

Fire-Rescue International

International Association of Fire Chiefs

August 13 - 15, 2025 | Orlando, FL

SPONSORSHIP PROSPECTUS

Connect with Fire Service Leaders Who Drive Change

The **International Association of Fire Chiefs (IAFC)** represents the world's leading fire and emergency service professionals, offering unparalleled opportunities for your brand to connect with decision-makers in emergency medical services, terrorism response, hazardous incidents, natural disasters, search and rescue, and public safety policy.

Our flagship event, **Fire-Rescue International (FRI)**, and **six specialized industry events** attract top leaders and emerging talents. IAFC's commitment to collaboration, innovation, and learning-based solutions ensures that first responders have the tools they need to excel.



Event Attendees



First Responders
(includes all ranks)



Chief/Executive



Company/Chief
Officer, IMT

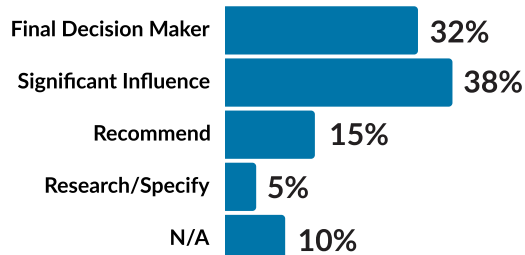


Firefighter to
Paramedic/Master

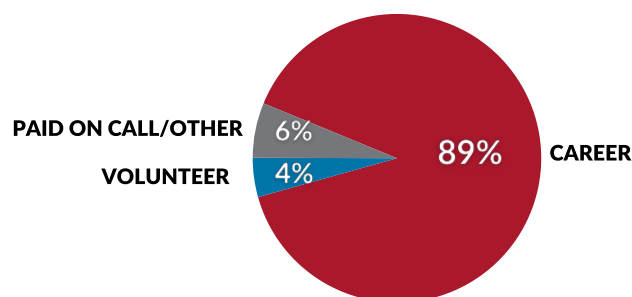


Volunteer and Combination
Fire Department

PURCHASING POWER



EMPLOYMENT TYPE



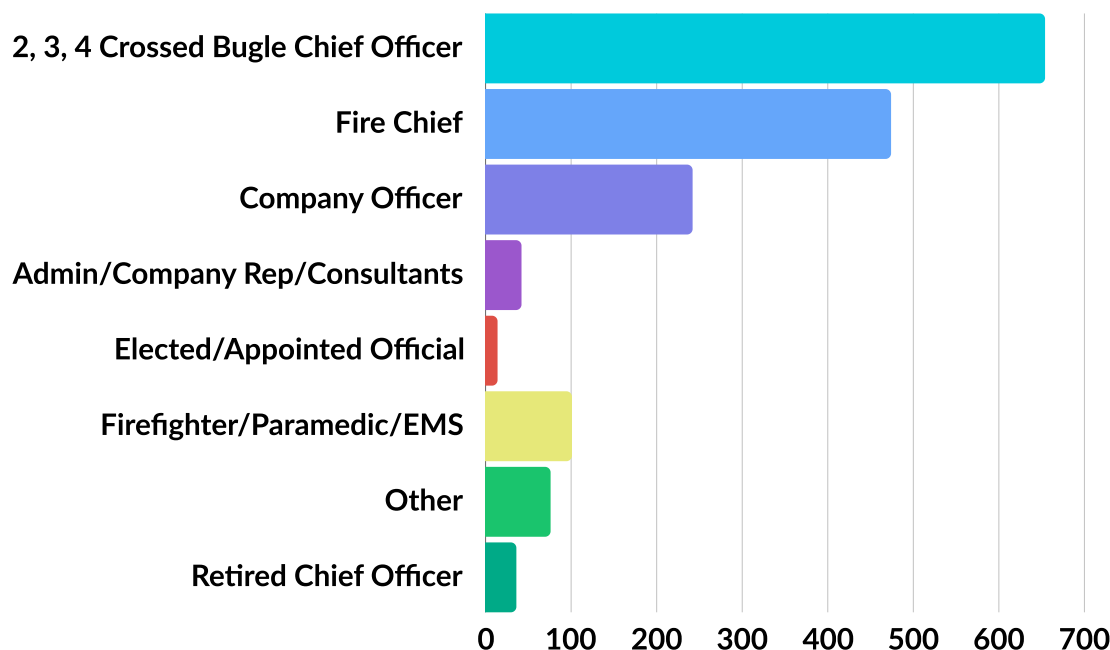
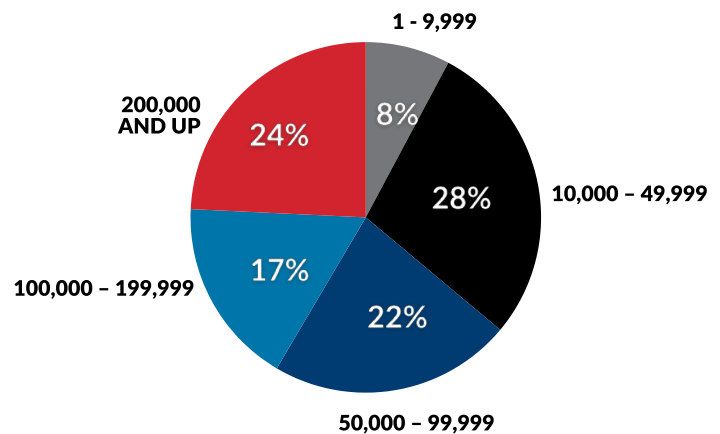
Why Sponsor

By sponsoring, you're not just supporting an event—you're aligning your brand with the global leader in fire and emergency services. Together, we can shape the future of public safety and drive the innovations that will protect communities around the world. Don't miss this opportunity to make a lasting impact on the industry and elevate your brand alongside the world's foremost experts.



- **Increased Visibility:** Expand your brand's reach beyond the booth by sponsoring IAFC events, where your brand will be showcased across multiple touchpoints—from educational sessions to onsite branding and attendee amenities.
- **Educational Impact:** Position your organization as an industry leader by sponsoring conference educational activities. Establish yourself as a trusted resource for addressing the most significant challenges in the fire and emergency services sector.
- **Brand Impressions:** Generate lasting brand awareness by featuring your logo and messaging throughout the event experience. Each sponsorship opportunity provides unique chances to leave a memorable impression on attendees.
- **Networking Opportunities:** Engage with a focused audience in vibrant settings designed for idea exchange, technology showcase, and meaningful connections. IAFC events offer the perfect platform to build and strengthen relationships with industry leaders.
- **Tailored Solutions:** Collaborate with our team to create a customized sponsorship package that aligns with your specific goals and objectives. Whether it's increased visibility, educational outreach, or networking, we'll help you achieve your desired outcomes.

SIZE OF POPULATION SERVED



IAFC Membership

With a robust membership base, IAFC offers a powerful platform for your brand to engage with global leaders and contribute to a safer tomorrow.



12,000
Members



28
Countries



11
Provinces



50
States

SECTIONS

IAFC sections provide members with specialized opportunities to network and share information with those of similar interests. Sections disseminate their expertise throughout the fire and emergency service community through publications, workshops and conferences, websites, and online discussions.

