

Exhibitor & Sponsorship Opportunities



FL Fire & EMS Overview

What is the Florida Fire & EMS Conference?

The Florida Fire & EMS Conference is a 5-day training event and the largest Fire Service conference and tradeshow in the southeast United States. The conference program includes:

- 2-days of 4-8 hour Hands-On Training (HOT) Classes (Monday – Tuesday)
- 3-day conference and tradeshow – over 180,000 square foot exhibit space (Wednesday – Friday)
- Specialized programs for Public Information Officers, Emergency Vehicle Technicians, and Emergency Services Leadership
- Real-life Scenario Competitions:
 - Advanced Life Support (ALS)
 - Firesled Extreme Challenge
 - Rapid Intervention Team (RIT)
- Networking Opportunities & Events

The 2026 Florida Fire & EMS Conference is scheduled for January 5-9, 2026 (Monday through Friday) with the tradeshow taking place January 7-9 (Wednesday-Friday) of that week.

The conference will be held in Orlando, Florida at the Orange County Convention Center – South B. Family members and guests can enjoy the warmth and excitement of Orlando's theme parks and attractions while attendees are at the conference.

Attendees

The Florida Fire & EMS Conference appeals to all members of the firefighting community: Fire Chiefs, executive management, firefighters, and related personnel, drawn by cutting-edge training classes, competitions, networking opportunities and, of course, the tradeshow.

Attendees include:

Administrative Chiefs
Apparatus and Equipment Specialists
Chief Officers
Company Officers
Firefighters
Emergency Response Teams

Emergency Vehicle Technicians
EMTs & Paramedics
Fire Academy and Fire Science Students
Fire Cadets
Fire Chiefs

Fire Inspectors
Fire Instructors
Fire Marshals
HazMat Technicians
Public Information Officers
Search & Rescue Personnel
Training Officers

For all questions and interest in securing a sponsorship, please reach out to info@flfireems.com or 850-900-5180

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Exhibit at FL Fire & EMS

Who Should Exhibit?

Firefighting is a 24-hour, multi-layered profession with a wide variety of needs that keep departments functioning safely and efficiently. Products and services that appeal to this audience include firefighting apparatus and gear, firehouse construction and furnishings, kitchen furnishings, firefighting related software, safety and health products, personnel management tools, motivational items and much more. If your product or service supports the firefighting community in any way, the relationships started at the Florida Fire & EMS Conference will help you stand out from your competitors. Contact info@flfireems.com or 850-900-5180 for more information.

Benefits for Exhibitors

The first show of the year, the Florida Fire & EMS Conference is held prior to fire department budget preparation, so decision-makers can see the latest products and services before they prepare their budgets.

Training classes are held in close proximity to the tradeshow floor, allowing for easy access during breaks.

Florida Fire & EMS Conference continuing education programs are geared to the fire service instructor, company officers, command officers, fire chief executive officers, HazMat officer, EMS manager, health care provider, emergency vehicle technicians and public information officer – the decision makers in the purchasing of products and services. A large majority of conference attendees are decision makers or have influence on departmental purchases.

Exhibit Schedule

Tuesday, Jan. 6	Wednesday, Jan. 7	Thursday, Jan. 8	Friday, Jan. 9
7:00 AM – 5:00 PM General Move-in	7:00 AM – 10:00 AM Move-in (carry-in and foot traffic only) 12:00 PM – 5:00 PM Exhibit Hall Open	10:00 AM – 5:00 PM Exhibit Hall Open	9:00 AM – 1:00 PM Exhibit Hall Open

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2026 Florida Fire & EMS Conference Exhibitor Booth Pricing

