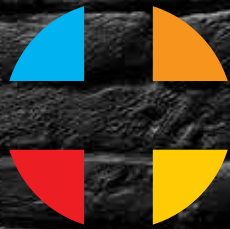


# EXHIBITOR OPPORTUNITIES



NORTH DAKOTA SAFETY COUNCIL

## SAFETY+HEALTH

## CONFERENCE

51st ANNUAL

## EXHIBITOR SHOW

Wednesday, February 21 - Thursday, February 22, 2024  
*Bismarck Event Center • Bismarck, ND*



**ND+SC**  
NORTH DAKOTA SAFETY COUNCIL  
A private non-profit.



# EXHIBITOR

## Agenda & Benefits

The NDSC Safety & Health Conference is the region's largest. Boost your brand while attendees are buzzing with new ideas!

### Plenty of Networking Time

8.5 hours of scheduled networking time, with activities, food and door prizes to draw attendees to the Exhibit Hall.

### Qualified Leads

Connect with a diverse audience, including more than 1,000 safety professionals, industry leaders, future customers and decision-makers.

### Marketing Exposure

Exhibitors receive a special listing in the NDSC's program guide given to all attendees. Plus – you'll be listed on our event website and get exposure on our event app.

### Attendee List

Exhibitors receive a list of attendees after the conference with names, companies, mailing address and phone number.\*

### Opening Session, Keynotes & Meals

Receive two complimentary passes giving you free access to the opening session, keynotes and meals for two people per booth, per day.

\*The NDSC reserves the right to review reports of inappropriate use of the list and prohibit your company from future conference participation.

## NDSC MEMBERS GET MORE!

NDSC members receive \$50 off their total exhibitor registration, logo recognition in the program guide, and proud member signage in their booth.



Not sure if you're a member? Call 800-932-8890 or check

**[ndsc.org/member-directory](http://ndsc.org/member-directory)**

*Want to become a member?  
Call us today!*

## Agenda

### TUESDAY, FEBRUARY 20

Noon-8pm Exhibitor setup

### WEDNESDAY, FEBRUARY 21

6:30am-7am	Exhibitor setup
7am-8am	Breakfast & Exhibitor Networking
8am-9:45am	Opening Session
9:45am-11am	Exhibitor Networking
11:45am	Exhibitor Lunch
Noon-1:30pm	Lunch & Exhibitor Networking
2:30pm-3:30pm	Exhibitor Networking & Refreshments
5pm	Exhibit Hall Closes
5:30pm-7:30pm	Event Social <i>Bismarck Hotel and Convention Center</i>

### THURSDAY, FEBRUARY 22

7am-8am	Breakfast & Exhibitor Networking
8am-9:15am	Keynote
9:15am-10:30am	Exhibitor Networking
11:45am	Exhibitor Lunch
Noon-1:30pm	Lunch & Exhibitor Networking
1:30pm-5pm	Tear Down

# BOOTH INFO & FEES

2024 includes a FRESH NEW Exhibit Hall floor layout. With opportunities to go bigger, you can go beyond a 10x10 booth. Flexible spaces that YOU can customize will create a more dynamic spot to showcase your products. Get creative and pick a custom Super Premium or Prime space!

## Booth Options and Amenities

**Standard Booth: \$715**

**Premium Booth: \$765**

With the purchase of each individual booth, you receive:

- 10'x10' space sectioned off with an 8' backdrop and 3' sides (blue)
- One 8' table and two chairs
- White table cover with blue cloth skirt
- Electricity (*must provide your own long extension cord*)
- Carpet
- One secured wireless Internet code
- Breakfast, lunch and keynote access for two people, each day
- *You may purchase meals for additional attendees.*

**Super Premium Booth: \$2,500**

**Prime Booth: \$3,000**

Super Premium & Prime booth receives all the above amenities, **PLUS:**

- 4 free attendees (Super Premium) or 5 free attendees (Prime)
- Space for a free-standing banner
- Free 1/4 page ad in the Conference Program Guide
- Custom push notification during prime times of Conference
- NDSC will work with you on custom layouts for your space

*If you don't need any of the items above, please let us know during registration.*

*Premium and Prime booths include the same amenities as a standard booth, but are located in prime locations such as end caps, near food, and in aisles we anticipate to have high-traffic flows.*

## Additional Attendees

If you need additional passes, the cost is \$75 per additional attendee, and includes meals. To register additional booth attendees, please email [ndsafetyconference@ndsc.org](mailto:ndsafetyconference@ndsc.org).

