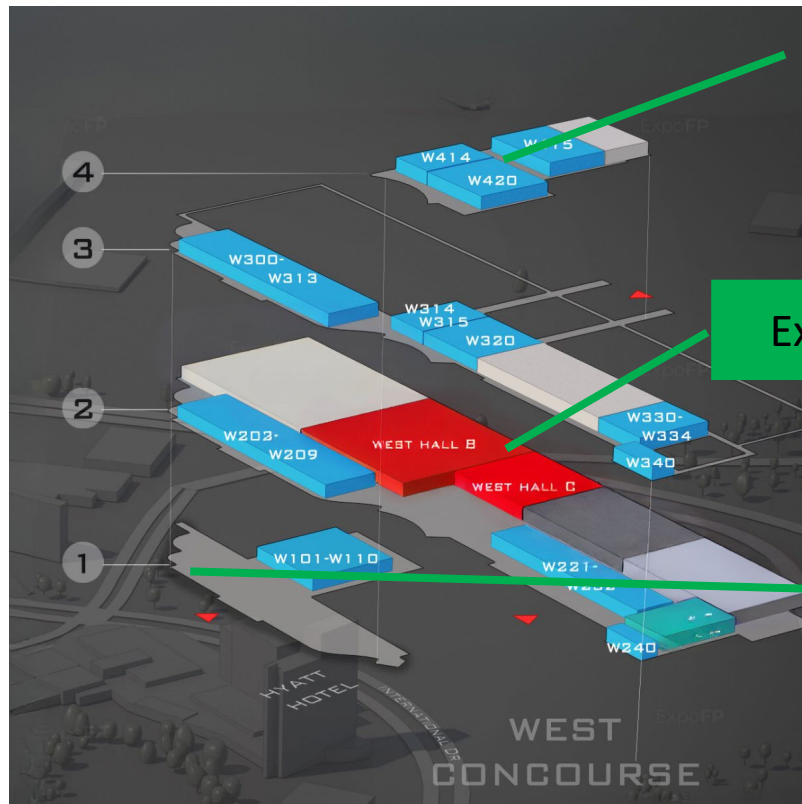




Orange County Convention Center



General Session

Exhibit Hall

Registration





- Hall C, by Pierce, closest to General Session escalators
- Hall B, by Sutphen, closest to session/breakout rooms

