



2024 NATIONAL CERT CONFERENCE

WASHINGTON D.C. | JULY 23- 26, 2024

SPONSOR AND EXHIBITOR PACKET





Office of Mayor Muriel Bowser
John A. Wilson Building | 1350 Pennsylvania Ave, NW, Suite 300 | Washington, DC 20004

CERT Conference Welcome Letter

On behalf of Mayor Bowser and the Mayor's Office on Volunteerism and Partnerships (Serve DC), we are delighted to welcome you to the 2024 CERT Conference, organized by the National CERT Association (NCA). As you gather here to engage in a wide range of training sessions, presentations, and skill-building opportunities focused on emergency preparedness, we extend our warmest greetings to you and your families.

While you dedicate your time to enhancing your knowledge and expertise in emergency response, we encourage you to explore and experience the vibrant city of Washington, DC. Take advantage of the numerous museums, breathtaking scenic views, picturesque parks, and diverse culinary offerings that downtown DC has to offer. Whether you're strolling through the National Mall, visiting iconic landmarks, or sampling the local cuisine, we hope you find moments of relaxation and enjoyment amidst your conference activities.

We wish you a productive and memorable experience at the 2024 CERT Conference and trust that your time in our Nation's Capital will be both enriching and rewarding.

Thank you for your commitment to emergency preparedness and community service.

In Service,
Jermaine Dillon
Jermaine Dillon
National Service Officer & Director
Serve DC

Dear Community Preparedness and Disaster Response Partner:

The National CERT Association (NCA) is excited to bring the 2024 National CERT Conference to Washington DC. This year, the NCA is partnering with Serve DC- The Mayor's Office on Volunteerism & Partnerships and the National Capitol Region CERT Consortium (NCR CERT). Having the conference in DC will provide the opportunity to leverage subject matter experts from FEMA, which is headquartered in Washington DC, at this year's conference.



2023 National CERT Conference Exhibitor Area.

National CERT Conferences feature training and presentations for all levels of CERT including Emergency Managers, Program Managers, Instructors, Volunteers, and CERT Partners. This year's conference theme is "Many Teams, One Mission", highlighting CERT's ability to be flexible as a community resource as well as being inclusive to all community members. Presentations and panel discussions focusing on the many aspects and focuses of different CERT programs and how they can better support community preparedness and resilience will be the highlight of this year's conference.

Roughly 600 attendees are expected at this year's conference, representing CERT programs from over 40 states and territories.

We are inviting CERT Partners and Stakeholders to support the 2024 National CERT Conference as a Sponsor and/or Exhibitor. Your support makes a huge difference and allows us to provide a quality experience for conference attendees. This packet will discuss the different opportunities available to support the conference.

Thank you and we look forward to seeing you in DC.

Suu-Va Tai
President, National CERT Association

ABOUT CERT



The Community Emergency Response Team (CERT) Program educates individuals about disaster preparedness and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization and disaster medical operations. CERT members give critical support to first responders, provide immediate assistance to affected individuals and organize volunteers at a disaster site. CERT

members can also help with non-emergency projects that improve the safety of their community. The CERT concept was developed by the Los Angeles City Fire Department (LAFD) in 1985. In 1986, LAFD graduated their first CERT class.

In 1994, the Federal Emergency Management Agency adopted the CERT program and expanded the CERT curriculum to include all hazards and made the program available nationwide.

Today there are over 3,000 CERT programs worldwide and over 500 programs in California.



“The greatest good, for the greatest number, in the shortest amount of time.”

ABOUT NATIONAL CERT ASSOCIATION



The National CERT Association (NCA) was created by CERT leaders in partnership with FEMA’s Individual and Community Preparedness Division (ICPD). Established in 2019, the NCA works to increase the communication and resource sharing for CERT programs across the US.

The NCA is lead by a board of directors which includes 30 CERT Leaders across the nation and FEMA regional and national CERT coordinators.

