

Fire-Rescue EAST Exhibitor Handbook



11/4/2021

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COVID-19 Update

To maintain a healthy environment during the COVID-19 pandemic, the CDC guidelines that are current as of the date of the show will be followed. Since these may be subject to change without notice, specific guidelines will be published at a later date.

Before the Show

Conference Location

Ocean Center www.oceancenter.com

101 N. Atlantic Avenue

Daytona Beach, FL 32118

Exhibitor Registration – Main Hallway

Host Hotel

Hilton Daytona Beach Oceanfront Resort www.daytonahilton.com

101 N. Atlantic Avenue

Daytona Beach, FL 32118

Room Block: The FFCA works hard to get the best rates and have enough rooms in the room block for all guests, but they do sell out fast! Book your rooms as early as possible to assure a good rate.

The solicitation from non-affiliated hotel groups can be very aggressive, and these entities are in NO WAY affiliated with or represent the FFCA. Please use caution and scrutiny when engaging with these third parties. The Hilton Daytona Beach Oceanfront Resort is the only contracted hotel for Fire-Rescue East.

Map Dynamics – Exhibitor Software

Map Dynamics is the exposition software program FFCA uses to manage exhibitor accounts and display the online floor map.

An enhanced exhibitor service is available for exhibitors to build enhanced profiles for their online Fire-Rescue EAST profile. This will be offered at no charge for 2022. Features include:

- **Main Profile:** Summary of company information and logo
- **In the Booth:** Names, bios and photos of booth personnel (this is the field used to generate badges). Please note: in an effort to reduce spam, we recommend that you do not include contact information.
- **Products & Services:** Detailed listing of products and services with link and image capability
- **Videos:** Post video clips
- **Contact Us:** Provides social media information

PROMO TIP

Update your information early so attendees can get a look at your company before they attend the show.

Exhibitors are responsible for creating their online profile; if you had a booth at a prior Fire-Rescue EAST show, much of the information in your account will be transferred to the current show. We encourage you to review your account carefully to make sure the information is still accurate.

You will receive emails from no-reply@map-dynamics.com regarding booth payment and account updates.

What's Included with the Booth Price?

Your registration fee includes pipe and draping only, the booths do not come furnished, carpeted or electrified. You can either rent from Shepard Exposition Service or another provider or bring your own furnishings in with you.

Shepard Exposition Service

Shepard Exposition Service manages the logistics of booth supplies, including rental of furnishings, carpeting and electricity.

As the show date approaches, Shepard will give access to their exhibitor portal based on the emails that are provided by the FFCA. Since this list is not updated daily, you may not get access immediately after registering. Please contact Liz Aperauch at liz@ffca.org if you need to access the portal before getting the invitation.

An online exhibitor kit will become available before the show opens; you will be notified by email from Showmail@shepardes.com when this becomes available.

Shipping to the Ocean Center

You may ship your booth supplies directly to the Ocean Center. Please note the Ocean Center will only accept freight on or after a designated date, anything arriving prior to that day will be refused – please be sure to check the schedule at the end of this handbook for more information.

SPAM

Unfortunately, there have been issues with the amount of spam emails and phone calls being received by our exhibitors. The FFCA does not sell or share contact information with outside parties, we believe the information was harvested from the online floor map. To reduce the amount of exposure, we do not share exhibitor contact information on the public floor map.

The FFCA does not sell attendee lists, so please disregard any communications regarding the purchasing of such lists as well as any communications from people wanting to book your hotel for you.

Exhibitor Badges

Badges are required for access to the exhibit hall, they will not be mailed but will be available for pick up onsite.

The best way to submit badge information is to update your online profile with booth personnel information. This lets attendees know who will be in the booth as well as putting this information online. Due to the spam issue, we do not recommend putting email or phone numbers for booth personnel in your online profile.

If it's not convenient for you to update your online account, you can email the badge information to Liz@ffca.org in an Excel spreadsheet with the following columns.

- A. First Name
- B. Last Name
- C. Title or Name of Company if different from exhibitor name
- D. Name of Exhibitor

Please have this information submitted at least three weeks before the start of the show to assure complete and accurate badges.

Non-paying Companies

We do not allow companies that have not registered to exhibit to hand out material at the show. If you notice this happening, please inform a member of the ICT (Incident Command Team) or FFCA staff.

SAVER TIP

Shepard offers discounts to early birds. Be aware of deadlines for ordering booth supplies and deliveries.

USEFUL TIP

Here are the three email domains we use. If you get FRE email from anywhere else, either disregard or check with Liz Aperauch.

@ffca.org
@shepardes.com
@map-dynamics.com

Certificate of Insurance

A certificate of insurance must be provided to FFCA no later than 45 days before the show; the certificate holder is the FFCA. 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.

Booth Deposit and Final Payment

If you pre-registered for a booth, a deposit of \$300 or 25%, whichever is greater, is needed to secure booth space by the date specified in the contract. Final payment is due by September 30.

Prices are based upon booth size, exposure (regular versus endcap) and member status. Current booth prices are included at the end of this handbook.

Membership Discount & Renewal

Members receive a \$400-\$800 discount based upon the type of booth being purchased.

This benefit only applies to current members, so please be sure to renew your membership by September 30 of each year to qualify for this discount.

SAVER TIP

Lapsed members do not qualify for the member discount, be sure to renew your membership by September 30!

Showtime!

Incident Command Team

The Incident Command Team (ICT) is made up of volunteers from fire departments and agencies across the state. They are the team responsible for handling the logistics of the conference, from organizing the exhibit hall move-in process to helping exhibitors with various needs. This show would not be possible without them and the FFCA extends its thanks to these dedicated members.