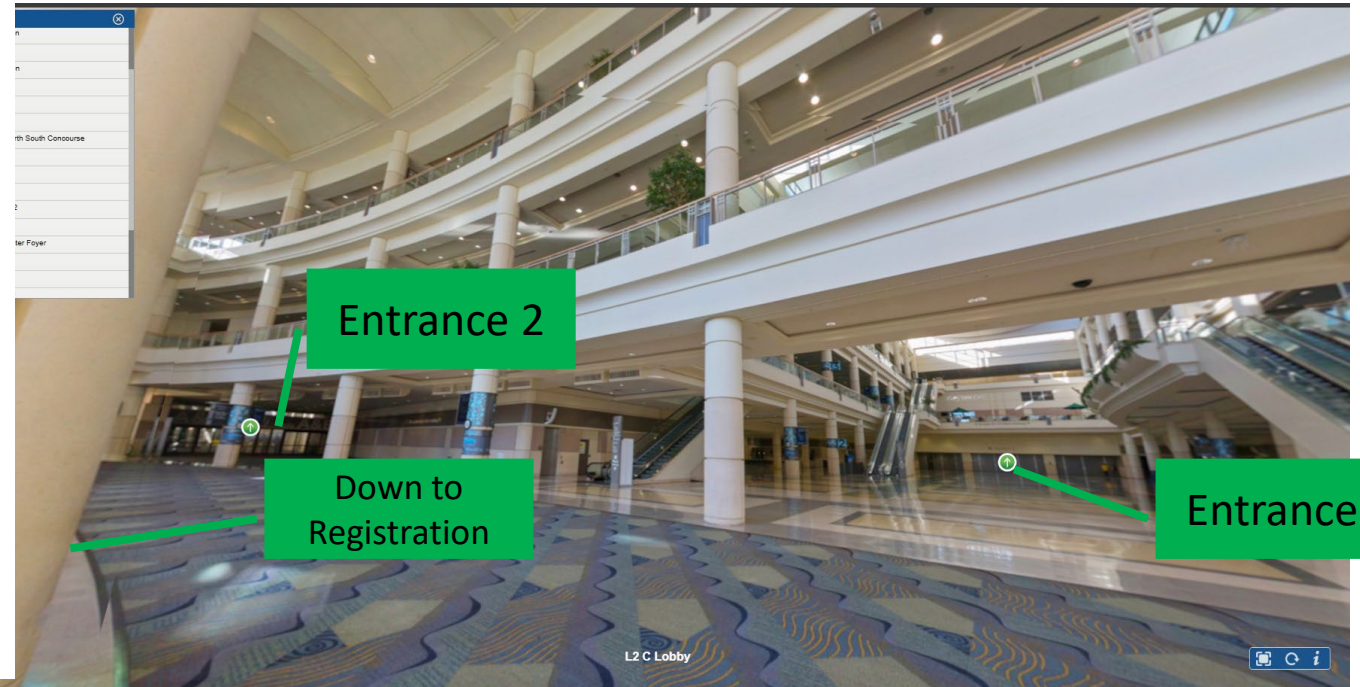




Up to
Sessions

Virtual 360 Tour | Use "Menu" in top left

- Hall B4 (Entrance 2) ★
- L2 C Lobby ★
- L2 C Lobby 2 (Entrance 1)





IAFC Features



Become a FRI Partner

GEM Partner Benefits

- Priority Space Selection for 2026, be the first to choose location for 2026!
- **Reduced exhibit rates (\$17.25 psf vs \$20 psf)**
- Early crate return
- Early access housing
- Logo in online floorplan booth (if larger than 400 SF)
- Logo added to website, special GEM Partner Page
- Inclusion in pre-show email to all FRI prospective attendees (over 20,000 people)

Expo Partner Benefits

- Priority Space Selection (after GEM), jump ahead of the competition to choose space for 2025)
- **Reduced exhibit rates (\$18 psf vs \$20 psf)**
- Logo added to website, NEW Expo Partner page
- Inclusion in pre-show email to all FRI prospective attendees (over 20,000 people)

Costs

Size	General	EP total	EP vs General	Gem Total	GEM Vs Gen
100	\$2,000	\$4,300	\$2,300	\$9,225	\$7,225
200	\$4,000	\$6,100	\$2,100	\$10,950	\$6,950
300	\$6,000	\$7,900	\$1,900	\$12,675	\$6,675
400	\$8,000	\$9,700	\$1,700	\$14,400	\$6,400