## Additional Booth Amenities

Additional booth amenities can be purchased during registration for the prices stated below. Purchases day of show will be charged at a higher rate.

- Extra 4', 6' or 8' Table: \$8
- Extra Cloth Skirting: \$30
- Extra Cloth Table Cover: \$15
- Secured Hard Line Internet: \$100
- Additional Secured Wireless Internet Code: \$5
- *One code is provided with each booth purchase. No outside routers permitted.*

**RESERVE YOUR PRIME OR PREMIUM BOOTH TODAY!**

Jenn Ackert

218-731-4340 • [jennifera@ndsc.org](mailto:jennifera@ndsc.org)

# EXHIBITOR CONDITIONS & DETAILS

## Booth Information

Booths are first-come, first-served and each exhibitor chooses their location as part of the registration process.

When choosing your booth location, if you would prefer not to be next to a competitor, check the interactive floor plan to see other company locations.

If a competitor chooses a booth next to yours, you may modify your registration online. If you would like assistance with choosing a new booth call 701-223-6372.

## Agenda Details

- **Booth set up** will be Tuesday, February 20, 2024, from 12pm - 8pm and Wednesday, February 21 from 6:30am - 7am. On Tuesday, exhibitors WILL NOT be allowed in the Bismarck Event Center (BEC) past 8pm. **If an exhibitor is in the BEC past 8pm, the BEC will charge them for the time.**
- The Keynote Hall is directly connected to the Exhibit Hall, so please limit conversations with attendees during the keynote sessions. This will help limit distractions for those listening to the speakers.
- **Please enter through door E54 and park in Parking Lots E or D.**
- Booths are open 7am to 5pm Wednesday, February 21 and 7am to 1:30pm Thursday, February 22.
- Move out is Thursday, February 22 from 1:30pm to 5pm.

\*The NDSC reserves the right to assess fees or refuse booth registration for future events for companies who tear down early.

## Cancellation Policy

If you MUST cancel your booth registration prior to January 26, 2024, you will receive a 50% refund. No refunds will be issued after January 26 due to marketing and administrative costs incurred.

**Exhibitor  
Registration  
Deadline:  
Friday,  
January 26,  
2024**

*Reserve your booth today!* **[ndsc.org/annualconference](https://ndsc.org/annualconference)**



# ATTENDEE DEMOGRAPHICS

## YEARS OF EXPERIENCE

	2022	2023
1-3 Years	15.30%	17.04%
4-9 Years	29.80%	27.96%
10-19 Years	34.20%	34.20%
20+ Years	20.50%	20.81%

## INDUSTRY AFFILIATION

	2022	2023
Aerospace	0.10%	0.36%
Agriculture	4.50%	4.76%
Construction	4.50%	11.90%
Government	10.60%	7.74%
Health Care	5.40%	4.40%
Insurance	1.40%	0.95%
Manufacturing	14.80%	13.57%
Mining	5.40%	11.31%
Oil & Gas	18.30%	18.33%
Other Industry	6.50%	12.86%
Petrochemical	0.60%	0.12%
Professional Services	1.20%	2.14%
Transportation	3.40%	2.50%
Utilities	14.80%	9.05%

