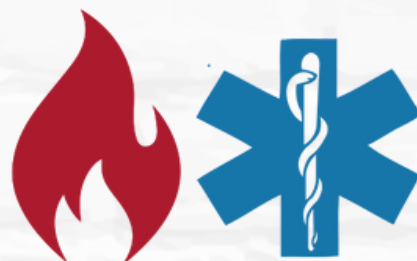




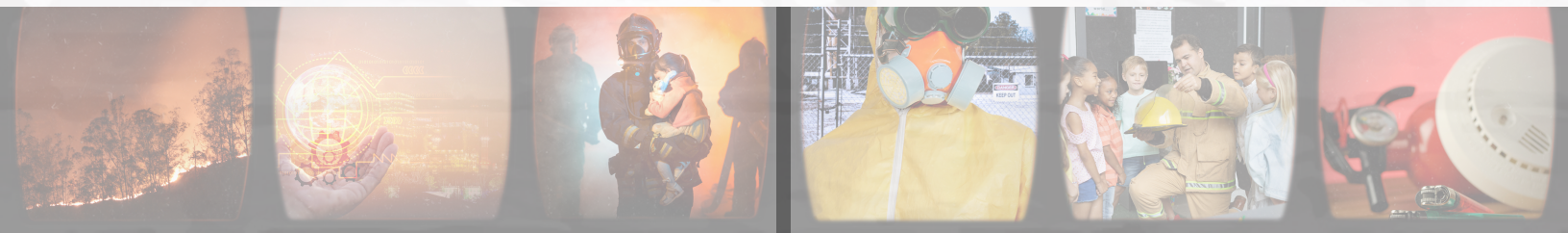
Fire-Rescue International
International Association of Fire Chiefs



2024 Fire-Rescue International Exhibit & Sponsorship Prospectus

The International Association of Fire Chiefs (IAFC) represents the **leadership of firefighters and emergency responders worldwide**; our members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous incidents, natural disasters, search and rescue, and public safety policy.

IAFC events include Fire-Rescue International, the premier event for the pipeline of industry leaders as well as seven events aligned to specific industry verticals including wildland-urban interface, EMS, community risk reduction, Hazmat, volunteer/combination departments and technology.





Through collaboration, learning-based solutions, and continuous innovation, we provide first responders with the resources needed to be successful in their career. This is aligned to our vision of Igniting Global Leaders for a Safer Tomorrow.

IAFC Membership:



30
Countries



10
Provinces



50
States



12,000
Members

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

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

Event Attendees



First Responder
(includes all ranks)



Chief/Executive



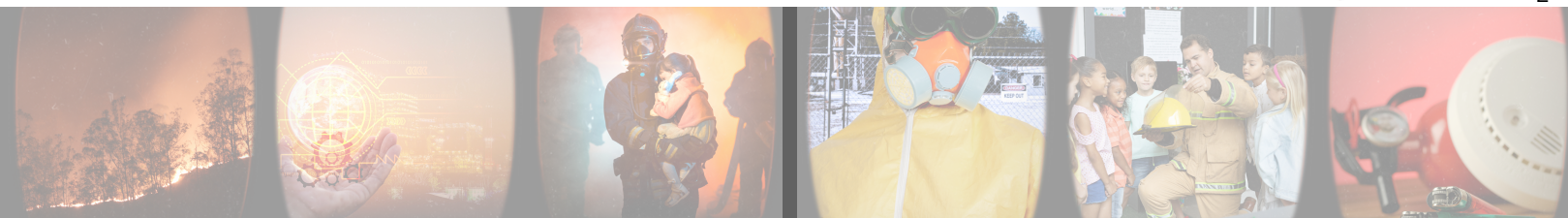
Company/Chief Officer, IMT



Firefighter to
Paramedic/Master



Volunteer and
Combination
Fire Department



IAFC Conferences

Where Leaders in Fire and Emergency Response Come Together

IAFC events convene leading industry decision-makers and thought leaders who influence or authorize purchasing – and are a must-attend for all ranks of volunteer and career fire departments who come to engage in high-level programming, networking, and vendor procurement.



