



Show Dates January 22-25, 2020
Daytona Beach Ocean Center

FRE2020 EXHIBITOR KIT & APPLICATION

[Application found on page 4](#)

In its 25th year, Fire-Rescue EAST (FRE), drawing from thirty-six states and Canada and with the participation of national fire rescue organizations, has become the premier fire/emergency services exposition and educational event in the Southeast.

The first show of the year, FRE is held before fire department budget preparation, allowing decision-makers the opportunity to see the latest products and services before they prepare their budgets.

FRE is at the Ocean Center in Daytona Beach, Florida – an easy drive from Georgia, Mississippi, Alabama, North and South Carolina, Virginia, and within Florida – bringing in greater sales opportunities from departments in the southeast United States.

The exhibits and meetings are located in the same building and concessions are available in the conference center, allowing for easy accessibility for FRE attendees to visit the exhibits.

FRE education programs are geared towards the fire service and public safety community.

VALUE ADDED FEATURES:

- Become Florida Fire Chiefs' Association (FFCA) Corporate Member for \$295.00 annually and save money on FRE exhibit space.
- To learn more or join, go to www.ffca.org/corporate-membership
- Sponsorship Opportunities: For additional marketing opportunities at FRE, please call (850) 900-5180 or visit the FFCA website at <https://www.ffca.org/>.

HOTEL ACCOMMODATIONS: The conference hotel is the Hilton Daytona Beach Oceanfront Resort; go to www.firerescueeast.org for additional room rates.

BOOTH DESIGN: Standard booths are set with 8' high drape backwall; 33" high side rails; one booth identification sign measuring 7" x 44" showing company name, city, and state; and floor identification decal for apparatus space. All booth space will be constructed and designed in accordance with IAEM rules and regulations. A copy of the IAEM rules and regulations will be provided in the exhibitor service kits. **The FFCA reserves the right to adjust the floor plan and relocate exhibit space as necessary. Booth sizes will be changed only if there are no sizes available that fit the request.**

PRIORITY POINTS: Points are calculated on a fiscal year (October 1-September 30) and accumulate year to year. Points are not transferable. **Points are awarded to FFCA Corporate Members only, points are forfeited if a membership lapses.** Points are calculated at a rate of one point for each dollar spent on exhibit space, sponsorship of Florida Fire Chiefs' Association events, advertising in FFCA's publications, or Foundation events. Any outstanding balance must be paid before points are issued.

SPACE SELECTION: Priority points determine the order in which exhibiting companies select their exhibit space for the next year. Selections will begin with companies that have the highest number of points to the companies with the lowest number of points, and space will then be made available on a first-come, first-serve basis.

REGISTRATION INFORMATION: **Completed application must be received for booth selection to be reserved. A 50% deposit is required by April 1st for confirmation of reservation, if not received space will be released. Applications received after the close of business on July 31 require payment in full.**

MATERIAL SHIPPING INSTRUCTIONS: Direct to show site: Instructions will be included in the decorator/ drayage packet. No freight will be accepted at the Ocean Center until **Wednesday, January 23, 2020. Freight pricing is determined by Shepard Exposition Services.**

EXHIBIT BADGE POLICY: ADVANCE REGISTRATION IS REQUIRED. The badge request form is a part of the registration and must be submitted by December 20, 2019. Preprinted badges will be available for pick up at the exhibitor registration area on the move-in days. On-site requests for additional or replacement badges may be obtained at registration.

SERVICE KIT: An exhibitor service kit including a complete decorator/drayage packet including order forms will be available 60-90 days prior to FRE. This kit will outline all rates and services and contain forms for securing necessary services at the show, such as signs, electrical, labor, furniture, internet/telephone, decoration rentals, cleaning, floral, photography, shipping and material handling instructions. Exhibitors may provide their own or all furnishings as desired, so long as they are in accordance with the International Association of Exposition Managers (IAEM) rules and regulations and all local fire codes and ordinances. Please note that there is NO SMOKING in the Exhibit Hall.

INDEPENDENT SERVICE CONTRACTORS: Exhibiting firms may opt to use independent service contractors for installation and dismantling. If such contractors are used, the exhibiting firm has the responsibility of notifying the FFCA of the name and address of the contractor. Independent service contractors are responsible for notifying the FFCA by December 1 of the booths in which they will be working. **They are also responsible for providing the FFCA proof of insurance coverage by December 1.**

EXHIBITOR MOVE-IN: Move in will be by a structured timeline and will be published prior to the move-in date.