As part of a MOU with FEMA’s Individual and Community Preparedness Division, the NCA will hold National CERT Conferences. National CERT Conferences are vital to providing CERT programs valuable training and networking activities.

Local communities across the US, as well as in select international counties, rely on CERT programs to prepare their community and support disaster response.

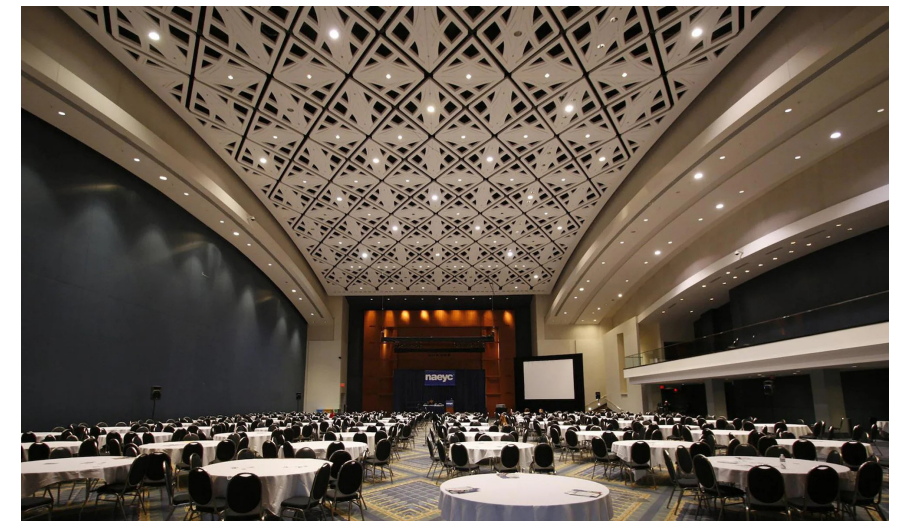
THE NATIONAL CERT CONFERENCE



The National CERT Conference will be held July 23 - 26, 2024, at the Walter E. Washington Convention Center in Washington D.C.. About 600 attendees are expected at this year’s conference, representing over 40 states and territories across the United States.

This year’s conference theme is “*Many Teams, One Mission*”, highlighting CERT’s ability to be flexible as a community resource as well as being inclusive to all community members.

The CERT conference is geared toward all levels of CERT including Emergency Managers, CERT Program Managers, Volunteer Coordinators, CERT Instructors, CERT volunteers, and other stakeholders. The keystone of each conference is delivery of training and presentations targeted to the CERT community wanting to build their knowledge and skills. Our goals are to provide attendees with the opportunity to gain valuable skills and insights that they take back to their jurisdictions to build resiliency and expand the capabilities of their CERT programs.



Sponsors and Exhibitors are vital to successful CERT Conferences. Funds raised from these partners help decrease the cost of registration for attendees and increase the level of training and networking that can be provided. We invite you to help support the 2024 National CERT Conference as a Sponsor and/or Exhibitor.

PRESENTING SPONSOR

\$30,000

This sponsor will be listed as the presenting sponsor for the conference.

This sponsorship package includes:

- Prime logo placement on conference signage and printed materials
- Prime logo placement during the conference
- Logo featured on the podium sign during the Opening Plenary session
- Special recognition during the Opening Plenary session
- Up to ten (10) complimentary conference registrations for staff to attend the full conference
- Up to ten (10) complimentary tickets for the VIP breakfast
- Premium Exhibitor package
- Full spread advertisement space in the digital Conference Program



TRAINING SPONSOR

\$20,000

This sponsor be listed as the main sponsor for training during the conference.

This sponsorship package includes:

- Prime logo placement on conference signage and printed materials
- Prime logo placement during the conference
- Special recognition during the Opening Plenary session
- Up to five (5) complimentary conference registrations for staff to attend the full conference
- Up to five (5) complimentary tickets for the VIP breakfast
- Premium Exhibitor package
- Full page advertisement space in the digital Conference Program



SOCIAL EVENT SPONSOR

\$20,000

This sponsor will be listed as the main sponsor for the social event. The social event features karaoke and dancing. A sponsor for this event will add a dinner for conference attendees.

