



**2021 EXHIBITOR &
SPONSORSHIP PROSPECTUS**

OWNED & PRODUCED BY:

EVENTS:

MEDIA:

#FDIC2021



FIRE & RESCUE GROUP



WHY YOU SHOULD **EXHIBIT**



FDIC International 2021 has already booked more than 87% of exhibit space – and is looking at its largest exhibition yet! As a company interested in the latest challenges and opportunities facing the fire industry, you can't afford to miss this exciting chance to develop long-term business. Start connecting with more than 35,000+ buyers – all looking to better their efforts through your products and services.

ATTENDEE INFO/**PRODUCTS & SERVICES**

TYPE OF DEPARTMENT

VOLUNTEER	32%	
CAREER/PAID:	31%	
COMBINATION:VOLUNTEER & CAREER/PAID:	23%	
INDUSTRIAL:	3%	
MILITARY:	3%	
DISTRIBUTOR:	4%	
OTHER:	4%	

RANK/TITLE

COMPANY/OTHER OFFICER:	21%	
FIREFIGHTER:	17%	
OTHER:	16%	
FIREFIGHTER/EMT:	13%	
CHIEF OF DEPARTMENT:	10%	
STAFF CHIEF:	8%	
TRAINING OFFICER:	8%	
FIREFIGHTER/PARAMEDIC:	7%	



WHO WILL YOU MEET?

- Fire Instructors
- Training Officers
- Fire Chiefs
- Administrative Chiefs
- Line Chiefs
- Company Officers
- Career & Volunteer Firefighters
- EMTs & Paramedics
- Apparatus & Equipment Specialists
- HazMat Technicians
- Community Emergency Response Teams
- Fire Academy and Fire Science Students
- Fire Marshals
- Fire Inspectors

PRODUCT & SERVICE CATEGORIES:

- Apparatus
- Apparatus Accessories
- Badges, Emblems & Memorials
- Communications, Radios & Dispatch Equipment
- Educational Materials, Colleges, Training Services & Equipment
- EMS Equipment & Supplies
- Fans, Portable Generators & Accessories
- FOAM, Environmental Products, CAF Units
- Hand-held Tools & Forcible Entry
- Nozzles, Hoses, Reels & Couplings
- Incident Management & Accountability Systems
- Protective Clothing (PPE) & Apparel
- Pumps & Gauges
- Rescue Tools & Equipment
- Ropes, Chains, Safety Belts & Accessories
- Sirens, Alarms & Signaling Devices
- Technologies, Computer Services & Software
- Thermal Imaging Cameras
- Water, Diving and Ice Rescue Equip. & Accessories
- Wildfire Rescue Equipment & Accessories

The list includes some of the major product and service categories represented at FDIC International. For an updated list of categories and subcategories or to search for a company, product or service, please visit FDIC.com.

BOOK YOUR **BOOTH SPACE**

COST TO EXHIBIT

STANDARD RAW SPACE

- \$39 per square foot for non-advertising rate
- \$30 per square foot for advertising rate

EXHIBITOR LISTING OPTIONS

- Compulsory Basic Listing: \$360
- Gold Listing Package: \$1,900
- Platinum Listing Package: \$3,500

ASK ABOUT OUR PER SQUARE FOOT RATE FOR CORNERS OR ISLANDS!

WHAT YOU GET

- Exhibit space starting at a minimum 10' x 10'
- Complimentary pipe and drape
- Booth ID sign with company name and booth number
- Complimentary 5 exhibitor booth staff badges for a 100 sq ft booth
- Opportunity to market to thousands of potential clients and qualified buyers
- Company name and description included online as a Basic Listing, which includes 60-words/350-character company description on the website and on the mobile app
- Complimentary marketing tools to increase booth traffic and promote your booth to your customers
- Event will be advertised in leading industry websites: FireEngineering.com, FireApparatus.com and FirefighterNation.com



INTERESTED IN EXHIBITING? CONTACT OUR TEAM TODAY!

