

# UNITED FIRE

CONFERENCE

SEPTEMBER 22-24, 2020  
INDIANAPOLIS, INDIANA, USA



# MOVING FORWARD TOGETHER

EXHIBITOR  
PROSPECTUS

[UNITEDFIRECONFERENCE.COM](http://UNITEDFIRECONFERENCE.COM)

OWNED & PRODUCED BY:

POWERED BY:



#UNITEDFIRE2020

# WHY YOU SHOULD EXHIBIT AND WHO YOU SHOULD EXPECT TO SEE

The United Fire Conference will mark the first coming together of the international fire service community to discuss key themes around timely and mission critical topics including global pandemics, infection control, hazards in blended missions, and how we can better prepare for the future together.

The United Fire Conference is expected to bring together fire service professionals giving your company access to:

- Captive audience of fire industry specifiers and decision makers looking to prepare for the future
- Listen to the feedback and needs of fire service community to educate exhibitors on how their product or technology can help meet firefighters needs, or how it will spark innovation in products and technology development for the future
- Opportunity to connect with the decision makers in the fire service around the country through carefully curated education and networking events
- Experiential marketing opportunities available that go beyond a traditional booth presence: classroom sponsorships, interactive demonstration theaters and Fire Side chat presentation opportunities, customized experiences within our Unity Celebration networking event, and exclusive opportunities within our Metro Officers Summit to name a few
- Opportunity to sponsor classrooms and stream them on digital sites to create greater value for sponsoring education

## ATTENDING AUDIENCE:

- Chief of Department
- Dist./Asst./Batt. Chief
- Officer
- Firefighter
- Training Officer
- Paramedic/EMTs
- Community Emergency Response Teams
- Fire Marshals
- HazMat Technicians
- Line Chiefs
- Apparatus Operator
- Equipment Specialists
- Probationary Firefighter
- Civilian Staff
- Administrative Chiefs
- Volunteer
- Career/paid
- Industrial
- Military
- Distributor
- And more!

## EXHIBITING AUDIENCE:

- Apparatus
- Apparatus Components
- Communication
- Decontamination
- Incident Management
- Monitors & Detectors
- PPE
- Rescue Tools and Equipment
- SCBA
- Station Equipment
- Technologies
- Tools
- Water Rescue Equipment
- Wildfire Rescue Equipment
- And more!

THE LIST INCLUDES SOME OF THE MAJOR PRODUCT AND SERVICE CATEGORIES REPRESENTED AT UNITED FIRE CONFERENCE. FOR AN UPDATED LIST OF CATEGORIES AND SUB-CATEGORIES OR TO SEARCH FOR A COMPANY, PRODUCT OR SERVICES, PLEASE VISIT [UNITEDFIRECONFERENCE.COM](http://UNITEDFIRECONFERENCE.COM).

## INTERESTED IN EXHIBITING? CONTACT OUR TEAM!

Nanci Yulico, *National Sales Manager – Events (K-Z)* ■ 973-251-5056 ■ [nanci.yulico@clarionevents.com](mailto:nanci.yulico@clarionevents.com)

Rod Washington, *Exhibit & Sponsorship Sales Manager (A-J)* ■ 918-831-9481 ■ [rod.washington@clarionevents.com](mailto:rod.washington@clarionevents.com)



# BOOK YOUR BOOTH SPACE

## COST TO EXHIBIT

### STANDARD RAW SPACE

- \$17 per square foot for Indiana Convention Center
- \$20 per square foot for Indiana Convention Center Lobby Space

*Ask about our per square foot rate for Corners or Islands!*



## WHAT YOU GET

- Exhibit space starts 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
- 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 in 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

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# SECURE YOUR SPONSORSHIP EARLY AND MAXIMIZE YOUR EXPOSURE

Sponsorships are available on a first-come, first-served basis. United Fire Conference'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.
- United Fire Conference 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 United Fire Conference.
- United Fire Conference offers unique branding opportunities to fit your budget as well as your objectives.

## 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 2020. 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.



### 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.

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**NANCI YULICO**

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For more information, visit us!

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