

**APRIL 25-30, 2022**

INDIANAPOLIS, INDIANA, USA

**FDIC.COM**

**2022 EXHIBITOR &  
SPONSORSHIP PROSPECTUS**

OWNED & PRODUCED BY:

CO-LOCATED WITH:

MEDIA:

LEARNING:



FIRE &  
RESCUE GROUP



Fire Engineering

Fire Apparatus  
& Emergency Equipment

FIREFICTIONATION.COM

JEMS



Fire Engineering  
BOOKS & VIDEOS



# WHY YOU SHOULD **EXHIBIT**

FDIC International 2022 has already booked more than 80% 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 thousands of buyers – all looking to better their efforts through your products and services.

## NEW FOR 2022, INTRODUCING...



The JEMS Conference and Expo, JEMS Con, will make its debut **April 25-30, 2022** in Indianapolis, Indiana, with a refreshed, forward-thinking approach focused on the future of EMS, operational leadership and peer-to-peer sharing and networking. JEMS Con will bring together paramedics, emergency medical technicians (EMTs), medical directors and executives from all EMS providers including state and private agencies, third service and fire for education, training, peer-to-peer sharing and networking.

For more information visit [JEMSCon.com](https://JEMSCon.com)

# ATTENDEE INFO/**PRODUCTS & SERVICES**

## TYPE OF DEPARTMENT

VOLUNTEER

CAREER/PAID

COMBINATION: VOLUNTEER & CAREER/PAID

INDUSTRIAL

MILITARY

DISTRIBUTOR

## RANK/TITLE

COMPANY/OTHER OFFICER

FIREFIGHTER

FIREFIGHTER/EMT

CHIEF OF DEPARTMENT

STAFF CHIEF

TRAINING OFFICER

FIREFIGHTER/PARAMEDIC



## 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](http://FDIC.com).*



# BOOK YOUR **BOOTH SPACE**

## COST TO EXHIBIT

### STANDARD RAW SPACE

- \$40 per square foot for non-advertising rate
- \$31 per square foot for advertising rate
- Lobby Premium Booth \$53 per square foot
- Outdoor Demo Space \$17 per square foot
- Outside South St. \$26 per square foot

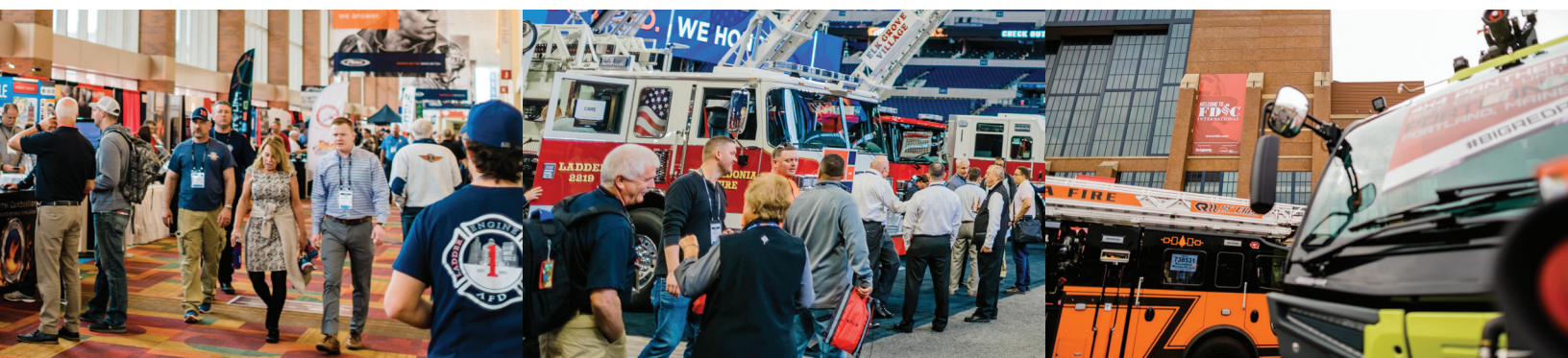
### EXHIBITOR LISTING OPTIONS

- 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: Accounts K-Z — 973-251-5056 — [nanci.yulico@clarionevents.com](mailto:nanci.yulico@clarionevents.com)