Event Dates:



Location:



Expected Attendance:



March 26-28
2024

Peppermill Resort
Reno, Nevada

500-600

www.iafc.org/wui



April 30 - May 1
2024

The Orleans Hotel & Casino
Las Vegas, Nevada

200-250

www.iafc.org/frm



May 14-16
2024

Renaissance Phoenix
Glendale, Arizona

300-400

www.iafc.org/crrl



June 6-9
2024

Hilton Inner Harbor
Baltimore, Maryland

1,000-1,200

www.iafc.org/hazmatconf



August 14-16
2024

Kay Bailey Hutchison
Convention Center
Dallas, Texas

8,000-10,000

www.iafc.org/fri



November 14-17
2024

Hilton Clearwater Beach
Clearwater, Florida

600-700

www.iafc.org/sun



December
2024

TBD

400-450

www.iafc.org/tsi



Invest

In New Opportunities

Fire and EMS leaders play a crucial role in implementing solutions, tools, and technologies to improve department efficiencies, services, and safety. Fire-Rescue International (FRI) convenes these leaders in a comprehensive event tailored specifically for them.

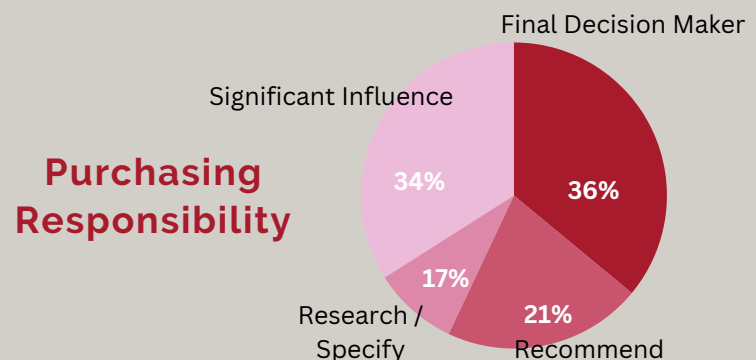
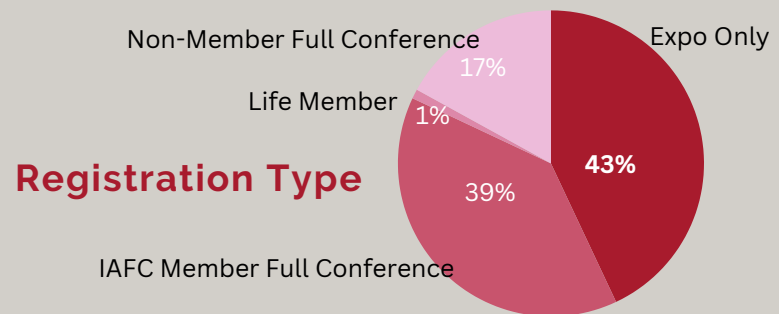
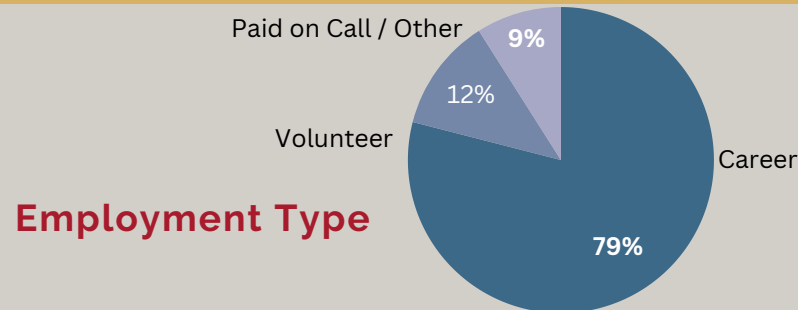
By becoming an FRI sponsor or exhibitor, you can connect with numerous fire and EMS leaders and position your organization to address their departments' challenges. Whether you aim to introduce a new product, reintroduce an existing one, boost brand awareness, or engage in meaningful conversations, FRI provides the ideal setting.

