



TOR-CON

NATIONAL TORNADO & SEVERE WEATHER **20**
CONFERENCE & EXPO **27**

Sponsor and
Vendor Prospectus

STRONGER THAN THE STORM

417-434-8311
Info@Tor-Con.org
www.Tor-Con.org



About the Conference

Attendees:

750 - 1,000 Attendees

Location:

The Grand Hyatt San Antonio River Walk,
600 East Market St, San Antonio, TX 78205

Dates:

Pre-Conference Training: January 27, 2027

National Conference: January 28 - 30, 2027

About Tor-Con 2027

Unlike Hurricanes, Tornadoes and severe weather occur suddenly and with little or no warning. This event has been carefully planned to bring together the best thinkers and practitioners from across the nation to share practical approaches, research-based insights, and impactful resources to better inform those responsible for protecting lives and property. In short, as Tornado Alley has shifted and extreme weather events have become more frequent and severe, cross-disciplinary coordination is no longer optional. The relationships among those responsible for planning, preparedness, response, and recovery are more important than ever. The intent of Tor-Con 2027 is to bring the best of the best together to become "Stronger than the Storm."

Home to the Alamo, there is perhaps no location in the nation with a more storied history grounded in resiliency and heroism. Located in downtown San Antonio, the beautiful and accommodating Grand Hyatt San Antonio River Walk Hotel will serve as the host venue for this event.

We look forward to the fellowship, learning opportunities, diversity of perspectives, and the long-term relationships that will become the legacy of Tor-Con 2027...and beyond.

Our Audience

- **State and local leaders** interested in becoming better prepared by learning from their peers who have experienced large-scale natural disasters.
- **Emergency managers** with a desire to increase their knowledge and skills, networking to identify blind spots in their planning and preparedness efforts, and have an interest in new technologies, systems, and equipment to support plan implementation.
- **First responders** who want to be better prepared to serve others by learning from communities with worst-case scenario responder experience, and who are interested in equipment and systems that can assist in the response.
- **Mental and behavioral health professionals** with a passion for supporting responders and survivors, including children and youth, and learning about leading practices in the field.
- **Healthcare professionals** seeking to learn from peers who have lived experiences in direct tornado impacts, mass casualty care, and reunification.
- **Non-government and faith-based organizations** seeking opportunities to learn from one another and to build relationships with state and local stakeholders who may find themselves in need of services.
- **Meteorologists and storm chasers** who want to share their stories and experiences to educate and inform others about weather patterns, advances in storm prediction technology, and community education.

Our “Why?”

Leadership research across sectors is clear. Working on “islands” is not only ineffective but counterproductive to improving efficiency, effectiveness, and results. This is especially true when leading emergency preparedness, response, and recovery efforts. Tor-Con 2027 was created to bridge the gap between these “islands,” enabling us to work independently in our areas of expertise while maintaining clear pathways to collaborate dynamically and effectively when called to action.

The Tor-Con 2027 team of advisors has been deliberate and intentional in creating a conference that brings together diverse perspectives grounded in expertise and experience. Disaster preparedness, response, and recovery are a team effort. This conference brings together leaders, first responders, and those agencies and organizations whose missions are to support response and long-term recovery when individuals and communities need us most.

For sponsors and participating vendors, the “Why?” is simple. Tor-Con 2027 is seeking like-minded organizations and business partners committed to our shared mission to protect lives and property.

What Is In It For You!

Tor-Con 2027 offers Sponsors and Vendors a unique opportunity to align their organizations with a nationally recognized forum dedicated to advancing severe weather planning, preparedness, response, and recovery. As extreme weather events increase in frequency and complexity, decision makers across disciplines are actively seeking innovative solutions, trusted partners, and proven resources. This Conference provides direct access to leaders and professionals responsible for protecting lives and property nationwide.

Sponsors and Vendors will strengthen brand visibility, build strategic relationships, showcase products and services to a highly targeted audience, and position themselves as valued contributors to resilience and public safety efforts. Your involvement demonstrates leadership, commitment, and partnership at a time when coordinated action has never been more important.