IAFC Sections include:

- Company Officers
- Emergency Medical Services
- Emergency Vehicle Management
- Executive Fire Officers
- Federal & Military Fire Services
- Fire & Life Safety
- Industrial Fire & Safety
- Metropolitan Chiefs
- Safety, Health & Survival
- Volunteer & Combination Officers

COMMITTEES

IAFC members play a vital role in the association's governance, policy, and program functions through the work of committees. Committee members are subject matter experts who gather critical information, produce reports and recommendations, and provide guidance to the IAFC Board of Directors.

IAFC Committees include:

- Communications
- Constitution, Bylaws and Resolutions
- Elections
- Emergency Management
- Hazardous Materials
- Human Relations
- Technology Council
- Terrorism and Homeland Security
- Training & Education Development
- Urban Search & Rescue
- Wildland Fire Policy

Partnership Programs

IAFC offers additional opportunities to enhance your Exhibit experience with the Expo Partner and GEM Partner Programs. Reduced exhibit fees and special benefits are just part of these programs.

	General	Expo Partner	GEM Partner
Benefits		<ul style="list-style-type: none"> • Priority space selection (after GEM) • Reduced exhibit space rates • Logo added to website • Inclusion in pre-show email to all FRI prospective attendees (over 20,000 contacts) 	<ul style="list-style-type: none"> • Priority space selection • Reduced exhibit space rates • Early crate return • Early housing access • Logo in online floorplan booth (if larger than 400 SF) • Inclusion in pre-show email to all FRI prospective attendees (over 20,000 contacts)
Partner Fee	None	\$2,500	\$7,500
Booth Rate: 100 - 2,400 SF	\$21.00 / SF	\$19.00 / SF	\$18.25 / SF
Booth Rate: 2,401+ SF	\$19.00 / SF	\$18.00 / SF	\$16.50 / SF

Show Schedule*

Sunday, August 10, 2025	
8 AM - 5 PM	Apparatus Move-In
Monday, August 11, 2025	
8 AM - 5 PM	Exhibitor Setup (400 SF+)
Tuesday, August 12, 2025	
8 AM - 5 PM	Exhibitor Move-In
Wednesday, August 13, 2025	
8 AM - 10 AM	Exhibitor Move-In
2 PM - 6 PM	Show Open
4:30 PM - 6 PM	Welcome Reception
Thursday, August 14, 2025	
10 AM - 4 PM	Show Open
2 PM - 4 PM	Happy Hour with Exhibitors
Friday, August 15, 2025	
10 AM - 1 PM	Show Open
1 PM - 9 PM	Exhibitor Move-Out

EXHIBIT SPACE

What's included with your booth:

- 3 badge registrations for 1st 100 SF; 2 for each additional 100 SF (General Session & Exhibit Hall access only)
- Company listing on conference website and official mobile app to include description, logo, social media information, contact information and product categories
- Booths do NOT include furniture, carpet, electricity, etc.

**Schedule is tentative and subject to change.*

TECH ZONE EXHIBIT SPACE

This special area on the show floor is reserved for leading-edge technology for the fire service – something FRI attendees have been asking for! Companies can display products or services and show attendees how they can make firefighting safer or more efficient. Tech Zone booths are \$26.00 per square foot (\$2,600 per 10x10).

BONUS: Booths in the Tech Zone pavilion come as a “package” which includes:

- Carpet
- One 6' Table
- Two Chairs
- Wastebasket

NOTES:

- Exhibitors must be **pre-approved** to exhibit in the Tech Zone.
- Tech Zone booths do not include electric.



Contact exhibits@iafc.org or login to your [exhibitor portal](#), sponsorship opportunity list to confirm availability or to purchase online.

Sponsorship Opportunities

ONSITE BRANDING

Increase your brand's impact by securing prime spots in high-traffic areas, including registration zones, lobbies, and meeting spaces. Onsite branding opportunities help you engage a broad audience, drive booth traffic, and leave a lasting impression.



Banners	Escalator Runner
Flag Banner 1	Flag Banner 2
Spinning Kiosk	2m Graphic Wall
Hyatt Skywalk Banners	

Virtual 360° Convention Center Tour

- Use "Menu" in top left & select the following
- Hall B4 is from the L2-36C banner to L2-42 banner
- L2 C Lobby
- L2 C Lobby 2 (Entrance 1) & under L4-51A

Legend

- L: Level (L2 is exhibit hall level)
- SS/DS: Single or Double-sided

Venue Branding

NOTE FOR GRAPHICS

- Sponsor to design graphic elements and send art by **June 27, 2025**.
- Artwork subject to review by event management.
- Company logo on sponsor recognition where applicable.
- Sponsor to provide **company logo** in **PNG and EPS** format.



Banners L2-36B & D Handrail Banners - Lobby B2/B3 Level 2

- Sponsor custom graphics handrail banners facing West Hall B2/B3
- Size is approximately
 - L2-36B: 28'x7' SS
 - L2-36D: 28'x7' SS
- Location determined on signing order
- Contact FRI Sales to inquire about locations A, C or E.

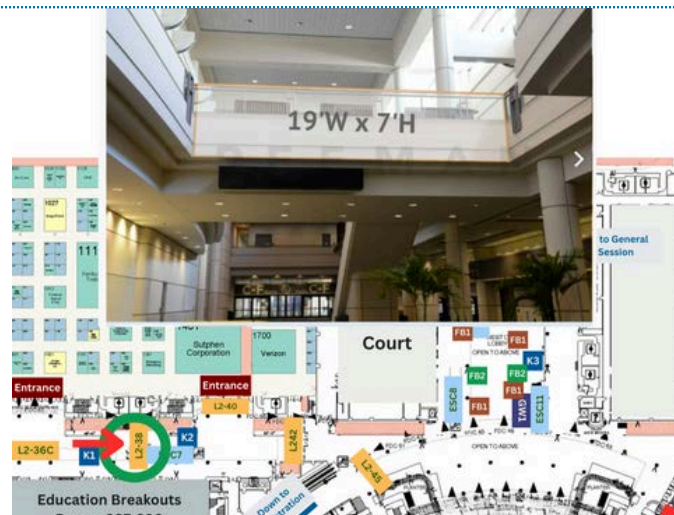
\$7,500



Banner L2-40 Lobby B Level - Entrance B4

- Sponsor custom graphics handrail banners
 - Size is approximately 25' x 15' SS

SOLD OUT



Banners L2-38 Handrail Banners - Level 2

- Sponsor custom graphics handrail banners next to escalators
- Size is approximately 19' x 7' SS

\$6,500



Banner L2-42 Handrail Banner - Lobby B Level 1

- Sponsor custom graphics handrail banners
 - Size is approximately 39' x 7' SS

\$8,500

ONSITE BRANDING



Banner L2-45

Top of ramp from Registration to West C

- Sponsor custom graphics on the banner in Lobby C (Lobby B to left and Lobby C Rotunda straight ahead)
- Size is approximately 24'w x 5'10"h SS

