



THE NATIONAL WILDFIRE SUPPRESSION ASSOCIATION

PRESERVING AND PROTECTING OUR ENVIRONMENT

2027

ANNUAL MEETING

EXHIBITOR & SPONSORSHIP PACKAGE



MARCH 9TH–11TH, 2027



NAPLES BALLROOM
CONFERENCE CENTER
RENO, NV



THE POWER OF THE PRIVATE WILDLAND FIRE SERVICE

Private wildland fire companies provide **40% to 65%** of national suppression resources during peak season.

The National Wildfire Suppression Association (NWSA) represents over **372** private sector companies across **28 states**, commanding **14,000+** operational personnel.



OUR MISSION

- ▶ **Support Membership:** Advocate for private contractors through direct engagement with federal and state agency partners.
- ▶ **Maintain High Standards:** Deliver nationally recognized training programs that meet or exceed National Wildfire Coordinating Group (NWCG) standards.
- ▶ **Coordinating Group:** Promote coordination and collaboration across the private sector and with agency partners.
- ▶ **Industry Leadership:** Promote recognition and awareness of private wildland fire services.
- ▶ **Information Sharing:** Keep members and agency leaders informed on critical policy and operational updates.



WHY ATTEND

- ▶ **Direct Agency Access:** Engage directly with Federal and State leadership—including USFS Deputy Directors, Procurement, Fire Managers, and key agreement writers who craft solicitations.
- ▶ **High-Value Buyers:** Network with private industry owners and decision-makers actively sourcing gear, equipment, and services for their fleets.
- ▶ **Insider Intelligence:** Gain early access to policy updates, contracting changes, modernization initiatives, and upcoming agency solicitations.
- ▶ **Targeted Visibility:** Showcase your products directly to mission-critical organizations operating in high-risk environments.
- ▶ **Brand Positioning:** Establish your company as a trusted partner in building national wildfire response capacity.



WHO ATTENDS

- ▶ **Private Industry Leaders:** Company Owners, Executives, Fleet Managers, and Key Operational Staff.
- ▶ **Federal & State Government:** Agency Leadership, State Foresters, and State Fire Directors.
- ▶ **Procurement & Contracting:** Federal/State Procurement Directors, Contracting Officers, and Incident Operations Specialists.
- ▶ **Legislative Partners:** Elected Officials, Congressional Members, and Key Policy Staff.



PAST & INVITED KEY ATTENDEES INCLUDE:

National & Deputy Directors of Fire & Aviation • Assistant Director for Incident Procurement Operations
Contracting Officers • Contracting Operations Specialists • State Fire Directors & Foresters
Congressional Members & Staff



TENTATIVE AGENDA



TUESDAY, MARCH 9

TBD NWSA Trainer & Business Meetings
TBD Early Exhibitor Setup
(Contact Melissa Weaver for access)

WEDNESDAY, MARCH 10

TBD Exhibitor Setup
TBD Sessions & Exhibit Hall Open
TBD Title Sponsor Welcome Reception

THURSDAY, MARCH 11

TBD Exhibit Hall Opens
TBD Sessions & Breaks
TBD Exhibitor Teardown and Move-Out
TBD Annual Dinner & Benefit Auction



BENEFIT AUCTION

Join us in making a meaningful impact!

We invite you to donate items or cash contributions for our annual Dinner & Benefit Auction. Donating is a premier opportunity to showcase your brand in front of industry leaders while giving back to the wildland firefighting community.

YOUR DONATION FUELS TWO CRITICAL MISSIONS:

- ▶ 50% directly supports the Wildland Firefighter Foundation, assisting injured firefighters and the families of the fallen.
- ▶ 50% supports NWSA advocacy, training, and operational programs to strengthen private wildland fire service.

HOW TO PARTICIPATE:

Submit your pledge by **February 27, 2027**, using the attached form or contacting us directly. Thank you for your support!



AUCTION CONTACT

For questions about the Benefit Auction, please contact:
Leah Wills | leah@firestormfire.com



SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR

1 Available

\$10,000

- ✓ Welcome Reception Sponsor
- ✓ Registration Desk Sponsor
- ✓ Banner Display
- ✓ Booth
- ✓ Registrations

- ✓ Social Media
- ✓ Dinner Tickets
- ✓ Drink Tokens



Premier visibility
and recognition
throughout the event.



MERCHANDISE SPONSOR

1 Available

\$7,500

- ✓ Merchandise Sponsor
- ✓ Banner Display
- ✓ Booth
- ✓ Registrations

- ✓ Social Media
- ✓ Dinner Tickets
- ✓ Drink Tokens



Your brand featured
on event merchandise
and throughout
the conference.



BEVERAGE SPONSOR

4 Available

\$5,000

- ✓ Bar / Coffee Sponsor
- ✓ Banner Display
- ✓ Booth
- ✓ Registrations

- ✓ Social Media
- ✓ Dinner Tickets
- ✓ Drink Tokens



Your brand featured
at the bar/coffee station
and throughout
the event.