Sponsorship Levels

Diamond - \$75,000 - Sold (HaloRRS)

- Headline - Billing
- Reserved VIP Conference Seating
- 10' x 30' Booth - Choice of Available Options
- 2 - 30 minute vendor
- Keynote Sponsor
- 5 Client Event Tickets
- 2 Vendor Event Tickets
- 1 Page Ad in Program
- XL Logo on Website
- Recognition in Media Releases
- Front Entrance Signage
- 5 times the daily recognition as partner sponsors

Platinum - \$60,000 - 3 Remaining

- Lunch Sponsor or Award Luncheon Sponsor
- Reserved VIP Conference Seating
- 10' x 20' Booth - Choice of Available Options
- 5 Client Event tickets
- 2 Vendor Event Tickets
- ½ Hour Vendor Showcase x 2
- Large Logo on Event Website
- 1 Page Ad in Program
- Recognition in Media Releases
- 5 times the daily recognition as partner sponsors

Sponsorship Levels

Gold Sponsor - \$30,000 - 3 Remaining

- Breakfast Sponsor
- Reserved VIP conference seating
- 10' x 10' Booth - Choice of Available
- ½ Hour Vendor Showcase
- 2 Free Event Tickets
- ½ Page Ad in Program
- Medium Sized Logo on Website
- Recognition in Media Releases
- 4 times the daily recognition as partner sponsors

Silver Sponsor - \$20,000 - 5 Remaining

- 10' x 10' Booth - Choice of Available
- 1 Event Ticket
- 30 Minute Vendor Showcase
- Mid-Morning Beverage Break Sponsor/Mid-Afternoon Snack Sponsor
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases
- 3 times the daily recognition as partner sponsors

Bronze Sponsor - \$10,000 - 15 Remaining

- Learning Track Sponsor
- 1 Event Ticket - 1 Day
- Small Logo on Website
- 5 Minute promotion at the beginning of each track
- ⅛ Page Ad in Program
- Recognition in Media
- 2 times the daily recognition as partner sponsors

Partner Sponsor - \$5,000 - Unlimited

- Website Recognition
- Media Releases
- Business card ad in program
- Daily Recognition

Event Sponsorship

Remember the Alamo Networking Event - \$60,000 - 1 Available

Exclusive sponsorship of the flagship networking event. Combines premium exhibit presence, dual showcases, VIP access, full-page program placement, and dominant branding across event signage and media. Designed for high-impact relationship building in a concentrated setting.

- 10' x 20' Booth - Choice of Available Options
- Reserved VIP conference seating
- 5 Client Event tickets
- 2 Vendor Event Tickets
- ½ Hour Vendor Showcase x 2
- Large Logo on Event Website
- 1 Page Ad in Program
- Recognition in Media releases
- Front Entrance Signage

Tor-Con Pre-Conference - \$25,000 - 1 Available

Day-level ownership of pre-conference training. Includes exhibit space, beverage and lunch sponsorship integration, a featured business pitch, program placement, and stage acknowledgement throughout the day. Ideal for organizations targeting operational leaders seeking advanced training.

- Signature Sponsor for the entire day of events
- 10' x 10' Booth - Choice of Available
- 2 Event Tickets
- Mid - Morning Beverage Break Sponsor/ Snack Sponsor
- Lunch Sponsor
- 5 Minute Lunch Business Pitch
- ¼ Page Ad in Program

Event Sponsorship

- Small Logo on Website
- Recognition in Media Releases
- Regular acknowledgement of sponsorship by Tor-Con Emcee during the Pre-Conference

Sponsor and Vendor Welcome Reception - \$20,000 - 1 Available

Branded access to early-arrival networking. Includes booth presence, vendor showcase, beverage and food sponsorship integration, custom-branded reception materials, and program recognition. Positions sponsor at the front end of attendee engagement.

- 10' x 10' Booth - Choice of Available
- 2 Event Tickets
- 30 Minute Vendor Showcase
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases
- Alcoholic & Non-Alcoholic Beverage Sponsor
- Food Sponsor
- Custom Coasters For All Guests w/ Company Logo

Additional Opportunities

Internet Naming Rights - \$40,000

- 10' x 10' Booth - Choice of Available
- 2 Event Tickets
- ½ Page Ad in Program
- Medium Logo on Website
- Recognition in Media Releases

Tor-Con Challenge Coin (Sponsor Logo on front/Tor-Con Logo on back) - \$20,000

- 10' x 10' Booth - Choice of Available
- 1 Event Ticket
- ½ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Name Tag - \$15,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Swag-Bag - \$10,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Additional Opportunities

