



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



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 10th

- 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 11th

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

March 12th

- 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	Swag Sponsor	Beverage Sponsors	Tech Sponsor	Exhibitor
	1 available	1 available	4 available	4 available	21 Available
	\$10,000	\$7,500	\$5,000	\$2,500	\$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 Agendas
- Welcome Reception Sponsor
- 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 Registration, 1 Dinner Ticket, 2 Drink Tokens
- Social Media and Website Banner

Exhibitor \$1,500

- Recognition as an Exhibitor on banner display
- Exhibitor Booth, 1 Registration, 1 Dinner Ticket, 2 Drink Tokens
- 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 1st 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

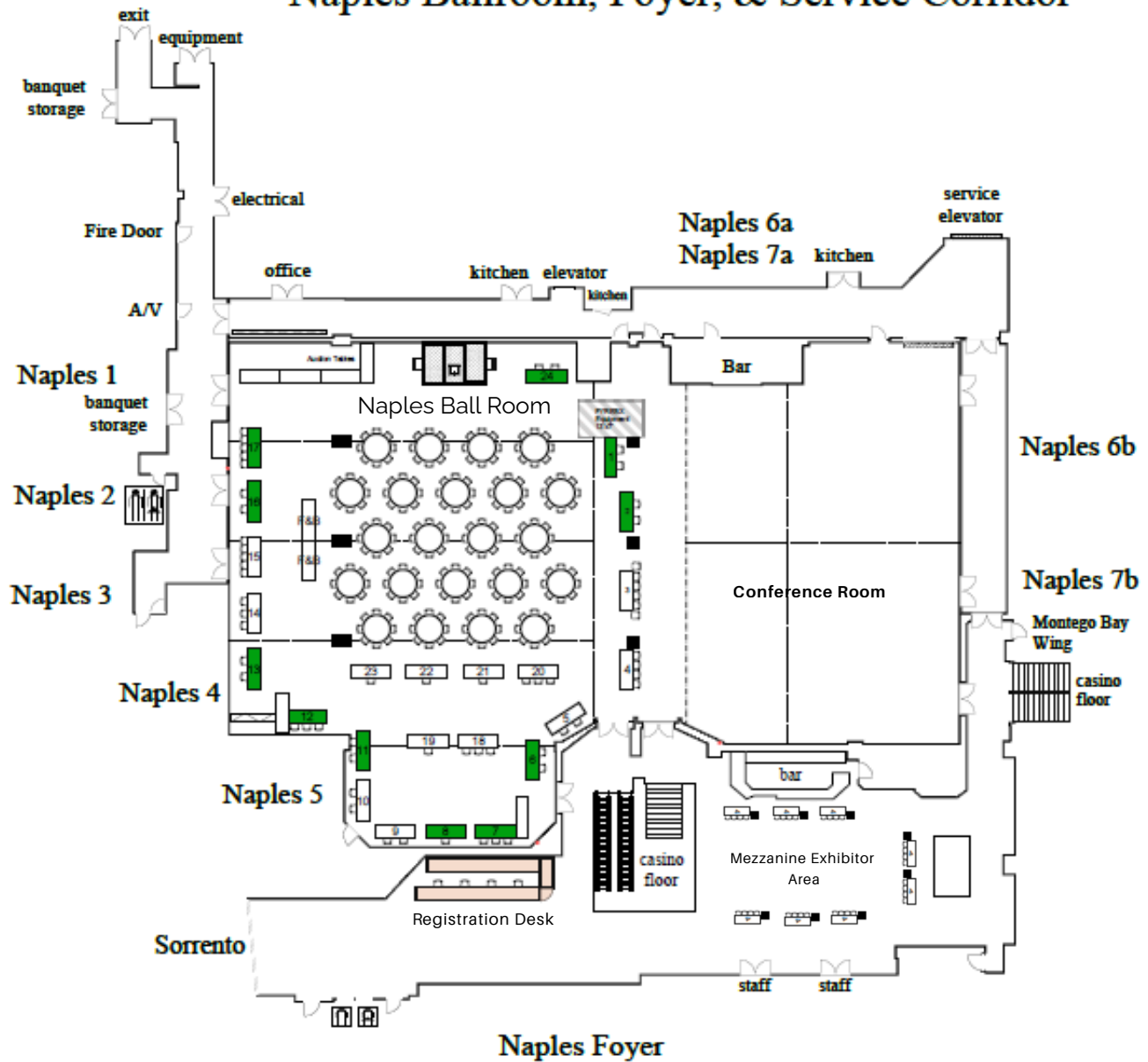
We appreciate your support. Please do not hesitate to call or email with any questions.

