YOUR CUSTOMERS TURN TO FIREHOUSE EXPO FOR SOLUTIONS

YOUR PROFESSION. OUR PASSION.
Firehouse Expo brings together thousands of fire service professionals from around the world for essential training, networking and educational opportunities. As an exhibitor, your brand and products are a critical part of the Firehouse Expo experience.

Our attendees make and heavily influence purchasing decisions. Having direct contact with these decision makers is vital to your brand’s success and allows them to meet one-on-one with product/service experts who can answer questions and begin the purchasing process.

Firehouse Expo 2019 will add several new education and training opportunities – including an EMS-track – making an already outstanding program even better. Don’t miss your chance to meet with your customers at Firehouse Expo 2019!

Reach your audience
Opportunities to reach your audience before, during and after the show include:

- Multiple hands-on training venues to get your products and services into the hands of firefighters who will use them daily
- More than 100 educational sessions available for sponsorship and branding
- Brand recognition in a variety of locations such as:
  - Hotels
  - Registration Lobby
  - Product Showcase and Firehouse Theatre
  - Opening Ceremonies
  - Banner locations on show floor
- and many more!
We look forward to you becoming an exhibitor at Firehouse Expo 2019

**WHO ATTENDS?**

- **Training Officer/Instructor**: 3%
- **Agency Administration**: 7%
- **Other**: 12%
- **Commanding Officers**: 13%
- **Fire Service Officials**: 15%
- **Fire, Deputy and Assistant Chiefs**: 18%
- **Firefighters, Paramedic/EMT and Engineers**: 34%

Our attendees are looking to see your product! In fact, 65 percent* of Firehouse Expo attendees are responsible for purchasing, specifying or recommending products, technology and service for purchase.

(* Denotes total of categories responsible for purchasing, specifying, or recommending products)

---

** Booth Space Pricing **

<table>
<thead>
<tr>
<th>Total Square Feet</th>
<th>Standard Price per Square Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>$19.75</td>
</tr>
<tr>
<td>200</td>
<td>$18.00</td>
</tr>
<tr>
<td>300</td>
<td>$16.50</td>
</tr>
<tr>
<td>400</td>
<td>$16.00</td>
</tr>
<tr>
<td>500–999</td>
<td>$15.00</td>
</tr>
<tr>
<td>1,000–1,999</td>
<td>$13.00</td>
</tr>
<tr>
<td>2,000–2,499</td>
<td>$12.75</td>
</tr>
<tr>
<td>2,500–3,499</td>
<td>$12.50</td>
</tr>
<tr>
<td>3,500+</td>
<td>$12.00</td>
</tr>
<tr>
<td>Corner Fee (per corner)</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

Also included in booth pricing is the information below, which will appear on the show website:

- Company description
- Link to your company website from FirehouseExpo.com
- Up to five product category listings
- Press release
- Social media posts

---

**87%** are paid, combination, paid/volunteer, volunteer, paid-on-call
SAVE MONEY
WITH AN EXHIBITOR SUCCESS PACKAGE!

This turnkey package lets 10 x 10-foot and 10 x 20-foot exhibitors order a complete furniture package for their booth and also increase their visibility on the crowded exhibit floor with high-value marketing.

10 x 10-foot Exhibitor Success Package includes:

■ 10 x 10-foot gray carpet
■ One shared attendee pre-show eblast with logo and message (140 character count) and booth number
■ Listing on the Featured Exhibitor page of the FirehouseExpo.com website. Includes logo, message (300 characters), link to exhibitor website and booth number
■ 2 x 2-foot floor graphic placed in front of booth
■ Featured Exhibitor listing with company logo and booth on meter boards in the front lobby
■ Shared post-show eblast deployed to attendees. Includes company logo, message (140 characters) and link to company website
■ 6-foot table with red drape
■ Two side chairs
■ Wastebasket
■ One pre-show carpet cleaning
■ One 500-watt electrical outlet

10 x 10
Only $1,300
Package value $6,227*
You save $4,927

78% of attendees are from fire departments

*Package value if purchased à la carte (includes tax)
10 x 20-foot Exhibitor Success Package includes:

- 10 x 20-foot gray carpet
- One shared attendee pre-show eblast with logo and message (140 character count) and booth number
- Listing on the Featured Exhibitor page of the FirehouseExpo.com website. Includes logo, message (300 characters), link to exhibitor website and booth number
- 2 x 2-foot floor graphic placed in front of booth
- Featured Exhibitor listing with company logo and booth on meter boards in the front lobby
- Shared post-show eblast deployed to attendees. Includes company logo, message (140 characters) and link to company website
- 6-foot table with red drape
- Two side chairs
- Wastebasket
- One pre-show carpet cleaning
- One 500-watt electrical outlet

10 x 20
Only $1,540
Package value $6,464*
You save $4,924

*Package value if purchased à la carte (includes tax)

No substitutes or changes can be made to these packages
Note: Island booths with a booth package may incur additional charge for the laying of electric
GAIN MARKET VISIBILITY, LEADS & MORE!
# Tentative Exhibit Schedule

**TUESDAY, OCT. 8**
- 10:00 a.m.–12:00 p.m.: Apparatus move-in

**WEDNESDAY, OCT. 9**
- 8:00 a.m.–5:00 p.m.: Exhibitor move-in

**THURSDAY, OCT. 10**
- 8:00 a.m.–10:00 a.m.: Exhibitor installation
- 10:00 a.m.: Expo opens
- 4:00 p.m.: Expo closes

**FRIDAY, OCT. 11**
- 10:00 a.m.: Expo opens
- 4:00 p.m.: Expo closes

**SATURDAY, OCT. 12**
- 10:00 a.m.: Expo opens
- 2:00 p.m.: Expo closes
- 2:00 p.m.–8:00 p.m.: Exhibitor move-out

---

## SHOW CONTACT INFORMATION

**Sue Ralston**
- Vice President of Events
- 920-563-1655
- sralston@endeavorb2b.com

**Greg Toritto**
- VP/Group Publisher
- 800-547-7377 ext.2010
- Greg@Firehouse.com

**David Kellogg**
- Companies A-K Sales Manager
- 800-547-7377 ext. 2734
- David.Kellogg@Firehouse.com

**Caitlin Bieda**
- Companies L-Z Sales Manager
- 800-547-7377 ext. 1425
- Caitlin.Bieda@Firehouse.com

---

To learn more visit FirehouseExpo.com