SOLD OUT



Banner L4-51A

Handrail Banner - Lobby C Level 4

- Sponsor custom graphics handrail banners
 - Size is approximately 28' x 7' SS

\$8,500

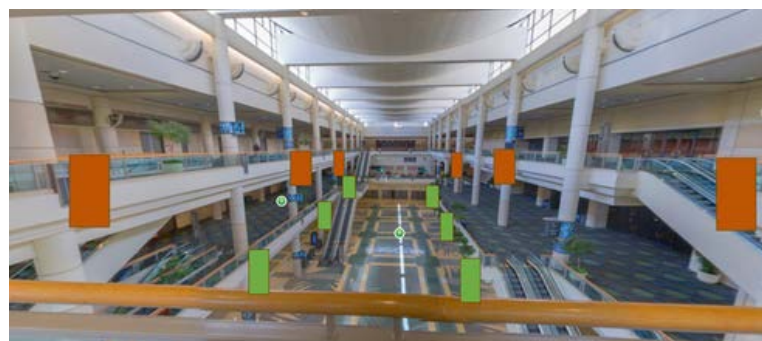
Banner L3-FB1 & L4-FB2

Upper & Lower Rotunda Flag

- Sponsor custom graphics on six (6) double sided banner flags on second and third level
 - Sponsor designed custom graphics on two-sided banner flags
 - Size is approximately 3'x 8'

\$10,000

for a set of 6



SOLD

L3

L4



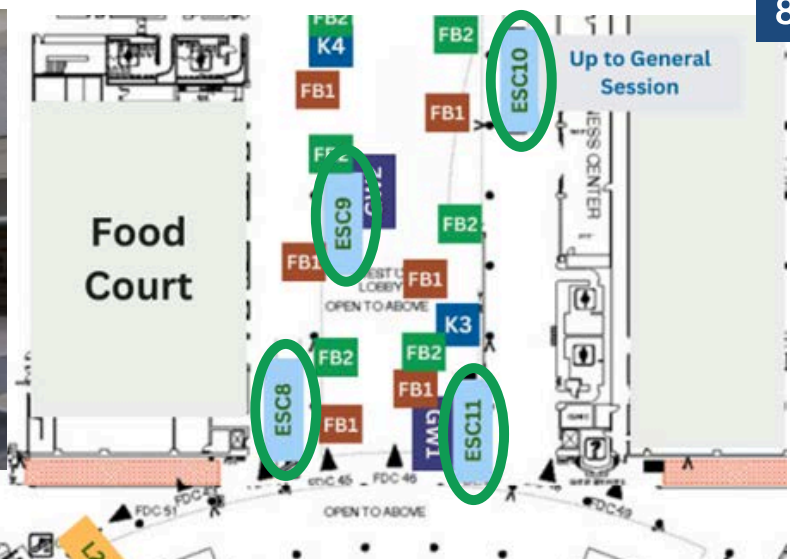
Graphic Wall L2-GW1 & 2

Lobby C - Level 2

- Sponsor custom graphic wall
 - Size is approximately 2m x 8'
 - Graphic specs: 38 13/16" W x 94 15/16" H SS

\$6,500 each

ONSITE BRANDING



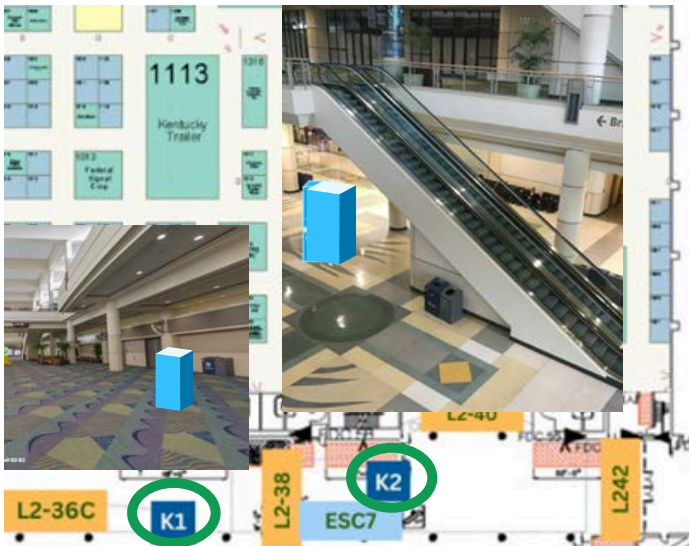
Escalator Runners L2-ESC7-11 Level 2 to 3 to Meeting Rooms

- Sponsored designed graphics on the escalator runners
- 5 locations and sold on a first come, first served basis
 - 600" x 15" Runner
 - 1: Hall B4: ESC7
 - 444" x 15" Runners
 - 2: Lobby C ESC8
 - 3: Lobby C ESC9
 - 4: Lobby C ESC10
 - 5: Lobby C ESC11

SOLD



\$5,000 each



4-Sided Spinning Kiosks L2-K1-4 & L4-K5 Lobby B&C Level 2&4

- Sponsor custom graphics spinning kiosk (lightbox, plexi panels)
- Size is approximately 1m x 1m x 8'
- Graphic specs: 37 7/8" W x 92 3/4" H Single Sided (Qty: 4)
- K5 is located on Level 4 by the General Session

\$4,500 each
5 available

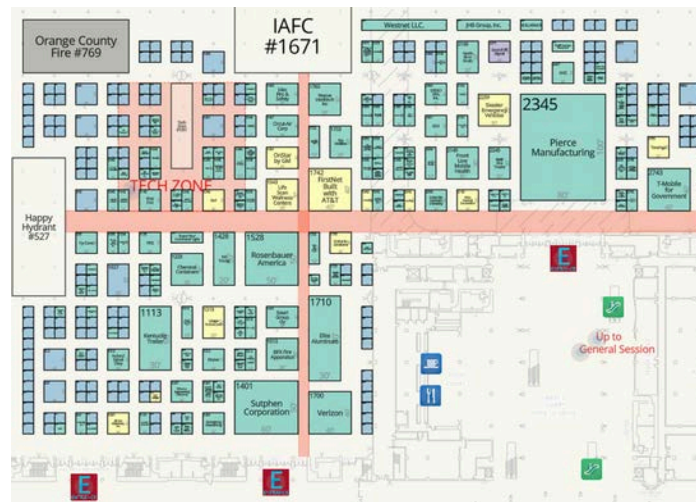
ONSITE BRANDING



Charging Table Sponsorship Exhibit Hall (Exclusive)

- Custom Graphic placed on each 32" w x 42" h charging table
 - Size is approximately 25' x 15'
 - 10 tables included