Nanci Yulico, National Sales Manager – Events (K-Z) — 973-251-5056 — nanci.yulico@clarionevents.com

Rod Washington, Exhibit & Sponsorship Sales Manager – (A-J) — 918-831-9481 — rod.washington@clarionevents.com

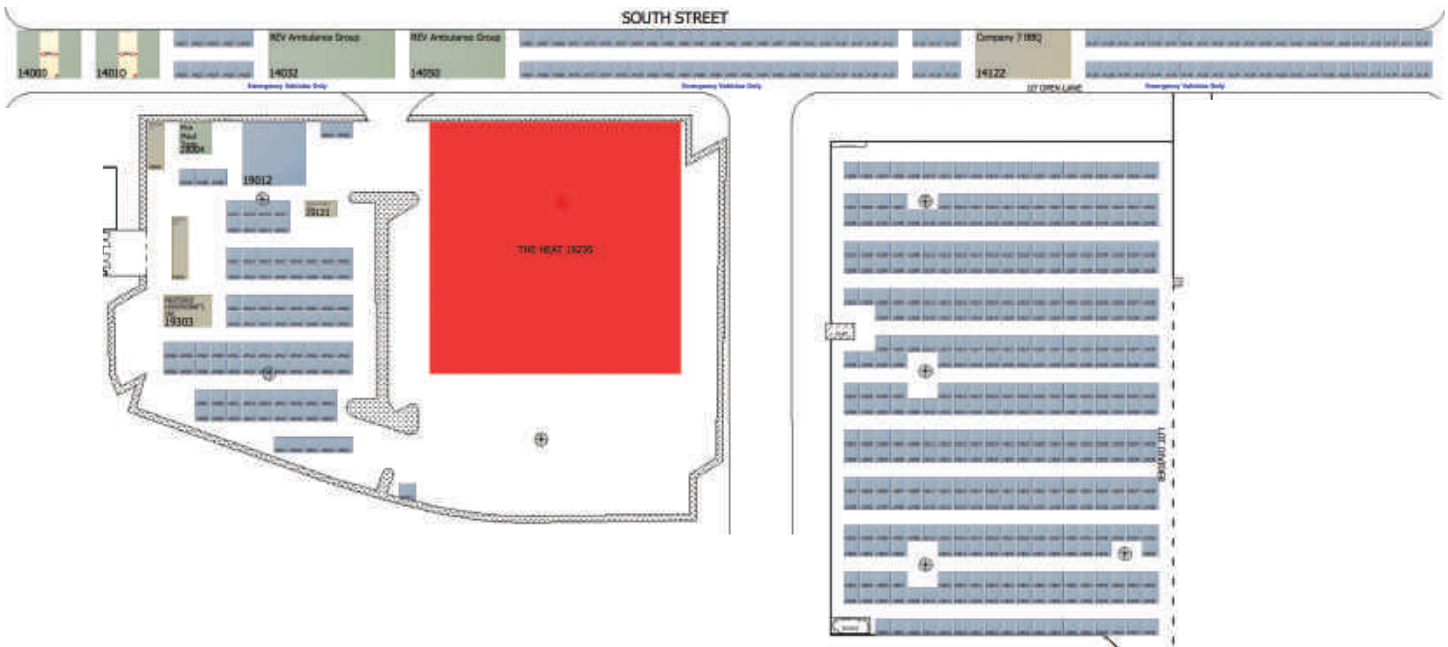
BOOK YOUR BOOTH SPACE

INDIANA CONVENTION CENTER

LUCAS OIL STADIUM



OUTDOOR EXHIBITS & DEMO AREA



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UPGRADE YOUR **BASIC LISTING**

PACKAGE	BASIC	GOLD PLUS	PLATINUM ELITE
COST	\$360	\$1,900	\$3,500
COMPANY NAME	YES	YES	YES
COMPANY BOOTH #	YES	YES	YES
ADDRESS	YES	YES	YES
PHONE/FAX/TOLL FREE	YES	YES	YES
ONE EMAIL ADDRESS	YES	YES	YES
WEBSITE URL	YES	YES	YES
COMPANY CONTACT	YES	YES	YES
COMPANY DESCRIPTION ONLINE/MOBILE APP	60 WORDS / 350 CHARACTERS	150 WORDS/900 CHARACTERS	175 WORDS/1,000 CHARACTERS
SOCIAL MEDIA ICONS IN LISTING WITH LINK	YES	YES	YES
PRODUCT CATEGORIES	3	10	15
BRANDS	200	200	200
UPGRADE LEVEL SHOW AT TOP OF EXHIBITOR LIST		YES	YES
UPGRADE ICON IN EXHIBITOR LIST, FLOORPLAN & MOBILE APP		YES	YES
COMPANY LOGO ONLINE/MOBILE APP		YES	YES
SHOW SPECIALS		2	4
BOOTH LOGO ON FLOORPLAN		YES (20X20 BOOTHS OR LARGER)	YES (20X20 BOOTHS OR LARGER)
PRESS RELEASES		3	8
VIDEOS (PRE RECORDED 1 MINUTE)		1	2
FDIC 365 PRODUCT ZONE (LISTING IN OFFICIAL PRODUCT CENTER ON EXHIBITION WEBSITE)		YES	YES
FLOORPLAN BANNER AD W/ CLICKTHRU (ROTATING)			YES
WEB ANALYTIC REPORTING ON INTERACTIVE LISTING ACTIVITY			YES
SOCIAL MEDIA SHOUT OUT			2 (PRE-EVENT)
POST SHOW EMAIL BLAST (ONE POST SHOW EMAIL BLAST SENT TO 2,000 ATTENDEES)			YES