This sponsorship package includes:

- Prime logo placement on conference signage and printed materials
- Prime logo placement during the conference
- Special recognition during the Opening Plenary session
- Up to five (5) complimentary conference registrations for staff to attend the full conference
- Up to five (5) complimentary tickets for the VIP breakfast
- Premium Exhibitor package
- Full page advertisement space in the digital Conference Program

HOSPITALITY SUITE SPONSOR

\$20,000

This sponsor will be listed as the main sponsor for the Hospitality Suites. The Hospitality Suites are located on the top floor of the hotel. Hospitality will be open daily and are designed as a place for conference attendees to meet and network. Light snacks and beverages will be available in the suites.

This sponsorship package includes:

- Prime logo placement on conference signage and printed materials
- Prime logo placement in the Hospitality Suites
- Special recognition during the Opening Plenary session
- Up to five (5) complimentary conference registrations for staff to attend the full conference
- Up to five (5) complimentary tickets for the VIP breakfast
- Premium Exhibitor package
- Full page advertisement space in the digital Conference Program

Additional sponsorship opportunities on the next page.



WELCOME RECEPTION SPONSOR **\$10,000**

This sponsor will be listed as the main sponsor for the Welcome Reception. Food will be served during the welcome reception. Each attendee present at the welcome reception will receive a drink ticket that can be used at the cash bar.

- This sponsorship package includes:
- Prime logo placement on conference signage and printed materials
 - Prime logo placement during the conference
 - Logo featured during the Welcome Reception
 - Special recognition during the Opening Plenary session
 - Up to two (2) complimentary tickets for the VIP breakfast
 - Premium Exhibitor package
 - Half page advertisement space in the digital Conference Program

VIP BREAKFAST SPONSOR **\$10,000**

This sponsor will be listed as the main sponsor for the VIP Breakfast.

- This sponsorship package includes:
- Prime logo placement on conference signage and printed materials
 - Prime logo placement during the conference
 - Logo featured during the VIP Breakfast
 - Special recognition during the Opening Plenary session
 - Up to five (5) complimentary tickets for the VIP breakfast
 - Premium Exhibitor package
 - Half page advertisement space in the digital Conference Program

GOLD SPONSOR **\$10,000**

Gold sponsors help offset the cost of the conference for attendees. These sponsors will help us provide discounted and free conference registration for attendees that are paying for their own costs to attend the conference.

- This sponsorship package includes:
- Logo placement on conference signage and printed materials
 - Up to two (2) complimentary conference registrations for staff to attend the full conference
 - Up to two (2) complimentary tickets for the VIP breakfast
 - Premium Exhibitor package
 - Quarter page advertisement space in the digital Conference Program

SILVER SPONSOR **\$5,000**

Silver sponsors help offset the cost of the conference for attendees. These sponsors will help us provide discounted and free conference registration for attendees that are paying for their own costs to attend the conference.

- This sponsorship package includes:
- Logo placement on conference signage and printed materials
 - One (1) complimentary conference registration for staff to attend the full conference
 - One (1) complimentary ticket for the VIP breakfast
 - Premium Exhibitor package
 - Quarter page advertisement space in the digital Conference Program

SPONSORSHIP LEVEL BENEFITS

SPONSORSHIP LEVEL BENEFITS	PRESENTING	TRAINING	SOCIAL EVENT	HOSPITALITY SUITE	WELCOME RECEPTION	VIP BREAKFAST	GOLD	SILVER
Prime logo placement on conference signage and printed materials	X	X	X	X	X	X		
Logo placement on conference signage and printed materials							X	X
Prime logo placement during the conference	X	X	X		X			
Logo featured on podium sign during the Opening Plenary session	X							
Logo featured during the Welcome Reception					X			
Prime logo placement in the Hospitality Suites				X				
Special recognition during the Opening Plenary session	X	X	X	X	X	X		
Complimentary conference registration for staff to attend the full conference	Up to 10	Up to 5	Up to 5	Up to 5			Up to 2	1 ticket
Complimentary tickets for the VIP breakfast	Up to 10	Up to 5	Up to 5	Up to 5	Up to 2	Up to 5	Up to 2	1 ticket
Conference Program advertisement space	Full Spread	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page
Sponsor Exhibitor Package	X	X	X	X	X	X	X	X

Less paperwork, more meaningful work.