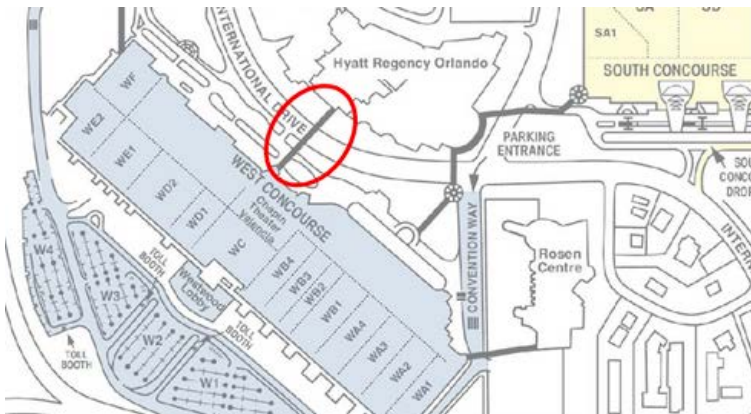
\$10,000



Aisle Sign Sponsorship Exhibit Hall (Exclusive)

- Four-color company logo placed on each hanging aisle sign
- Sponsor portion of sign is approximately 4" w x 12" h DS
- See above for approximate locations

SOLD OUT



Oversight Bridge Signage OB1-14 West Concourse to Hyatt Regency

- Sponsor custom graphics on the signs located in the oversight bridge between West Concourse and Hyatt Regency
- Sign is approximately 91.625" w x 14" h SS
- Locations:
 - OB1: at entrance to skybridge by convention center **SOLD**
 - OB2 is next and OB14 is closest to the Hyatt

\$4,000 each
13 available

Sponsorship Opportunities

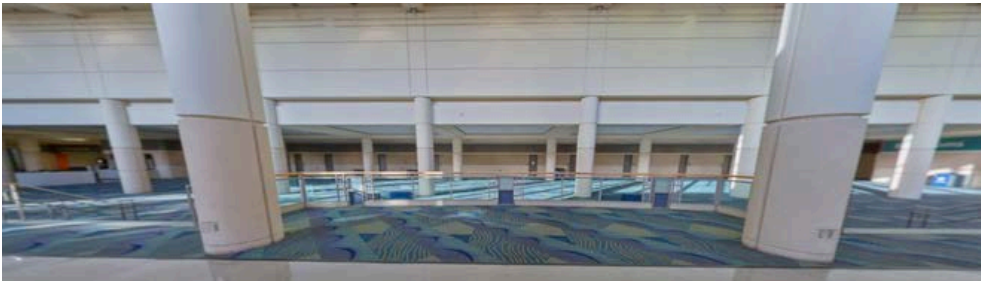
BRANDING / IMPRESSIONS

Maximize your brand's presence with eye-catching options like rotating website ads, mobile app placements, and email banner ads. These opportunities ensure your brand stays top of mind for attendees. **Important reminder for graphics:**

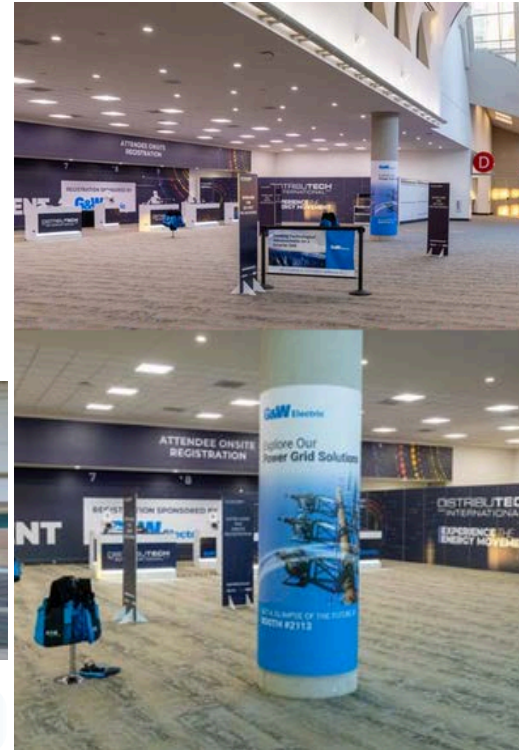
- Artwork subject to review by event management.
- Company logo on sponsor recognition where applicable.
- Sponsor to provide content no later than June 27, 2025.
- Sponsor to provide company logo in PNG and EPS format.

Registration (Exclusive)

- Logo on registration section of iafc.org/FRI
- Banner on confirmation email sent to each person after they register (600px x 150px)
- Logo on scan and go email that goes to all registrants prior to the event
- Logo on Registration Backwall
- Representation on main registration graphics
- Sponsor designed creative on (2) registration column wraps
 - Size: 115 5/8" x 75"



SOLD OUT



Conference Wi-Fi Co-Sponsorships

Make a lasting impression by featuring your brand on the landing page as attendees connect to the complimentary Wi-Fi network. This valuable service will be accessible across the event venue, including the bustling lobbies, engaging exhibit hall, and informative session rooms.

By leveraging this opportunity, you can increase brand visibility and engage with attendees in a meaningful way. Stand out from the crowd and leave a memorable mark on every individual who connects to the event's Wi-Fi network. This is a co-sponsorship, all sponsors, **up to 3**, will be included on the landing page.

Sponsorship Includes:

- SSID of sponsor's choice
- Landing page includes sponsor logo with their booth number.

IAFC to deliver:

- SSID set-up
- Landing page set up with sponsor's logo and booth number.

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)

\$5,000

3 available

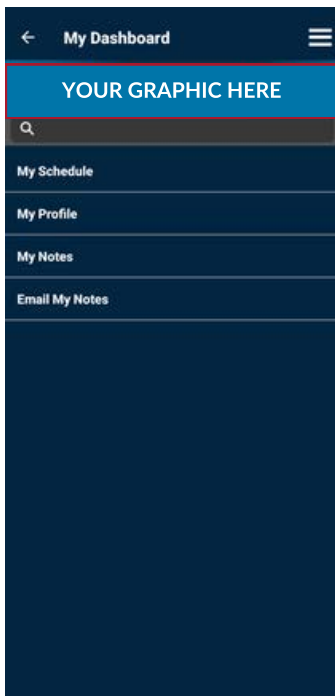
Event Mobile App (Exclusive)

Sponsorship includes:

- The EXCLUSIVE sponsor of the Conference Mobile App.
- "Sticky" Banner ad on Conference Mobile App homepage (The sticky banner only displays on the main screen and attaches to the edge of the menu on the bottom of the screen. It is always visible and remains stationary while scrolling on the main screen)
- Logo on Download the Mobile App webpage
- Rotating Banner Ad on 5 interior pages of app (Event Info, Sessions/Events, Exhibitor List, People, and Search)
- One push notification per event day (Wednesday-Friday), during the event sent to all users who have opted in for notifications.
- Inclusion as a sponsor in 1 attendee pre-conference email
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.
- Complimentary post-show Attendee mailing list.

IAFC to deliver:

- "Sticky" banner ad on Conference Mobile App homepage
- Rotating banner ad on specified interior pages of Conference Mobile App
- Logo on Download the Mobile App webpage
- Inclusion as a sponsor in 1 attendee pre-conference email
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.
- Post-show attendee list (includes contact name, title, company, mailing address, demographic info (rank))



**Other sponsor logos may be on the app in different locations (ie. Interior banner ads)*

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Mobile app Home Page "Sticky" Banner Ad (2 sizes required):
 - 2,048 pxs W x 200-500 pxs H
 - 1,536 pxs W x 150-400 pxs H
 - Formats: jpg or png
- Mobile app Rotating Banner Ad (4 sizes required):
 - 7:1 aspect ratio, 1,080 pxs W x 152 pxs H
 - 11:1 aspect ratio, 2,048 pxs W x 180 pxs H
 - 9:1 aspect ratio, 1,920 pxs W x 225 pxs H
 - 13:1 aspect ratio, 1,920 pxs W x 152 pxs H
 - Formats: jpg or png
- Links to sponsor specified URL.

