

# SPONSOR & EXHIBITOR PROSPECTUS



**CELEBRATING 40 YEARS OF CERT**  
*Stronger Communities Start Here*

**2026 NATIONAL CERT CONFERENCE**  
AUGUST 24 - 29, 2026 | IRVINE, CALIFORNIA





**2026 NATIONAL CERT CONFERENCE**  
*Stronger Communities Start Here*

*Celebrating 40 Years of CERT*

Dear Partner,

The **National CERT Association (NCA)**, in partnership with the **City of Irvine and the Orange County Emergency Management Division**, invites you to support the 2026 National CERT Conference, celebrating 40 years of the CERT program. The event will be held August 27 - 29, 2026, at the Hyatt Regency Irvine, with about 700 volunteers and agency representatives expected from across the country.

Your partnership will help enhance the conference and reduce cost for attendees, many of who are volunteers. Pre-Conference training (August 24 - 26) will include specialty courses and instructor training in Mandarin, Spanish, and Vietnamese.

Please review the attached packet for ways you can support the conference. To confirm your participation or request further information, kindly contact us at your earliest convenience at [CERTConference@nationalcert.org](mailto:CERTConference@nationalcert.org).

Best regards,

***Samantha Royster***

Chair

National CERT Association

***Christine Tully***

Conference Co-Chair

City of Irvine

***Brenda Emrick***

Conference Co-Chair

National CERT Association



## 2026 NATIONAL CERT CONFERENCE

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## COMMUNITY EMERGENCY RESPONSE TEAM (CERT)

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

CERT volunteers 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 from its first CERT class. In 1994, the Federal Emergency Management Agency adopted the CERT program, expanded the CERT curriculum to include all hazards, and made the program available nationwide. Today, there are over 3,000 CERT programs worldwide, with more than 500 in California.

## NATIONAL CERT ASSOCIATION - 2019 TO TODAY!

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.

To support this shared goal, the NCA will hold annual 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

### WHEN:

Pre-Conference: August 24 - 26, 2026

Main Conference: August 27 - 29, 2026

### WHERE:

Hyatt Regency Irvine  
17900 Jamboree Road  
Irvine, California 92614

### WHAT TO EXPECT:

- Over 700 attendees from across the country
- Welcome Reception
- Opening Plenary with Keynote Speaker
- A variety of presentations, training, plenary sessions, and opportunities for attendees to engage with exhibitors and sponsors.

### SPONSOR & EXHIBITOR DEADLINES

#### JUNE 1, 2026

No refunds after this date

#### JULY 24, 2026

Booth payments made after this date will incur a \$450 late fee.

#### JULY 31, 2026

Inclusion in conference mobile app

#### JULY 31, 2026

Inclusion in conference registration information on website.

#### JULY 31, 2026

All exhibitor conference registrations must be completed online.





# 2026 NATIONAL CERT CONFERENCE

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## EXHIBITOR INFORMATION

### EXHIBITOR BOOTH FEES

The exhibitor booth fees will be \$1,800. All exhibit spaces will be a 6' booth. A 6' table and 2 chairs will be provided. Space will be allocated on a first come, first served basis with top sponsors selecting their location first.

### NON-PROFIT & GOVERNMENT RATE

Limited exhibitor booths are available to CERT programs and non-profit organizations that support CERT's mission for at no cost to the organization. Contact [CERTConference@nationalcert.org](mailto:CERTConference@nationalcert.org) for more information.

### YOUR EXHIBITOR FEE INCLUDES:

- One 6' table and 2 chairs
- One exhibitor registration for the designated company representative (additional registrations available for a fee \$295)
- Complimentary Wi-Fi
- Logo placement on conference signage, website, social media, and printed materials
- Note: meals are not included. Register for a full conference registration if you would like meals included as part of your registration

### EXHIBIT SCHEDULE

#### Wednesday 8/26/2026

12:00 PM - 5:00 PM  
Exhibit Set Up

#### Thursday 8/27/2026

8:00 AM - 6:00 PM  
Exhibitor Area Open

#### Friday 8/28/2026

8:00 AM - 6:00 PM  
Exhibitor Area Open  
6:00 PM - 8:00 PM  
Exhibit Tear Down





## 2026 NATIONAL CERT CONFERENCE

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## SPONSOR & EXHIBITOR INFORMATION



### HOTEL ACCOMODATIONS

The conference will be held at the Hyatt Regency Irvine. All conference attendees and exhibitors are responsible for making their own travel arrangements and hotel reservations. Once you have paid for your booth or sponsorship, you will receive a confirmation email with a link for your hotel room reservation at a special discounted group rate of \$191 a night.