Lanyards - \$10,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Conference Notebooks - \$10,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Hotel Key Card Holder - \$10,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases
- Regular acknowledgement of sponsorship by Tor-Con Emcee

Post-It Note Sticky Book w/ Sponsor Logo - \$10,000

- 1 Event Ticket
- ¼ Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Additional Opportunities

T-Shirts - \$7,500

- 1 Event Ticket
- 1/8 Page Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Conference Pens - \$5,000

- Business card Ad in Program
- Small Logo on Website
- Recognition in Media Releases

Award Sponsorship - \$5,000

At the award luncheon on Friday, January 29, 2027 award sponsors will have the opportunity to introduce their company and recognize an award recipient. Award categories and nomination window will be announced in May. There will be 5-7 award categories. Each award sponsorship opportunity is \$5,000.

Signage and Advertising Opportunities

Additional signage and advertising opportunities are available upon request. Please email info@Tor-Con.Org for additional information.

Sponsorship Selection Form

Sponsorships

Diamond Sponsor	\$75,000 - Sold	<input type="checkbox"/>
Platinum Sponsor	\$60,000	<input type="checkbox"/>
Gold Sponsor	\$30,000	<input type="checkbox"/>
Silver Sponsor	\$20,000	<input type="checkbox"/>
Bronze Sponsor	\$10,000	<input type="checkbox"/>
Partner Sponsor	\$5,000	<input type="checkbox"/>

Event Sponsorship

The Alamo	\$60,000	<input type="checkbox"/>
Pre-Conference	\$25,000	<input type="checkbox"/>
Sponsor & Vendor Welcome Reception	\$20,000	<input type="checkbox"/>

Additional Sponsorship Opportunities

Internet Naming Rights	\$40,000	<input type="checkbox"/>
Tor-Con Challenge Coin	\$20,000	<input type="checkbox"/>
Name Tag	\$15,000	<input type="checkbox"/>
Swag Bag	\$10,000	<input type="checkbox"/>

Sponsorship Selection Form

Additional Sponsorship Opportunities

Lanyards	\$10,000	<input type="checkbox"/>
Conference Notebooks	\$10,000	<input type="checkbox"/>
Hotel Key Card Holder	\$10,000	<input type="checkbox"/>
Post-It Note Sticky Book with Sponsor Logo	\$10,000	<input type="checkbox"/>
T-Shirts	\$7,500	<input type="checkbox"/>
Conference Pens	\$5,000	<input type="checkbox"/>

Award Sponsor

Award Sponsorship	\$5,000	<input type="checkbox"/>
-------------------	---------	--------------------------

Expo Booth Rental Form

A 72"x 30" table with 2 chairs will be provided per booth. Electricity is not included in the booth rental. Electrical service and other utilities may be purchased directly from the hotel from the following link:

https://eventnow.encoreglobal.com/myevents/result/index/show_id/c6e03e1f-4c1e-f111-8341-7ced8dcd94e8/

Inline (10x10)	\$2,000	<input type="checkbox"/>
Corner (10x10)	\$2,500	<input type="checkbox"/>
Inline (10x20)	\$4,000	<input type="checkbox"/>
Corner + Inline (10x20)	\$5,000	<input type="checkbox"/>

Total Amount: _____

Expo Preference *If included with sponsorship level please review Exhibit Hall Map and list top three selections from the 10x10 and 10x20 reserved options. First come, first serve upon signed contract and payment. _____

Sponsorship Contract

Sponsorship & Vendor Contract:

1. Full payment for sponsorship should accompany signed contract. Payments can be made by check or through ACH. An ACH form can be provided by emailing Info@Tor-Con.org. The contract will not be considered fully executed until payment is received. Checks should be made payable to Tor-Con, LLC and mailed to:

Tor-Con, LLC
405 N Jefferson Ave, Suite 1015
Springfield, MO 65806

2. Return contract with payment to: Tor-Con, LLC, 405 N Jefferson Ave, Suite 1015, Springfield, MO, 65807

Company Information:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Website: _____

Administrative Contact: _____ Title: _____

Telephone: _____ ext: _____ Fax: _____

Email Address: _____

Initial that I have read the terms and conditions: _____

Signature of Representative: _____

Sponsor Terms and Conditions

Adherence to Terms/Contractual Agreement

As a condition of sponsoring, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The National Tornado and Severe Weather Conference & Expo reserves the right to amend any and all rules and regulations at any time.