INTERESTED IN UPGRADING? YOU CAN REACH ONE OF OUR EXHIBITOR SERVICES MANAGERS AT THE FOLLOWING CONTACT INFO:

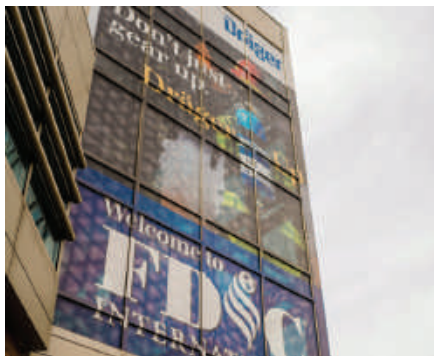
Ana-Alyse Castelluccio — Taylor Conklin — Kaylee Odom
 973-251-5040 ext. 5 — FDIC.ES@clarionevents.com

SECURE YOUR **SPONSORSHIP EARLY**

Sponsorships are available on a first-come, first-served basis. FDIC International's sponsorship packages are designed to offer a variety of opportunities and levels of exposure. They are a great way to leverage your participation and presence at the event.

WHAT CAN YOU EXPECT FROM YOUR EXHIBITING INVESTMENT?

- Build brand awareness by highlighting your company products and services with a customized high impact sponsorship.
- FDIC International customized sponsorships offer a wide variety of options, onsite, print, and digital.
- Position yourself as a thought leader in the Industry by sponsoring one of the many classes or workshops at FDIC International.
- FDIC International offers unique branding opportunities to fit your budget as well as your objectives.



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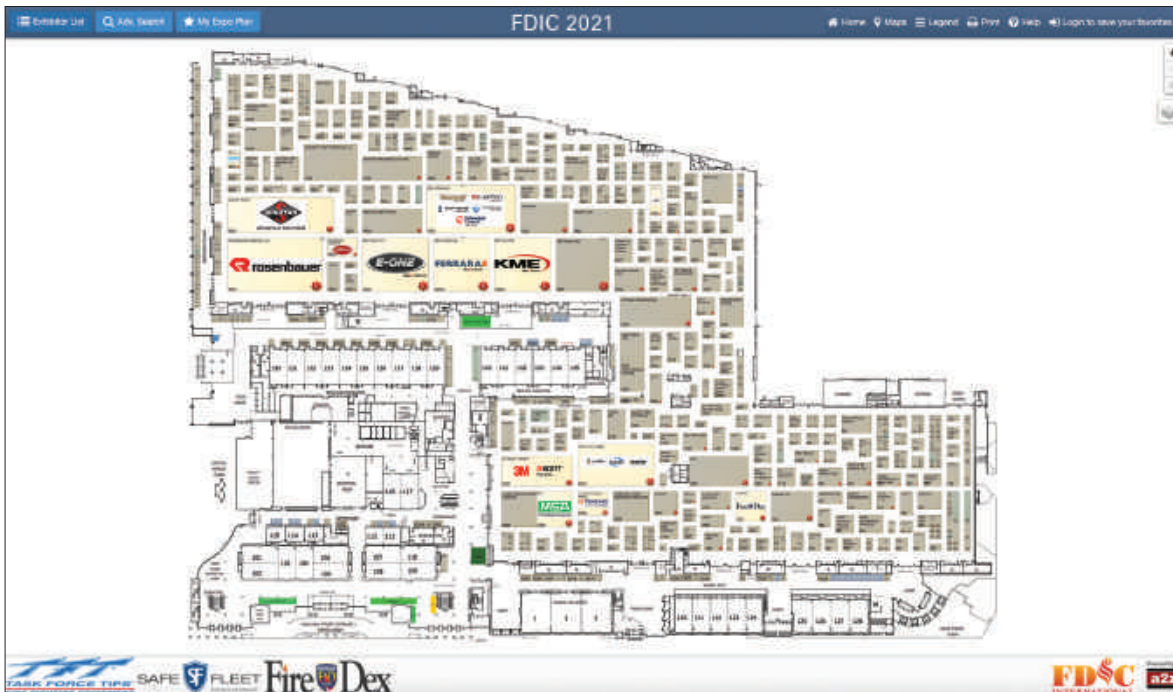
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365 PRODUCT ZONE

Beyond the Exhibit Hall

FDIC International 2021 will be providing our exhibitors an opportunity to extend their exposure 365 days a year! Why limit yourself to three days? Access FDIC Attendees, your customers 365! with our exciting new platform.