## JOB TITLE

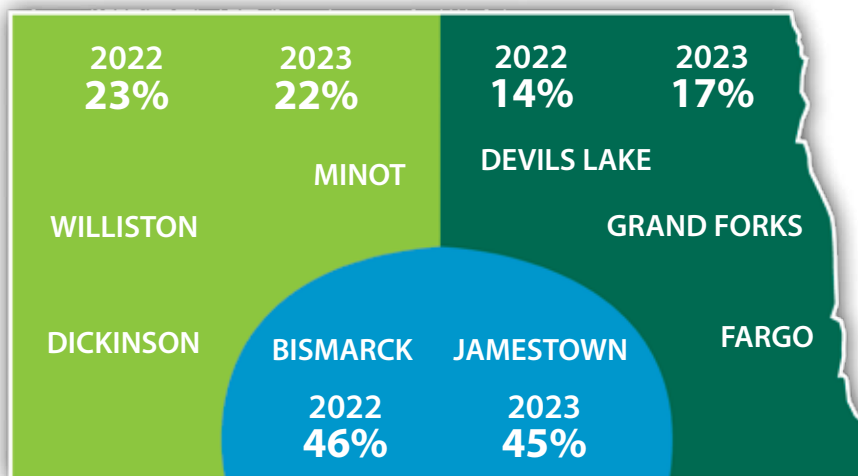
	2022	2023
Administrative Support	2.40%	1.79%
CEO/President/Owner	1.70%	1.02%
Director	4.30%	3.32%
EHS	*	8.93%
Electrician	*	4.34%
Facility Manager	4.00%	1.28%
HSE	*	8.93%
Human Resources	3.20%	5.87%
Maintenance	*	4.34%
Mechanic	*	4.59%
Operations	*	7.14%
Safety Coordinator/Committee	21.60%	26.79%
Safety Director/Manager	17.40%	19.13%
Security Manager	0.60%	1.28%
Vice President	0.70%	1.28%
* Category not tabulated in 2022		

## FIRST TIME ATTENDING

	2022	2023
Yes	40%	31.63%
No	60%	68.37%

\*Reflects the feedback of those who completed the demographic survey during registration.

## ATTENDEES BY REGION



**2022**  
**863**  
participants from  
274 companies  
and 8 states.

**118**  
exhibitor booths  
representing  
96 companies.

**2023**  
**906**  
participants from  
302 companies  
and 12 states.

**127**  
exhibitor booths  
representing  
107 companies.

**Out-of-state attendees**

**2022**  
**17%**

**2023**  
**16%**



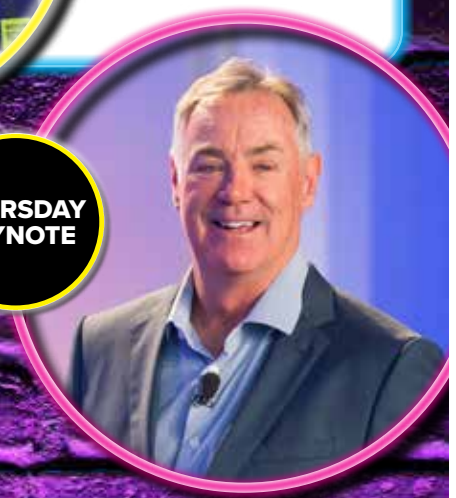
# 2023 EXHIBITORS

3andMe Mobile Coffee Truck  
 AccuTec-HIS, Inc.  
 Acme Tools  
 Airgas  
 Allied Powers LLC  
 American Society of Safety Professionals (ASSP)  
 Ansell  
 Apache Industrial  
 Aramark  
 Arrow Service Team  
 Associated Builders and Contractors MN/ND  
 Atlas Foundation  
 Bank of North Dakota  
 Basin Safety Consulting Corporation  
 Be More Colorful  
 Bismarck Burleigh Public Health  
 Bismarck Cancer Center  
 Blackline Safety  
 Border States  
 Brandsafway  
 Brock White  
 C&D Specialty Contractors  
 CBIZ Insurance Services, Inc.  
 CHI St. Alexius Company Care  
 Cintas Corp  
 Columbia Southern University  
 Complete Track Works, Inc., dba  
 Northern Plains Rail Services  
 CTEH, LLC  
 Deutscher Crashed Car Display  
 Directmed  
 DXP Enterprises  
 EAPC  
 Effect Inc.  
 Emerson