SHOW SCHEDULE

Sunday, August 11	
8:00 AM - 5:00 PM	Apparatus Move-in (Tentative)
Monday, August 12	
8:00 AM - 5:00 PM	Exhibitor Setup (400 SF+)
Tuesday, August 13	
8:00 AM - 5:00 PM	Exhibitor Move-In
Wednesday, August 14	
8:00 AM - 10:00 AM	Exhibitor Move-In
3:00 PM - 7:00 PM	Show Open (Reception)
Thursday, August 15	
10:00 AM - 4:00 PM	Show Open
Friday, August 16	
10:00 AM - 2:00 PM	Show Open
2:00 PM - 9:00 PM	Exhibitor Move-Out

**Subject to change*

WHO ATTENDS



**Based on 2023 FRI Attendance*

4



Event Dates:
August 14-16, 2024



Location:
Kay Bailey Hutchison Convention Center
Dallas, Texas



8,000- 10,000
Anticipated Registrants

www.iafc.org/FRI

Exhibit Fees

Booth costs are dependent on total square feet

IAFC presents not one, but two chances to support the show while boosting your company's spotlight. Picture extra recognition on the website and during the event, plus securing a front-row seat for space selection in 2025 in Orlando!

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 rates• Comp space (100 SF)• 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: 100-2,400 SF	\$19.00 / SF	\$18.00 / SF	\$16.50 / SF

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.**

TECH ZONE

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 TechZone pavilion come as a “package” which includes:

- Carpet
- 1-6' Table
- 2 Chairs
- Wastebasket

Tech Zone Notes:

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



Support the IAFC & Fire & Emergency Service Leaders

By aligning your brand with the IAFC, you can strategically enhance your influence and broaden your reach to key stakeholders and decision-makers. Here are some ways sponsorship opportunities can benefit your organization:

- Increase visibility beyond the booth by sponsoring IAFC events.
- Gain exposure to numerous departments, fostering high-level engagement.
- Utilize educational sessions, onsite branding, and attendee amenities for diverse exposure and interaction.
- Attract attendees to your exhibit or showcase your company through various opportunities.

Achieve momentum by seizing tailored opportunities. Collaborate with our team to create a personalized exhibitor or sponsorship package aligned with your particular goals and objectives.



EDUCATION

IAFC provides top-notch educational programs. By sponsoring a conference educational activity, you can establish yourself as an industry advocate and a trusted resource that clients can rely on for their significant challenges.

NETWORKING



Networking events and opportunities aim to establish vibrant settings for connecting and exchanging ideas and technologies with a specific audience.



IMPRESSIONS

Generate enthusiasm and raise brand awareness by featuring your brand throughout the event experience. Each opportunity provides a unique chance to leave a lasting impression.

EDUCATION

Position yourself as a key industry advocate and a trusted resource that your clients can rely on for their most significant challenges by sponsoring an educational activity at FRI. Note that not all opportunities are available at each event.

The IAFC's Officer Development Program (ODP) 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 Leadership Symposium (ECO)

Approx 200 Attendees

\$12,500

2 Concurrent Rooms

Attendees at the Executive Chief Officer Leadership Symposium (ECO) benefit from valuable insights shared by experienced speakers, emphasizing advanced executive development.

ECO offers a two-tier program designed for aspiring and current chiefs, focusing on community marketing, research and data, mutual aid, and mergers.

Chief Officer Leadership Symposium (CHIEF)

Approx 200 Attendees

\$12,500

2 Concurrent Rooms

Targeting Chief Fire and EMS officers; CHIEF provides executive training and preparation.

CHIEF consists of two levels

- Those new to the role
- 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 Leadership Symposium (COLS)

Approx 300 Attendees

\$12,500

3 Concurrent Rooms

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 COLS 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 of one of the Officer Development Tracks Includes:

- IAFC host/moderator to provide Sponsor introduction
- 5-minute Welcome remarks (one per room, up to 5 minutes each - 2 or 3 total, dependent on track)
- Opportunity to place promotional flyers or item on table at session entrance, item must be pre-approved by IAFC.
- 3 All access attendee registrations
- Inclusion as session sponsor in 1 attendee pre-conference email
- Inclusion in Event Listings (each track has multiple sessions, you will be listed as the sponsor for every applicable session.
- Social Media promotion across IAFC where applicable
- Complimentary post-show FRI attendee mailing list.