IT SPONSOR

4 Available

\$3,000

- ✓ Tech Sponsor
- ✓ Banner Display
- ✓ Booth
- ✓ Registrations

- ✓ Social Media
- ✓ Dinner Tickets
- ✓ Drink Tokens



Support the technology
that keeps the conference
running smoothly.



EXHIBITOR

21 Available

\$1,950

- ✓ Banner Display
- ✓ Booth
- ✓ Registrations

- ✓ Social Media
- ✓ Dinner Tickets
- ✓ Drink Tokens



Showcase your company
and connect with attendees
throughout the event.



SPONSORSHIP CONTACT

For sponsorship opportunities, please contact:

Melissa Weaver

nwsaadmin@nwsa.us



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.



EXHIBIT HALL INFORMATION



EXPANDED EXHIBIT CAPACITY

Due to high demand, we have expanded our exhibit capacity for 2027—however, space remains strictly limited.



SPACE AVAILABILITY

30 total booth spaces (24 in the Naples Ballroom, 6 in the Mezzanine).



ALLOCATION

All booth spaces are assigned on a first-come, first-served basis.



SPONSOR PRIORITY

Event sponsors receive priority placement with reserved tables in the main Naples Ballroom.

INCLUDED WITH EACH BOOTH (\$1,950)



10' x 10' display area with an 8' skirted table and 2 chairs



Electrical hookup (upon request)



2 Full Registrations, 2 Dinner Tickets, and 2 Drink Tokens

IMPORTANT NOTICES



CANCELLATION POLICY

No refunds will be issued for cancellations after February 1, 2027.



SHIPPING & STORAGE

The Peppermill facility cannot hold or store exhibit crates and displays prior to the event. Exhibitors must make independent shipping and off-site storage arrangements if sending materials in advance.



ACCOMMODATIONS & VENUE



Peppermill Resort Hotel & Tower

2707 S Virginia St, Reno, NV 89502



- Special Group Rate: Starting at \$110.00 / night (Peppermill Tower)
- Group Discount Code: **ANWS27**
- Rate Expiration Date: February 5, 2027



How to Book:

- By Phone: Call 1-866-821-9996 and mention discount code ANWS27.
 - Online: [Click Here to Book Your Room Online](#) (Search for "NWSA 2027 - National Wildfire Suppression Association").
- Peppermill Tower: Starting at \$110.00



QUESTIONS & ASSISTANCE



We appreciate your support and partnership. Please don't hesitate to contact us with any questions regarding sponsorships, exhibit spaces, or event logistics.