TIMES ARE TENTATIVE OCEAN CENTER, 101 NORTH ATLANTIC AVENUE, DAYTONA BEACH, FL 32118	
MOVE IN: TUESDAY, JANUARY 21, 2020	
DUE TO FIRE MARSHAL REGULATION, DISPLAYED APPARATUS MUST CONTAIN NO MORE THAN ONE-QUARTER TANK OF FUEL.	
<ul style="list-style-type: none"> • Apparatus that does not meet that limitation will not be allowed on the showroom floor. • Management may decline the display of any apparatus that delays the setup of the show. 	
12:00 PM	Apparatus staging/washing
MOVE IN: WEDNESDAY, JANUARY 22, 2020	
DUE TO FIRE MARSHAL REGULATION, DISPLAYED APPARATUS MUST CONTAIN NO MORE THAN ONE-QUARTER TANK OF FUEL.	
<ul style="list-style-type: none"> • Apparatus that does not meet that limitation will not be allowed on the showroom floor. • Management may decline the display of any apparatus that delays the setup of the show. 	
6:00 AM – 4:00 PM	Apparatus and exhibitor move in – West Parking Lot
11:00 AM	Outside space move in
MOVE IN: THURSDAY, JANUARY 23, 2020	
7:00 AM – 11 AM	Remainder of exhibitor move in – WALK-INS ONLY
EXHIBIT DATES AND HOURS	
Thursday, January 23	12:00 PM – 6:00 PM
Friday, January 24	10:00 AM – 4:00 PM
Saturday, January 25	9:30 AM – 12:00 PM
MOVE OUT: SATURDAY, JANUARY 25, 2020	
Saturday, January 25	12:00 PM to 6:00 PM
DISMANTLING THE EXHIBITS	
Saturday, January 25	NOTE: DUE TO FIRE MARSHAL REQUIREMENTS, no packing of equipment, literature, etc., or dismantling of exhibits is allowed until the official closing time. Early dismantling will jeopardize consideration for exhibit space at future shows and may carry a penalty.

FINAL PAYMENT FOR CONTRACTED SPACE IS DUE BY CLOSE OF BUSINESS ON SEPTEMBER 1. If not received by close of business on September 1, space shall be released for general sale September 2.

Questions? Please contact Liz Aperauch Liz@ffca.org or Denise@ffca.org

BOOTH SPACE PRICING IS HIGHER FOR NON FFCA CORPORATE MEMBERS AND NON-MEMBERS DO NOT EARN PRIORITY POINTS.

You can become a 2019-2020 FFCA member prior to space selection and receive the Corporate Member rate and priority points.

To learn more or join, go to www.ffca.org/corporate-membership

FFCA CORPORATE MEMBER THRU 09/30/2019		FRE 2019 INSIDE BOOTH SIZE	NON-MEMBER PRICE	
Base Price	*With End Caps		Base Price	*With End Caps
\$650	\$1,000	10 x 10 (100 ft ²)	\$1,050	\$1,800
\$1,250	\$1,600	10 x 20 (200 ft ²)	\$1,650	\$2,400
\$1,850	\$2,200	10 x 30 (300 ft ²)	\$2,250	\$3,000
\$2,450	\$2,800	20 x 20 (400 ft ²)	\$2,850	\$3,600
\$3,700	\$4,050	20 x 30 (600 ft ²)	\$4,100	\$4,850
\$4,950	\$5,300	20 x 40 (800 ft ²)	\$5,350	\$6,100
\$5,400	\$5,750	30 x 30 (900 ft ²)	\$5,800	\$6,550
\$5,850	\$6,200	20 x 50 (1,000 ft ²)	\$6,250	\$7,000
\$6,600	\$6,950	20 x 60 or 30 x 40 (1,200 ft ²)	\$7,000	\$7,750
\$7,000	\$7,350	30 x 50 (1,500 ft ²)	\$7,400	\$8,150
\$7,400	\$7,750	40 x 40 (1,600 ft ²)	\$7,800	\$8,550
\$8,075	\$8,425	40 x 50 (2,000 ft ²)	\$8,475	\$9,225
\$8,750	\$9,100	50 x 50 (2,500 ft ²)	\$9,150	\$9,900
\$10,200	\$10,550	50 x 60 (4,000 ft ²)	\$10,600	\$11,350
\$11,500	\$11,850	50 x 70 (3,500 ft ²)	\$11,950	\$12,700
\$12,800	\$13,150	50 x 80 (4,000 ft ²)	\$13,200	\$13,950
\$13,950	\$14,300	50 x 90 (4,500 ft ²)	\$14,350	\$15,100
\$18,000	\$18,350	50 x 120 (6,000 ft ²)	\$18,400	\$19,150
OUTSIDE SPACE				
\$2.95/sq ft		WITH a minimum of 100 sq ft inside space	\$3.45/sq ft	
\$4.50/sq ft		WITHOUT inside space	\$5.25/sq ft	