\$15,000

Digital Banner Ads

Sponsorship Includes:

- Banner ad
- Banner ad links to sponsor specified URL.
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.

IAFC to deliver:

- Place Banner Ad
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Format: JPG or PNG
- URL link for ad to be directed to
- Ad with specs as shown below

Banner Options	Investment	Specs
Website Left Hand Rotating Ad	\$4,500 (4 available)	Vertical: 320 px W x 1200 px H Horizontal (for mobile): 1200 px w x 200 px h
Website Right Hand Rotating Ad	\$3,500 (4 available)	Vertical: 320 px W x 1200 px H Horizontal (for mobile): 1200 px w x 200 px h
Mobile App Rotating Banner	\$3,000 (4 available)	7:1 aspect ratio, 1,080 pxs W x 152 pxs H 11:1 aspect ratio, 2,048 pxs W x 180 pxs H 9:1 aspect ratio, 1,920 pxs W x 225 pxs H 13:1 aspect ratio, 1,920 pxs W x 152 pxs H
Prospective Email Banner	\$1,500 (4 available)	600 pxs W x 75 pxs H
Know Before You Go Email Banner	\$2,500	600 pxs W x 75 pxs H

Attendee Giveaways

Lanyards

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to approval. Logo must be single color only (no gradient). **IAFC to provide the lanyards.**

SOLD OUT

Branded Notepads / Portfolio

A branded portfolio not only serves as a practical item for attendees to use during the event but also acts as a powerful marketing tool long after the event has concluded. This continuous exposure can lead to increased brand loyalty and customer retention. **IAFC to provide the notepads.**

\$7,500

Water Bottle, Pen or Conference Bag

Provide attendees with a thoughtful gift that resonates with your brand, ensuring they remember you long after the event. The sponsored item must be approved in advance. **Sponsor to provide the item.**

**\$1,500
License Fee**

Sponsorship Opportunities

EDUCATION

Establish your brand as an industry authority by sponsoring educational sessions at FRI. These sponsorships position you as a go-to resource for helping clients navigate their most critical challenges.

General Session Sponsorship

Three daily General Sessions typically attended by **2,000+** fire chiefs, company officers, and other fire professionals, 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.

Keynote Sponsorship Includes:

- **Options:** Wednesday, Thursday or Friday (All pending)
- Ability to play 30-second video prior to leadership executive walking out on stage or during 10-minute opening
- 10-Minute industry briefing from a leadership executive.
- Sponsor to provide speaker details by July 29, 2025.
 - FRI will select and manage the overall session, including keynote speaker
- Company logo (or static slide) to be displayed on screen before keynote begins
- Keynote promoted on social media, on the event website and in email marketing promotions
- Company Logo on all materials referencing keynote speaker
 - Digital event guide, website, signage and stage branding
- Reserved seating for your company or guests you would like to invite to the keynote (up to 5 seats)
- FRI All Access registrations: Two (2)
- Inclusion as a Sponsor in 1 attendee pre-conference email
- Company logo on sponsor recognition where applicable.
- Complimentary post-show attendee mailing list
- Sponsor to design graphic elements and send art by June 27, 2025

IAFC to Deliver:

- Sponsor Introduction at session.
- Seat drop of promotional item (if provided by sponsor by deadline)
- Inclusion in Event Listing
- Registration promo code
- 1 Pre-conference email sponsorship recognition and social media promotion where applicable
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.
- Post-show attendee list (includes contact name, title, company, mailing address, demographic info (rank))

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Presentation Speaker details (name, email, affiliation, and title)
- FRI 30-second video (mp4)
- Flyer or promotional items for seat drop, in general session (optional)

**Topics not final. Will be determined by FRI Program team*

SOLD / PENDING



IAFC OFFICER DEVELOPMENT PROGRAM

The IAFC's Leadership Development Symposium Series includes three separate tracks that prepares officers at specific levels for future career advancement while giving them the leadership skills to excel in their current position. All seven levels of ODP are offered each year at FRI. The program is designed to meet the job performance requirements outlined in NFPA 1021 and follows leadership standards published by the IAFC in the Officer Development Handbook.



Executive Chief Officer I, II & III **SOLD**

Attendees at the Executive Chief Officer session benefit from valuable insights shared by experienced speakers emphasizing advanced executive-level development. This program offers a three-tier program designed for aspiring and current chiefs, focusing on community marketing, research and data, mutual aid, and mergers.

Chief Officer I, II & III **SOLD**

Targeting Chief Fire and EMS officers; CHIEF provides executive training and preparation. The Chief Officer program consists of three levels. Those new to the role and veteran officers. Attendees build careers towards future Chief Executive Officer leadership covering topics such as: community risk reduction, HR, operations, and health and safety advancement

Company Officer I, II & III

Participants have the opportunity to improve their leadership and management skills for their current positions and future career advancement. This program combines crucial skills for company officers with the responsibilities of chief officers. The Company Officer program provides a three-level course designed to meet the specific management and training needs of company officers based on their roles and responsibilities.

Sponsorship includes:

- IAFC host/moderator to provide Sponsor introduction.
- 7-minutes welcome remarks (one per room, up to 7 min each – 3 total)
- Table at the session entrance to place display literature.
- Inclusion in Event Listing
- Inclusion as a Sponsor in 1 attendee pre-conference email
- Social Media promotion across IAFC platforms where applicable
- All Access registrations: Three (3)
- Complimentary post-show attendee mailing list
- Sponsor logo recognition on event signage, website, and mobile app at level of participation where applicable.

IAFC to deliver:

- Sponsor Introduction at session.
- Inclusion in Event Listing
- Table at session entrance for display literature.
- Registration promo code
- 1 Pre-conference email sponsorship recognition and social media promotion where applicable
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.
- Post-show attendee list (includes contact name, title, company, mailing address, demographic info (rank))

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Presentation Speaker details (name, email, affiliation, and title)
- Flyer or promotional items for seat drop, in general session (optional)
- Display literature (optional). Sponsor to set out on table.

\$12,500 each

Call to verify availability.



Chief's Edge includes breakfast, lunch and a closing reception. With approximately 60-80 attendees, this is an intimate group of senior professionals seeking to advance in their careers with peer-to-peer interaction, and practical skills needed to become effective leaders.

