

# Identify

Community  
Risk Reduction  
Leadership Conference  
International Association of Fire Chiefs

## New Opportunities

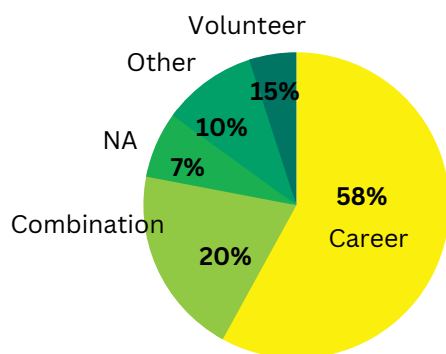
[www.iafc.org/CRRL](http://www.iafc.org/CRRL)

The CRRL Conference is geared specifically to the education and training needs of chief officers and other fire service managers seeking to create, execute and evaluate measurably successful CRR platforms and programs.

At the CRRL Conference, we'll explore proven methods and strategies to assess and reduce community risks.

Network with CRR trailblazers and innovative rising stars while showcasing your products and solutions!

## WHO ATTENDS



- Fire Marshals
- Chief Fire Officers and Commissioners
- Fire Prevention Chiefs/Directors
- Fire Prevention Staff
- Fire and Life Safety Educators
- CRR Specialists
- Future Fire Prevention Leaders
- Fire Fighters
- Assistant Chiefs
- Executive Fire Department Staff

**\$1,500 per 10x10**  
\$1,000 6' tabletop

## SHOW SCHEDULE

*Hours are tentative, subject to change.*

### Tuesday, May 14

8:00 AM - 12:00 PM	Exhibitor Setup
1:00 PM - 4:00 PM	Exhibits Open
5:00 PM - 7:00 PM	Networking Reception

### Wednesday, May 15

7:00 AM - 9:00 AM	Show Hours
12:00 PM - 2:30 PM	Show Hours
3:00 PM - 5:00 PM	Exhibitor Move-Out

## WHAT'S INCLUDED:

- 3 full conference registrations
- Company listing on conference website and official mobile app to include description, logo, social media information, contact information and product categories
- Preview Attendee List (Job title, state and size of population served). Does not include names or contact information.
- **Booth Package:** Each exhibiting company receives:
  - Pipe & drape, space to set retractable banners or popup booth.
- Booth & Tabletop package:
  - One 6' Black draped table
  - Two side chairs
  - One wastebasket
  - Tabletop exhibitors must ensure all properties fit on the table.
- Ballroom is carpeted



**Event Dates:**  
May 14-16, 2024



**Location:**  
Renaissance Phoenix  
Glendale, AZ



300-400 Anticipated Registrants

Opportunity	CRRL
<b>Exhibit Space</b>	
6' Tabletop Booth Package	\$1,000
Exhibit Space with Booth Package (10x10)	\$1,500
<b>Education / Hospitality</b>	
Opening Session (Main Stage)	\$10,000
Day 2 General Session (Main Stage)	\$10,000
Day 3 General Session (Main Stage)	\$7,500
Solution Session	3 @ \$3,000
Facilitated Session	1 @ \$5,000
<b>Branding / Impressions</b>	
Premier Mobile App	\$5,500
Left Hand Rotating Ad	\$3,500
Right Hand Rotating Ad	\$2,500
Prospective Attendee Email Banner Ad	\$1,500
Know Before You Go - Attendee Email Banner Ad	\$2,500
Mobile App Banner Ad	\$1,000
Registration	\$5,000
<b>Onsite Branding</b>	
Lanyards	\$2,500
Notepads	\$3,000
Attendee Gift Opportunity (License Fee)	\$1,500
<b>Networking</b>	
Welcome / Networking Reception	\$10,000
Conference Lunch	\$4,500
Morning Coffee Break	\$1,500
Afternoon Refreshment Break	\$1,500
<b>Other</b>	
Attendee List Bundle (Pre & Post lists)	\$1,000
Pre-Show Attendee List	\$500
Post-Show Attendee List	\$750

## Education & Thought Leadership

**CRRL Main Stage** sessions are attended by the majority of the attendees (chiefs, company officers, and other fire professionals) Speakers address timely and relevant topics impacting the fire and EMS sectors are available to be sponsored. Sponsor brands are prominently featured at the on-site session and promotional materials and includes opportunity to deliver a State of the industry address by high level corporate speaker(s); story format, TED Talk style, moderated interview format. Get maximum brand exposure and be recognized as a key supporter of the IAFC. Speakers should be mindful to keep content educational, and ensure message is not a product sales pitch.

**Length:** 10 minutes (3 Available)

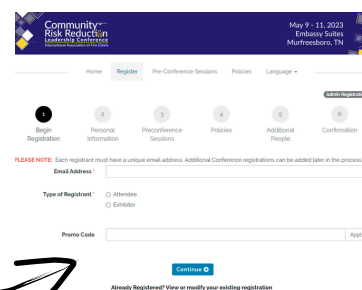
**Facilitated Session:** Your opportunity to hear directly from your customers! These IAFC sessions are facilitated by IAFC to ensure an interactive session with challenges and solutions to be discussed about a specific topic. Sponsor can be involved in selecting topic and can "plant" 2-3 general questions. This is your opportunity to hear candid feedback from 40-50 chiefs, company officers, etc. In addition, IAFC will provide detailed notes from the session to assist your team in next steps.

**Length:** 1.5- 2 Hours (1 Available)

**Solution sessions** are here to give insight to how companies are using their latest products and services for advancement in the fire service. These sessions are real-life case studies intended to teach you about resources and technologies that could benefit you and your department.

**Length:** 60 minutes (3 Available)

## Registration



**Your branding seen by EVERY attendee at least 3 times:**

- On Registration Webpage
- On Email Confirmation
- Onsite at Registration

**MORE INFO ONLINE**  
[WWW.IAFC.ORG/CRRL](http://WWW.IAFC.ORG/CRRL)