Ergodyne  
 Everything safety LLC  
 F.I.R.S.T.  
 Fastenal Company  
 FODS  
 Gas Clip Technologies  
 Glacier Technology  
 Global Glove & Safety  
 Grainger  
 Graybar Electric  
 Hastings Air Energy Control Inc  
 HexArmor  
 HiDow (NYA Retail Inc.)  
 HireQuest Direct  
 Impact Dakota  
 InDemand Industrial Services, LLC  
 Industrial Scientific Corporation  
 Interiors by Design  
 Kenwood/WS Communications  
 KO Safety Services LLC  
 Lakeland Industries  
 LAPCO Manufacturing Inc  
 Lignite Energy Council  
 Macurco Gas Detection  
 Magid  
 Majestic Glove  
 MakuSafe  
 Market Force, Inc  
 MARTOR  
 Master Lock  
 Midwest Special Instruments  
 Minnesota Valley Testing Laboratories, Inc. (MVTL)  
 Moldex  
 Motion Industries  
 MSA - The Safety Company  
 Nardini Fire Equipment

ND Occupational Safety and Health (BSC)  
 NDHP - Rollover Simulator  
 NDPHP  
 North American Rescue  
 North Dakota One Call  
 North Dakota Safety Associations  
 North Dakota Workforce Safety & Insurance  
 Northern Testing, Inc.  
 One Basin - One Way!  
 Onsite Medical Services Inc.  
 Operation Lifesaver of the Dakotas  
 OSHA  
 PAM Health Rehabilitation Hospital of Fargo  
 Philips  
 Process Marketing Group  
 Puklich Chevrolet  
 Radiation Pros, LLC  
 RESA Power  
 RMI Safety  
 Roco Rescue  
 S&S Promotional Group  
 SHOWA  
 SKC Inc

Sonetics  
 Spotter Cone  
 Summit Carbon Solutions  
 Surewerx  
 Syndicate Safety Supplies & Training  
 Tingley Rubber  
 Total Safety  
 Total Tool Supply, Inc.  
 Trinity Health Occupational Medicine  
 Veritas Crane  
 Walman Optical Safety Eyewear  
 Werner Co  
 Westex: A Milliken Brand  
 ZOLL Medical Corporation



