logo and title as the event sponsor. **\$5,000.00**

Coffee Sponsorship: This may be one of the greatest (Bang for your buck) marketing opportunities at the conference. *(You must supply your own branded coffee sleeves (Min. 2,000 pieces) by Sunday June 29th)* **\$2,500/day** (5 Available)



(Example from 2024 Coffee Service)

Longest Drive Competition: New event designed especially for the 2025 FASRO Conference. The longest drive competition will be held on the PGA Driving Range at the Trump Doral. **\$5,000**

Glow PUTT PUTT Golf: An event for families and attendees that are looking for a fun activity. Trump Doral offers a fabulous glow-in –the-dark Putt Putt Golf area where we will have an evening event on Wednesday, July 2nd. **\$5,000**

Cornhole Lane Sponsorship: A great way to give your organization recognition. You will be assigned one of ten lanes during the FASRO Cornhole Competition, and the lane will be referred to and announced as your organization throughout the event. Don't wait! This sponsorship sold out almost immediately in 2024. **\$250/Lane**

Havana Nights Reception: Our largest event of the week! Thursday night, at the Trump Hotel Crystal Ballroom Terrace, overlooking the Blue Monster PGA Golf Course. We will host a themed event complete with Cigar Rollers, Refreshments and a DJ. This event is sure to be a hit. **\$15,000**



FASRO Police Challenge Coin and Patch Trading Event: This is one of our fastest growing events and it gets bigger every year. **\$2,000**

Cornhole Tournament Sponsor (Overall Sponsor) - One of our most popular nightly events! This event draws a large crowd as they watch and/or compete for prizes in our Cornhole Doubles Tournament. Sponsorship includes branding and an announcement during the event. **\$2,500**



Booth Upgrade: - Upgrade your 10'x10' Booth to a 10'x20' Booth. **\$750.00**

Booth Boost: - Upgrade your location to the front of the house with increased foot traffic and visibility. **\$750.00**

Booth Combo Upgrade: - A combination of both the Booth Upgrade and the Booth Boost. (Most Value) **\$1,000**

VENDOR/EXHIBITOR SCHEDULE OF EVENTS

Sunday, June 29th – Exhibitor Hall Load In/Setup 12:00 PM – 6:00 PM

Sunday, June 29th – Exhibitor Hall Secured 6:00 PM

Monday, June 30th – Exhibit Hall Open (Vendors Only) 6:30 AM – 7:00 AM

Monday, June 30th – Exhibit Hall Open to attendees 7:00 AM - 4:00 PM

Monday, June 30th – Exhibit Hall Closed 4:00 PM – 5:30 PM

Monday, June 30th – Exhibit Hall Open (Vendor Reception) 5:30 PM – 7:30 PM

PLATINUM VIP VENDOR EVENT – 7:30 PM – 9:00 PM @ TBD

Tuesday, July 1st – Exhibit Hall Open (Vendors Only) 7:00 AM – 7:30 AM

Tuesday, July 1st – Exhibit Hall Open to attendees 7:30 AM – 3:30 PM

Tuesday, July 1st – Exhibit Hall Closed 4:00 PM

Tuesday, July 1st – Load Out 4:00 PM – 7:00 PM

****Booth Staff can refer to WHOVA App for Break Schedule on Monday and Tuesday. All general session breaks will be a minimum of 30 Minutes long. The schedule is subject to change.***

LOAD IN

All vendors must be set up no later than 6:00 PM Sunday, June 29, 2025.

TEAR DOWN / LOAD OUT

Any vendor who begins to tear down prior to 3:30pm on Tuesday, July 1, 2025, without the permission of the FASRO Operations Director or his designee will be assessed a \$250 fee.

NOTE: All exhibits must be removed from the Vendor Hall no later than 8:00 PM on Tuesday July 1, 2025.

REGISTRATION

Registrations for all booth staff must be completed by June 25, 2025. This deadline is set to allow ample time for conference preparation. Your company name will appear exactly as indicated in your online registration in WHOVA. Please review information to be sure names and addresses are spelled correctly.

CANCELLATION

Emailed cancellation must be received by June 15, 2025, will be refunded, less registration and exhibit fees, in addition to a \$250 cancellation fee. Cancellations after June will not receive a refund.

