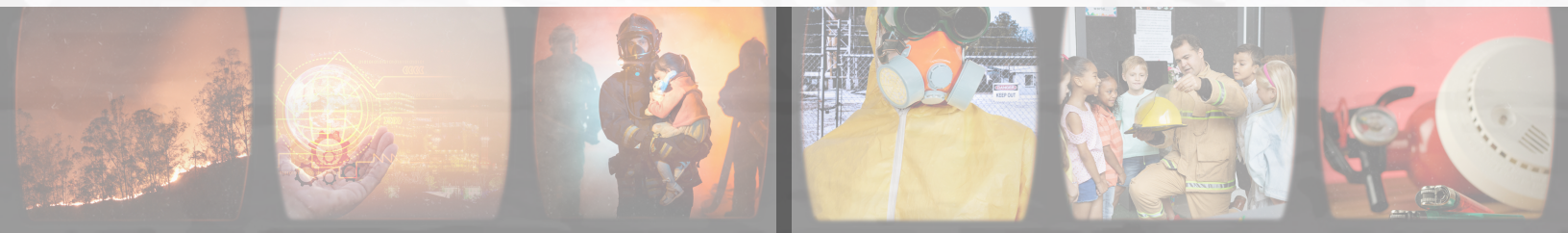




# IAFC Exhibit & Sponsorship Prospectus

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 materials spills, natural disasters, search and rescue, and public safety policy.

IAFC events include Fire-Rescue International, the premier event for leaders in the industry as well seven targeted events to specific segments including wildland-urban interface, hazmat, EMS, technology, community risk and volunteer/combination departments.





Through cooperative collaboration, learning-based solutions, and continuous innovation, we provide first responders with the resources needed to be successful in their career. This vision of collaboration, solutions, and innovation is the core of who we are and will continue to define our path forward.

## 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 Vehicle Management
- Emergency Medical Services
- Executive Fire Officers
- Federal & Military Fire Services
- Fire & Life Safety
- Industrial Fire & Safety
- Metro 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
- Professional Development
- Program Planning
- Technology Council
- Terrorism and Homeland Security
- Urban Search & Rescue
- Wildland Fire Policy

## Event Attendees



First Responder  
(includes all ranks)



Chief/Executive



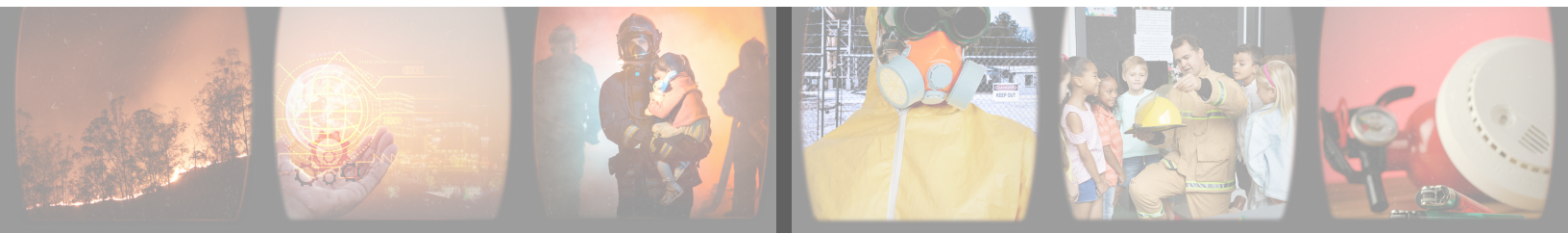
Company/Chief Officer, IMT



Firefighter to  
Paramedic/Master



Volunteer and  
Combination  
Fire Department



# IAFC Conferences

## Where Leaders in Fire and Emergency Response Come Together

As the leading association of the world's experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue and public safety policy, the International Association of Fire Chiefs (IAFC) supports the community through vision, information, education and services to enhance their capabilities.