Sponsorship includes:

- IAFC host/moderator to provide Sponsor introduction.
- 10-minutes welcome remarks
- Opportunity to provide promotion item for seat drop, in session room. Item must be pre-approved and delivered to the conference team (see due dates).
- Table at the session entrance to place display literature.
- Inclusion in Event Listing
- Inclusion as a Sponsor in 1 attendee pre-conference email
- Social Media promotion across IAFC platforms where applicable
- 2 Chief's Edge & 2 FRI All Access attendee registrations
- Ability to sit in on the session as an observer; intelligence gathering opportunity
- Networking time with attendees at breaks and meals
- Complimentary pre- & post-show Chief's Edge attendee mailing list only
- Sponsor logo recognition on event signage, website, and mobile app at level of participation where applicable.

IAFC to Deliver:

- Sponsor Introduction at session.
- Inclusion in Event Listing
- Promotional item seat drop, in session rooms (if provided by sponsor by deadline).
- Table at session entrance for display literature.
- Registration promo code
- 1 Pre-conference email sponsorship recognition and social media promotion where applicable
- Sponsor logo recognition on event signage, website, mobile app at level of participation where applicable.
- Pre- & Post-show Chief's Edge attendee mailing list

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Presentation Speaker details (name, email, affiliation, and title)
- Flyer or promotional items for seat drop (optional)
- Display literature (optional). Sponsor to set out on table.

SOLD OUT

Solution Sessions

Host your own 60-minute education session.

Are you an expert in a particular topic? Lead a Solution Session and reach attendees in a totally different way.

Sponsorship includes:

- Designated meeting room for 60-minute session/meeting.
- 60-minute session with screen, projector & podium mic.
- Opportunity to provide promotional item or flyer at the back of the room. Item must be pre-approved and provided by August 12.
- Inclusion in Event Listing / Conference Schedule (if requested).
- Table at entrance of room to display literature.

IAFC to deliver:

- Meeting Room with standard AV
- Listing in Conference Schedule (if requested)
- Table at entrance for display literature.

*Solution Sessions should focus on providing important educational content.

Not a sales presentation.

Sponsor to deliver:

- Notification if session will be listed in Conference Schedule.
- Presentation Details (Speaker name(s), email, affiliation, title, and session title and description)
- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Flyer or promotional items for back of room table (optional)
- Display literature (optional). Sponsor to set out on table.

\$5,000
4 available

Affiliate Event

IAFC welcomes affiliated organizations to meet and host various functions during approved dates and times in conjunction with IAFC events. An affiliate meeting is any event affecting IAFC attendees that is outside the official event program. Any event exceeding 25 people must be held outside of official event hours.

Sponsorship includes:

- Private meeting room for 60-minutes.
- 30 minutes each for set-up/tear down
- Listed in Conference Schedule (if requested)

IAFC to deliver:

- Private meeting room for 60 minutes
- 30 minutes each for set-up/tear down
- Listing in Conference Schedule (if requested)

Sponsor to deliver:

- Notification if session will be listed in Conference Schedule and if it is invitation only or open for all.
- Preferred room set (Theater, Classroom, Rounds, Conference or U-Shaped)
- **Catering, A/V or additional items are at exhibitor’s expense.**

\$3,000
6 available

NEW Future Focus Breakfast

Be part of shaping what's next in the fire service! The Future Focus Breakfast brings together forward-thinking fire service leaders for high-energy networking, big-picture conversations, and bold ideas. This event focuses on exploring strategies to attract and retain the next generation of fire and EMS professionals, while discussing the evolving workforce and workplace.

More than just a breakfast — it's a catalyst for change. Featuring a panel discussion where attendees dive into meaningful discussions about what actions must be taken to ensure the workforce feels valued, are given the resources necessary to succeed, and create a culture that results in high performing organizations serving our communities.

By sponsoring this event, your brand is positioned alongside innovation, leadership, and progress — exactly where today's most influential decision-makers are focused.

Partner with Us:

- Friday, August 15, 7:00 AM - 8:30 AM
- 250+ Chiefs, Company Officers and IAFC Board Members

Sponsorship includes:

- VIP invitation and seating for up to two (2) sponsor representatives at breakfast.
- Logo recognition on-site and Pre-show sponsor listing.
- IAFC host/moderator to provide Sponsor introduction.
- 3-minute Welcome remarks.
- Opportunity to place promotional flyers on table in breakfast room.
- Inclusion in Event Listing.
- One (1) table for display materials and/or promotional items (space permitting)
- Complimentary post-Breakfast attendee mailing list.

\$6,000**4 available for co-sponsorship**

Hospitality Suite (per day)

Book a meeting room for a full day or even multiple days to have a dedicated space for you and your team to meet clients privately.

The room comes with a basic room set up. Contact details will be shared so the sponsor can arrange AV equipment, custom furniture, and food and beverages as required.



Sponsorship includes:

- Private meeting room per day
- Standard furniture in room (Custom furniture/items can be ordered at sponsor expense)
- 2 rooms available per day Wednesday – Friday (6 Total)
- Listed in Conference Schedule (if requested).

IAFC to deliver:

- Meeting Room with standard furniture.
- Listing in Conference Schedule (if requested)

Sponsor to deliver:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Notification if session will be listed in Conference Schedule.
- Preferred room set (Theater, Classroom, Rounds, Conference or U-Shaped)
- Catering, A/V or additional items are at exhibitor's expense.

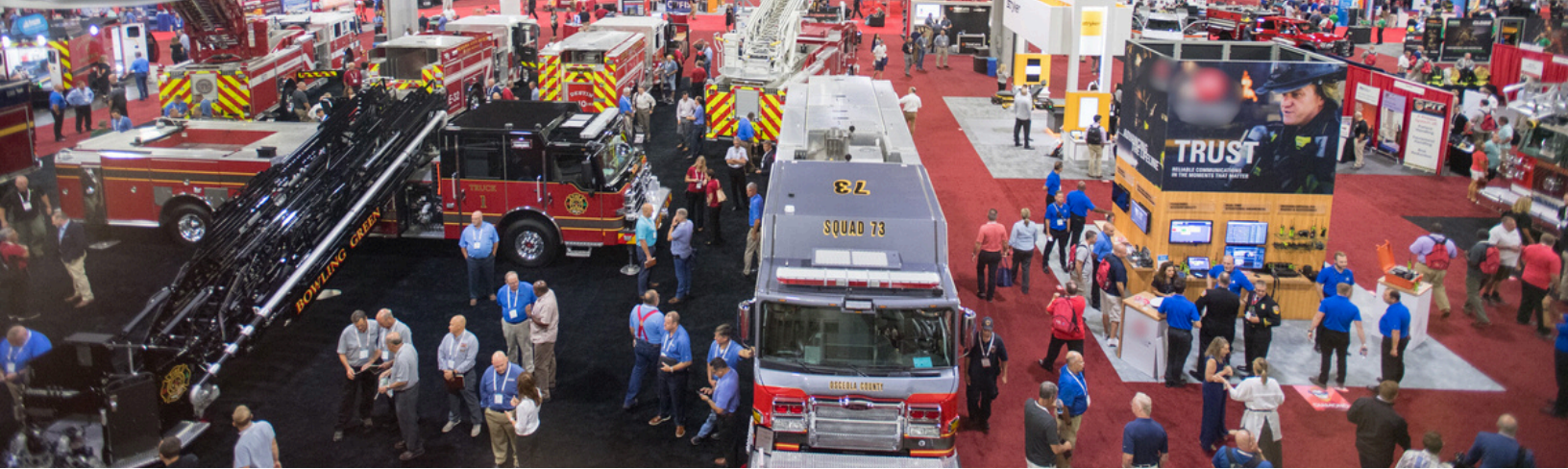
\$5,000

3 available

Sponsorship Opportunities

NETWORKING

Enhance your brand's exposure and build relationships by sponsoring key networking events, such as breakfasts, luncheons, coffee breaks, or the Opening Reception. These gatherings are ideal for connecting with industry professionals and decision-makers.



