



ASHEVILLE, NORTH CAROLINA OCTOBER 4 - 8, 2021

## *Exhibitor/Sponsorship Prospectus*

### **Introduction**

Join us in supporting and/or attending the 4<sup>th</sup> **National Cohesive Wildland Fire Management Strategy Workshop**—being held in Asheville, North Carolina October 4 - 8 2021.

The **International Association of Wildland Fire** is presenting the workshop in partnership with the **Wildfire Fire Leadership Council (WFLC)**, and the **Western, Southeast and Northeast Regional Strategy Committees**.

This Workshop will provide an innovative, shared-learning environment for exploration, discussion, understanding, brainstorming, connection and collaboration around the issues we now must face collectively to improve outcomes related to wildland fire.

### **Context**

Since the inception of The National Cohesive Wildland Fire Management Strategy, we have learned that there are multiple “hard truths” of living with fire that must be accepted in order to make meaningful progress towards the three national goals of **Resilient Landscapes, Fire Adapted Communities and a Safe, Effective, Risk-Based Wildfire Response**. We have also experienced multiple opportunities where learning continues around:

- Significant wildland fire events that are changing the way future fires are addressed,
- “Fantastic Failures” where alignment of ideas and resources did not produce the desired outcomes,
- “Magnificent Successes” where collaborative, cross-boundary collaboration, prioritization and investments have led to better wildland fire and landscape scale outcomes,

The 4<sup>th</sup> National Cohesive Strategy Workshop will center on these themes and focus sharply on understanding how the guiding principles and management options are making meaningful progress towards the three goals, to create a learning environment for attendees. We will step beyond previous workshop events to dive deeper into the conversations stimulated above and provide potential solutions to these questions that practitioners, managers and all stakeholders can apply within their own organizations. The Workshop will deliver opportunities for participants to do more than just listen to presentations. All sessions will be interactive and involve audiences through a variety of facilitation techniques and exercises.

## **Who will be there?**

This Workshop is considered “mission critical” for anyone working on these issues in local, state, Tribal and federal agencies and organizations as well as non-governmental organizations and private companies. There is no other forum in the nation that provides these opportunities.

- State, Federal and Tribal land managers, agency administrators and fire managers
- Federal, State and Private natural resource planning specialists
- Local planning officials
- Emergency management and law enforcement personnel
- Wildfire risk reduction and post fire recovery practitioners
- County and city management
- Utilities management
- Insurance industry leaders

## **Exhibition**

In addition to a robust program we will be hosting an exhibition for our sponsors and those interested in gaining excellent exposure to 200 + individuals who will come together to discuss the Cohesive Strategy. The audience will include Federal, State, and local decision makers at all levels.

### **Exhibit Booth - \$750 for a commercial booth; \$500 for a non-profit booth**

Includes:

- One 8-foot skirted table
- Two chairs
- Wireless internet
- Electricity upon request
- Opportunity to address the attendees from the stage.

Space is limited to register early. Exhibitors are invited and encouraged to attend all sessions and social activities.

## **SPONSORSHIP PACKAGES**

We can build tailored sponsorship packages to suit your organization's needs. For further information or to secure your preferred sponsorship option please contact Mikel Robinson by email [execdir@iawfonline.org](mailto:execdir@iawfonline.org) or phone (406) 625-7059.

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### **Platinum Sponsor    \$15,000**

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#### **Benefits:**

Acknowledgement as Platinum Sponsor on workshop website and in all printed materials.  
Name printed on workshop banners/signs/screen savers.  
2 Pop-Up Banners placed in a prominent place at the workshop (sponsor to supply banner).  
Complimentary exhibit table (includes one representative).  
Complimentary registration for an additional 6 representatives.  
Opportunity to address the attendees from the stage.  
Specific mention of sponsor at welcome and closing sessions.  
Full page advertisement in Program Booklet.

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### **Gold Sponsor        \$10,000**

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#### **Benefits:**

Acknowledgement as Gold Sponsor on workshop website and in all printed materials.  
Name printed on workshop banners/signs/screen savers.  
1 Pop-Up Banner placed in a prominent place at the workshop (sponsor to supply banner).  
Complimentary exhibit booth (includes one representative)  
Complimentary registration for an additional 4 representatives.  
Opportunity to address the attendees from the stage.  
Specific mention of sponsor at welcome and closing sessions.  
Full page advertisement in Program Booklet.

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### **Silver Sponsor        \$5,000**

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#### **Benefits:**

Acknowledgement as Silver Sponsor on workshop website and in all printed materials.  
Company name printed on workshop banners/signs/screen savers.  
Complimentary exhibit booth (includes one representative)  
Complimentary registration for an additional 3 representatives.  
Opportunity to address the attendees from the stage.  
Specific mention of sponsor at welcome and closing sessions.  
Half page advertisement in Program Booklet.

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**Bronze Sponsor**      \$2,500

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**Benefits:**

Acknowledgement as Bronze Sponsor on workshop website and in all printed materials.  
Company name printed on workshop banners/signs/screen savers.  
Complimentary exhibit booth (includes one representative)  
Complimentary registration for an additional 1 representative.  
Opportunity to address the attendees from the stage  
Specific mention of sponsor at welcome and closing sessions  
Quarter page advertisement in Program Booklet.

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**Supporting Sponsor**      \$1,000

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**Benefits:**

Acknowledgement as Supporting Sponsor on workshop website and in all printed materials.  
Company name printed on workshop banners/signs/screen savers.  
Opportunity to address the attendees from the stage  
Specific mention of sponsor at welcome and closing sessions

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**Individual Items**

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Coffee Break - \$2,000 (5 available)  
Exclusive Social Reception Sponsor – \$5,000 (2 available)  
Mobile Application Sponsor - \$2,500 (1 available)  
Lanyards/Nametags - \$750 (1 available)  
Sponsor a Student's Registration – TBD

**To become a sponsor or exhibitor visit:**

[https://inawf.memberclicks.net/4thcsworkshop\\_expo](https://inawf.memberclicks.net/4thcsworkshop_expo)