### REFUNDS AND CANCELLATIONS

All requests for refunds or cancellations of exhibit booth fees and sponsorships must be in writing to the National CERT Association by June 1, 2026. There will be no refunds after this date. All refunds will incur a 10% administrative fee. All promotional materials, logo, and company name will be removed from all materials and website upon cancellation.

### LOGO SPECIFICATIONS

You must send your logo as a high-resolution, transparent PNG or as an EPS or AI vector format.

Send your high resolution logo to [marketing@nationalcert.org](mailto:marketing@nationalcert.org) no later than Friday, July 31, 2026.

# SPONSORSHIP OPPORTUNITIES

*Celebrating 40 Years of CERT*

## **40<sup>TH</sup> ANNIVERSARY PRESENTING SPONSOR**

**\$20,000**

*This elite level is available only to the top four sponsors.*

- Prime logo placement on conference signage, website, social media, and printed materials
- Premium exhibitor booth location
- Recognition at the Opening Plenary Session, with a chance to speak for up to five (5) minutes
- Reserved VIP seating at Opening Plenary Session and Awards Luncheon
- Four (4) complimentary conference registrations for staff to attend the conference, or option to be donated as a conference scholarship
- Ad space on LED video wall in conference space
- Choice of one sponsored event from the list below (first-come basis):
  - Opening Plenary (Thursday Lunch)
  - Welcome Reception (Thursday Evening)
  - Awards Luncheon (Friday Lunch)
  - Full Breakfast (Saturday Morning)
- Prominent signage at your sponsored event (from list above)
- Opportunity to place a promotional item provided by your organization at tables at your sponsored event
- Recognition in conference mobile app
- Organization logo with a link to your website on the 2026 National CERT Conference webpage



# SPONSORSHIP OPPORTUNITIES

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## **GOLD SPONSOR**

**\$10,000**

- Logo placement on conference signage, website, social media, and printed materials
- Exhibitor booth
- Two (2) complimentary conference registrations for staff to attend the conference, or may be given out ahead of the conference to CERT volunteers who request a scholarship
- Choice of one sponsored event or item from the list below (first-come basis):
  - Interpretation Services (3 Available)
  - Keynote Speaker (Thursday Afternoon)
  - Boxed Lunches for Pre-Conference (3 Available)
  - Hospitality Suite (Multiple Available)

## **SILVER SPONSOR**

**\$7,500**

- Logo placement on conference signage, website, social media, and printed materials
- Exhibitor booth
- Two (2) complimentary conference registrations for staff to attend the conference, or may be given out ahead of the conference to CERT volunteers who request a scholarship
- Choice of contribution towards the cost of one item from the list below (first-come basis)
  - Field Trip Shuttle Transportation (Saturday Afternoon)
  - Conference Wi-Fi
  - Audio Visual
  - Tote Bags with Your Company Logo





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### **BRONZE SPONSOR**

**\$5,000**

- Logo placement on conference signage, website, social media, and printed materials
- Exhibitor booth
- One (1) complimentary conference registrations for staff to attend the conference, or may be given out ahead of the conference to CERT volunteers who request a scholarship
- Choice of contribution towards the cost of one item from the list below (first-come basis)
  - Refreshment Break (multiple available)
  - Name Badge Holders/Lanyards with Your Company Logo
  - Conference Mobile App
  - 40<sup>th</sup> Anniversary Commemorative Coin
  - 40<sup>th</sup> Anniversary Attendee Clipboard



# EXHIBITOR AGREEMENT

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## **RULES AND COMPLIANCE**

Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

Upon noncompliance with the rules formulated, the National CERT Association reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or in part, with or without giving cause. If cause is not given, the National CERT Association's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or for any other reason, no return of monies received shall be made.