EDUCATION

General Session / Main Stage Daily Sponsorship

SOLD
Opening Day
\$20,000

SOLD
Day 2
\$20,000

Day 3
\$15,000

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.

Approx 2,000 Attendees

Sponsorship includes:

- IAFC host/moderator to provide Sponsor introduction
- IAFC will play sponsor provided walk-in video at session (2 minutes or less) or up to 10 minutes to provide a state of the industry presentation to the general session audience
- Opportunity to provide promotional item for seat drop in the general session. Item must be pre-approved and provided at least 24 hours prior to session.
- 2 All access attendee registrations
- Inclusion as session sponsor in 1 attendee pre-conference email
- Inclusion in Event Listing
- Social Media promotion across IAFC where applicable
- Logo recognition on-site and Pre-show sponsor listing
- Complimentary post-show FRI attendee mailing list.

Solution Session

4 Available

\$5,000

Host your own 60-minute education session.

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

Sponsorship includes:

- 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

Breakout session should focus on providing important educational content. **Not a sales presentation.*

Chief's Edge

Approx 60-80 Attendees

\$12,000

2 Rooms

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.

Affiliate Event

6 Available

\$3,000

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.

Length: 60 minutes, can be longer depending on availability.

Hospitality Room

2 Available

\$5,000

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.



IMPRESSIONS

Put your brand front and center onsite at FRI with lanyards, mobile app and banner spaces in varying shapes and sizes. Each offers a different opportunity to make your mark.

More Info Online

www.iafc.org/FRISponsorships

Lanyards

\$12,500

Exclusive



Showcase your logo on every attendee with this valuable 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).

SOLD OUT

Mobile App

\$15,000

Exclusive



Every attendee and exhibitor will have access to the mobile app. Be the premium sponsor of this great show resource. Attendees will have the official show Mobile App at their fingertips at all times. With them constantly referencing it for conference and exhibit details, you should be the premier sponsor of this great attendee resource.

Wi-Fi

\$5,000

3 AVAILABLE

**Additional Option:
Exclusive Sponsor at \$12,000**

SSID: Sponsor Choice
Landing page includes sponsor logo with link to URL of sponsors choice.



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.

Mobile App Banners

Email Banner

Web Banner Ads



\$3,000

9 AVAILABLE

Position your company in front of attendees as they search the FRI Mobile App with a banner ad on the session/events, people/networking or exhibitor list pages.

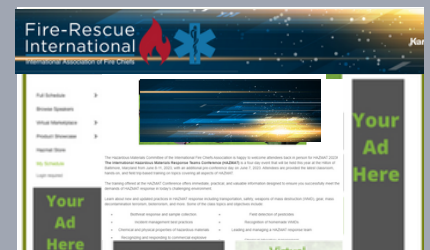
\$1,500-3,000

5 AVAILABLE



\$3,000

9 AVAILABLE



Left Hand Ad

Right Hand Ad

Registration Branding



Every participant needs to visit the IAFC registration desk to collect their badge before the event. The desk remains open throughout the show and attracts a significant amount of traffic from attendees seeking information or a meeting spot. Take advantage of this prime location to showcase your company branding alongside IAFC's.

Pre-show, your company logo will be featured on the registration webpage and in confirmation emails. This means your logo will be viewed by every attendee at least three times!

\$15,000

Exclusive

SOLD OUT



PREMIER EVENT SPONSORSHIPS

Showcase your brand in one of our featured show floor areas.

The Zone

\$25,000 +

Get ready to elevate your brand at FRI with a custom-designed sponsorship! Tired of the same old booth routine? Dive into the Zone Sponsorship for a unique chance to mingle with attendees while they enjoy games, axe-throwing, and chill-out spots for a snack or drink. Let's team up to develop a custom attendee experience aligned to your objectives.

Sponsorship Includes:

- (7) Exhibitor registrations
- Company Listing in Online Exhibitor Directory
- Recognition of The Zone Sponsorship on:
 - Hanging Sign
 - Two Entrance Towers (Lightboxes)
 - Online Floorplan
 - FRI Website



Pricing dependent on structures, furniture, etc. needed to display sponsor products.