Melissa Weaver | Exhibitor Coordinator
Office: 1-877-676-6972



Email: nwsaadmin@nwsa.us

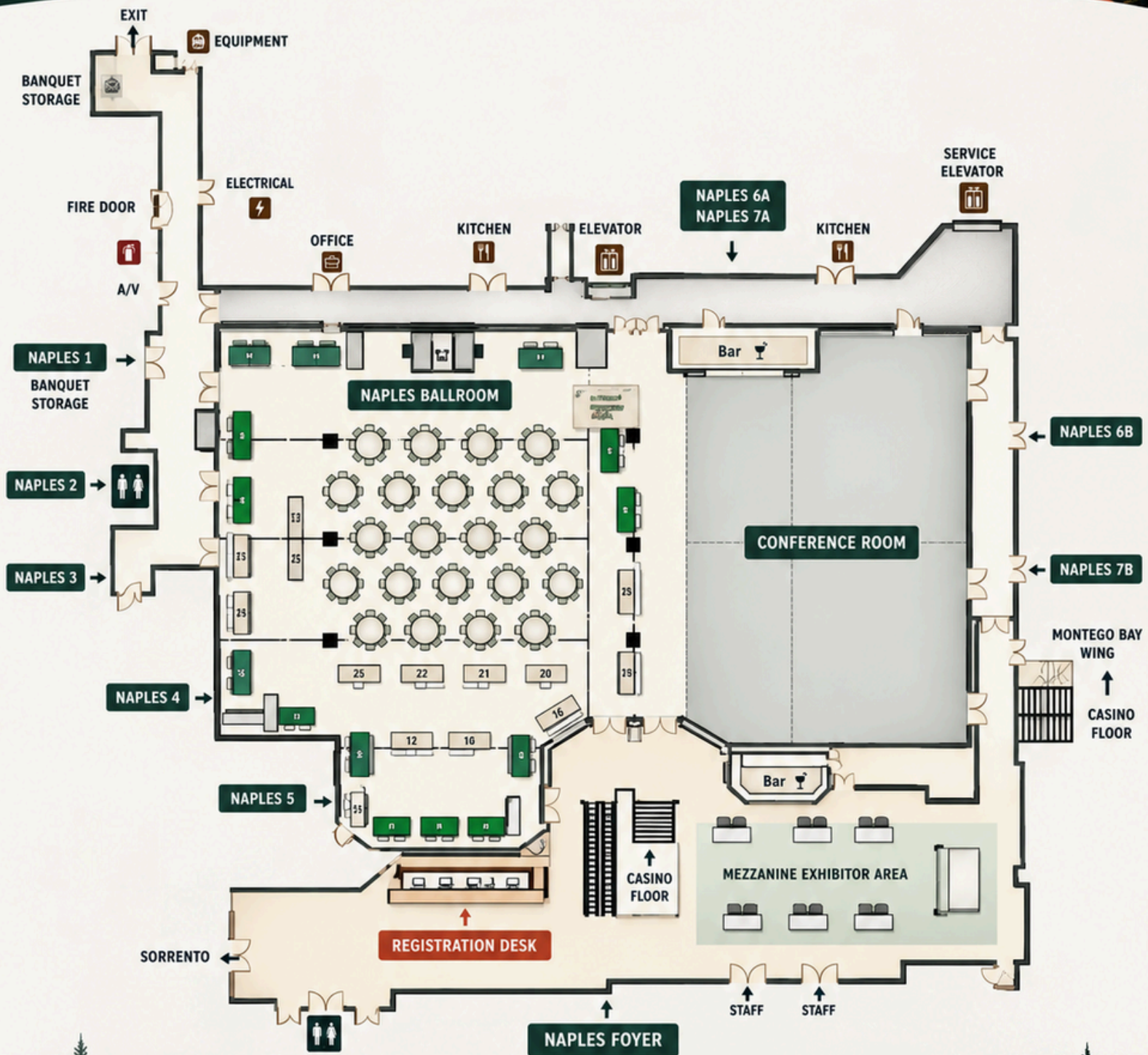


Web: www.nwsa.us



EXHIBIT HALL FLOOR PLAN

NAPLES BALLROOM, FOYER, & SERVICE CORRIDOR



To inquire about sponsorships or exhibit space please contact hwebster@uafa.org.



THE NATIONAL WILDFIRE
SUPPRESSION ASSOCIATION

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2027 | EXHIBITOR REGISTRATION FORM



COMPANY NAME



ADDRESS



STATE / ZIP



TYPE OF BUSINESS



CONTACT NAME



PHONE



FAX



EMAIL



LIST OF ATTENDEES (FOR NAME BADGES) FIRST & LAST NAMES

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Questions?

PLEASE CONTACT

Melissa Weaver, NWSA Event Coordinator



1-877-676-6972



nwsaadmin@nwsa.us

The NWSA will be hosting our Annual Benefit Auction at the Meeting. 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

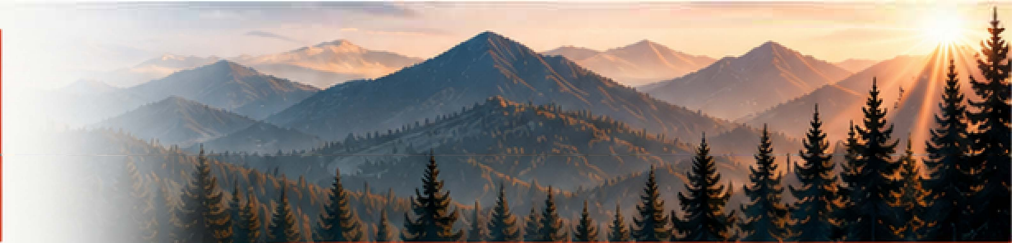
Signature(s) / Date

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, 2027

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



EXHIBITOR REGISTRATION

EXTRAS THAT ARE AVAILABLE:

(Please Mark if appropriate)

- | | | |
|--------------------------|--|-----------------|
| ☐ | Naples Ball Room Exhibitor Space | \$1,950.00 |
| ☐ | Mezzanine Exhibitor Area | \$1,950.00 |
| ☐ | Extra Table | \$60.00 |
| ☐ | Electricity | \$100 per Table |
| ☐ | Additional Dinner Ticket | \$120.00 each |
|
 | | |
| ☐ | \$100 off booth space for NWSA Corporate Bronze Member Sponsor | |
| ☐ | \$250 off booth space for NWSA Corporate Silver Member Sponsor | |
| ☐ | \$350 off booth space for NWSA Corporate Gold Member Sponsor | |
| ☐ | Free booth Space for NWSA Corporate Platinum Member Sponsor | |

Total: _____

MEETING SPONSORSHIP REGISTRATION

- | | | |
|--------------------------|--------------|---------------------------|
| ☐ | \$ 10,000.00 | Meeting Title Sponsor |
| ☐ | \$ 7,500.00 | Merch Sponsor |
| ☐ | \$ 5,000.00 | Beverage Sponsor (Coffee) |
| ☐ | \$ 5,000.00 | Beverage Sponsor (Bar) |
| ☐ | \$ 3,000.00 | IT Sponsor |

Total: _____

PAYMENT INFORMATION



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: _____