Opening Reception Sponsor

Sponsor Opening Reception – the only All-Access party at FRI2025! The event is made possible through generous contributions from you, our sponsors.

- Opening Reception and food & beverage held on Wednesday for all attendees in the Exhibit Hall
- Sponsor recognized throughout the reception to include:
 - Flag Banner Signage at bar next to or in sponsor's booth. If bar can be located in the sponsors booth we will place there.
- Sponsor may choose to provide the following items to be placed at their sponsored bar
 - Logo Napkins, koozies or cups
- Sponsor logo on on-site signage promoting the event at the Convention Center
- Company logo on sponsor recognition where applicable.

Sponsor to provide:

- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Logoed napkin, cups or koozies to conference team if desired



\$5,000

Multiple available

NETWORKING

NEW Thursday Happy Hour Sponsor

We are hosting a happy hour on the show floor from 1:00 – 4:00 pm, signage promoting the sponsoring booths will be prominently placed in the lobby and in the mobile app schedule!



Sponsorship includes:

- One kegerator to be placed in sponsor booth for 1:00 – 4:00 pm on Thursday.
- Sponsor to select the beer that will be served (Budweiser, Bud Light, Miller Lite, Heineken, or Corona Premier)
- Sponsor recognized throughout the reception to include:
 - 11' Tall Flag Banner to be placed at corner of booth near keg with sponsor logo
 - Signage in lobby to include sponsor logos, booth number and time of Happy Hour
- **NOTE:** If beer runs out, it is up to the sponsor to replenish at their own expense (approximately 150 cups per keg)
- Served by a bartender provided by Event management
- Sponsor may choose to provide the following items to be placed at their sponsored bar
 - Logo Napkins and/or 12 oz cups
- Company logo on sponsor recognition where applicable.
- Sponsor to provide company logo in .png and vector format
- Sponsor logo on on-site signage promoting the event at the Convention Center

IAFC to deliver:

- One Keg of sponsor selected beer, with bartender, sponsor may purchase additional if needed.
- Lobby & Booth Signage to promote event and sponsored locations
- Listing in Conference Schedule (if requested)

Sponsor to provide:

- Beer selection due at least 60 days prior to event.
- Vector format Logo (ai, .eps or high-res pdf)
- Standard Logo (JPEG, PNG, TIF, or BMP file less than 25MB)
- Logoed napkin, cups or koozies to conference team if desired



\$4,000

Multiple available



NEW First-Time Attendee Reception (Co-Sponsorship)

Sponsoring the First Timers Reception at FRI 2025 is a unique opportunity to engage with and make a lasting impression on the newest attendees for FRI. With Chief Waldo, IAFC President, and other Board Leadership welcoming over 100 first-time attendees, your brand will be front and center as these industry professionals begin their FRI journey. Up to three companies can co-sponsor this event for \$3,000 each.

By supporting this event, your organization will:

- ✓ Gain early exposure – Connect with attendees before the conference officially begins.
- ✓ Position your brand as a leader – Align with IAFC leadership and demonstrate your commitment to the fire and emergency services industry.
- ✓ Build lasting relationships – Help first-time attendees navigate FRI and create valuable connections that extend beyond the event.

This reception sets the tone for these attendees' entire FRI experience—be the brand that helps make it a great one! **Tentatively scheduled for Tuesday, 5-7 PM (subject to change).**

Sponsorship Includes:

- Logo recognition on-site and Pre-show sponsor listing
- IAFC host to recognize the sponsor & provide sponsor introduction
- 3-minute Welcome remarks
- Opportunity to provide promotion item/gift to attendees
- Inclusion in Event Listing

\$3,000

Multiple available



Metro Chief's Lunch (Exclusive)

The Metro Chief's Lunch provides an intimate setting to convene this important attendee group. Gain access to 30+ Metro Chiefs during their lunch. The exclusive sponsor of this event will be provided an opportunity to inform and educate the attendees on their solutions for how to operate more efficiently and safely.

Sponsorship Includes:

- Pre-event promotion of Sponsor on invites
- Logo recognition on-site and Pre-show sponsor listing
- IAFC host/moderator to provide Sponsor introduction
- 5-minute Welcome remarks
- Opportunity to provide promotion item/gift to attendees
- Inclusion as a sponsor in 1 attendee pre-conference email
- Inclusion in Event Listing
- Social Media promotion across IAFC where applicable

SOLD OUT

Tech Zone Sponsorship

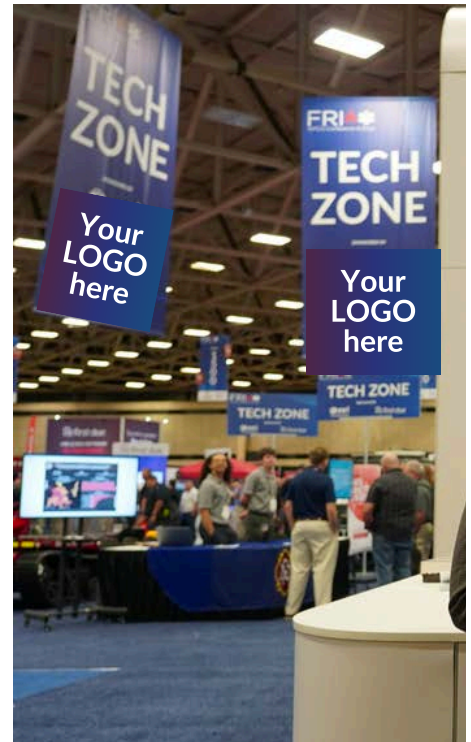
This special area on the show floor is reserved for leading-edge technology for the fire service – something FRI attendees have been asking for! Companies can display products or services and show attendees how they can make firefighting safer or more efficient.

This is your opportunity to incorporate your products, services and staff into The Zone, a large area on the show floor that incorporates food tastings, adult beverages and fun activities on the show floor!

Co-Sponsorship Includes:

- Logo recognition on Tech Zone signage
- Logo recognition on Floorplan
- Inclusion as a sponsor in 1 attendee pre-conference email
- Social Media promotion across IAFC where applicable

SOLD OUT



Presidential / Leadership Reception

At the close of FRI, top FRI leaders will gather for the leadership reception. The sponsor for this reception provides exclusive access to approximately 200 high level attendees (invite only) celebrating the industry. Attend the Presidential/Leadership Reception on Friday, August 15 from 1:00 PM - 3:00 PM (*Time subject to change*).