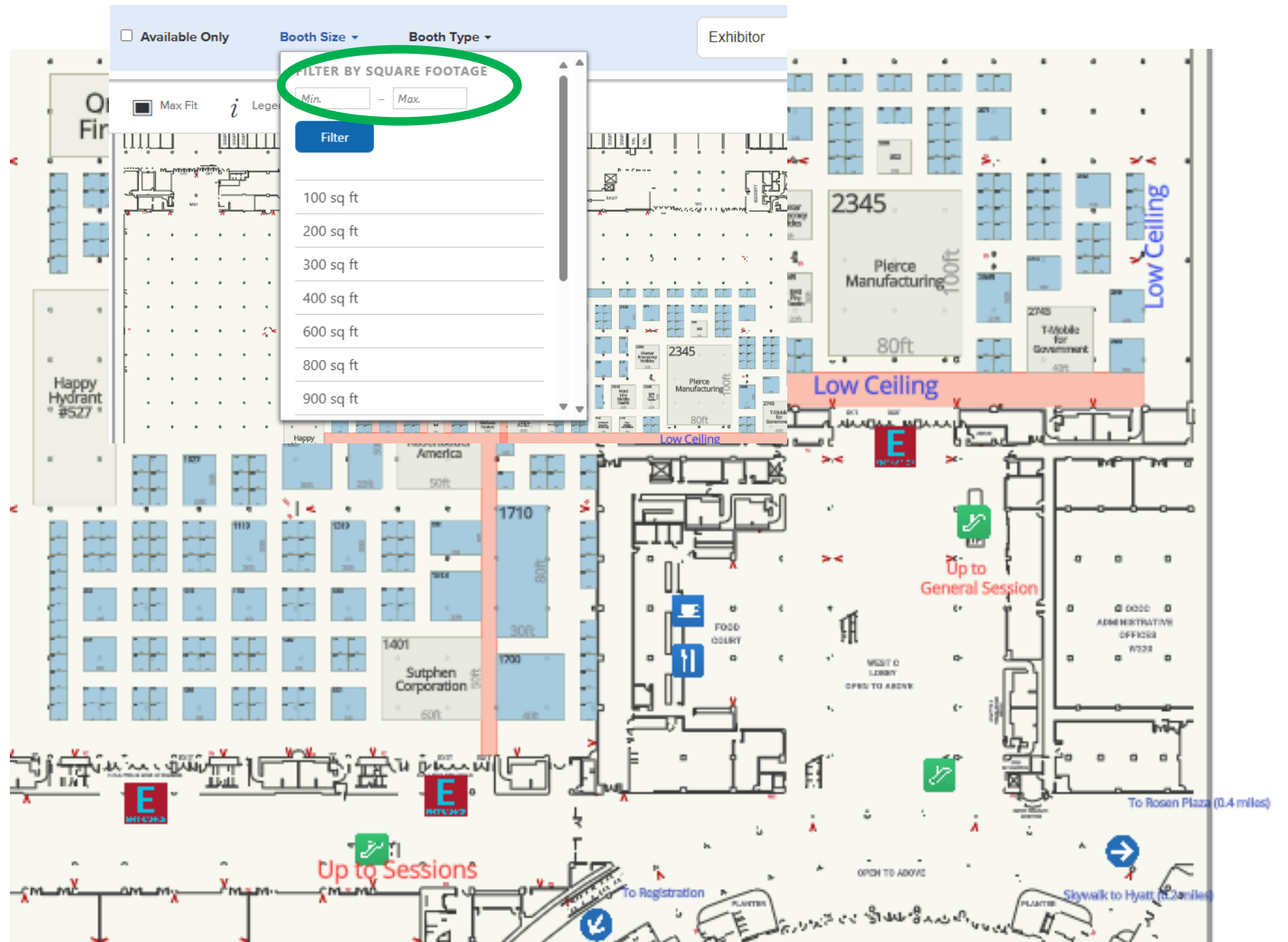


Online Exhibitor Floorplan

Floorplan filter and highlight tools

- Filter by Booth Size
- Highlight booth type (Island vs Linear)
- Highlight booth status (availability)
- Search current exhibitors or by booth number

Floorplan Tips



Floorplan Tips

☐ Available Only

Booth Size

Exhibitor

Select an option:

Search



Print



1-800-BOARDUP

BME Fire Trucks

Columbia Southern University

Esri

FirstNet Built with AT&T

Front Line Mobile Health

Life Scan Wellness Centers

Motorola Solutions

Pierce Manufacturing

Rosenbauer America

Floorplan Tips

Fire-Rescue International
International Association of Fire Chiefs
August 13-15, 2025 | Orange County Convention Center | Orlando, FL

☐ Available Only Booth Size **Booth Type**

FILTER BY BOOTH TYPE

- Linear Booth
- Island Booth
- Tech Zone - Linear
- Tech Zone - Island

Orlando Fire #769

Happy Hydrant #527

TECH ZONE

Rosenbauer America

Sutphen Corporation

Low Ceiling

Up to Sessions

EXHIBITOR VIEW

Show floor by searching and viewing

☐ Available Only

Booth Size ▾

Booth Type ▾

Pavilions ▾

Exhibitor ▾

Select an option: ▾

Search

+ Zoom In

— Zoom Out

Max Fit

i Legend

Options

Print

Floorplan Tips



USING THE EXHIBITOR VIEW

Explore the show floor by searching and viewing different halls.

You can search by:

- Booth Size
- Booth Type
- Exhibitors
- And more...

Tips



Tips





Questions?

Contact Us:

- Booth Sales: Shiela Torres, storres@iafc.org
 - (972) 521-9902
- Customer Services, exhibits@iafc.org
 - (703) 896-4830

Quick Links

- [Floorplan](#)
- [Expo Partnership Details](#)
- [2025 Exhibit Costs](#)