### IAFC events offer:

- Unique environments to connect with senior and executive level professionals in the fire and emergency management service.
- Dedicated engagement opportunities with attendees who have purchasing power within their organizations.
- Gain insight into current industry topics through event programming.

**Fire-Rescue International**  
International Association of Fire Chiefs



The premier event to connect with fire and EMS decision-makers and influencers that are on the front lines of providing solutions, tools, and technologies to enhance department efficiencies, services and safety.

Brings together dedicated professionals who have a vested interest in wildland fire response, safety, planning, education and mitigation.



**Community Risk Reduction Leadership Conference**  
International Association of Fire Chiefs

Geared specifically to the education and training needs of fire service leaders seeking to create, execute and evaluate measurably successful CRR platforms and programs.

Virtual Fire-Rescue Med addresses the issues impacting today's fire-based EMS leader, including education and training to stay ahead on today's tough issues, including current events and changes in fire-based EMS.



**INTERNATIONAL HAZARDOUS MATERIALS RESPONSE TEAMS**  
International Association of Fire Chiefs



Showcase new and updated practices in Hazmat response including transportation, safety, weapons of mass destruction (WMD), gear, mass decontamination terrorism, bioterrorism, and more. Hazmat teams from across the country converge to explore new products and training.

An intimate and engaging educational and networking event that brings together leaders within volunteer and combination Fire Departments to connect, share, and learn best practices.



**TECHNOLOGY SUMMIT INTERNATIONAL**  
International Association of Fire Chiefs



Direct engagement opportunity between vendors, fire service leaders and technology officers. Bringing the tech of the future to today's fire and emergency service professionals – helping them reduce risks to their communities and improve their ability to respond to emergencies.

# IAFC Conferences

## Where Leaders in Fire and Emergency Response Come Together

As the leading association of the world's experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue and public safety policy, the International Association of Fire Chiefs (IAFC) supports the community through vision, information, education and services to enhance their capabilities.



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 28-30  
2023

Peppermill Resort  
Reno, Nevada

500-600



May 9-11  
2023

Embassy Suites  
Murfreesboro, Tennessee

300-400



May 16

Virtual  
(Live & OnDemand)

