

Wildland Urban Interface

International Association of Fire Chiefs



March 27 - 29, 2025 | Kansas City, MO

SPONSORSHIP PROSPECTUS

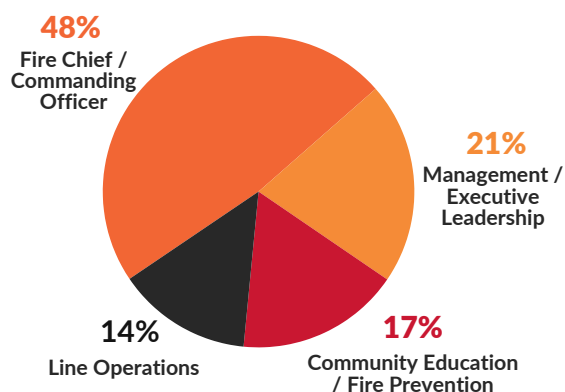
Shaping the Future of Wildland-Urban Interface

Wildland-Urban Interface (WUI) Conference is a **crucial opportunity** for wildland firefighters, municipalities, and management to view tools and services that enhance WUI safety and effectiveness.

In **Kansas City**, you will share your **valuable products** and **innovative ideas** that minimize and manage threats.

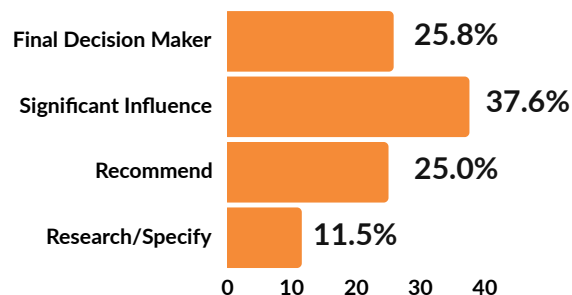
Choose from among several opportunities to sponsor sessions, events, and meet customers in the expo area. Expect some new **dynamic, interactive opportunities** and relaxed networking in a new city!

ATTENDEE BREAKDOWN



**ANTICIPATED
ATTENDANCE 700+**

PURCHASING POWER



To secure your spot, email
exhibits@iafc.org.

About Our Host City

WUI 2024 included attendees from 40 U.S. states and 10 countries. With its central location and larger airport, Kansas City will facilitate attendance from an even wider range of locations where wildfire risks and challenges are present.

The Downtown Loews Kansas City Hotel and Kansas City Convention Center are near one of "America's 10 Best Downtowns" (Forbes). The Art Deco buildings and vibrant energy are thanks to a \$6.5-billion renaissance over the last seven years.

WUI is right by the Power & Light District (or "P&L" as locals call it), an eight-block entertainment hub chock-full of more than 50 bars, restaurants and shops. KC Live!—the district's covered outdoor courtyard—hosts more than 130 free events each year. Nearby is one of the country's busiest arenas, the glittering T-Mobile Center.

Exhibits

Show Schedule *Hours are tentative and subject to change.*

Thursday, March 27, 2025

9 - 11 AM	Vehicle Move-In
12 - 3 PM	Exhibitor Setup
4:30 - 6:30 PM	Show Open (Reception)

Friday, March 28, 2025

9 AM - 1:30 PM	Show Open
12 - 1:30 PM	Lunch with Exhibitors
1:30 - 5:00 PM	Exhibitor Move-Out



What's Included

- 3 exhibitor 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
 - Description
 - Logo
 - Social media information
 - Contact information

Booth Package:

- One 6' black draped table
- Two side chairs
- One wastebasket

Carpet is not included and hall is not carpeted.

Booth Cost \$15.00/sq ft

Why Sponsor?

The WUI Conference brings together diverse stakeholders including firefighters, conservationists, community planners, municipalities, federal/state agencies, and emergency management professionals to explore cutting-edge tools and services that enhance community resilience and safety.

As wildfire threats intensify nationwide, the need for comprehensive strategies spanning prevention, mitigation, and response has never been more critical. The IAFC's Wildland Fire Policy Committee (WFPC) leads this effort, championing innovative approaches to wildland fire management at the national level.



5,311

**PERSONNEL ASSIGNED
TO WILDFIRES
AS OF OCT. 2024**

7,945,886

**ACRES BURNED
YEAR-TO-DATE, OCT. 2024**

44,955

**WILDFIRES INCIDENTS
YEAR-TO-DATE, OCT. 2024**



OPPORTUNITY		INVESTMENT
EXHIBIT		
Exhibit Space with Booth Package		\$15.00/sq ft
EDUCATION / HOSPITALITY		
Opening Session (Main Stage)		\$15,000
Day 2 General Session (Main Stage)		\$10,000
Day 3 General Session (Main Stage)		\$7,500
Solution Session	4 @ \$3,000	●
Express Talks	6 @ \$1,500	●
Affiliate Event	2 @ \$3,000	
BRANDING/IMPRESSIONS		
Premier Mobile App		\$5,500
Left Hand Rotating App		\$3,500
Right Hand Rotating App		\$2,500
Prospective Attendee Email Banner Ad		\$1,500
Know Before You Go - Attendee Email Banner Ad		\$2,500
Mobile App Banner Ad		\$1,000
Registration		\$5,000
ONSITE BRANDING		
Lanyards		\$2,500
Notepads		\$3,000
Attendee Gift Opportunity (License Fee)		\$1,500
NETWORKING		
Welcome / Networking Reception		\$15,000
Conference Lunch (Co-Sponsor)		\$4,500
FDX Reception	\$4,500	●
Continental Breakfast		\$7,500
Morning Coffee Break		\$4,500
Afternoon Refreshment Break		\$3,000

SOLUTION SESSIONS (4 AVAILABLE)

Solution sessions are here to give insight to how companies are using their latest products and services for advancement in the fire service. These sessions are real-life case studies intended to teach you about resources and technologies that could benefit you and your department.
Length: 60 minutes

EXPRESS TALKS (6 AVAILABLE)

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 resources. These sessions should be light on PowerPoint usage – think elevator pitch. Send them to your booth for details. **Length: 10 minutes**

FDX RECEPTION

Access to 30+ attendees. This is a small and highly targeted group. The participants of FDX are directly involved and have an instrumental role in their department's wildfire educational outreach and fuels reduction programs. This group is made up of Chiefs, Captains, Emergency Management coordinators, Senior Firefighters, Wildfire Liaisons/Coordinators/Specialists, etc. The participants are from departments that are both career, volunteer, and combination, and are located across the country in both rural and urban locations. It's strategically diverse!

OTHER

Attendee List Bundle	\$1,000
Pre-Show Attendee List	\$500
Post-Show Attendee List	\$750

For more information, visit:

IAFC.ORG/WUI

Reach our exhibits team at:

EXHIBITS@IAFC.ORG



International Association of Fire Chiefs



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:



International Association of Fire Chiefs

iafc.org/frm



International Association of Fire Chiefs

iafc.org/crrl



International Association of Fire Chiefs

iafc.org/hazmat



International Association of Fire Chiefs

iafc.org/fri



International Association of Fire Chiefs

iafc.org/sun



International Association of Fire Chiefs

iafc.org/tsi