PAYMENT

In committing to sponsor and/or exhibit, the registrant agrees to pay for the exhibit space in full within two (2) weeks of completing the online registration. Any sponsor/exhibitor space not paid for within two (2) weeks will be canceled and released for sale. All payments should be made through WHOVA unless consent otherwise has been given by FASRO.

HOTEL AND CONFERENCE LOCATION:



All reservations must be received on or before June 14, 2024. Please note the group block is subject to selling out prior to this date. After this date, further reservation requests will be subject to space availability at the prevailing room rate. For reservations, please visit the Hotel section of the conference website. You are not able to book a hotel room until you are registered for the conference.

Location:

Trump National Doral
4400 NW 87th Ave.
Miami, Florida
33178

Phone: (305) 592-2000

Nightly Rates start at \$189 per night.

Check In/Out

Check In - 4:00 pm

Check Out - 11:00 am

SPACE ALLOTMENT

Every effort will be made to accommodate each vendor within the Vendor Hall space permitting. However, should your Exhibit exceed the measurements of the space allotted, you will be required to purchase an additional booth. We encourage you to reserve space early to avoid possible exclusion from the conference. Each vendor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Vendors with larger space 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. Therefore, a display fixture that exceeds the allocated space, interferes with aisles, or impedes on the rights of other vendors will not be permitted to display.

Vendors may not reassign, sublet, or allow other companies to use the whole or a part of the Exhibit space. Vendors 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. FASRO policy restricts representatives of organizations that are not sponsors of the conference or have not purchased an exhibit booth space, from soliciting business and distributing promotional materials of any type within

the Exhibit Hall area or any other areas. Those found doing so will immediately be asked to vacate the premises.

Sister companies that promote the same product and/or service are permitted to share booth space. Sister companies must be owned by the same parent company and all applicable fees apply. Name badges and printed materials will reflect only one company.

OFFICIAL HOTEL SERVICE CONTRACTORS

Encore

CREATIVE - Event Strategy and Design - Event Branding - Content Development

PRODUCTION - Staging Services, Scenic and Décor - Show Management Exhibit Services

TECHNOLOGY - Hybrid and Virtual Digital Solutions - On-Site Equipment

GONZO GONZALES Sr. - Sales Manager - 754.581.1024

gonzo.gonzales@encoreglobal.com

OFFICE SERVICES

FedEx Office Print & Ship Center - The FedEx Office Print & Ship Center at Trump National Doral offers you virtually everything you need to meet your convention exhibiting needs — from packing and shipping to custom branding signage, copying and last-minute office supplies. Should you need presentations, flyers, signs or other marketing materials for your meeting or event, submit the order online and we'll have it ready upon your arrival.

24-hour vestibule - Large-format color printing - Signs and banners Pre-convention printing and file assistance - Deluxe adjustable retractor display - Meter board with display - Foam core printing - LED backlit signs - A-frames - Rigid signs - Contour-cut standees - Window clings - Floor graphics - Window graphics - Column and elevator wraps - Vehicle decals

HOURS: Monday–Friday: 7:00am–6:00pm | Saturday: 7:00am–1:00pm | Sunday: CLOSED
Parcel Office: Monday–Friday: 7:00am–6:00pm | Saturday: 7:00am–1:00pm

*Flexible based on group/guest needs: 786.331.9004 | usa5680@fedex.com

NETWORKING OPPORTUNITIES

As a Vendor, one of the best opportunities to engage a potential client is outside of the Vendor Hall. There are many opportunities for vendors to network with registrants throughout the conference outside the Exhibit Hall. Included in registration are these opportunities:

- Nightly Events/Receptions • Breaks

Vendors may extend after-hour invitations to conference attendees. It is requested that invitations do not conflict with the conference agenda.

NAME BADGES

Vendors must submit the names of all representatives who will attend the conference via online registration. Name badges are required at all conference functions. Any changes to badges after the registration cut-off date will be charged a fee of \$25 per badge.

EXHIBITOR FORMS

See “Vendor Registration” section and conference website.

EXHIBIT HALL RAFFLE

Each vendor is invited to donate an item to the Vendor Hall Drawings. Ideas for raffle items are products and/or services from your company, gift cards or other items. Drawings will be conducted during the Vendor Hall Reception at your booth space.