200-250 Live  
400+ OnDemand



June 8-11  
2023

Hilton Inner Harbor  
Baltimore, Maryland

1,000-1,200



August 16-18  
2023

Kansas City  
Convention Center  
Reno, Nevada

6,500-8,500



November 9-12  
2023

Hilton Clearwater Beach  
Clearwater, Florida

500-600



December 4-7  
2023

Irving Convention Center  
Irving, Texas

300-400



# Invest In New Opportunities

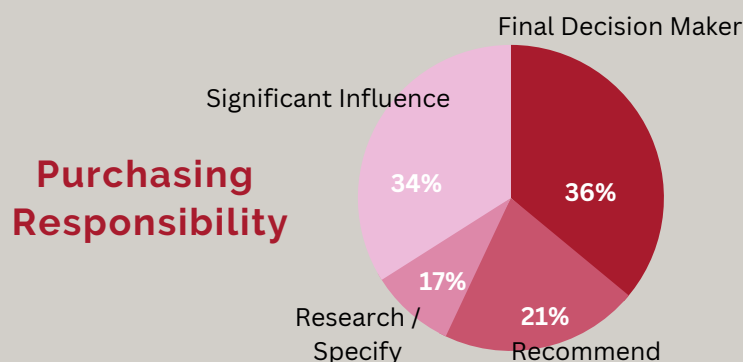
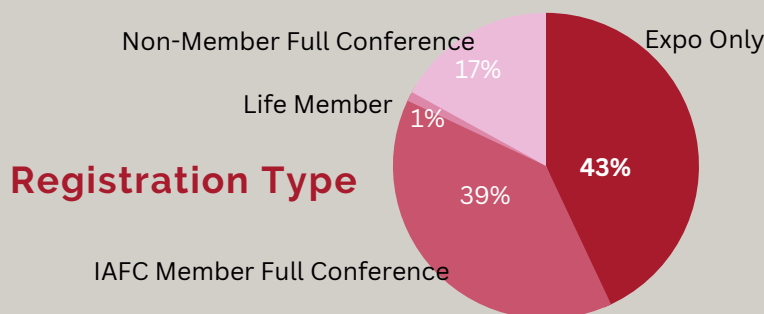
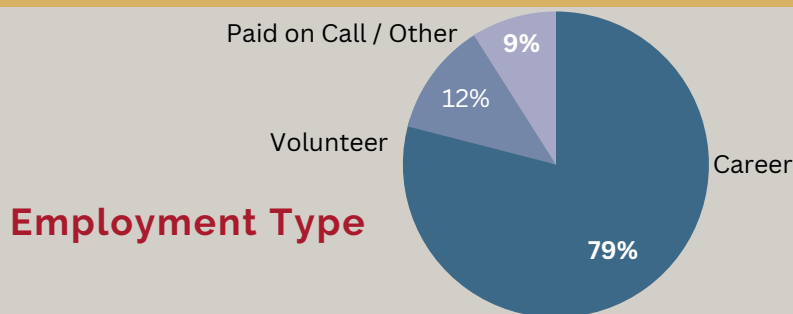
Fire and EMS leaders are on the front lines of providing solutions, tools and technologies to enhance department efficiencies, services and safety. **Fire-Rescue International (FRI)** brings these leaders together in the most comprehensive event that is developed, programmed and geared specifically for the participants – providing targeted opportunities for them to evaluate the latest products and solutions to bring back to their stations.

As an FRI sponsor or exhibitor, you'll gain access to thousands of fire and EMS leaders while positioning your organization to address the challenges their departments face. So, whether you're looking to launch something new, reintroduce an existing product, elevate your brand awareness or foster conversations.

## SHOW SCHEDULE

Sunday, August 13	
8:00 AM- 5:00 PM	Apparatus Move-in
Monday, August 14	
8:00 AM - 5:00 PM	Exhibitor Setup (400 SF+)
Tuesday, August 15	
8:00 AM - 5:00 PM	Exhibitor Move-In
Wednesday, August 16	
8:00 AM - 10:00 AM	Exhibitor Move-In
3:00 PM - 7:00 PM	Show Open (Reception)
Thursday, August 17	
10:00 AM - 4:00 PM	Show Open
Friday, August 18	
10:00 AM - 2:00 PM	Show Open
2:00 PM - 9:00 PM	Exhibitor Move-Out

## WHO ATTENDS



**Event Dates:**  
August 16-18, 2023



**Location:**  
Kansas City Convention Center  
Kansas City, Missouri



6,500-8,500  
Anticipated Registrants

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

# Exhibit Fees

Booth costs are dependent on total square feet

IAFC offers two opportunities to support the show while gaining additional exposure for your company including, extra recognition on the website and on-site, and the ability to participate in early priority space selection for 2024.

	General	Conference Partner	GEM Partner
<b>Benefits</b>		<ul style="list-style-type: none"><li>• Priority Space Selection (after GEM)</li><li>• Reduced exhibit space rates</li></ul>	<ul style="list-style-type: none"><li>• Priority Space Selection</li><li>• Reduced exhibit rates</li><li>• Comp space (100 SF)</li><li>• Early crate return</li><li>• Early housing access</li><li>• Enhanced listing</li><li>• Logo in online floorplan booth (if larger than 400 SF)</li></ul>
<b>Partner Fee</b>	None	\$1,750	\$6,500
<b>Booth rate: 100-2,400 SF</b>	\$20.00 / SF	\$18.00 / SF	\$17.25 / SF
<b>Booth rate: 100-2,400 SF</b>	\$18.00 / SF	\$17.00 / SF	\$15.50 / SF

## WHAT'S INCLUDED WITH YOUR BOOTH

- 3 registration 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 section 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.