Have everything in place with the all-in-one solution to track hours, training, experience, and credentials.

Hours Tracked

8hrs

JAN 2023

You've received a merit

CERT Basic from Harris County CERT...

Tap to view

Eric Williams
Volunteer

NCA

Checked in

3:45 PM

Eric, you are checked in from

CERT Training

What's next?

- Now head to room 212 and be seated

- The class will begin at 3:00 pm

CHECK-IN TO ANOTHER ACTIVITY

FULL PAGE AD EXAMPLE

MERIT

Get up and running immediately by calling 1-833-4MERITS
Learn more at merits.com/readynow

SPONSORED CONTENT

Who We Are

Cal OES serves as the state's leadership hub during all major emergencies and disasters. This includes responding, directing, and coordinating state and federal resources and mutual aid assets across all regions to support the diverse communities across the state.

Cal OES also supports local jurisdictions and communities through planning and preparedness activities, training, and facilitating the immediate response to an emergency through the longer-term recovery phase. During this process, Cal OES serves as the state's overall coordinator and agent to secure federal government resources through the Federal Emergency Management Agency.

What We Do



LISTOS California

Listos California provides vulnerable Californians with access to lifesaving emergency preparedness information.

For more information please visit listoscalifornia.org.



California Specialized Training Institute (CSTI)

CSTI offers more than a hundred course titles of specialized training for emergency responders throughout California.

For more information please visit caloes.ca.gov.



Early Earthquake Warning

The California Earthquake Early Warning System marries a new smartphone application called MyShake with warnings issued through operating systems and Wireless Emergency Alerts (WEA). The system uses ground motion sensors to detect earthquakes and notify Californians so that they can "Drop, cover and hold on" in advance of a seismic event.

For more information please visit earthquake.ca.gov.



Preparedness Ambassadors

The Preparedness Ambassadors curriculum is designed to engage fourth grade students to develop and promote disaster preparedness guidelines for their homes, school, and local community.

For more information please visit caloes.ca.gov.



Prepare California

The Prepare California Initiative is a grant program aimed at reducing long-term risks from natural disasters by investing in local capacity building and mitigation projects designed to protect vulnerable communities.

For more information please visit caloes.ca.gov.



SPEAKERS



Julie Atwood
Founder-Director
HALTER Project

Julie Atwood is a CERT in multiple jurisdictions and a Director of Bodega Bay (CA) CERT. She is also a CART Volunteer in multiple jurisdictions and the CA Veterinary Emergency Team (CVET). Julie is the Founder-Director of HALTER Project and a recipient of two FEMA ICP Awards.



Chief Scott Barthelmass
Assistant Chief
Eureka Fire Protection District

Scott Barthelmass is a 31 year public safety, having served in positions in fire, emergency management, EMS, hazmat, law enforcement, and search and rescue. Scott currently serves as the Assistant Chief of the Eureka Fire Protection District in suburban St Louis, Missouri, and is a member of the Missouri Task Force 1 (one of the 28 FEMA USAF teams) and a part-time St. Louis County Park Ranger. Scott is a person for keeping people safe and giving people the skills to keep themselves safe.



Christine Tully
Program Manager
Irvine CERT

Christine Tully coordinates all CERT basic trainings, continuing education classes, functional training scenarios, and special events for Irvine CERT volunteers. Irvine CERT is a well-established program since 2003 and has trained almost 3,000 volunteers and is currently hosting its 94th training cohort in May. Irvine CERT is proud to have established the first-ever CERT training taught completely in Mandarin to its Chinese community and continues to host two training events a year. Irvine has graduated over 190 Chinese people into the program and has hosted five cohorts in total.