Tech Zone

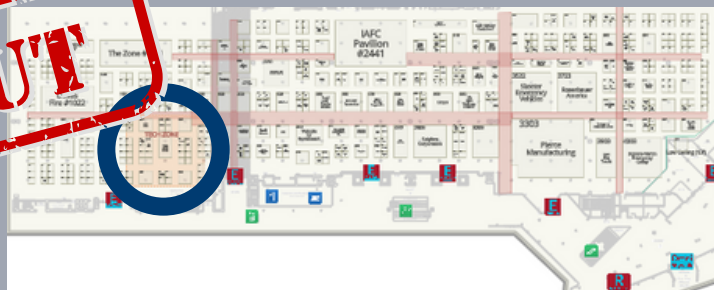
\$8,500

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



Branded Portfolio

EXCLUSIVE

\$7,500

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.

Attendee Gift

3 AVAILABLE

\$1,500

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.

NETWORKING

Make new connections and increase your visibility by sponsoring various high-traffic networking events, including breakfast, lunch, coffee breaks or the Opening Reception.

All Networking Sponsorships include:

- Logo recognition at applicable event.
- Sponsor's logo to be on sponsor page in program, on website and applicable onsite signage.

Metro Chief's Lunch

Approx 30 Attendees

\$8,000

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

Diversity Breakfast

\$6,000

Approx 300 Attendees

4 Co-sponsorships

The IAFC Diversity Breakfast is a lively forum for leaders to break bread and discuss ways to foster diversity and inclusiveness in their departments and throughout the fire and emergency service industry.

Focusing on diversity, equity and inclusion (DEI), the IAFC Diversity Breakfast continues to grow and showcase how our unique differences enhances workplace culture and business. Organized by the IAFC's Human Relations Committee, sponsorship of this event aligns your executives and brand with DEI activities.

- Friday, August 16, 7:00 AM - 8:00 AM
- 300+ Chiefs, Company Officers and IAFC Board Members committed to diversity in the fire service.

2 OF 4 SOLD

Bar/Beverage Station at Welcome Reception

Approx 6,000 Attendees

\$5,000

10 Co-sponsorships

Who doesn't love a great networking reception! IAFC will provide refreshments for approximately 6,000 attendees to network and visit with exhibitors on Wednesday, August 14 kicking off 3 days of exhibits and education! There will be 10+ bars that will be placed throughout the exhibit hall. We'll try to place one as close to your booth as possible.



FACILITY BRANDING

Stand out by placing your branding in high-traffic areas including around registration, lobby areas and meeting rooms. You can reach a wider audience and create lasting impressions. Include your booth number and drive traffic to your booth or QR code to capture the lead immediately.



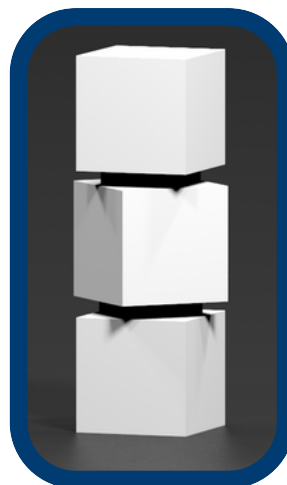
Option 1: \$8,000

Exclusive Content
(2 available)

Option 2: \$3,000

(1 Location w/ 5
opportunities available)

Rotate Slides or Video.
Each sponsor receives up
to 2 minutes of content
for each rotation. Only 5
sponsorships per monitor
available,