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

**FIRE-RESCUE EAST 2020
EXHIBITOR SPACE APPLICATION**

Show Dates January 22-25, 2020
Ocean Center • Daytona Beach, Florida

EXHIBITOR NAME:

ADDRESS:

CITY, STATE ZIP

CONTACT NAME/TITLE:

EMAIL:

PHONE:

BILLING CONTACT

IF DIFFERENT FROM ABOVE:

ADDRESS:

CITY, STATE ZIP

EMAIL:

PHONE:

AUTHORIZATION

PRINT NAME:

TITLE:

AUTHORIZED SIGNATURE:

DATE:

The signature above hereby authorizes the Florida Fire Chiefs' Association (FFCA) to assign exhibit space in accordance with the Exhibitor's choice. It is suggested that two alternative space selections be submitted in case the primary choice is not available.

Completed application must be received for booth selection to be reserved. A 50% deposit is required by April 1st for confirmation of reservation, if not received space will be released. Applications received after the close of business on July 31 require payment in full.

BOOTH SPACE

----- REQUESTED BOOTH SPACE NUMBER ----- THREE CHOICES STRONGLY ENCOURAGED

SPACE SIZE

1ST CHOICE

2ND CHOICE

3RD CHOICE

TOTAL \$:

CORPORATE MEMBER PRICING (DUES PAID THRU 9/30/2020)

To learn more or join, go to www.ffca.org/corporate-membership

PAYMENT INFORMATION

Remit payment to: Florida Fire Chiefs' Association
221 Pinewood Drive, Tallahassee, FL 32303-4837

PAYMENT AMOUNT:

Check #:

Credit Card Number:

Expiration

Date:

CVV#:

SAME AS ABOVE

Name on Card:

SAME AS ABOVE

Card Bill to and street address/ZIP code:

SAME AS ABOVE

Email address for receipt:

**FINAL PAYMENT FOR CONTRACTED SPACE IS DUE BY CLOSE OF BUSINESS ON SEPTEMBER 1, 2019.
If not received by close of business on September 1, space shall be released for general sale September 2.**

TERMS AND CONDITIONS OF EXHIBIT SPACE AGREEMENT

These terms and conditions form an agreement by and among the Florida Fire Chief's Association, Inc. and its affiliates, including the Florida Fire Chiefs' Foundation, Inc. (FFCF) (collectively sometimes referred to herein as "management"), and the exhibitor identified on the exhibitor space application attached hereto (hereafter, "exhibitor").

ELIGIBLE EXHIBITS The Florida Fire Chief's Association, Inc. (FFCA) management reserves the right to determine the eligibility of any company or product to exhibit in FRE and further reserves the right to reject any application and/or limit space assigned to any one company. Show management also has the right, and sole discretion, to stop exhibitor or any exhibiting companies from the showing of, or sales of, questionable products which would negatively impact the show or FFCA's reputation.

LIMITATION OF EXHIBITS Management reserves the right to stop or remove from FRE any exhibitor, or his representative, performing an act or practice which in the opinion of management is objectionable or detracts from the dignity of FRE or is unethical to the business purpose of FRE. Management reserves the right to refuse admittance of exhibits or materials to FRE until all dues and fees owing are paid in full. No exhibitor shall hold any social event to which buyers are invited or entice buyers off FRE floor during official FRE hours.

LIMITATION OF LIABILITY The exhibitor agrees to make no claim for any reason whatsoever against the FFCA or Florida Fire Chiefs' Foundation, Inc. (FFCF) and/or the city and/or state wherein the show is held, for loss, theft, damage or destruction of goods, nor for any injury to exhibitor, its employees, agents or invitees, whether such injury occurs while FRE is in progress, being set up or taken down. Exhibitor agrees that exhibitor's participation in FRE is at exhibitor's own risk, and that exhibitor should therefore take steps to safeguard exhibitor's products and display at all times. Exhibitor agrees to indemnify and hold harmless FFCA, FFCF and the city wherein FRE is held, and their employees (collectively, the "indemnified parties"), against any and all claims of any person, any losses, damages or expenses (including reasonable attorneys' fees) incurred by any of the indemnified parties arising out of exhibitor's participation in FRE, the acts, omissions or negligence of exhibitor, its agents or employees, or any breach by exhibitor of the terms and conditions set forth herein.