Susie Cruz, Exhibit & Sponsorship Sales Manager: Accounts A-J — 929-270-0371 — [susie.cruz@clarionevents.com](mailto:susie.cruz@clarionevents.com)



# BOOK YOUR BOOTH SPACE

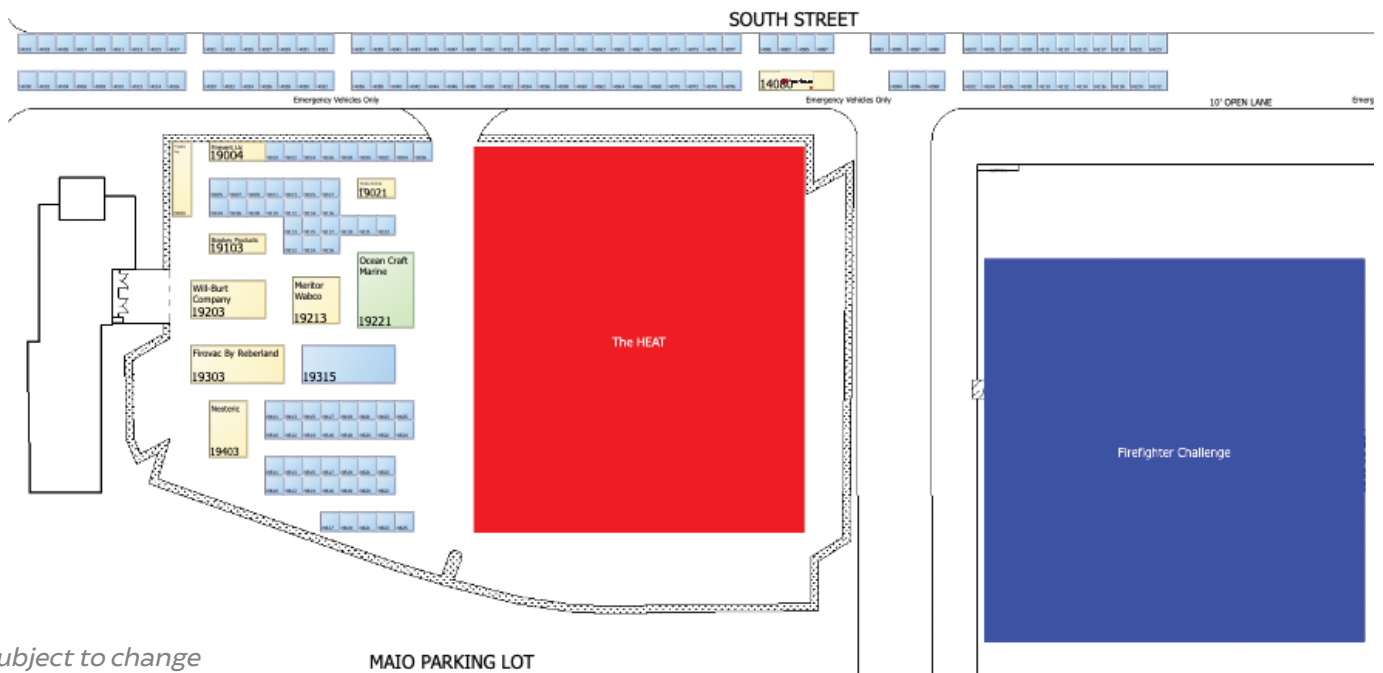
## INDIANA CONVENTION CENTER



## LUCAS OIL STADIUM



## OUTDOOR EXHIBITS & DEMO AREA



\*Subject to change

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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 — Lynne Casey — Sydney Hanlon  
973-251-5040 ext. 5 — [FDIC.ES@clarionevents.com](mailto:FDIC.ES@clarionevents.com)



# 365 PRODUCT ZONE

## Beyond the Exhibit Hall

FDIC International 2022 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 2022 EXHIBITORS?