DE11 A-B 3-36" sq cubes
2@\$3,000



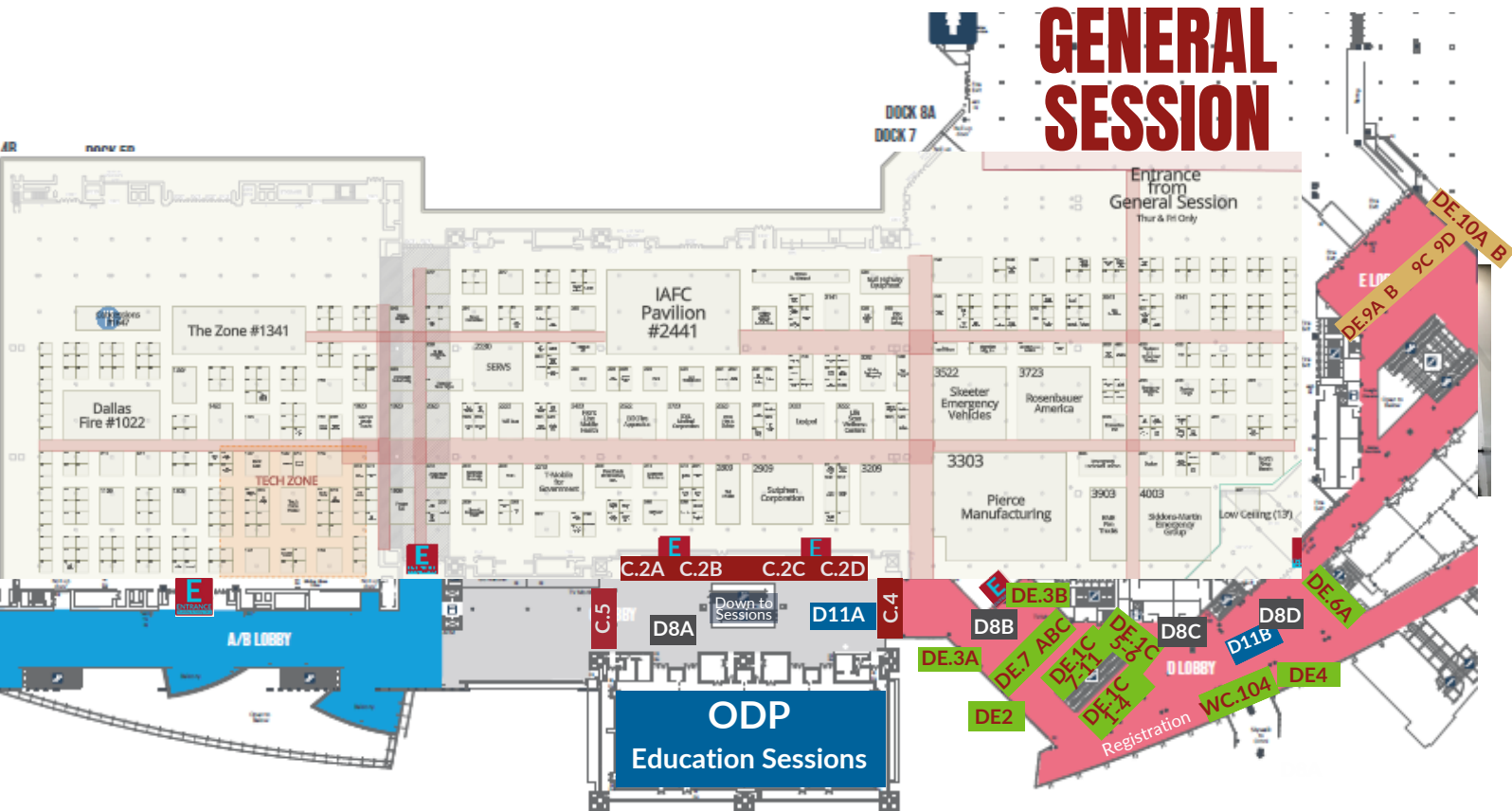
D8 A-D 1mx8'
4@\$4,500 Spinning Light
Box

New Video Display

55" 1080p Display Monitor

Content continuously loops Wednesday-Friday.