THURSDAY  
KEYNOTE

See 1980 "Miracle on Ice"  
 Olympic Gold Medalist

## JIM CRAIG

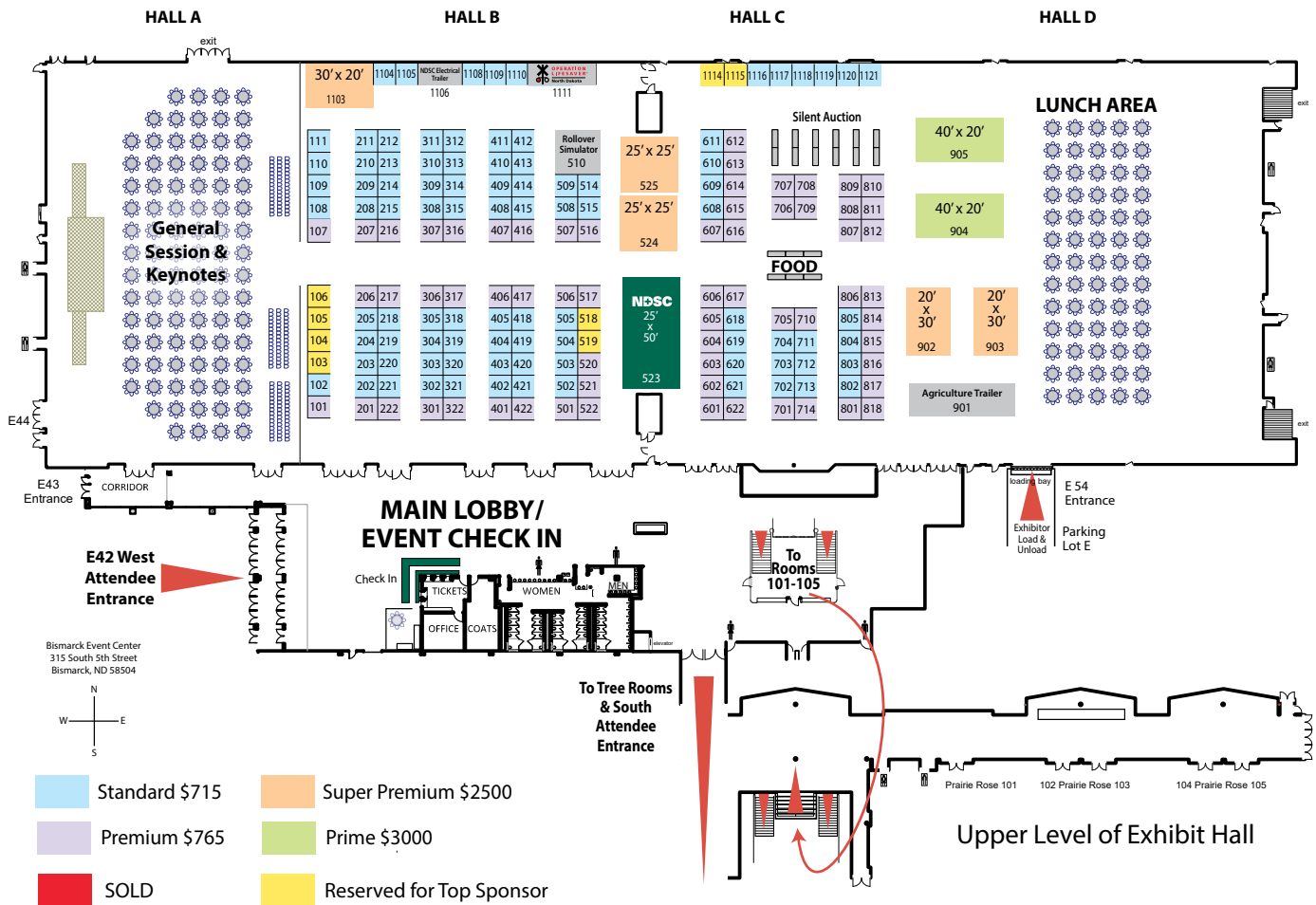
**Free keynote access for all exhibitors!**

*Get more info or reserve your booth today!*

**[ndsc.org/annualconference](https://ndsc.org/annualconference)**



## EXHIBIT HALL



# HOTEL INFORMATION

*Special conference rates available at the following hotels:*

### EverSpring Inn & Suites - \$88.20/night

- 200 East Bismarck Expressway, Bismarck
  - 701-222-2900
  - [everspringinn.com/bismarck](http://everspringinn.com/bismarck)
- Less than one mile from venue.*

### Expressway Suites - \$119.95/night

- 180 East Bismarck Expressway, Bismarck
  - 888-774-5566
  - [expresswaysuites.com](http://expresswaysuites.com)
- Shuttle service available*  
*Less than one mile from venue.*

### Radisson - \$99/night

- 605 East Broadway Avenue, Bismarck
  - 701-712-6475
  - [choicehotels.com](http://choicehotels.com)
- Use online code SAFE23 for discount*

### Fairfield Inn & Suites South - \$114/night

- 135 Ivy Ave, Bismarck
  - 701-223-9293
  - [marriott.com](http://marriott.com)
- Less than one mile from venue.*

### Quality Inn - \$77/night

- 800 S 3rd Street, Bismarck
  - 701-258-7700
  - [choicehotels.com](http://choicehotels.com)
- Shuttle service available*

See other hotel options available at [ndsc.org/annualconference](http://ndsc.org/annualconference)

**To receive these special rates, please reference the North Dakota Safety Council 2024 conference rates.**

*Reserve your booth today!* **[ndsc.org/annualconference](http://ndsc.org/annualconference)**

# STAND OUT WITH EXHIBITOR Upgrade Packages

A booth gives you a presence at the Exhibitor Show - now  
**SEPARATE YOURSELF FROM THE COMPETITION**  
with these marketing opportunities:

## GOLD UPGRADE PACKAGE

\$800

### 2 Freestanding Banner Spaces - \$500 value

You provide the banners, we'll make sure attendees see it ALL WEEK! Banners will be placed in high-traffic areas.