Joe D Viramontez
CEO & Founder
ICS4Schools/ICS4S, LLC

Joe Viramontez is a retired Fire Captain with the Santa Clara County Fire Department. With over 30 years of experience in emergency response and CEO of ICS4Schools, as well as presenting to and educating CERT Teams within California, Joe Viramontez is a subject matter expert in the areas of utilizing technology for training and communications.

QUARTER PAGE
AD EXAMPLE

HALF PAGE
AD EXAMPLE

Disasters Happen
—BE PREPARED—



NERRTC delivers a comprehensive set of courses and workshops, funded by DHS/FEMA, to emergency responders, senior officials, public works staff, and medical personnel.

Courses are developed and led by homeland security experts across the country, many of whom responded to, or managed, some of the most significant incidents on record.



Danielle Bell
Marriage and Family Associate
San Ramon Valley Fire/CERT

Danielle Bell has eighteen years of hands-on training in the home, a master's degree in Counseling and running a home program for her son who was diagnosed with severe Autism at the age of two. Danielle has also become a Marriage and Family Associate helping families navigate Special abilities. She continues to work at San Ramon Valley Fire for the past 22 years and integrates her experience in the Fire District with how to handle Access and Functional needs like Autism.



SPONSORED CONTENT

THE ONLY END-TO-END
PUBLIC SAFETY SOLUTIONS PROVIDER

- LICENSE PLATE RECOGNITION
- VIDEO MANAGEMENT SOLUTIONS
- IN-CAR AND BODY WORN CAMERAS
- EVIDENCE MANAGEMENT
- CYBERSECURITY



MOTOROLA SOLUTIONS

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National Emergency
Response and Recovery
Training Center





The CERT Conference is a great opportunity to showcase your CERT related products and services to CERT Program Managers, Instructors and Trainers. CERT Conference participants are always excited to visit with exhibitors during the conference.

PREMIUM EXHIBITOR	\$2,000
Premium Exhibitor package includes:	
<ul style="list-style-type: none">• Premium booth space in the Exhibitor Hall (Premium Exhibitors will choose their booth space based on order of payment received)• Two (2) 6' tables and two (2) chairs• Logo placement on conference signage and printed materials• Coffee and plated lunch privileges for two (2) staff on Opening Day• Two (2) tickets to the VIP Breakfast on Opening Day, Tuesday, July 23, 2024	
STANDARD EXHIBITOR	\$1,000
Standard Exhibitor package includes:	
<ul style="list-style-type: none">• Booth space in Exhibitor Hall (Exhibitors will choose their booth space after Premium Exhibitors and based on order of payment received)• One (1) 6' table and one (1) chair• Logo placement on conference signage and printed materials• Coffee and plated lunch privileges for two (2) staff on Opening Day	

HOW TO BECOME A SPONSOR OR EXHIBITOR

- Step 1:** Fill out the Sponsor/Exhibitor form online: <https://forms.gle/eSFG9zxeQsgkLcou5>
- Step 2:** Someone from the Sponsor and Exhibitor Committee will reach out to you to discuss your interest.
- Step 3:** Submit your payment. Make checks out to National CERT Association.
Checks can be mailed to:
National CERT Association
Attn: Michael Williams
PO Box 550
Goleta, CA 93116
- Step 4:** Submit a hi-resolution version of your organization's logo.
- Step 5:** Enjoy the conference!

Questions? Contact one of the Sponsor/Exhibitor Co-Chairs listed below:

- Everett Balmores**
Sponsor/Exhibitor Co-Chair
Email: mema.balmores@gmail.com
- Jim Yoke**
Sponsor/Exhibitor Co-Chair
Email: jyoke@smcfire.org

Get Started!
Scan for Sponsor/
Exhibitor Form



