

# Fire-Rescue EAST 2023

January 17-20, 2023

## EXHIBITOR PROSPECTUS

Ocean Center Daytona Beach, 101 N. Atlantic Ave., Daytona Beach, FL 32118





Today's turbulent times require that the fire services community keep abreast of new advances in products and technology as well changes in policy and best practices. Ensuring the fire service community is advised of the latest in technology and innovation is a significant part of our focus for Fire-Rescue EAST.

We are excited to announce that the 2023 event will be held in Daytona Beach, Florida, from January 17-20, with more sessions than ever and its signature tradeshow.

While the Covid-19 pandemic has made it difficult to project any distance in the future, we anticipate over 1,200 attendees, 30 national and international speakers, and a trade show of 175+ exhibitors. This is an invaluable opportunity to build awareness for your brand among an audience of fire service professionals from around the nation.

This prospectus outlines the features and benefits of exhibiting at Fire-Rescue EAST 2023. Highly sought-after locations will sell out, so we encourage you to get in early.

On behalf of the entire Fire-Rescue EAST team, we hope you'll choose to partner with us this exciting opportunity to market your products and services!



## Contents

About the Florida Fire Chiefs' Association .....	4
About Fire-Rescue EAST .....	5
Fast Facts .....	6
Schedule .....	7
Attendee Profile .....	8
Benefits for Exhibitors.....	8
Features.....	9
Tradeshow Floor Map* .....	10
Exhibit booth pricing .....	11
Join the FFCA .....	12
Exhibitor Terms and Conditions.....	12
To Register .....	15
Contact Us.....	15



## About the Florida Fire Chiefs' Association

-----

Since 1958, FFCA has served the chief fire executives and associated positions of career, combination, and volunteer departments. In addition, we are pleased to offer a business membership for those organizations and

employees who offer a wide range of products and services to the fire services community. This combination has created a long-standing tradition of partnership and respect between members and vendors.





## About Fire-Rescue EAST

-----

Fire-Rescue EAST is the largest tradeshow for the fire services community in the southeastern USA.

The event hosts a wide range FFCA section and committee meetings, competitions, and training sessions with an extensive list of high-quality speakers, seminars, and workshops.

This provides a fantastic opportunity to network and build lasting relationships.

The Emergency Medical Services (EMS) system of Florida also plans to hold its annual training sessions during Fire-Rescue EAST. These attendees are allowed access to the tradeshow as well, thereby increasing exhibitor exposure.





## Fast Facts

-----



- ★ January 17-20, 2023
- ★ Daytona Beach, FL
- ★ 1,200+ attendees anticipated
- ★ 30+ speakers
- ★ Committee and section meetings
- ★ HOT workshops
- ★ RIT, ALS, and Firesled competitions
- ★ 175+ exhibitors anticipated
- ★ Exhibit hall open two days
- ★ Visit the conference website:  
[www.ffca.org/fre23exhibitor](http://www.ffca.org/fre23exhibitor)





## Schedule

### Wednesday, January 18

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

### Thursday, January 19

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

### Friday, January 20

9:00 AM - 5:00 PM	Exhibit hall open
5:00 PM – 8:30 PM	Move Out  <b>**Note: Due to fire marshal requirements</b> , 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.



## Attendee Profile

-----

Attendees include: Administrative Chiefs \* Apparatus and Equipment Specialists  
\* Firefighters \* Emergency Response Teams \* EMTs & Paramedics \* Fire Academy and Fire  
Science Students \* Fire Cadets \* Fire Chiefs \* Fire Inspectors \* Fire Instructors \* Fire  
Marshals \* HazMat Technicians \* Line Chiefs \* Training Officers



## Benefits for Exhibitors

-----

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

The tradeshow is held in the same building as the training classes, allowing for easy access.

FRE education programs are geared to the fire service instructor, senior fire officer, chief fire executive, HazMat officer, EMS manager, health care provider, and public information officer -- the decision makers in the purchasing of products and services. A large majority of FRE attendees are decision makers or have influence on departmental purchases.