WHAT DOES THIS 365 DAY ATTENDEE EXPERIENCE DO FOR FDIC INTERNATIONAL 2021 EXHIBITORS?



Your company will now have a multi-faceted platform for showcasing its brand/products/services well beyond the FDIC International 2021 exhibit hall – AND – it will be on-demand for all FDIC website visitors. This unique tool allows your company to reside under the FDIC “roof: 365 days a year. The FDIC Team will continue to deliver quality “traffic” to your along with many other benefits, to include social media, eNewsletters and much more.

TAKE CONTROL OF YOUR COMPANY'S EXPOSURE

- Feature your products on the 365 Product Zone Home page
- Add/edit press releases
- Showcase products/services
- Leverage your social media [f](#) [t](#) [in](#)

TAKE CONTROL OF YOUR COMPANY'S INVESTMENT

The FDIC 365 Product Zone has been strategically designed and developed to continue the FDIC experience year round.

PACKAGE RATES

- GOLD PLUS** \$1,900
- PLATINUM ELITE** \$3,500

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365 PRODUCT ZONE

Beyond the Exhibit Hall

Designed to fit any budget, listed below is a breakdown of available packages and associated costs.

365 PRODUCT ZONE UPGRADES

PACKAGES	GOLD PLUS	PLATINUM ELITE
PRICING	\$1,900	\$3,500
COMPANY NAME	YES	YES
COMPANY BOOTH #		YES
ADDRESS	YES	YES
PHONE/FAX/TOLL FREE (IF PROVIDED ON CONTACT)		YES
ONE EMAIL ADDRESS	YES	YES
WEBSITE URL		YES
COMPANY CONTACT	YES	YES
COMPANY DESCRIPTION ONLINE		150 WORDS/1,000 CHAR MAX.
COMPANY DESCRIPTION IN SHOW GUIDE	75 WORDS/550 CHAR MAX.	150 WORDS/1,000 CHAR MAX.
BOLDED COMPANY DESCRIPTION IN SHOW GUIDE		YES
COMPANY LOGO ONLINE	YES	YES
COMPANY LOGO IN SHOW GUIDE		YES
PRODUCT CATEGORIES	7	10
BRANDS		200
UPGRADE LEVEL SHOW AT TOP OF EXHIBITOR LIST	YES	YES
SOCIAL MEDIA ICONS IN LISTING WITH LINKS		YES
SHOW SPECIALS	2	5
ICON LINK TO PRODUCT PAGE FROM FLOORPLAN		YES
BOOTH LOGO (20X20 OR LARGER)		YES
ENHANCED LISTING ICON ON ONLINE INTERACTIVE FLOORPLAN		YES
PRESS RELEASES	2	12
VIDEOS (PRE-RECORDED)		2
FLOORPLAN BANNER LOGO WITH CLICKTHRU (ROTATING NON EXCLUSIVE MAX 15)		1
ROTATING FEATURED COMPANY		YES
WEB ANALYSIS REPORTING ON EVENT MAP ACTIVITY		YES
PRODUCT PAGES		YES
FEATURED PRODUCTS ON MAIN PAGE		4
INDIVIDUAL PRODUCT LISTING (INCLUDING PRODUCT DESCRIPTION, IMAGES, AND VIDEO)		YES
PROMOTED IN EVERY MONTHLY FDIC PRODUCTS EMAIL		YES
PROMOTED TO ENTIRE FDIC ATTENDEE LIST (EXCLUDING EXHIBITORS)		YES
PROMOTED 2X ANNUALLY ON SOCIAL MEDIA	YES	
PROMOTED BI MONTHLY ON SOCIAL MEDIA		YES

