

Fire-Rescue Med

International Association of Fire Chiefs



SPONSORSHIP PROSPECTUS

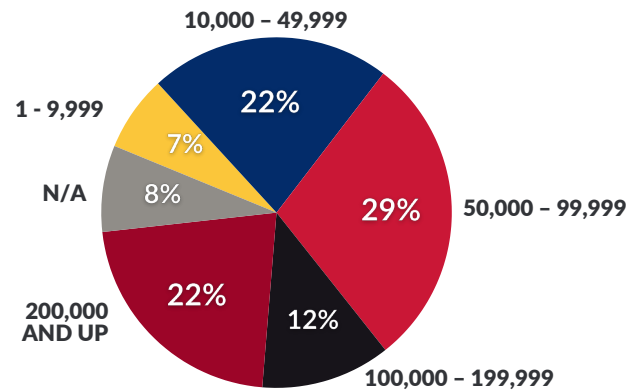
May 5-7, 2025 | Las Vegas, NV

Where Innovation Meets Emergency Services Excellence

Join us at Fire-Rescue Med (FRM) and connect with attendees whose enthusiasm for excellence is palpable: they describe our events as 'fantastic' and 'very helpful,' showcasing a genuine eagerness to engage with innovative solutions and learn from industry leaders.

Exhibit at FRM to meet these dedicated fire-based EMS professionals who are actively seeking the insights and tools that can only come from experts like you.

SIZE OF POPULATION SERVED



To secure your spot, email exhibits@iafc.org.

EMS REPRESENTS MORE THAN

70%

OF ANY GIVEN FIRE DEPARTMENT'S CALLS FOR SERVICE.



Reasons to Exhibit

Connect with 200+ key decision-makers and influencers in the emergency services industry. At FRM you'll engage with a diverse array of professionals, from Fire Chiefs and Battalion Commanders to EMS Coordinators and Division Chiefs, all of whom play a pivotal role in the purchasing decisions within their departments.

FRM 2025 offers:

- Outstanding lead generation for faster market penetration
- Access to a small and highly targeted group of EMS key decision makers
- A platform to unveil new products and services without having to secure a business appointment

Exhibits

Exhibit space is incorporated into the meeting space with breakfasts, lunch, and breaks held in the Exhibit Hall. Exhibits are open during all meeting hours with featured times during meals and breaks.

Show Schedule *Hours are tentative and subject to change.*

Monday, May 5, 2025	
1 - 5 PM	Move In
Tuesday, May 6, 2025	
7:15 - 8:00 AM	Light Breakfast in Exhibit Hall
9:50 - 10:20 AM	Break
12 - 1 PM	Lunch in Exhibit Hall
3 - 3:30 PM	Break
Wednesday, May 7, 2025	
7:15 - 8:00 AM	Light Breakfast in Exhibit Hall
9:50 - 10:20 AM	Break
11:45 AM - 12:45 PM	Lunch in Exhibit Hall
1 - 5 PM	Move Out

What's Included

- One 6' draped table, two side chairs, one wastebasket, and electricity available at no charge upon request.
- 2 full conference registrations per exhibit company
- Company Listing on conference website and official mobile app
 - Description
 - Logo
 - Social media information
 - Contact information
- Attendee "preview list", including Title/Rank, State, and Size of population served.

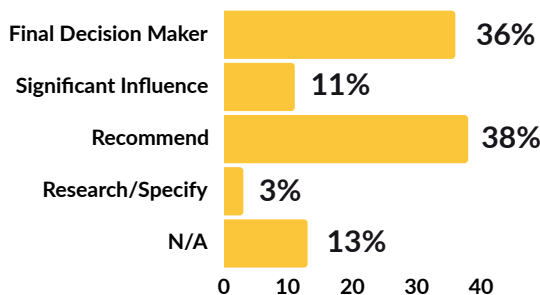
(Exhibitors may purchase the attendee list through their exhibitor portal. This list includes contact information and email addresses, for attendees that "opt-in.")

Tabletop Cost \$1,500 per table

Why Sponsor?

Gain access to a small and highly qualified group of fire-based EMS leaders. Elevate your brand presence, share thought leadership, and stand out from among your competitors.

PURCHASING POWER



20%
OF EMS AGENCIES ANSWER 80% OF THE CALLS FOR SERVICE IN THE U.S.

~40%
OF EMS AGENCIES ARE FIRE-BASED.

~60%
OF FIRE DEPARTMENTS PROVIDE EMERGENCY MEDICAL SERVICES.

LEVEL BENEFITS	GOLD (5 available) \$8,000	SILVER (3 available) \$5,000
Comp registrations	5	3
Inclusion in entire program over 2 days	✓	✓
Walk-In Video or during breaks; can be a commercial		✓ Up to 1-minute video
5-minute Lightning Talk - Gen Session Stage	✓	✓
NEW Targeted/Qualified Meet and Greet (identify the top 5 people you wish to meet with) at a reserved table during lunch on Wednesday or Thursday	✓	
Onsite Event Recognition (Corporate ID on signage)	All F&B Events	Morning Refreshments
One tabletop exhibit	✓	✓
Logo on event website, onsite signage, and attendee emails	✓	✓
Corporate ID included on dedicated attendee email	✓	
Attendee mailing list	✓	✓
Recognition through social media	✓	✓

OPPORTUNITY	INVESTMENT
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BRANDING/IMPRESSIONS	
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Premier Mobile App Sponsor	\$4,500.00
Left Hand Rotating Ad	\$2,500.00
Right Hand Rotating Ad	\$1,500.00
Prospect Attendee Email Banner	\$1,500.00
Mobile App Banner - Interior Pages	\$1,000.00

ONSITE BRANDING	
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Lanyards	\$2,500.00
Attendee Gift <ul style="list-style-type: none"> Conference Bags Pens Reusable Water Bottle Notepads 	\$2,000.00 + cost of item

OTHER	
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Pre and Post Show Attendee List Bundle	\$500
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HOSPITALITY	
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Monday, May 5 Exclusive Sponsor of Hospitality Event Open to All: Celebrating Women in EMS (7PM-9PM) - Hosp. Suite - smaller group (pre-con meeting)	\$6,000
Tuesday, May 6 Exclusive Sponsor of Evening Reception (EMS Section Members, VIP's, Speakers) - Hosp. Suite	\$6,000

EMS AGENCIES RESPOND TO MORE THAN

40 MILLION

CALLS FOR SERVICE COMBINED EACH YEAR

For more information, visit:

IAFC.ORG/FRM

Reach our exhibits team at:

EXHIBITS@IAFC.ORG



About the International Association of Fire Chiefs

The challenges we face as chiefs, fire officers and other emergency service professionals are ever evolving. Our goals to **Lead, Educate, Serve, and Include** guide our actions, and will continue to shape our future endeavors.

1 LEAD.

We are the preeminent global advocate for the fire and emergency service on leadership, policy, management, and service delivery.

3 SERVE.

We provide relevant and timely services, products, and resources to our members, affiliates, and partners.

2 EDUCATE.

We train current and future fire leaders by providing training, education, and professional development opportunities.

4 INCLUDE.

We assure acceptance of all people, treat them fairly, equally, with respect and a sense of belonging, so they can achieve their potential.

Check out our other conferences:



iafc.org/wui



iafc.org/crrl



iafc.org/hazmat



iafc.org/fri



iafc.org/sun



iafc.org/tsi