

**Subject:** FRI 2023 – Major Deadlines Alert

**Sent:** July 12, 2023



[Pre-Show Checklist](#) | [Vendors/Forms](#) | [Housing/Registration](#) | [Become a Sponsor](#)

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## LESS THAN 40 DAYS TILL FRI 2023 - DON'T BE UNPREPARED!

### Have You Completed Each of These "To Dos"?

- **Submitted** [EAC Forms](#) | [Apparatus/Vehicle Request Forms](#) – Due Now!
- **Ordered** [Lead Retrieval](#) – Discount Deadline July 14
- **Secured** [Audio Visual](#) – Discount Deadline July 16
- **Placed** [The Expo Group Order for Furnishings, Carpet, Etc.](#) – Discount Deadline July 17
- **Updated** [Company Directory Listing/Product Categories](#) – Due July 25
- **Booked** [Hotel Rooms](#) – Reservation Deadline July 27

Download and print the full [Pre-Show Checklist](#). Consider this your roadmap for planning. It was designed to ensure you do not miss any of the important milestones and get the most out of your exhibiting experience.

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### Create an Added Presence for Your Brand

Reach the purchasing decision-makers that attend FRI before they hit the exhibit hall. Ensure these attendees - 70% of attendees - **see your message and come to your booth!**

FRI offers messaging promotions in high traffic areas where your message can be seen daily. From Column Wraps and Window Clings to rotating towers and more! [EXPLORE ALL ON-SITE BRANDING OPTIONS.](#)

[View All Available Sponsorships](#)

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### Service Vendors/Order Forms

View all the [official vendors](#) of Fire-Rescue International. Remember furniture, carpet, electrical are not included in booths (except for the Tech Zone which does include carpet/table/two chairs and wastebasket).

Password is required for The Expo Group Orders: contact [exhibits@IAFC.org](mailto:exhibits@IAFC.org)

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## Housing & Registration

**Hotels** are booking up fast and [are available](#) on a first-come first-serve basis. At this rate they may sell out before the deadline - July 27. Be sure to book your team's rooms NOW, (badge registration required).

### Badge Registration:

- **REQUIRED** to receive the housing link and reserve hotel rooms.
- ALL exhibit personnel MUST register to attend.
- View the number of [complimentary booth staff badges](#) your company will receive (based on booth size).
- Register your staff with the promo code which was sent to the primary contact on record for FRI 2023 exhibits.
- Promo code: **contact** [exhibits@iafc.org](mailto:exhibits@iafc.org)

Register Staff NOW

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### Company Details

- Company Name:
- Booth Number:
- Company Password:
- Booth Dimensions:
- Payment Status:

\*\*If you have a payment due, please [login to your exhibitor console](#) and select My Account to pay by credit card or to download your invoice.

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Sincerely,  
IAFC Exhibits  
(703) 896-4830  
[exhibits@IAFC.org](mailto:exhibits@IAFC.org)