PRODUCT CATEGORIES

Featured	Products	Companies	CATEGORIES
FEATURED CATEGORIES			
<ul style="list-style-type: none"> Administrative Services Automotive Business Services Construction Energy Food & Beverage Healthcare Information Technology Insurance Manufacturing Media Non-Profit Professional Services Real Estate Retail Services Software Telecommunications Transportation Utilities Other 	<ul style="list-style-type: none"> Accounting Advertising Business Development Business Plan Business Strategy Business Valuation Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching 	<ul style="list-style-type: none"> Accounting Advertising Business Development Business Plan Business Strategy Business Valuation Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching 	<ul style="list-style-type: none"> Accounting Advertising Business Development Business Plan Business Strategy Business Valuation Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching Business Development Business Plan Business Strategy Business Writing Business Consulting Business Coaching

ROTATING FEATURED COMPANY

Featured	Products	COMPANIES	Categories

PRODUCT PAGES

Featured	PRODUCTS	Companies	Categories
FEATURED PRODUCTS			
LATEST PRODUCTS			

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MAXIMIZE YOUR **EXPOSURE**

MARKETING BENEFITS



EXHIBITOR MARKETING TOOLKIT

We provide complimentary marketing tools to help drive booth traffic, increase your ROI and gain new customers



CUSTOMIZED MARKETING SOLUTIONS

Whether you are looking to launch a new product, company, or revitalize an existing brand, we offer customized capabilities to achieve your goals.



CUSTOMER INVITATIONS

We'll do the work for you by providing digital invitations that you can personalize and send to your clients to invite them to visit you.



VIDEO OPPORTUNITIES

Our experienced team can provide special video solutions to expand your presence in the market.



SOCIAL MEDIA EXPOSURE

We love to share! We'll make it known to our networks that you'll be exhibiting in 2021. Tweet or post about us? We'll return the favor!

SALES BENEFITS



BRAND AWARENESS

We provide the most integrated platform in the industry to showcase your brand, products and services to the full spectrum of the lighting market.



NEW BUSINESS LEADS

89% of attendees state that they have or will make a purchase from a FDIC International exhibitor



NETWORKING OPPORTUNITIES

Nothing drives results better than face-to-face networking. We provide a variety of ways to interact with your target audience.



INSIGHTS INTO NEW TRENDS

Representing every aspect of the fire industry industry, you'll see first-hand where the future is heading.



LIVE DEMONSTRATIONS

Opportunities to conduct live product demonstrations offer the perfect way to unveil new products or showcase your capabilities.

MATCH!



FDIC's MATCH! Program is a customized meeting experience that connects exhibitors with hand selected, vetted, decision makers from the fire and rescue service who provide products and services that address the immediate needs of their department and the communities they protect.

WHAT ARE THE BENEFITS FOR EXHIBITORS?

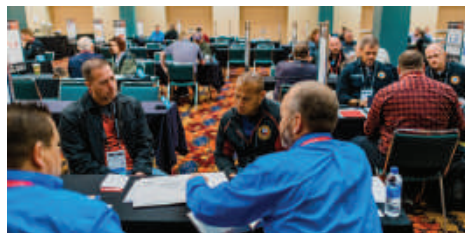
- Guaranteed meetings with vetted, qualified buyers (or recommenders) with purchasing authority and open projects
- A personal Program Manager will assist with securing your one-to-one meetings and offer assistance from beginning to end
- Meetings are scheduled and planned ahead of time giving you time to research and prepare
- All meetings conveniently take place in the MATCH!VIP lounge so there are no distractions
- Measurable increase in ROI

WHO QUALIFIES AS AN FDIC INTERNATIONAL MATCH!VIP?

Attending participants will include authorized buyers (or recommenders) made up of high ranking department officers, committee members and chairs with purchasing authority and power who have demonstrated an immediacy of purchase. Sample titles include: Chief of Department, Training Officer, Staff Chiefs, Committee Chairman, Purchasing Agents, etc.

HOW DOES THE MATCH! PROGRAM WORK?

- A personal Program Manager will explain the process, gather insight and build detailed exhibitor profile
- The matchmaking system then works to organically generate exhibitor matches to VIP participants based on their sourcing interests
- Participating Exhibitors will receive access to our online matchmaking portal
- Exhibitors and MATCH!VIPs will then decide if they would like to request a meeting with one another based upon their interests
- Exhibitors accept meetings after reviewing buyer profiles to assure accurate mutual interest



“THIS IS THE BEST 3 HOURS I’VE EVER SPENT. I’VE MADE MORE CONTACTS IN 3 HOURS THAN I WOULD HAVE IN 3 DAYS ON THE SHOW FLOOR.”

– RANDY KOON, FEDERAL SIGNAL, MATCH! EXHIBITOR

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For more information, visit us!

FDIC.COM