Sponsorship Confirmation

Sponsorship benefits are confirmed only upon receipt of a signed agreement and full or scheduled payment as outlined in the sponsorship contract. The organizer reserves the right to release unconfirmed sponsorships.

Payment Terms

All payments must be made according to the invoicing schedule stated in the agreement. Failure to remit payment may result in suspension of sponsor benefits, including forfeiture of expo space.

Expo Space Allocation

Expo space will be allocated once the official expo floor map has been finalized. Space assignments will be determined at the sole discretion of the organizer, taking into account sponsorship level, activation requirements, and overall event layout. Specific booth locations cannot be guaranteed unless explicitly stated in writing.

Space Usage

Sponsors must use the allocated space only for activities consistent with the event's purpose and approved activation plan. Subleasing, sharing, or transferring space without written approval is prohibited.

Termination for Cause

Nonpayment, policy violations, illegal activity, safety breaches, or reputational risk triggers termination, benefits stop immediately, payments remain due.

Badge Access and On-Site Credentials

More details will be provided in follow up material.

Payment Processing, Taxes, and Fees

Sponsor responsible for taxes, wire fees, currency conversion fees, late fees or interest may apply, chargeback disputes constitute nonpayment.

Approval of On-Site Copy and Claims

All promotional materials, signage, displays, messaging, and claims used by the Sponsor in connection with the event are subject to prior review and approval by the Conference Organizer. The Organizer reserves the right to request revisions or prohibit the use of any content that is misleading, unsubstantiated, inconsistent with event standards, or otherwise deemed inappropriate. Sponsors agree that all claims regarding products, services, or results must be accurate, supportable, and compliant with applicable laws and regulations.

Sponsorship Fulfillment Hierarchy

If documents conflict, signed agreement controls over prospectus, organizer may correct typographical errors in materials.

Relationship of Parties

Independent contractor relationship, no partnership or agency created, sponsor may not bind organizer.

Governing Law, Venue, and Dispute Resolution

Specify governing law, jurisdiction, and dispute process, include attorney fees clause if desired.

Non-Disparagement and Public Statements

Control how sponsors reference the event, require written approval for press releases using event marks or announcing sponsorship, prohibit misrepresentation of partnership.

Prohibited Items and Activities

Explicitly ban open flames, fireworks, drones, weapons, hazardous materials, lasers, obscene content, political campaigning if applicable, unapproved raffles or lotteries.

Staffing Conduct and Professional Standards

Sponsor is responsible for staff and contractors, includes harassment policy compliance, alcohol and substance rules, appropriate dress, noise limits, no aggressive solicitation, organizer may eject personnel for cause.

Sponsor Terms and Conditions

Setup and Teardown

Sponsors must adhere strictly to designated setup and teardown times. Failure to comply may result in removal of materials at the sponsor's expense.

Branding and Signage

All signage, structures, and displays must comply with venue regulations and event branding guidelines. The organizer reserves the right to require modifications or removal of non-compliant materials.

Liability and Insurance

Sponsors assume full responsibility for their property, staff, contractors, and materials. The organizer is not liable for loss, theft, or damage. Sponsors may be required to provide proof of insurance upon request.

Cancellations

Sponsor cancellations must be submitted in writing. Payments are non-refundable unless otherwise stated in the sponsorship agreement.

Security

Physical security will be provided during events at Tor-Con. However, Tor-Con will not be responsible for lost, stolen or damaged property before, during, or after the event.

Amendments

The organizer reserves the right to make reasonable adjustments to the event layout, schedule, or sponsorship benefits as necessary to ensure successful event execution.

Photography, Video, and Recording Consent

Organizer may photograph or record sponsor booths and activations for promotional use, sponsor may record in its booth if it does not capture sensitive attendee data and respects venue and event policies.

Limitation of Liability

Cap organizer liability to amounts paid under the sponsorship, exclude consequential damages, lost profits, and reputational harm claims.