Move In

Move in day is a big deal, especially if you're bringing in apparatus for display. With the help of our Incident Command Team, the move in goes smoothly and easily. There are some things you need to know:

1. Due to Fire Marshal Regulation, displayed apparatus CANNOT contain more than one quarter tank of fuel. Apparatus not meeting that limitation will not be allowed on the showroom floor, drivers will have to idle or offload the fuel before they can proceed on to the showroom floor.
2. In order to assure that all apparatus is driven into the exhibit hall in an orderly manner, drivers are asked to start gathering in the west parking lot at the time listed in the schedule at the end of this handbook.

SAVER TIP

Apparatus will not be allowed on the exhibit floor with more than ¼ tank of fuel. To avoid unnecessary delays and expense, be sure to tell your drivers if you're not driving the vehicle yourself.

Move in Schedule

Move in begins the Wednesday before the show starts, exhibitors with apparatus to display are asked to start gathering in the west parking lot during the designated range of time so the ICT can assign you a time to drive your apparatus on to the showroom floor. Exhibitors who want to drive their vehicles on to the showroom floor for the purposes of loading and offloading supplies may do so at this time. Once the vehicles are placed and Shepard begins to place the pipe and drapes for the booths, the floor will be closed to any further vehicle traffic. If you have any questions or concerns at all about this process, please contact the FFCA staff so we can help iron out any details.

If you plan to walk in with your booth supplies, you may do so Wednesday or early Thursday morning. Specific move in dates and times are included at the end of this handbook.

Priority Points for Members

Priority 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 so please be sure to renew your membership by September 30 of each year. 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 contribution to Foundation events. Any outstanding balance must be paid before points are issued.

Verify FFCA Membership: The FFCA uses your FFCA member number to confirm company identity. If you are an FFCA member, your member number will be located under the "More Info" tab of your Map Dynamics account – please verify that this is the correct number to assure accurate priority point accounting. There can be a lot of confusion if the name you use for your booth is not the same as the one on your FFCA member profile. Please notify FFCA staff if your company name has changed or if it's different from your booth name.

Reserving Next Year's Booth After the Show

FFCA will begin reservations for next year's show after the close of the current show. You will be contacted by email in order of your priority point ranking.

Priority points determine the order in which exhibiting companies select their booth space for the next year. Selection priority will begin with companies having the highest number of points to the companies with the lowest number of points, and then space will be made available on a first-come, first-serve basis.

FFCA staff will start contacting priority point members in order from highest to lowest after the close of the current FRE show to give you the opportunity to choose your booth for the following year. The more quickly you respond, the more quickly we can offer this to the next exhibitor. New members who are not in the priority pool and non-members will be given the option of choosing a booth after all members in the priority pool have been given the option to choose their booths.

Fire-Rescue EAST 2022 Pre-Show Due Dates

The information relating to Shepard will be updated as it is provided.

Date	Item
November 2021	Shepard exhibitor kit published
December 14, 2021	Certificate of Insurance due to FFCA office
December 21, 2021	Discount price deadline for custom Shepard rentals
December 21, 2021	Exhibitor appointed contractor notification deadline
December 21, 2021	First day for warehouse deliveries without a surcharge
December 30, 2021	Discount price deadline for standard Shepard order
January 4, 2022	List of badges due to the FFCA office (either online or by Excel spreadsheet)
January 12, 2022	Last day for warehouse deliveries without a surcharge
January 14, 2022	Last day for warehouse deliveries (Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in).
January 19, 2022 8:00 AM	First day freight can arrive at show facility

Shipping Addresses

Advance Warehouse Shipping Address:

Exhibiting Company Name & Booth Number

Fire-Rescue EAST 2022

c/o Shepard Exposition Services

1701 Boice Pond Rd – Suite 101 | Orlando, FL 32837

Direct to Show Site Shipment Address:

c/o Shepard Exposition Services

Exhibiting Company Name & Booth Number

Fire-Rescue EAST 2022

Ocean Center

101 N. Atlantic Avenue | Daytona Beach, FL 32118

Please note! Shepard will be closed December 24-27th and 31st for the Holiday. No shipments will be accepted on those dates.

Fire-Rescue EAST 2022 Tentative Show Schedule

Below is the tentative move in schedule for Fire-Rescue EAST 2021, this can be subject to change. Exhibitors will be provided with more specific details as the date of the show approaches. To follow the schedule as closely as possible, it is crucial that vehicles be ready to drive on to the showroom floor at the designated time.

PLEASE NOTE: Due to fire marshal regulations, displayed apparatus cannot contain more than one-quarter tank of fuel. 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. Please be sure to inform drivers and show personnel of this requirement.

Wednesday, January 19

6:00 AM - 7:00 AM	Move-in: Small trucks and trailers <i>*Please note: vehicles that are used for the sole purpose of bringing in supplies must be unloaded and removed before you start setting up your booth.</i>
7:00 AM - 11:00 AM	Move-in: Large apparatus that will remain on showroom floor
11:00 AM - 12:00 PM	Move-in: 120' Exhibit Vendors
1:00 PM – 5:00 PM	Move-in: General (carry in and foot traffic only)

Thursday, January 20

7:00 AM - 9:00 AM	Move-in: General (carry in and foot traffic only)
10:00 AM - 5:00 PM	Exhibit hall open

Friday, January 21

9:00 AM - 5:00 PM	Exhibit hall open
5:00 PM – 8:30 PM	Move out
8:00 PM	Freight reroute begins <i>*All outbound carriers must be checked in by this time</i>

No Saturday hours

Fire-Rescue East 2022 Booth Space Pricing

FFCA CORPORATE MEMBER CURRENT		FRE 2020	NON-MEMBER PRICE	
Base Price	*With End Caps	INSIDE BOOTH SIZE	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 min of 100 sq ft inside	\$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.