

# 2021 EXHIBITOR PROSPECTUS

## TOP REASONS TO EXHIBIT

### NETWORKING

- + Interact with more than 1,500 decision-makers and industry leaders
- + Market to a new audience—approximately 70% of participants are first-timers
- + Collect sales leads easily and electronically using lead retrieval services (\$)
- + Grand Opening of the Exhibit Hall & Breakfast on Wednesday morning
- + Lunch served throughout the hall each day
- + Networking breaks with attendees
- + In-person and virtual booth included in your reservation

### VISIBILITY

- + VPPPA website
- + Official Safety+ Mobile App
- + Prizes & giveaways listed in the Exhibitor Brochure

### FREEBIES

- + Two complimentary exhibitor personnel registrations per standard 10x10 booth (Over \$2,000 in savings)
- + Lunch provided by VPPPA Tuesday–Thursday
- + Thursday Night Reception
- + Optional Virtual Booth for reaching our online attendees

## WHO WILL BE AT SAFETY+

- + Government representatives from the departments of Labor (DOL), Defense (DoD) and Energy (DOE), and similar state-plan agencies
- + Corporate environmental, health and Safety Managers, EHS Directors, VPs of Safety & Health
- + Representatives from manufacturing plants
- + Members from all branches of the U.S. Military
- + End users with recommending and purchasing power
- + Union representation

## BOOTH DRIVERS (\$)

- + Passport to Prizes
- + Prize Drawings
- + Upgraded Exhibitor Listing
- + Safety+ Mobile App Advertising
- + Sponsorship opportunities available



Presents

# Safety+

An Integrated Safety & Health Management Systems Symposium

## A HYBRID EVENT



“Each year we gain new partnerships with attendee companies to evaluate our product and gain new business. We have made the VPPPA Safety+ Symposium our main show due to the success of the event, the quality of show attendees and business growth year over year.”

—Bill Godfrey, Bolle Safety

**Tuesday, August 31–Thursday, September 2, 2021**  
**Gaylord Opryland Convention Center • Nashville, Tennessee**

# THE BEST BOOTHS GO QUICKLY. RESERVE YOURS TODAY!

 For the most up-to-date floor plan, please visit the VPPPA website here.



## VPPPA MEMBERS INCLUDE FORTUNE 500 COMPANIES, AND INDUSTRY LEADERS, SUCH AS...

American Airlines  
Bayer  
Chevron Phillips  
Cintas  
Coca-Cola  
Delta Airlines  
ExxonMobil  
Ford Motor Company  
General Electric  
Honeywell  
Marathon Petroleum  
Morton Salt  
Raytheon  
Sherwin Williams  
Valero  
And more +

**Unions**  
AFL-CIO  
American Federation of  
Government Employees  
International Brotherhood  
of Electric Workers  
United Steel Workers  
of America

**Industries**  
Chemical  
Fabricated Metal  
Paper  
Petroleum  
Professional Services  
Specialty Trade Contractors  
Transportation Equipment  
Utilities  
Warehousing  
Waste Management



“VPPPA’s Safety+ Symposium is one of the top safety events that goes onto our calendar automatically every year. The attendees are a mixture of company executives, safety directors and safety committee members that seem to be rotated each year—so the audience is always changing, and we are presenting to a new group each year. This is reflected in our lead results at the conference, which normally exceed our expectations.”

—Ernie Smith, Columbia Southern University



## QUESTIONS/ MORE INFORMATION

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## VPPPA, INC.

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*VPPPA, Inc., a nonprofit 501(c)(3) charitable organization, promotes advances in worker safety, health and environmental excellence through best practices and cooperative efforts among workers, employers, the government and communities.*

## 2021 ANTICIPATED SHOW HOURS

Exhibit Hall hours are subject to change. Visit [vpppa.org](http://vpppa.org) for the most up-to-date hours.

### +EXHIBITOR REGISTRATION

**TUESDAY, AUGUST 31**

9:00 a.m.–4:00 p.m.