Deliverables and Deadlines

Sponsor logos will be posted on the website no later than seven (7) days after payment is received. Sponsors must provide all required materials, including logos, advertisements, copy, links, attendee list fields, and other creative assets, by the stated deadlines. Delays in submitting required print materials or other assets may result in materials not being included in conference signage, printed materials, or other time-sensitive placements. Failure to meet deadlines may result in omitted or reduced benefits without refund.

Brand Assets and Usage Rights

Sponsor grants the organizer a limited, non-exclusive license to use sponsor name, trademarks, and supplied content for event marketing and fulfillment, organizer may not materially alter sponsor marks, except for sizing or format.

Competitor Restrictions and "Right to Refuse"

Organizer may refuse sponsorships or remove activations that conflict with event values, safety, legality, or attendee experience, sponsor may be removed for disruptive conduct, with no obligation to refund.

Hotel Liability

To the fullest extent legally permissible, Exhibitor agrees: (i) it shall be fully responsible to pay for any and all damage to property owned by Hotel, its owning entity, managing entity or their affiliates that results from any act or omission of Exhibitor; (ii) to defend, indemnify and hold harmless Hotel, the entity that owns the hotel, the entity that manages the hotel and their affiliates and each of their respective shareholders, members, directors, officers, managers, employees and representatives, from any damages or charges resulting from Exhibitor's use of the property; and (iii) its liability shall include all losses, costs, damages, and expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees.

Sponsor Terms and Conditions

Food and Beverage Rules

All food and beverage service, distribution, or sampling by Sponsors or Vendors must comply with venue policies, applicable laws, and any exclusive catering or service agreements in place. Prior written approval from the Organizer is required for any food or beverage activation. Alcoholic beverages may be served only with the Organizer's express authorization and strictly within designated locations and approved timeframes. Sponsors and Vendors are solely responsible for compliance with all licensing, age verification, and responsible service requirements.

Intellectual Property and Content Warranties

Sponsor warrants it owns or has rights to all materials used, sponsor indemnifies organizer for IP claims arising from sponsor content, including music used in activations.

Indemnification

Sponsor indemnifies and holds harmless organizer, venue, and affiliates for claims arising from sponsor activities, products, staff, contractors, and materials.

Event Changes and Benefit Substitutions

Organizer may adjust schedule, venue layout, traffic flow, stages, or programming, sponsor benefits may be substituted with comparable value if necessary, no refunds for minor changes.

Force Majeure, Postponement, Virtual Conversion

If the Conference is cancelled, postponed, or materially impacted due to circumstances beyond the Organizer's reasonable control (including acts of God, government orders, public health events, labor disputes, or venue unavailability), the Organizer may reschedule the Conference or convert it to a virtual or hybrid format without liability. Sponsor benefits will be applied to the revised event in good faith to preserve the overall value of the sponsorship, and the Organizer will provide prompt notice and work collaboratively to ensure a successful outcome.

Promotions, Giveaways, and Sampling Rules

All giveaways must be approved if required, comply with venue rules and laws, no weapons, no adult content, no prohibited substances, sponsor is responsible for permits, taxes, age-gating, and distribution control.

Electrical, Internet, and Technical Services

Power, internet, rigging, and A/V are not included unless explicitly stated, sponsor must use approved vendors, sponsor bears costs, organizer not liable for service interruptions.

Shipping, Storage, and Material Handling

See the FedEx Guidelines attachment titled "Grand Hyatt San Antonio Package Shipping Instructions". Subject to Change by Grand Hyatt San Antonio.

Construction, Safety, and Fire Code Compliance

Booth structures must meet height limits, egress clearances, flame-retardant requirements, ADA accessibility, no blocking aisles, organizer may require changes for compliance.

Noise, Lighting, and Crowd Control

Vendors and Sponsors must conduct their activities in a professional manner that does not unreasonably disrupt neighboring exhibitors or Conference programming. Excessive noise, amplified sound, distracting lighting, or promotional activities that obstruct aisles or create crowd congestion are not permitted. The Organizer reserves the right to limit or require modification of any activity that, in its reasonable judgment, interferes with the safety, operations, or overall experience of the Conference.

Payment Processing, Taxes, and Fees

Sponsor responsible for taxes, wire fees, and currency conversion fees, late fees or interest may apply, chargeback disputes constitute nonpayment.

Event Non-Compete Clause

Vendors & sponsors are not allowed to host events within the Tor-Con conference hours or scheduled events.

Exhibit Hall Map