Melissa Weaver:
Exhibitor Coordinator
O: 1-877-676-6972 :
nwsaadmin@nwsa.us



EXHIBIT HALL FLOOR PLAN

Naples Ballroom, Foyer, & Service Corridor



Please note that this floor plan is subject to changes.



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2026 Exhibitor Registration Form

Company Name

Contact Name

Address

Phone

State/ZIP

Fax

Type of Business

Email

List of Attendees (For Name Badges) First & Last Names

Extras that are available: (Please Mark if appropriate)

\$1500 Base Fee

- ☐ Naples Ball Room Exhibitor Space
- ☐ Mezzanine Exhibitor Area
- ☐ Extra Table \$60.00
- ☐ Electricity \$100 per Table
- ☐ Additional Dinner Ticket (\$115.00 ea.)
- ☐ \$100 off booth space for NWSA Corporate Bronze Sponsorship
- ☐ \$250 off booth space for NWSA Corporate Silver Sponsorship
- ☐ \$350 off booth space for NWSA Corporate Gold Sponsorship
- ☐ Free Booth Space for NWSA Corporate Platinum Sponsorship

☐ **Total**

Please submitted in check payable to NWSA or Credit Card info below!

Mail Checks and form to PO Box 169, Mill City, OR 97360

If paying by CC Fax to 1-866-854-8186 OR Email: nwsaadmin@nwsa.us

Credit Card Information: MC ☐ AMX ☐ Visa ☐

Name on Card: _____

Card No. _____ Exp Date: _____ Security Code: _____

Billing Address: _____ City: _____

State: _____ Zip Code: _____

Questions?

Please Contact

Melissa Weaver, NWSA Staff

Ph: 1-877-676-6972

Email: nwsaadmin@nwsa.us



2026 Annual Benefit Auction Form



The NWSA will be hosting our 22nd Annual Benefit Auction at the Conference. Your donation fuels two missions:

1. 50% Supports the **Wildland Firefighter Foundation**
2. 50% Supports NWSA and strengthening our mission

Here is how you can help

1. Choose your Donation Type

Item for auction *(must be something the winning bidder can take home with them)*

Cash donation *(our Auction Shoppers turn it into high-bid items and proudly recognize your company)*

Cash Donation Amount: \$ _____

1. Mail Check to NWSA, P.O. Box 169, Mill City, OR 97360
2. Complete Credit Card Information below or give us a call 877-676-6972

2. Name or Description of Item: _____

3. Tell us what makes this item special or any specific details you would like the Auctioneer to know:

4. Estimated Value of Item: \$ _____

Donor Information:

Company or Individual Name _____

Billing Address: _____

Phone: _____

Email: _____

Cash donation via Credit Card - We would like to donate the following:

Amount: \$ _____

Card Number: _____ Exp: _____ SIC: _____

Name on the Card: _____

Zip Code: _____

Acknowledgement Information

Signature(s) / Date

5. Email us your complete signed form to nwsaadmin@nwsa.us

We would be grateful to you for letting us know your donation item by February 27, 2026

Your donation may go in either the Raffle, Silent or Live Auction as seen best fit by Auction Coordinator