**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.

Opportunity	FRI
<b>Exhibit Space</b>	
Tech Zone Exhibit Space w/ Booth Package (per sf)	\$25.00
Exhibit Space Only (per sf 100-2400) -General	\$20.00
Exhibit Space Only (per sf 100-2400) -CP	\$18.00
Exhibit Space Only (per sft 100-2400) -GEM	\$17.25
Exhibit Space Only (per sft 2401+) -General	\$18.00
Exhibit Space Only (per sf 2401+) -CP	\$17.00
Exhibit Space Only (per sf 2400+) -GEM	\$15.50
<b>Education / Hospitality</b>	
Opening Session (Main Stage)	<del>\$20,000</del> <b>SOLD</b>
Day 2 General Session (Main Stage)	<del>\$15,000</del> <b>SOLD</b>
Day 3 General Session (Main Stage)	<del>\$16,000</del> <b>SOLD</b>
Company Officer Leadership Symposium (COLS)	\$10,500
Chief Officer Symposium (CHIEF)	<del>\$10,000</del> <b>SOLD</b>
Executive Chief Officer Symposium (ECO)	<del>\$10,000</del> <b>SOLD</b>
Chief's Edge	\$10,500
Solution Session	<del>4 @ \$5,000</del> <b>SOLD</b>
Facilitated Session (Shakers)	2 @ \$7,500
Affiliate Event	6 @ \$3,000
<b>Networking</b>	
Welcome / Networking Reception	10 Bars @ \$5,000
Diversity Breakfast	3 @ \$6,000
Metro Chiefs Lunch	<del>\$1,000</del> <b>SOLD</b>
Tech Zone Sponsorship	<del>\$6,500</del> <b>SOLD</b>
The Zone Sponsorship	\$30,000
Presidential / Leadership Reception	<b>SOLD</b>
Thursday Night Reception	<b>SOLD</b>
<b>Other</b>	
Attendee List Bundle	\$2,000
Pre-Show Attendee List	\$1,500
Post-Show Attendee List	\$1,500

Opportunity	FRI
<b>Branding / Impressions</b>	
Premier Mobile App	\$15,000
Left Hand Rotating Ad	\$4,500
Right Hand Rotating Ad	\$3,500
Prospective Attendee Email Banner Ad	\$1,500
Know Before You Go - Attendee Email Banner Ad	\$3,000
Mobile App Banner Ad	\$3,000
Floorplan Banner Ad	\$3,500
Registration	<del>\$1,500</del> <b>SOLD</b>
Conference WiFi	\$5,000
<b>Onsite Branding</b>	
Lanyards	<del>\$1,500</del> <b>SOLD</b>
Notepads	\$7,500
Attendee Gift Opportunity (License Fee)	\$1,500
<del>C2, C3 &amp; C3</del> - 3-Sided Column Wrap	3 @ \$3,500
B1 - Banner Cling	\$7,500
<del>C4, C5, C6 &amp; C7</del> - 4' x 4' Column Cling	4 @ \$2,000
W1, W4, W7, W10, W13 & W16 - 3 Panel Window Cling	6 @ \$6,500
W19 - 4 Panel Window Cling	<del>\$7,000</del> <b>SOLD</b>
<del>S1A &amp; S1B</del> - 2m x 8' tall Wall	2 @ \$6,500
S2 - 10x40 Charging Lounge	<del>\$1,000</del> <b>SOLD</b>
<del>S3, S4 &amp; S5</del> - Rotating 4 Sided Kiosk	3 @ \$4,500
C9, C10 & C11 - Column Wrap Banner	3 @ \$3,000
<del>S6</del> 3 Stacked Cubes	\$3,500
C12 - Column Wrap Banner	\$3,000



# Support the IAFC & Fire & Emergency Service Leaders

Your name and logo side by side with the IAFC – it's a powerful way to build influence and get your message in front of key stakeholders and decision makers. Sponsorship opportunities offer a variety of ways to extend your brand's presence beyond the booth. IAFC sponsorships places your company in front of hundreds of departments and creates opportunities for high-level engagement. With education, traditional onsite branding and attendee amenities, there are multiple opportunities for exposure and engagement to drive attendees to your exhibit or showcase your company.