*\*Subject to change*

Your company will now have a multi-faceted platform for showcasing its brand/products/services well beyond the FDIC International 2022 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

<b>GOLD PLUS</b>	.....	\$1,900
<b>PLATINUM ELITE</b>	.....	\$3,500

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# 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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# 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

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### 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.

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### 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.

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### VIDEO OPPORTUNITIES

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

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### SOCIAL MEDIA EXPOSURE

We love to share! We'll make it known to our networks that you'll be exhibiting in 2022. 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.

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### NEW BUSINESS LEADS

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

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### NETWORKING OPPORTUNITIES

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

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### INSIGHTS INTO NEW TRENDS

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

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### LIVE DEMONSTRATIONS

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



# INCREASE YOUR SALES PIPELINE WITH MATCH!

## WHAT IS MATCH?

MATCH! is a **FREE** one-on-one meeting program that connects exhibitors with decision-makers. Our matchmaking technology recommends exhibitors to participating attendees who are actively sourcing products and services for purchase within the next 12-24 months.

## HOW IT WORKS

Decision makers select exhibitors who meet their sourcing needs and may request a 20-minute one-on-one meeting. If the exhibitor accepts, a meeting time is reserved in the dedicated MATCH! meeting room. Meetings are pre-scheduled and mutually agreed upon, which allows both parties to come prepared for a productive and efficient business conversation.

## COST TO PARTICIPATE:

**FREE** WITH YOUR EXHIBIT BOOTH OR MAXIMIZE YOUR LEADS BY UPGRADING TO A MATCH! SPONSORSHIP - **\$2,500**

## MATCH! BENEFITS

	EXHIBITORS: FREE	UPGRADED SPONSORSHIP: \$2,500
Pre-scheduled, 20 minute meetings with decision-makers	✓	✓
Unlimited meetings – accept as many requests for meetings as you receive	✓	✓
Ability to <b>SEND</b> meeting requests to decision-makers		✓
Dedicated branded signage in the MATCH! meeting room		✓
Exhibit Hall floor cling highlighting your MATCH! sponsorship		✓
Access to the MATCH! VIP Lounge where decision-makers gather to relax and network		✓
A dedicated MATCH! Concierge to guide and assist you throughout the program	✓	✓
Invitation to MATCH! VIP evening cocktail reception		✓
Full company listing in the MATCH! Directory	✓	✓

## FEED YOUR SALES PIPELINE WITH NO LEAD ACQUISITION COST

To learn more contact:

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# Metro officers

*INNOVATION BRIEFING at* **FDIC**  
INTERNATIONAL

The top Metro Departments come to FDIC International to find new innovations and product enhancements to bring back to their departments. Come share your innovations with them!

## WHAT IS THE METRO OFFICERS INNOVATION BRIEFING?

The **Metro Officers Innovation Briefing** is an exclusive opportunity for you to get in front of decision makers from the largest metro fire departments in an intimate boardroom setting. Officers who run support services, R&D, fleet, training, technical services and EMS divisions will be in attendance in order to see **what's new in the industry, what innovations are coming and what improvements have been made.**

## HOW IT WORKS

You will have two, 15-minute boardroom briefings to present to Metro department officers who have an expressed interest in your product or innovation. In each boardroom briefing, there will be 8-10 Metro officers who are responsible for selecting/recommending products or services for their departments. In addition, you are welcome to network with all Metro Officer attendees during a full sit-down luncheon and evening cocktail reception. Continue fostering these relationships during these informal, non-sales focused opportunities.

## WHAT DEFINES A METRO OFFICER?

Metro is defined as any fire department with 300 or more paid fire personnel.

# SPACE IS LIMITED!

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**SUSIE CRUZ**

*Event Sales Consultant: Accounts A-J*  
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**ANA-ALYSE CASTELLUCCIO**

**LYNNE CASEY**

**SYDNEY HANLON**

*Exhibitor Service Managers*  
973-251-5040 ext. 5  
FDIC.ES@clarionevents.com

For more information, visit us!

**FDIC.COM**