PHOTOGRAPHY & VIDEOGRAPHY

All conference photography and videography, including inside the vendor hall, is carried out by the official photographer of the Florida Association of School Resource Officers. Exhibitors and Sponsors agree that FASRO may utilize all images, including images of the vendor’s booth, products, and employees, as they see fit in communication and marketing materials for future conferences.

SECURITY

While the Florida Association of School Resource Officers and the hotel will exercise reasonable care in safeguarding the Vendor Hall, the Florida Association of School Resource Officers, the hotel, nor any of their officers, agents or employees, assumes any responsibility for such property. Please take all personal effects with you when leaving the trade show floor.

EXHIBITOR RESPONSIBILITY & INSURANCE

Vendors should include in, or have a rider attached to, their insurance policies covering the period of time from the date of shipment of merchandise/display to the show through and including the return arrival date of the merchandise/display at the vendors' home base.

The Exhibitor understands that neither the Group nor the Hotel maintains insurance covering the Vendor's property and it is the sole responsibility of the Vendor to obtain such insurance. Vendor assumes responsibility and agrees to indemnify, defend, and hold harmless Hotel, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and FASRO from and against any claims or expenses arising out of the use of exhibition premises. Vendors should have a copy of the policy in their possession at the conference.

VIDEO and LOGO ADS

Ads only apply to Gold, Platinum and Title Partners and Sponsors; please see below.

Logo Specifications & Instructions

- a. A logo with RGB color space
- b. Full size (at least 400 pixels wide) in high-quality (or better) JPG,
- c. GIF or Transparent PNG background if possible
- d. Videos must be high res and able to be transferred onto a thumb drive.

ADDITIONAL INFORMATION

Only one company per exhibit space—no exceptions.

All vendors planning to attend the conference must be registered by the deadline and must have secured an indoor exhibit space or an outdoor vehicle display.

Vendors may not attend without an indoor or outdoor booth space. FASRO policy restricts representatives of organizations that are not conference sponsors, or have not purchased an exhibit booth space, from soliciting business and distributing promotional materials of any type within the Exhibit Hall area or any other areas. Those found doing so will immediately be asked to vacate the premises. Delegates may place orders with exhibitors for goods or services, vendors may directly sell products from the exhibit floor.

Vendors are permitted to invite conference attendees to their own social events. Social events cannot conflict with events published in the Florida Association of School Resource Officers conference program. Social events include but are not limited to private dinner invitations either at the host hotel or at an offsite location, or private networking events either at the host hotel or at an offsite location. FASRO does not coordinate any portion of these events on your behalf, nor will FASRO send out event invitations on your behalf. Please note – for events occurring at the hotel, the hotel will contact FASRO for approval prior to confirming your booking.

RESPECT

Rude behavior and inappropriate actions toward FASRO Staff, attendees and/or Sheriffs/Chiefs, and other sponsors/exhibitors, at any time will not be tolerated. Reports or sightings of misconduct will be evaluated, and at FASRO's discretion, those involved may be subject to immediate dismissal from the conference and will not be allowed to attend or exhibit at future FASRO Conferences or Events. No refunds will be provided for a violation of this agreement.

ACKNOWLEDGEMENT OF TERMS AND CONDITIONS

By registering as a Partner/Sponsor/Exhibitor, all terms and conditions included in this prospectus are acknowledged and accepted by the Partner/Sponsor/Exhibitor.

FASRO CONFERENCE CONTACT FOR VENDORS/SPONSORS

Andrew Davis
Operations Director
Florida Association of School Resource Officers
Events@fasro.org
407-455-4141

Note from our Operations Director:

At FASRO, we take immense pride in the relationships we have built with our vendors and sponsors over the years. These partnerships are the cornerstone of our annual conference's success, and we deeply value the trust and support you continue to provide.

Our philosophy is simple: we treat every vendor and sponsor with respect, professionalism, and a genuine appreciation for the role you play in making our event extraordinary and our schools safe. From the moment you join us, we strive to create a welcoming atmosphere that fosters camaraderie and collaboration.

The FASRO conference is more than just an event—it's a family. We are committed to maintaining a family-friendly and inclusive environment where everyone feels valued and inspired to return year after year. Your contributions are not just recognized; they are celebrated as an integral part of the FASRO Conference experience.

Thank you for your ongoing support and for being part of the FASRO community. Together, we create something truly special, and we look forward to welcoming you back at our conference!

Sincerely,



Operations Director
FASRO