## Why the Attendees Come:

- Networking events
- See the latest tools for them to safely, efficiently and effectively serve their communities
- Learn best-in-class practices to meet growing challenges posed by wildfires

Gain momentum with targeted opportunities. Our team will work with you to develop a custom exhibitor or sponsorship package to your specific goals and objectives.



## EDUCATION

IAFC's educational offerings are second to none. Position yourself as an industry advocate and trusted name your clients can turn to for their biggest challenges by sponsoring a conference educational activity.

## NETWORKING



Networking and event opportunities are designed to create dynamic environments to connect and share concepts and technologies with a targeted audience. Elevate your profile with signage and brand recognition.



## IMPRESSIONS

Build excitement and create brand awareness by showcasing your brand across the event experience. Each offers a different opportunity to make your mark.



# EDUCATION

Position yourself as an industry advocate and trusted name your clients can turn to for their biggest challenges by sponsoring a conference educational activity. Not all opportunities are offered at every event. See below for descriptions.

## General Session / Main Stage

IAFC main stage sessions are attended by the majority of the attendees where keynote speakers address timely and relevant topics impacting the fire and EMS sectors. These main stage sessions 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) in any format, TED Talk style, moderated interview format. Get maximum brand exposure and be recognized as a supporter of the IAFC. Speakers should be mindful to keep content educational, and ensure message is not a product sales pitch.

**Length:** 10 minutes



## 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 fire service leaders. In addition, IAFC will provide detailed notes from the session to assist your team in next steps.

**Length:** 1.5 - 2 Hours

## Solutions Session

Solution sessions are here to give insight to how companies are using their latest products and services for advancement in fire service. These sessions are real life case studies intending to share your companies resources and technology that can benefit fire service leaders.

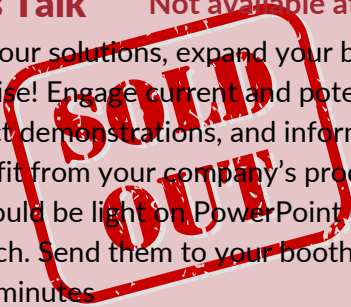
**Length:** 60 minutes



## Express Talk Not available at FRI

Showcase your solutions, expand your brand, and share your expertise! Engage current and potential customers with product demonstrations, and information on how they'll benefit from your company's products. These sessions should be light on PowerPoint usage – think elevator pitch. Send them to your booth for details.

**Length:** 10 minutes



## 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.

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



# FRI EDUCATION

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.

## Chief Officer Leadership Symposium (CHIEF)

\$10,500

Approx 200 Attendees

2 Concurrent Rooms

Chief Officer Leadership Symposium (CHIEF) Targeting Chief Fire and EMS officers, CHIEF provides executive training and education for professionals new to the roles, as well as 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.

**SOLD OUT**

## Company Officer Leadership Symposium (COLS)

\$10,500

Approx 300 Attendees

3 Concurrent Rooms

Company Officer Leadership Symposium (COLS) offers attendees the opportunity to gain the leadership and management skills to excel in current positions while preparing for future career advancement. It is a perfect combination of what company officers need and what chief officers expect. COLS is a three-level program (3 concurrent rooms) designed to meet the specific management and training needs of company officers based on their roles and responsibilities.

## Executive Chief Officer Leadership Symposium (ECO)

\$10,500

Approx 200 Attendees

2 Concurrent Rooms

At the Executive Chief Officer Leadership Symposium (ECO) attendees take advantage of valuable insights from experienced presenters, focused on advanced development at the executive level. ECO is a two-level program, intended for both aspiring and current chiefs. The courses focuses on community marketing, research and data, mutual aid and mergers.