### 1 Event Social Hospitality Room - \$200 value

After day one wraps up, attendees are ready to mingle! Your room at the Event Social is an opportunity to build relationships and your brand.

### 1/2 Page Ad in the Program Guide - \$500 value

Distributed to every attendee, this publication gives you additional exposure even AFTER attendees leave the event!

**That's \$1,200 of additional marketing exposure for only \$800 - a \$400 savings!**

*Limited to five exhibitors.*

## Search For Safety Game | \$40

Drive more traffic to your booth by opting into our Search for Safety game for only \$40.

### Only 24 slots available.

*Just add this to your cart during your registration.*

## Push Notification Alert | \$250

Create your own message/notification to go out to all the attendees through our Conference app. This brief message can go out at your selected time and will direct attendees to your specific booth or your exhibitor page in the app for more information about your company.

### Limited to only 5 exhibitors

*Just add this to your cart during the registration process.*

## SILVER UPGRADE PACKAGE

\$500

### 1 Freestanding Banner Space - \$250 value

You provide the banner, we'll make sure attendees see it ALL WEEK! Banners will be placed in high-traffic areas.

### 1 Event Social Hospitality Room - \$200 value

After day one wraps up, attendees are ready to mingle! Your room at the Event Social is an opportunity to build relationships and your brand.

### 1/4 Page Ad in the Program Guide - \$300 value

Distributed to every attendee, this publication gives you additional exposure even AFTER attendees leave the event!

**That's \$750 of additional marketing exposure for only \$500 - a \$250 savings!**

*Limited to five exhibitors.*

## Lead Retrieval

Don't let exhibiting dollars go to waste. Leads turn into sales with the Aventri Lead Capture app offered during the NDSC Safety + Health Conference. Exhibitors can effectively gather, qualify and follow-up with leads. **Don't miss the Early Bird pricing!**

**Early Bird:** Single License \$150

3 Pack \$420 • 5 Pack \$650

*Early Bird deadline is January 26, 2024*

**Standard:** Single License \$200

3 Pack \$560 • 5 Pack \$875

Questions? Call **701-223-6372** or email **[ndsafetyconference@ndsc.org](mailto:ndsafetyconference@ndsc.org)**

Reserve your booth today! **[ndsc.org/annualconference](https://ndsc.org/annualconference)**



# PROGRAM GUIDE

## *Advertising Opportunities*

REACH

**1,000** **SAFETY AND HEALTH  
PROFESSIONALS**

with your ad in the **CONFERENCE PROGRAM GUIDE**

Your ad will be distributed to 1,000 conference attendees, including safety coordinators and supervisors, skilled tradesman, facility managers, CEOs, VPs and health and wellness professionals. They represent vast industries such as construction, oil & gas, manufacturing, mining, utilities, healthcare, transportation, energy, and more!



**1,000**

full color  
guides  
distributed

### Can't make it to the Conference?

You can still reach attendees by advertising your products or services in the Program Guide!

**Full page** (7.65"x10.2") \$950

**Half page** (7.65"x4.85") \$500

**Quarter page** (3.65"x4.85") \$300

**Eighth page** (3.65"x2.3") \$155

**Reserve your ad space by January 19, 2024**

Include information such as special offers, details about your business, your logo and all contact information. We can even design your ad!

**Reserve your space today!**

**701-223-6372** or [ndsafetyconference@ndsc.org](mailto:ndsafetyconference@ndsc.org)

**NDSC**  
NORTH DAKOTA SAFETY COUNCIL