Badge Allotment	Member Base	Member End Cap	Booth Size	>Non-Member Base	Non-Member End Cap
3	\$950	\$1,050	10 x 10 (100 ft2)	\$1,400	\$1,500
5	\$1,900	\$2,100	10 x 20 (200 ft2)	\$2,800	\$3,000
7	\$2,850	\$3,150	10 x 30 (300 ft2)	\$4,200	\$4,500
9	\$3,800	\$4,200	20 x 20 (400 ft2)	\$5,600	\$6,000
13	\$5,700	\$6,300	20 x 30 (600 ft2)	\$8,400	\$9,000
17	\$7,600	\$8,400	20 x 40 (800 ft2)	\$11,300	\$12,100
19	\$8,550	\$9,450	30 x 30 (900 ft2)	\$12,600	\$13,500
21	\$7,500	\$8,500	20 x 50 (1,000 ft2)	\$12,500	\$13,500
25	\$9,000	\$10,200	20 x 60 or 30 x 40 (1,200 ft2)	\$15,000	\$16,200
31	\$11,250	\$12,750	30 x 50 (1,500 ft2)	\$18,750	\$20,250
33	\$12,000	\$13,600	40 x 40 (1,600 ft2)	\$20,000	\$21,600
41	\$15,000	\$17,000	40 x 50 (2,000 ft2)	\$25,000	\$27,000
51	\$18,750	\$21,250	50 x 50 (2,500 ft2)	\$31,250	\$33,750
61	\$22,500	\$25,500	50 x 60 (3,000 ft2)	\$37,500	\$40,500
71	\$26,250	\$29,750	50 x 70 (3,500 ft2)	\$43,750	\$47,250
81	\$30,000	\$34,000	50 x 80 (4,000 ft2)	\$50,000	\$54,000
91	\$33,750	\$38,250	50 x 90 (4,500 ft2)	\$56,250	\$60,750
121	\$45,000	\$51,000	50 x 120 (6,000 ft2)	\$75,000	\$81,000

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2026 Florida Fire & EMS Conference Exhibitor Booth Pricing

**End Cap pricing is for space that has at least three-sided exposure.*

*Badge allotment is based on booth size, each 10×10 booth receives 3 badges, and booths larger than 100 square feet receive 2 additional badges for every additional 100 square feet (i.e. 200 SF receives 5 badges and 600 SF receives 13 badges). Additional or duplicate badges are \$5/each.

Booth furnishings, carpet, wi-fi, internet, and electricity are not included in the purchase price.

BOOTH SPACE PRICING IS LOWER FOR FFCA CORPORATE MEMBERS, MEMBERS EARN PRIORITY POINTS. You can become an FFCA member before space selection and receive the **Corporate Member rate** and priority points. To learn more or join, go to www.ffca.org/corporate-membership

Exhibitor Registration

Reference the Current Tradeshow Floorplan for a live view of booth availability [HERE](#).

To self-register for a booth less than 20 feet by 100 feet, follow the instructions at the link below. The standard booth is 10×10 and you can create a larger booth within a block by choosing a set of adjoining booths. If you would like to register for a booth that is larger than 20' x 100' or crosses an aisle, please contact info@flfireems.com for assistance with registration.

[**TRADESHOW BOOTH REGISTRATION**](#)

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Sponsorship Opportunities

Partnering with the Florida Fire Chiefs' Association (FFCA) as a sponsor is an excellent way to gain visibility, build brand awareness, and form lasting relationships within Florida's Fire and EMS community. We offer a variety of sponsorship levels designed to fit different budgets and marketing goals. Sponsorships are available on a first-come, first-served basis. All sponsors will receive recognition on the conference website and within the official conference app. In addition, each sponsorship level includes exclusive benefits—outlined in detail on the following pages.

Sponsorships of \$3,500 or more include a complimentary 10'x10' exhibit booth in the exhibit hall. Sponsors who prefer a larger booth may apply the value of the 10'x10' space as a credit toward the larger space. If a sponsor has already purchased a booth, the equivalent amount will be credited to their invoice.

Please note: The FFCA will coordinate the ordering and selection of all sponsored materials, giveaways, and food items (e.g., lanyards, water bottles, networking event menus, etc.) to ensure consistency and quality across all sponsorships. All sponsorship opportunities are available on a first-come, first-served basis and are subject to change. Please note that some sponsored items have limited availability or deadlines related to printing and shipping requirements.

Branding and Attendee Giveaways

Conference Mobile App Sponsor:

\$10,000

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website
- Brand recognition through exclusive branding on the conference app homepage.
- Thank You from general session stage
- Communications noting your company as the sponsor whenever the App is mentioned (promotional emails, signage, etc.)

Lanyard Sponsor:

\$7,000

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website
- Your company logo will appear exclusively on attendee lanyards distributed at registration. Since all attendees are required to wear their lanyard and badge for access to conference sessions and the exhibit hall, your brand will enjoy continuous, high-visibility exposure throughout the event.

Exhibitor & Sponsorship Opportunities



Water Bottle Sponsor:

\$4,500

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Exclusive branded water bottles distributed to attendees at registration, featuring your company logo.
- Giveaway provided to all attendees with Full Access or 3-Day Access conference passes.