CANCELLATION OR WITHDRAWAL Cancellation of space and refund is subject to the following conditions: exhibitors shall give written notice of cancellation. If written notice is received more than 90 days prior to FRE opening, total money paid, less a cancellation fee of 25% of the TOTAL BOOTH CONTRACTED or \$200 minimum will be refunded to exhibitor. No refunds will be allowed for any cancellation less than 90 days prior to the opening of FRE. Space that becomes available due to cancellation may only be reassigned by FFCA management. Space may not be sublet by canceling company.

EXHIBIT RESTRICTIONS The exhibitor shall properly staff the exhibit during FRE hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other exhibitors' property. Exhibitors for whom management makes exhibit space available are those who have products/services that are of interest and use to the fire and emergency service. The acceptance of an exhibiting firm does not constitute an endorsement or approval by FFCF or FFCA of the quality or value of claims made by the firm. If exhibitor's display is not set up by the time required by management space may be reallocated at management's discretion. Exhibitor presence in exhibit space is limited to the show hours.

NO ONE MAY HOLD SOCIAL EVENTS IN THE EXHIBIT HALL.

BOUNDARIES All parts of all exhibits must be within exhibitor's assigned space boundaries. Aisle space is under the control of management. Standard booths are limited to 8-ft. background drapes and 33-inch high side drapes. Maximum height of standard exhibit is 8 ft. and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 33" high, except for product height, which may exceed the 33" height limitation.

GENERAL SHOW POLICIES Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within exhibitor's space. No food or beverages may be distributed from exhibitor's space without the approval of management. Assignment or subletting of assigned space by exhibitor is not permitted without approval of FFCA for any reason. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of the management detracts from the appearance of FRE in any manner whatsoever. Management shall have sole control over all admission policies at all times.

TERMINATION OF SHOW If management determines that the premises where FRE is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of god, any other emergency, or any act or event not within the control of management, this agreement may be terminated by FFCA. In the event of such termination, the exhibitor waives and releases any and all claims for damages against FFCF or FFCA.

RELOCATION OF EXHIBITS Management reserves the right to alter the official floor plan, and/or re-assign any exhibitor’s location as deemed advisable. Management further reserves the right to make such charges, amendments and additions to these rules and such further regulations as it considers necessary for the good of FRE. Exhibitor shall be given reasonable notice of any changes in FRE rules, regulations and policies; provided however, management shall not be required to give advance notice of any changes to the rules and regulations necessitated by events or occurrences affecting the health, safety and welfare of management, exhibitors, their employees, agents, and invitees.

SHOW SERVICES Booth decorations, furniture, signs and electrical connections are available to the exhibitor through independent contractors who will bill the exhibitor directly. Exhibitor is solely responsible for all costs and fees payable to contractors utilized by exhibitor. Neither FFCF nor FFCA is responsible for any service provided by independent contractors. Management reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are visible to the public and to charge the cost to the exhibitor.

COLLECTION POLICY The exhibitor agrees to pay any and all costs incurred by FFCF to collect all or any portion of fees and dues owing the FFCF which have not been paid in full prior to the opening of FRE or to collect any amounts which may be due and owing pursuant to the terms and conditions set forth herein.

INSURANCE Exhibitor shall maintain adequate limits of insurance, as determined by management in its reasonable discretion, including without limitation general liability insurance and workers' compensation coverage for all employees and agents that may provide services to exhibitor during FRE. **Proof of insurance certificate must be provided to the FFCA no later than December 1, 2019.** Certificate holder is FFCA.

PHOTOGRAPHY All photographic rights for the FRE are reserved to management, and all photography within the exhibition shall be carried out by official photographers. Exhibitor agrees that management may utilize all photographic images of the FRE, including images of exhibitor's booth, products, and employees, as management deems fit, and exhibitor hereby waives any claims related to publication of FRE photographs, including without limitation, claims related to infringement, publication of name or likeness, or invasion of privacy. In addition, exhibitor may not utilize any photographs of FRE without the prior written consent of management.

FRE DIRECTORY/OFFICIAL LISTINGS Exhibitor agrees that under no circumstances shall FFCA or FFCF have any liability to exhibitor in the event of any errors or omissions in the FRE listings, official directory, or other marketing materials produced at FFCF’s expense.

FINAL PAYMENT FOR CONTRACTED SPACE FINAL PAYMENT FOR CONTRACTED SPACE IS DUE BY CLOSE OF BUSINESS ON SEPTEMBER 1. If not received by close of business on September 1, space shall be released for general sale September 2.

ACCEPTANCE

Acceptance of all terms and conditions included in this document are acknowledged and accepted by signature below and a copy must be included with the application in order for the application to be processed.

COMPANY NAME:

PRINT NAME: TITLE:

AUTHORIZED SIGNATURE: DATE:

