



**The National Wildfire  
Suppression Association**

*preserving and protecting our environment*

**2026 Annual Conference  
EXHIBITOR & SPONSORSHIP PACKAGE**

Peppermill Tower Conference Center  
Reno, NV

**MARCH 11th-12th, 2026**

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## OUR STORY

Professional private fire service companies provide roughly 40% of wildland fire suppression resources across the country—with some regions relying on private resources for as much as 65% of their operational capacity.

Our Members are critical to the national need of national and regional 20-person crews, engines, dozers, tenders, medical staff, catering, base camps, specialized equipment, and other essential support services, all while carrying the costs of training, gear, insurance, benefits, and transportation.

The National Wildfire Suppression Association (NWSA) represents more than 343 private sector companies in 28 states, collectively capable of fielding approximately 14,000 personnel during peak fire season.

## OUR MISSION

- Support our membership through our work with agency and private partners.
- Reinforce national recognition as professional industry.
- Offer nationally recognized training program that meets or exceeds standards set by the National Wildfire Coordinating Group for all wildland firefighters.
- Share critical information with our membership and our customers.
- Create more public and agency awareness of the Professional Private Wildland Fire Services.

## WHY ATTEND

- Connect with 300 Private Industry Owners and Decision Makers.
- Connect with top Federal and State program and procurement officials.
- Gain insider updates on federal, state, and local wildfire policy, contracting changes, modernization efforts, and upcoming solicitation plans.
- Showcase your products and services to the exact organizations that rely on equipment, technology, and services for high-risk, mission-critical operations.
- Position your brand as a trusted partner in the national effort to strengthen wildfire response capacity.

## WHO ATTENDS

- Company Owners and Key Employees
- State Government - Fire Management Leaders and Procurement
- Federal Government - Fire Management Leaders and Procurement
- Elected Representatives and Staff

Past and 2026 Invited Attendees include: National Director of Fire and Aviation, Deputy Director of Fire and Aviation, Assistant Director for incident procurement Operations and Assistant. Contracting Officers, Contracting Operations Specialists, State Fire Directors, State Foresters, Congressional Members and Staff.

## TENTATIVE AGENDA

### March 10<sup>th</sup>

- 0800-1630: NWSA Trainer and Business Meetings
- 1530-1630: Exhibitor set up available in afternoon. - No Exhibitor show this day. (contact Missy for early set up availability)

### March 11<sup>th</sup>

- 0730-0900: Exhibitor Set Up
- 0830-1630: Sessions - Breaks throughout the day
- 17:00-19:30: Title Sponsor Welcome Reception in Conference Center

### March 12<sup>th</sup>

- 0830: Exhibitor Hall Open
- 0900: Sessions and Breaks throughout the day
- 1400-1500: Exhibitor Move out
- 1800- 2130: Dinner and Benefit Auction - Vendors encouraged to stay and attend.



## BENEFIT AUCTION

We invite you to contribute items for our Dinner & Auction event. Donating an item is a great way to highlight your company while supporting a meaningful cause.

50% of all proceeds will be going to the **Wildland Firefighter Foundation.**

Please let us know what item(s) you plan to contribute so we can prepare accordingly.

Thank you for your support!





# SPONSORSHIP TIERS

NWSA is offering a range of sponsorship levels designed to ensure your organization has every opportunity to achieve its goals.

*Benefits associated with the sponsorship packages differ depending on the level selected.*

	Title Sponsor 1 available \$10,000	Swag Sponsor 1 available \$7,500	Beverage Sponsors 4 available \$5,000	Tech Sponsor 4 available \$2,500	Exhibitor 21 Available \$1,500
Welcome Reception Sponsor	✓				
Registration Desk Sponsor	✓				
Merchandise Sponsor		✓			
Bar/ Coffee Sponsor			✓		
Tech Sponsor				✓	
Banner Display	✓	✓	✓	✓	✓
Booth	✓	✓	✓	✓	✓
Registrations	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Dinner Tickets	✓	✓	✓	✓	✓
Drink Tokens	✓	✓	✓	✓	✓

## Terms & Conditions:

- All sponsorship and exhibit sales are available on a first-come, first-served basis.
- Complete the form attached to the packet to reserve your sponsorship.

# SPONSORSHIP OPPORTUNITIES

## Title \$10,000

- Title sponsor recognition on sponsorship banner.
- Registration Sponsor
  - Branding on Attendee Lanyard and Badges.
  - Branding presented on the Screen behind the registration desk.
- Branding on slides between session during Conference.
- Branding on Agenda's.
- Continental Breakfast Sponsorship with
- Exhibitor Booth, 3 Registrations, 3 Dinner Tickets, 6 Drink Tokens.
- Social Media and Website Banner.

## Swag \$7,500

- Swag sponsor recognition on sponsorship banner.
- NWSA Trucker Hat with your company's branding on side.
- NWSA Cup or Socks with your branding.
- Exhibitor Booth, 2 Registrations, 2 Dinner Tickets, 4 Drink Tokens.
- Social Media and Website Banner

## Beverage \$5,000

- Beverage sponsor recognition on sponsorship banner
  - Branding on Coffee Sleeve, Napkins, Drink Tokens (Bar)
  - Branding on Sign at Bar or Coffee Station
  - Exhibitor Booth, 2 Registrations, 2 Dinner Tickets, 2 Drink Tokens.
  - Social Media and Website Banner
- ( 2 Coffee Sponsors and 2 Bar Sponsors Available)***

## Technology \$2,500

- Technology sponsor recognition on sponsorship banner.
- Branding / Recognition on Slide prior to each speaker
- Exhibitor Booth, 1 Registrations, 1 Dinner Tickets, 2 Drink Tokens.
- Social Media and Website Banner

## Exhibitor \$1,500

- Recognition as an Exhibitor on banner display
- Exhibitor Booth, 1 Registrations, 1 Dinner Tickets, 2 Drink Tokens. 10' ft table + 2 Chairs.
- Social Media

## EXHIBITS

Due to popular demand, we have increased the number of exhibitors able to attend this year, but space is still limited. There will be 24 spaces available in the Naples Ball Room. An additional 6 more spaces are available in the mezzanine area. All exhibitor space is based on first come first-served basis. Sponsor's Tables are reserved in the main room and receive first choice.

No Refunds for cancellations after February 1<sup>st</sup> 2006

Each exhibitor receives:

- 8 ft - skirted table
- Chairs.
- Electricity upon request.
- Space to set up a 10x10 display.

*The peppermill unfortunately does not have a storage area for exhibits, boxes or crates so you must make other shipping or storage arrangements if needed to ship displays prior to show.*

## NWSA DISCOUNTED ROOM RATES

Reservations:

**1-866-821-9996**

Code for discount: ANWS26 or book online at  
<https://book.passkey.com/e/50999587>

Discount Code Expires February 1st, 2026

Peppermill North Tower:	\$75.00 Sunday to Friday
Peppermill Tower:	\$95.00 Sunday to Friday
Tuscany Tower Suite:	\$145.00 Sunday to Friday



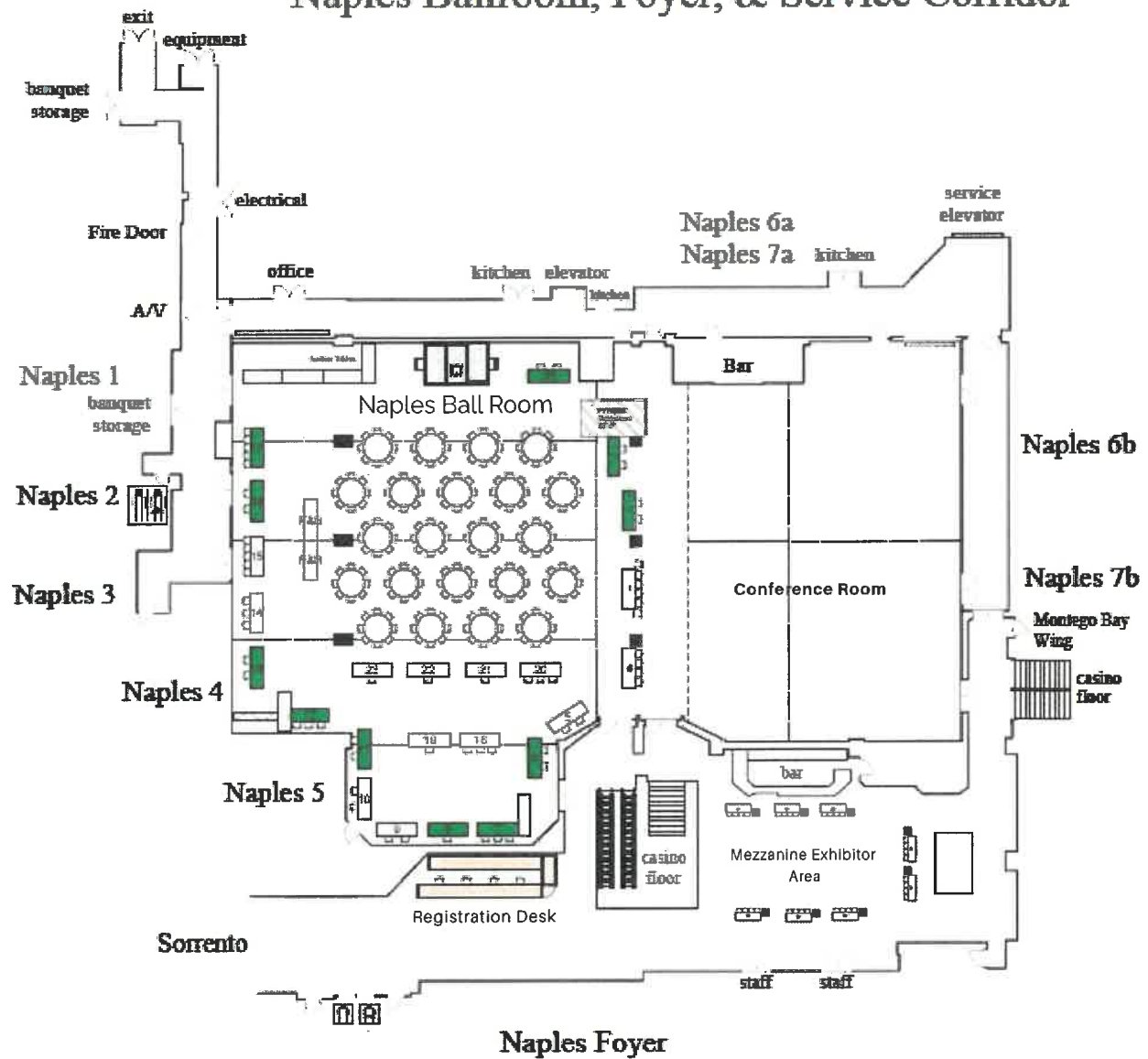
## NWSA Point of Contact

We appreciate your support. Please do not hesitate to call or email with any questions.

Melissa Weaver:  
Exhibitor Coordinator  
O: 1-877-676-6972 :  
[nwsaadmin@nwsa.us](mailto:nwsaadmin@nwsa.us)

# EXHIBIT HALL FLOOR PLAN

## Naples Ballroom, Foyer, & Service Corridor



Please note that this floor plan is subject to changes.