**SOLD OUT**

## Chief's Edge

\$10,500

Approx 50 Attendees

1 Room

Chief's Edge includes breakfast, lunch and a closing reception. The approximately 50 attendees 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.



# IMPRESSIONS

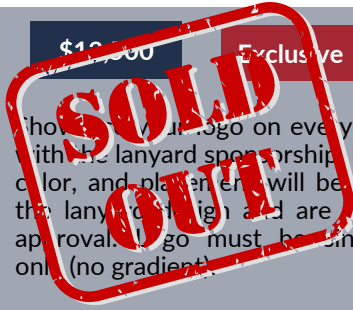
Put your brand front and center onsite at FRI with lanyards, mobile app and banner spaces in varying shapes and sizes. Each offers a different opportunity to make your mark.

**More Info Online** [www.iafc.org/EventSponsor](http://www.iafc.org/EventSponsor)

## Lanyards

\$12,000

Exclusive



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).

## 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

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).

## Registration Branding

\$5,000

Exclusive



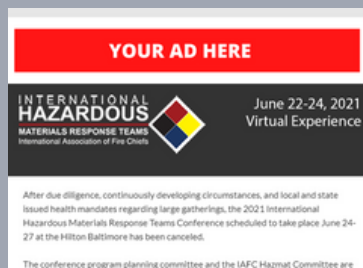
Every attendee must come to the IAFIC Registration desk to get their badge for the show, but did you know that the desk is a hot spot throughout the show and gets a lot of attendee traffic from registration, a meeting point, etc. Have your company branding share center stage with IAFICs at this hot location. Also includes company branding on the registration webpage and emailed confirmations. Your logo seen by EVERY attendee at least 3 times!

## Onsite Banners & Branding

Put your brand front and center when attendees enter the hotel or convention center of sessions and the exhibit hall. With opportunities in varying shapes and sizes you have many opportunities to make your mark!

[www.IAFC.org/onsitebranding](http://www.IAFC.org/onsitebranding)

## Email Banner



## Right & Left Hand Ads



## Mobile App Banners

\$1,000

12 AVAILABLE

Position your company in front of attendees as they search the FRI Mobile App Event Info page with a banner ad.

## Attendee Gift

\$1,000

12 AVAILABLE

Position your company in front of attendees as they search the FRI Mobile App Event Info page with a banner ad.

## Floorplan Rotating Banner

\$1,000

12 AVAILABLE

Position your company in front of attendees as they search the FRI Mobile App Event Info page with a banner ad.



# NETWORKING

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

## All Networking Sponsorships includes:

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

### Metro Chief's

\$8,000 (FRI Only)

Approx 40+Attendees

Have special access to the Metro Chiefs during their lunch. The exclusive access to this event will be provided an opportunity to inform and educate the attendees on their solutions for how to operate more efficiently and safely. Lunch will be attended by approximately 40 attendees.



### Various Networking Events

All IAFC have their own special networking events, including breakfasts, coffee breaks and lunches as well as large receptions, happy hours and smaller targeted receptions/gathering. The majority of the networking opportunities are listed on the individual conference sections as well as full details on the applicable website.

### Bar/Beverage Station at Welcome Reception

\$5,000 (FRI Only)

Approx 6000 Attendees

Bar/Beverage Station at Welcome Reception  
Who doesn't love a great networking reception! IAFC will provide refreshments for approximately 5000 attendees to network and visit with exhibitors on Wednesday, August 16 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.

### Diversity Breakfast

\$6,000 (FRI Only)

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 at FRI, 7:00 AM - 8:00 AM and include more than 300 Chiefs, Company Officers and IAFC Board Members committed to diversity in the fire service.





## CONTACT US

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(703) 896-4630

**Email**

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**Website**

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