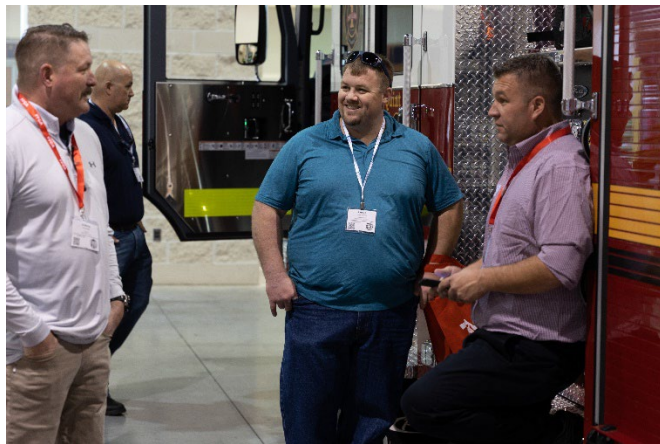




## Features

-----

Our online tradeshow platform allows exhibitors to have a robust online presence months before the show, including videos, In the Booth names, Contact Us forms, company description, social media links and more. This multiplies exhibitor exposure to attendees as well as non-attendees who are perusing the online platform.

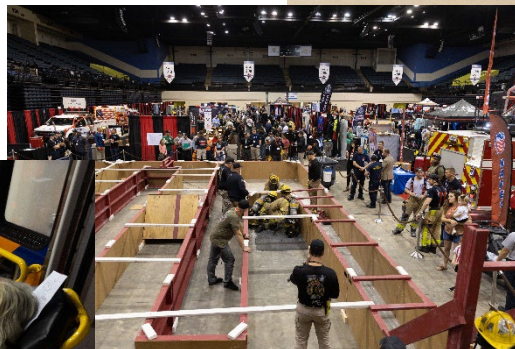
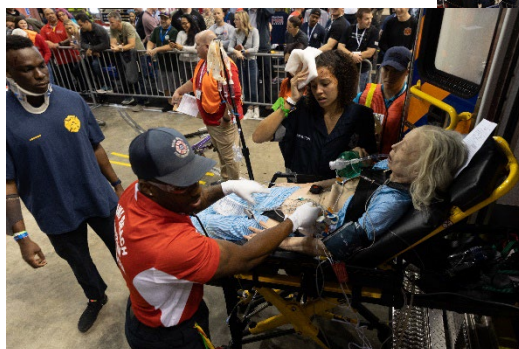
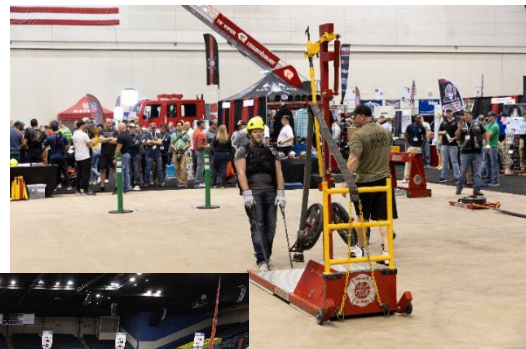


Two days of exhibiting allow attendees to visit the tradeshow multiple times throughout the event. This creates lots of opportunities for relationship building and networking.

The **Exhibit Hall** is host to most of the large apparatus, a tradeshow favorite sure to draw crowds wanting to see the latest innovations.