GENERAL SESSION



D8

LOBBY C



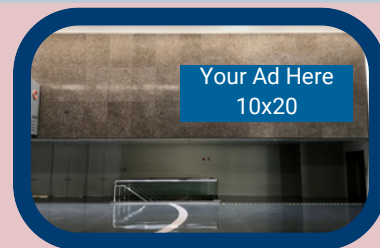
Your Ad Here
10x20



Your Ad Here
10x20



Your Ad Here
10x20



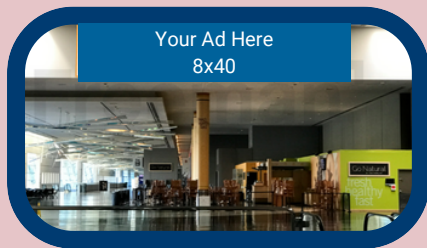
Your Ad Here
10x20

C.2A 10x20 Banner \$7,500

C.2B 10x20 Banner \$7,500

C.2C 10x20 Banner \$7,500

C.2D 10x20 Banner \$7,500



Your Ad Here
8x40

C.4 8x40 Banner \$12,500

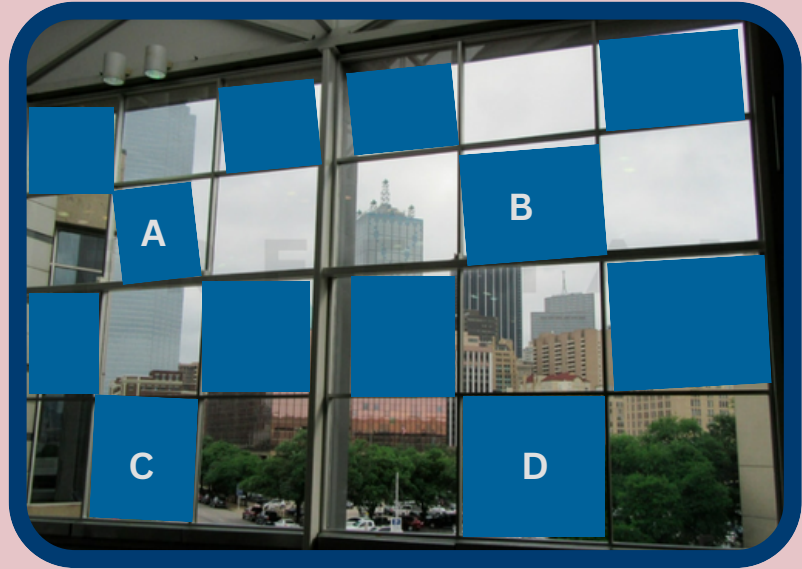
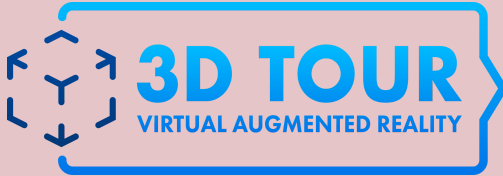


Your Ad Here
10x40

C.5 10x40 Banner \$11,500

LOBBY D

Want to see what's around
these locations?
Take the Virtual Tour



DE2 A-D

3 Clings Per Sponsor, approx. 97" x 81" each 4 @\$7,500 EACH



1-4 Facing Registration



7-10 Facing Exhibit Hall



5-6 Facing Hall E

DE1C 1-10

3 Clings Per Sponsor, 48" x 36"

10 @\$5,000 EACH

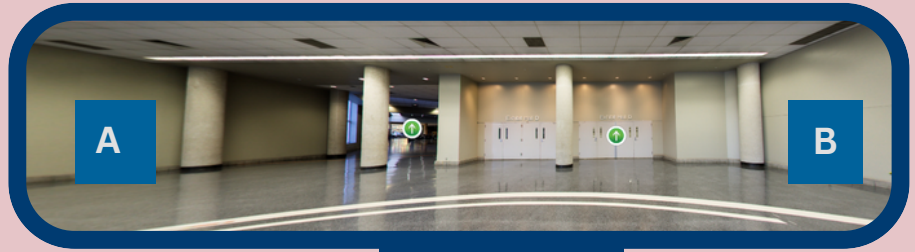
Availability Details

Registration Side	Facing Hall E	Facing Exhibit Hall
1	4	7-9 SOLD
2	5	10
3 - SOLD	6	

LOBBY D



WC-104 212" x 87" & 151" x 87" \$7,500



A

B



DE.3 (A-B)

2m x 8't wall

\$6,500
EACH



Lounge



(1) Ventura Bar Powered Bar Table, (4) Zenith Bar Stools, (4) Grey Cordoba Chairs, (2) CUBPOW Charging Cubes, (3) Window Cling

DE.4

Sponsored Lounge Includes: Window Clings: 3 at 57" x 117"

\$12,000



DE.6A 4' 6" x 63' Banner \$12,000



DE.7 (A-C)