**WEDNESDAY, SEPTEMBER 1**

7:00 a.m.–8:00 a.m.

### +SHOW HOURS

**Grand Opening of the VPPPA Expo 2021 & Breakfast**

8:00 a.m.–9:45 a.m.

**WEDNESDAY, SEPTEMBER 1**

8:00 a.m.–4:00 p.m.

**THURSDAY, SEPTEMBER 2**

8:00 a.m.–1:30 p.m.

### +EXHIBITOR INSTALLATION

**TUESDAY, AUGUST 31**

9:00 a.m.–5:00 p.m.

**WEDNESDAY, SEPTEMBER 1**

7:30 a.m.–8:00 a.m.

**THURSDAY, SEPTEMBER 2**

7:30 a.m.–8:00 a.m.

### +DISMANTLE

**THURSDAY, SEPTEMBER 2**

1:30 p.m.–5:00 p.m.

For a full list of our Rules and Regulations, please visit our website, [vpppa.org](http://vpppa.org).



## EXTRA OPPORTUNITIES

### Affiliate Member

By joining VPPPA as an Affiliate Member, you are eligible to register for the Safety+ Symposium at the member rate, receive access to pre- and post-symposium attendee mailing lists, and much more. For more information about Affiliate member benefits, please contact the VPPPA Membership Department at (703) 761-1146 or [Membership@vpppa.org](mailto:Membership@vpppa.org).

### Passport to Prizes (Limited availability)

The Passport to Prizes is a guaranteed high traffic booth driver. The Passport to Prizes is a passport-style product that is handed out to all attendees. The attendees must then visit all booths listed and receive a stamp in order to be eligible for prizes. In 2019, more than 60% of attendees participated.

### Upgraded Exhibitor Listing (Limited availability)

An Upgraded Exhibitor Listing will highlight your company in the Exhibitor Brochure, which is handed out to all attendees. Purchasing an Upgraded Exhibitor Listing will also highlight your company in the Safety+ Mobile App, as well as on our website, to help you stand out among your competitors.

	Priority Period Until 11/13/20	Regular Until 2/1/21	Late After 2/1/21
<b>Members</b>	\$16.50/ sq. ft.	\$17.50/sq. ft.	\$19.50/sq. ft.
<b>Non-Members</b>	\$20.50/ sq. ft.	\$21.50/sq. ft.	\$22.50/sq. ft.
<b>Affiliate Membership</b>	\$500	\$500	\$500
<b>Passport to Prizes</b>	\$2,000	\$2,500	\$3,000
<b>Upgraded Exhibitor Listing</b>	\$1,000	\$1,250	\$1,500
<b>Turn-key Booth Package</b>	\$350	\$350	\$350

## 2021 SAFETY+ SYMPOSIUM BOOTH PACKAGE INFORMATION

### Every 10' x 10' booth includes:

- 2 complimentary booth personnel registrations\* (Grants access to all areas of the event)
- 2 additional booth personnel registrations at a discounted rate of \$200 each
- 8' high back wall
- 3' high side drape
- 7"x44" booth ID sign (Provided to booths 300 square feet or less. Booths larger than 300 square feet may request a booth ID sign.)

### Optional Virtual Booth - Features include:

- A custom exhibitor booth page
- A live Zoom exhibitor lounge to meet with attendees
- Ability to upload files, links and videos to showcase your products and services
- Ability to schedule appointments with attendees

\*Every 10' x 10' booth includes 2 complimentary booth personnel registrations. You must register your booth personnel by Friday, August 6, 2021. Those failing to register their personnel by this date will be charged \$250/person.

**Furnishing not included with the 2021 booth rate.** Turn-Key Booth Package available for purchase. Please see the Turn-Key Booth Package below.

### TURN-KEY BOOTH PACKAGE ADD-ON (\$350)

- 6' Draped Table
- 2 Chairs
- Waste basket
- Carpeting\*\*
- Daily Cleaning

\*\*The 2021 Expo Hall will **not** be carpeted.