Padfolio Sponsor:

\$5,000

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Exclusive branded padfolio distributed to attendees at registration, featuring your company logo.
- Giveaway provided to all attendees with Full Access or 3-Day Access conference passes.

Pens:

\$3,000

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Exclusive branded pens distributed to attendees at registration, featuring your company logo.
- Giveaway provided to all attendees with Full Access or 3-Day Access conference passes.

Branding - Front Entrance Concourse Columns

\$5,000 per column - 2 available

There are two most central columns available to be wrapped with your branding on the 2nd floor of the South concourse. This area is a central location to majority of conference events and will be seen by all walking to and from registration, education sessions and the exhibit hall. Graphics must be reviewed and approved for print by 12/05/2025.



Exhibitor & Sponsorship Opportunities



Program & Education Sponsorship

Keynote Speaker:

\$7,500

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Welcome and Thank You from the main stage
- Opportunity to introduce the Keynote Speaker, Frank Viscuso
- Exclusive keynote speaker sponsorship recognition featured wherever the event agenda appears (website, app, signage, and printed program)

Leading Industry Speaker Sponsor:

\$5,000 - 3 available

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Welcome and Thank You from the main stage
- Opportunity to introduce one of the three speakers - Candace Ashby, Clyde Gordon or Rodney Wiggins
- Exclusive speaker sponsorship recognition featured wherever the event agenda appears (website, app, signage, and printed program)

Breakout Sessions:

\$1,500 – Multiple available

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Opportunity to introduce the speaker
- Exclusive speaker sponsorship recognition featured wherever the event agenda appears (website, app, and printed program)

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Exhibitor & Sponsorship Opportunities



Networking Events

Ice Breaker Night

Tuesday, January 6

\$20,000 - Participate as an exclusive sponsor of this event.

\$5,000 - Contribute along with others as a shared sponsorship.

This networking event will be offered to all paid conference attendees (full access or 3-day access) and HOT class instructors. Event will take place at an off-site venue close to the Orange County Convention Center. Sponsorship includes:

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Sponsorship recognition featured wherever the event agenda and HOT class details appear (website, app, and printed program)
- Featured in emails sent to registrants of the HOT classes
- Recognition of your sponsorship included in attendee communications when registering for a HOT class
- Logo on cocktail napkins at the event

Golf Outing - Shingle Creek Orlando

Morning of January 6, 2026

\$10,000

Kick the week off with a morning of golf! Bring up to 20 people on this group outing to Shingle Creek Golf Club just down the street from the convention center. Sponsorship includes:

- Play a full 18 holes at Shingle Creek's beautiful course with the option to select from several different tournaments for the group to participate in. Tournaments are coordinated by the golf course staff.
- Transportation and club rentals included
- 2 tickets per golfer to use at the snack and beverage carts on course
- Logo/ Branding included on the GPS screen of the golf carts

The above cost is based on 20 attendees and Shingle Creek's current availability. For more details on customizing this outing to fit your needs, please reach out to us. Pricing is subject to the course's availability and number of attendees.

Exhibitor's Social Hour Sponsor

Wednesday, January 7 - 4:00PM - 6:00PM

\$40,000 - Participate as an exclusive sponsor of this event.

\$8,000 - Contribute along with others as a shared sponsorship. Must have at least 5 contributing sponsors to confirm the event.

This networking event will take place inside the exhibit hall to kick off the first day with our exhibitors. Open to all conference attendees, it's a great opportunity to connect and continue valuable conversations over a drink. Sponsorship includes:

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Event sponsorship recognition featured wherever the event agenda appears (website, app, signage, and printed program)
- Receive an exclusive bar set up near your booth for high traffic opportunity
- Signage included on or next to bar recognizing you as a sponsor
- Logo included on cocktail napkins at your designated bar

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Digital Sponsorship

Basic Digital Sponsor - \$1,250

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Recognition as a Digital Sponsor in the January edition of Florida Fire Service Magazine and on digital signage at the Orange County Convention Center
- One sponsored post featured within the conference app

Premium Digital Sponsor - \$3,500

- Your company logo will be prominently featured across printed materials and all digital platforms, including the conference app and website.
- Recognition as a Premium Digital Sponsor in the January edition of Florida Fire Service Magazine and on digital signage at the Orange County Convention Center
- One sponsored post in the conference app
- One event email ad sent to registered attendees
- One dedicated social media post highlighting your company leading up to the event
- One piece of marketing material included in the attendee bags distributed at registration (sponsor to provide)