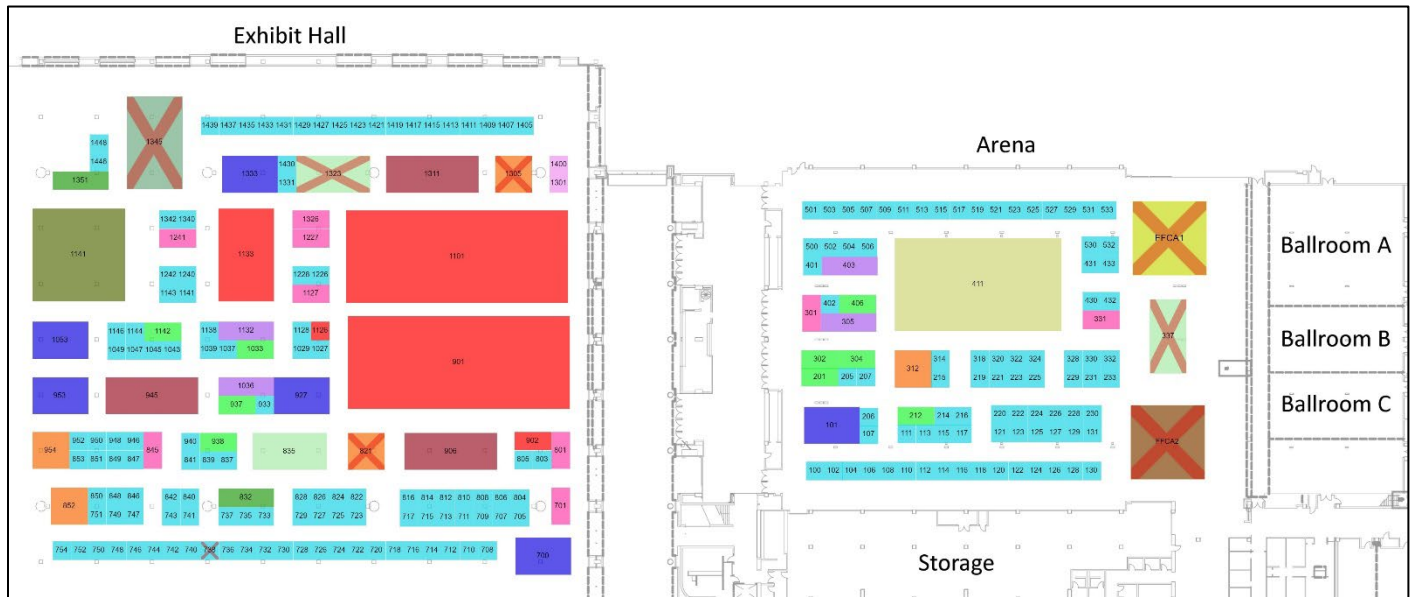
\*\*\*\*\*

Not one, but three ongoing competitions – Firesled, RIT and ALS – will draw attendees into the **Arena**. This increased foot traffic through the area provides exhibitors with the chance to meet attendees as they congregate in the competition areas.





## Tradeshow Floor Map\*



\*Since this is a live floor plan program, booth sizes and availability are constantly changing. Reference the floor map found at [www.ffca.org/fre23exhibitor#FRE23exhibitinfo](http://www.ffca.org/fre23exhibitor#FRE23exhibitinfo) for the most current information.



## Exhibit booth pricing

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

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



## Join the FFCA

Membership has its advantages. FFCA members receive a \$400 discount off basic booths and an \$800 discount off end cap booths. Membership dues are \$350 and allow for up to three employees at no extra cost, additional employees may be added for \$50 apiece. Learn more and join today at [www.ffca.org/corporate-membership](http://www.ffca.org/corporate-membership).

## Exhibitor Terms and Conditions

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. (collectively sometimes referred to herein as "management"), and the exhibitor identified on the exhibitor space application attached hereto (hereafter, "exhibitor").

**PAYMENT** - A deposit of \$300 or 25% of booth space fee, whichever is greater, must be received within 30 days of order. Final payment is due within 120 days of order or by September 30, 2022, or booth will be released.

**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 cancelling company.

**EXHIBIT RESTRICTIONS** - No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. No exhibitor may dismantle their exhibit until after the closing hour of FRE. 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 FFCA or FFCF 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 social events may be held in the exhibit hall by anyone without advance approval from FRE management.**

**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 FFCA or FFCF.

**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, [wi-fi, internet](#) and electrical connections are available to the exhibitor through independent contractors who will bill the exhibitor direct. Exhibitor is solely responsible for all costs and fees payable to contractors utilized by exhibitor. Neither FFCA nor FFCF 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 FFCA to collect all or any portion of fees and dues owing the FFCA 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** - PROOF OF LIABILITY INSURANCE CERTIFICATE MUST BE PROVIDED TO FFCA NO LATER THAN DECEMBER 1, 2022. CERTIFICATE HOLDER IS 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.

**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 FFCA's expense.

**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.

## To Register

To view your booth options and purchase a booth, please visit [www.ffca.org/fre23exhibitor](http://www.ffca.org/fre23exhibitor) and select the **Register Booth Today** option.

## Contact Us

**For more information on exhibition sales opportunities please contact:**

Liz Aperauch, Marketing Coordinator

[liz@ffca.org](mailto:liz@ffca.org)

850.900.5180 ext. 101