10' x 20' Banner

3@ \$7,500 EACH



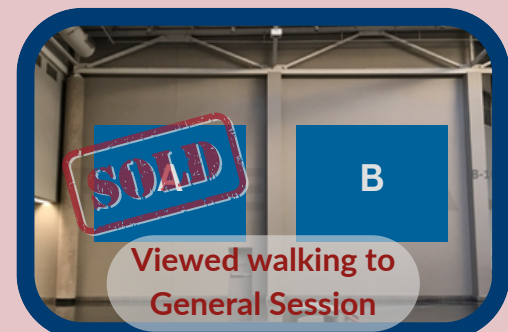
A

C

General Session
Entrance

DE.9 (A & C) 10' x 20' Banner 2@ \$7,500 EACH

LOBBY D-E



B

Viewed walking to
General Session

DE.10 (A-B)

20' x 20' Banner

2@ \$15,000 EACH

OPPORTUNITY PRICE LIST

Opportunity	FRI
Exhibit Space	
Tech Zone Exhibit Space w/ Booth Package (per sf)	\$26.00
Exhibit Space Only (per sf 100-2400) -General	\$21.00
Exhibit Space Only (per sf 100-2400) -CP	\$19.00
Exhibit Space Only (per sft 100-2400) -GEM	\$18.25
Exhibit Space Only (per sft 2401+) -General	\$19.00
Exhibit Space Only (per sf 2401+) -CP	\$18.00
Exhibit Space Only (per sf 2400+) -GEM	\$16.50
Education / Hospitality	
Opening Session (Main Stage)	\$20,000 SOLD
Day 2 General Session (Main Stage)	\$20,000 SOLD
Day 3 General Session (Main Stage)	\$15,000
Company Officer Leadership Symposium (COLS)	\$12,500
Chief Officer Symposium (CHIEF)	\$12,500
Executive Chief Officer Symposium (ECO)	\$12,500 SOLD
Chief's Edge	\$12,500 SOLD
Solution Session	4 @ \$5,000
Hospitality Suite (per day)	2 @ \$5,000
Affiliate Event	6 @ \$3,000
Networking	
Welcome / Networking Reception	10 Bars @ \$5,000
Diversity Breakfast (2 Sold)	4 @ \$6,000
Metro Chiefs Lunch	\$8,000 SOLD
Tech Zone Sponsorship	\$8,500 SOLD
The Zone Sponsorship	\$25,000+
Presidential / Leadership Reception	SOLD
Thursday Night Reception	SOLD
Other	
Attendee List Bundle	\$2,000
Pre-Show Attendee List	\$1,500
Post-Show Attendee List	\$1,500

Opportunity	FRI
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	\$3,000
Mobile App Banner A d (9 available)	\$3,000
Registration	\$12,500 SOLD
Conference WiFi ((Co-sponsorships)	3@ \$5,000
Onsite Branding	
Lanyards	\$12,500 SOLD
Branded Portfolio	\$7,500
Attendee Gift Opportunity (License Fee)	\$1,500
Aisle Signs (Exclusive)	\$8,000 SOLD
C.2 (A-D) (4 10X20 Banners) (C-Sold)	4@ \$7,500
C4 (8X40 Banner)	\$12,500
C.5 (10x40 Banner)	\$11,500
DE.1C (1-10) (3 Railing Clings per option)	6@ \$5,000
DE.2 (A-D) (3 Windows Cling per option)	4@ \$7,500
WC-104 (2 Window Clings included)	\$7,500 SOLD
DE.3 (A-B) 2m Wall	2@ \$6,500
DE.4 Sponsored Lounge	\$12,000
DE.6A (4.5 x 63 Banner)	\$12,000
DE.7 (A-C) (3 10x20 Banners)	3@ \$7,500
D8 (A-D) (4 Plexi Spinning Tower)	4@ \$4,500
DE.9A & C (2 10x20 Banners)	2@ \$7,500
DE.10 (A & B) (2-20x20 Banners)	2@ \$15,000
DE.11 (A & B) (3- 36" Stacked Cubes)	2@ \$3,000
DE5A (Video Monitor w/ Rotating Content)	5@ \$3,000
DE5B (Video Monitor w/ Exclusive Content)	2@ \$8,000



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