## **MULTIPLE BOOTHS**

Exhibitors may purchase multiple booths; however booths may not be shared with another company.

## **BOOTH PAYMENT**

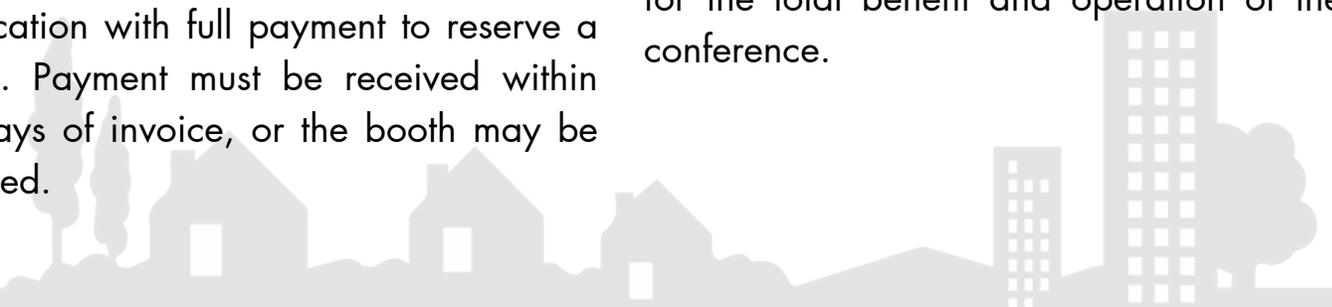
Each exhibitor **MUST** submit a signed application with full payment to reserve a booth. Payment must be received within 30 days of invoice, or the booth may be forfeited.

## **CONTRACT FOR SPACE**

The exhibit contract and booth space application, the formal notice of space assignment and the full payment of exhibit booth fees together constitute a contract between the National CERT Association and the exhibitor for the right to use the assigned booth space and to comply with these rules and regulations. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by the National CERT Association.

## **SPACE ASSIGNMENT**

Space assignment priority is given according to sponsorship level. The National CERT Association will make every effort to place exhibitors in the areas of their choice, and once a space is paid for, confirm that the space to the exhibitor. However, the National CERT Association does reserve the right to place, move, or relocate any exhibitor in case of necessity for the total benefit and operation of the conference.



# EXHIBITOR AGREEMENT

*Celebrating 40 Years of CERT*

## SHIPPING & HANDLING

Shipping of materials and installation fees are not included in the exhibit booth fee. Arrangements for shipping and storage of displays and materials must be directed to the Hyatt Regency Irvine, 17900 Jamboree Rd, Irvine, CA 92614, marked as National CERT Conference Exhibitor with your company name. Boxes may not arrive prior to August 20, 2026. Additional instructions will be sent to exhibitors in July 2026.

## EXHIBIT BOOTH SETUP

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the space assigned. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

## CANCELLATION

If an exhibitor cancels a booth space contract prior to June 1, 2026, all fees paid minus a 10% administration fee will be returned. If an exhibitor rents a booth, pays in full, but does not attend the conference, there will be no refund of the booth rental fee. In addition, cancellation of a booth on or after June 1, 2026, will result in a full forfeiture of fees.

## EXHIBITOR'S RESPONSIBILITIES

The National CERT Association will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage, or concealed damage. The National CERT Association will not be responsible for the loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's booth. Similarly, the National CERT Association cannot be responsible for the disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.



# EXHIBITOR AGREEMENT

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## **REPRESENTATIVES & REPRESENTATIVE FEES**

All company representatives working the exhibit booth must be registered for the conference. All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are non-transferrable. Rights of an exhibitor shall not be assignable to any other firm or person.

The exhibit fee for each booth includes one conference registration for the designated company representative. Additional vendor registrations may be purchased at the reduced fee of \$295 per person via the National CERT Conference registration site.

## **INSURANCE AND LIABILITY**

Exhibitor agrees to protect, save, and keep the National CERT Association and the Hyatt Regency Irvine, forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the Hyatt Regency Irvine and the National CERT Association regarding exhibition premises.

Further, exhibitor shall at all times protect, indemnify, and hold harmless the National CERT Association and the Hyatt Regency Irvine, against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally, the National CERT Association will not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy actions, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the National CERT Association.