SOLD OUT

OTHER

Attendee Lists

Exhibitors have 3 options to purchase the attendee list:



Attendee List Guidelines

- Attendees have the option to opt-out of sharing email addresses, emails have been removed for those that opted out.
- IAFC will email the Pre-Show and Post-Show Attendee List in excel format.
- List is For **One Time Use Only**. Data **may not** be entered into any company sales database.
- **List Includes:** First and Last Name, Title/Rank, Organization/Department, Street Address, City, State, Zip Code, Country, demographic questions, and Email Addresses for attendees who opted in to share their contact info.

As a current exhibitor, login to your exhibitor portal and select purchase sponsorship to add the option of your choice.

Hotel Keycards at Hyatt – Headquarters Hotel



- Sponsor to provide the keycards at their own expense.
- Cards must be purchased through Hyatt’s preferred vendor, RFID Hotel. Contact information to be provided after signed contract is received.
- Sponsor must provide a minimum of 3,000 cards, IAFC has 1,500 rooms on peak night. Sponsor can provide more if desired.
- **Graphic Guidelines**
 - Must include Welcome to FRI
 - Promotion of booth number is limited to small font on card
 - Must be pre-approved by FRI Management
- Cards must be ordered and approved by June 13

\$8,500

Hyatt Regency Orlando - Doorhanger

- Sponsor designed hotel door hangers.
- **Graphic Guidelines**
 - Must include prominent Welcome to FRI message
 - Promotion of booth number is limited to small call out.
 - Size of hanger 3.5"w x 8.5"h double sided
 - Must be pre-approved by FRI Management
- Approximately 1500 Rooms, to be placed on exterior door handle on Wednesday night.
- Company logo on sponsor recognition where applicable.
- Sponsor to provide company logo in JPEG and EPS format.
- Sponsor to design graphic elements and send art by June 30, 2025.



\$7,500

Hyatt Bar Branding- Coaster & Cocktail Napkins



- One color sponsor logo on white cocktail napkins to be served at hotel Tuesday - Friday
 - 5,500 napkins will be ordered.
- Sponsored designed graphic on cardboard coasters served at hotel bar Tuesday - Friday.
 - 2,500 coasters will be ordered.
- 1500 Rooms in the hotel block and considered the headquarters hotel.
- Company logo on sponsor recognition where applicable.
- Sponsor to provide company logo in JPEG and EPS format.
- Sponsor to design graphic elements and send art by June 30, 2025.

Locations:

- **Descend 21:** Dynamic social and entertainment lounge featuring indoor and outdoor seating, Topgolf Swing Suites, pool tables, darts and multiple TVs. (Tower 2, Level 1, Opens at 11:00 am)
- **Rocks:** Lobby bar. Handcrafted cocktails, wine, craft beer on draft and light bites overlooking the Grotto Pool (Tower 2, Lobby Level, Opens at 4:00 pm).

\$15,000

OTHER

Options & Pricing Overview

OPPORTUNITY	INVESTMENT
EXHIBIT	
Exhibit Space Only (per sf 100-2400) - General	\$21.00
Exhibit Space Only (per sf 100-2400) - CP	\$19.00
Exhibit Space Only (per sf 100-2400) - GEM	\$18.25
Exhibit Space Only (per sf 2401+) - General	\$19.00
Exhibit Space Only (per sf 2401+) - CP	\$18.00
Exhibit Space Only (per sf 2401+) - GEM	\$16.50
Tech Zone Exhibit Space w/ Booth Package (per sf)	\$26.00
EDUCATION / HOSPITALITY	
Opening Session (Main Stage)	SOLD OUT
Day 2 General Session (Main Stage)	SOLD OUT
Day 3 General Session (Main Stage)	PENDING
Company Officer I, II, & III	\$12,500
Chief Officer I, II & III	SOLD OUT
Executive Chief Officer I, II & III	SOLD OUT
Chief's Edge	SOLD OUT
Solution Session	4 @ \$5,000 each
Hospitality Suite (per day)	2 @ \$5,000 each
Affiliate Event	6 @ \$3,000 each
NETWORKING	
Welcome / Networking Reception	10 Bars @ \$5,000 each
Metro Chiefs Lunch	SOLD OUT
Tech Zone Sponsorship	SOLD OUT
First-Time Attendee Reception (Co-Sponsor)	\$3,000 each
Presidential / Leadership Reception	SOLD OUT
Thursday Happy Hour	10 @ \$4,000 each
OTHER	
Attendee List Bundle	\$2,000
Pre-Show Attendee List	\$1,500
Post-Show Attendee List	\$1,500
Hotel Keycards at Hyatt (Headquarter Hotel)	\$8,500
Hotel Doorhangers at Hyatt Regency Orlando	\$7,500
Hyatt Bar - Coaster & Cocktail Napkins	\$15,000

OPPORTUNITY	INVESTMENT
BRANDING / IMPRESSIONS	
Premier Mobile App	\$15,000
Left Hand Rotating Ad (FRI Website)	\$4,500
Right Hand Rotating Ad (FRI Website)	\$3,500
Prospective Attendee Email Banner Ad	\$1,500
Know Before You Go - Attendee Email Banner Ad	SOLD OUT
Mobile App Banner Ad (9 available)	\$3,000
Registration	SOLD OUT
Conference WiFi (Co-Sponsorships)	3 @ \$5,000 each
Lanyard	SOLD OUT
Branded Notepad/Portfolio	\$7,500
Attendee Gift Opportunity (License Fee)	\$1,500
ONSITE BRANDING	
L2-36B (28'x7' Banner)	\$7,500
L2-36D (28'x7' Banner)	\$7,500
L2-38 (19'x7' Banner)	\$6,500
L2-40 (25'x15' Banner)	\$12,500
L2-42 (39'x7' Banner)	\$8,500
L2-45 (24' x 5'10" Banner)	SOLD OUT
L4-51A (28'x7' Banner)	\$8,500
L3-FB1 (3'x8' Flag Banner)	SOLD OUT
L3-FB2 (3'x8' Flag Banner)	\$10,000
L2-G1 & G2 (2m Graphic Walls)	2 @ \$6,500 each
L2-ESC7 (600"x15" Escalator Runner)	\$5,000
L2-ESC8 (444"x15" Escalator Runner)	\$5,000
L2-ESC9 (444"x15" Escalator Runner)	SOLD OUT
L2-ESC10 (444"x15" Escalator Runner)	\$5,000
L2-ESC11 (444"x15" Escalator Runner)	\$5,000
L2-K1-K5 (1m w x 8'h 4-Sided Kiosk)	5 @ \$4,500 each
Exhibit Hall Aisle Signs (Exclusive)	SOLD OUT
Exhibit Hall 10 Charging Tables (Exclusive)	\$10,000
OB2 - 14 (7'X1.5" Banners) (91.625" x 14" Banner)	13 @ \$4,000 each

Contact exhibits@iafc.org or login to your [exhibitor portal](#), sponsorship opportunity list to confirm availability or to purchase online.

For more information, visit:

IAFC.ORG/FRI

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/frm



iafc.org/crrl



iafc.org/hazmatconf



iafc.org/VCOSsun



iafc.org/tsi