

Dia Gainor

Subject: FW: NASEMSO Supporting IWCE's IoT Saving Lives

----- Original message -----

From: Kevin McGinnis <Kevin@McGinnis.ws>

Date: 3/29/18 3:26 PM (GMT-07:00)

To: "Armstrong, Beth" <barmstrong@asmii.net>, Dia Gainor <dia@nasemso.org>

Subject: NASEMSO Supporting IWCE's IoT Saving Lives

Beth/Dia,

The organizer of this upcoming one day IWCE "Internet of Things Saving Lives" conference approached me to see if NASEMSO might want to "barter" support for the conference. See the note below and attached barter agreement.

They might then want to do the same with the annual in March, 2019 with bigger offerings on their part as reflected below. IAEM does this with them, as does the National Association of State Nine-One-One Administrators.

It's low/no cost for us, gets our logo out as being progressive in this arena, and offers some freebies for our staff/members (e.g. we could offer the one free admission to a western member interested in this stuff).

I have presented at the big IWCE many years now, as has Paul Patrick on occasion. They are. Ery well-regarded in the public safety and punlic safety comms worlds.

I will also be speaking at the IoT conference in my way to SafeCom that week. They are footing the travel etc.

I am passing it along for consideration by you and the EC if you think appropriate.

Thanks!

Kevin

Kevin McGinnis

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McGinnis@nasemso.org for most purposes.

Kevin.McGinnis@firstnet.gov for FirstNet.

Begin forwarded message:

From: "Orlick, Stacey" <Stacey.Orlick@KNect365.com>

Date: March 29, 2018 at 17:00:47 EDT

To: Kevin McGinnis <Kevin@McGinnis.ws>

Subject: RE: IWCE's IoT Saving Lives

Kevin – we do barter with over 65 partners, and while they are all different, one of the basics is we put their logo on our web site - <http://www.iwceexpo.com/iwce18/Public/Content.aspx?ID=1069463>. It gives IWCE a little stamp of approval and gives the partner exposure to IWCE's audience.

Our goal is to get the word out about *our* event to *your* members, and in return for you doing that for us, we're happy to provide discounts and a free pass. We do this with NPSTC, NENA, APCO, iCERT, all the biggies! I've attached a preliminary barter so you can see what we're trading for this smaller event, and how it benefits us both. NOTE we're a bit limited for this one day event, but for IWCE 2019, we can include things like a free booth (raw space only), a free meeting room for anyone attending to get together (eg NPSTC hosts their winter board meeting during IWCE), more free passes, a pub bin for any materials about the association or the newsletter, a post-show attendee mailing list and some other items if they are interested.

I kept it simple on your side, asking only for a calendar listing, banner ad and email blast. All are negotiable and we welcome other ideas (other outreach, web site exposure, newsletter ads), but again, we want to get the word out to your members, and in return, your organization is exposed to our entire promotional list, some of whom can become members.

I hope that they will work with us! Thanks for your consideration!
Stacey