

FDIC.COM



WHERE THE FIRE SERVICE COMES TOGETHER

APRIL 24-29, 2023 INDIANAPOLIS, INDIANA

2023 EXHIBITOR & SPONSORSHIP PROSPECTUS

OWNED & PRODUCED BY:

MEDIA:

LEARNING:



Fire Engineering

Fire Apparatus
& Emergency Equipment

FIREFIGHTERNATION.COM

JEMS



Fire Engineering
BOOKS & VIDEOS

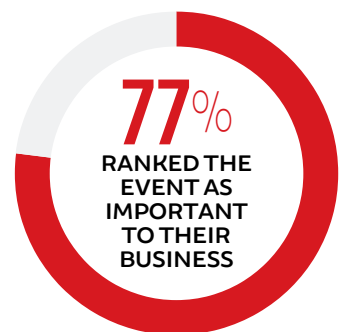
WHY EXHIBIT?

FDIC INTERNATIONAL 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 service, 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.



DON'T TAKE OUR WORD FOR IT

Here is
what **PAST
EXHIBITORS**
report:



INTERESTED IN EXHIBITING? CONTACT OUR TEAM TODAY!

Nanci Yulico, National Sales Manager — 973-251-5056 — nanci.yulico@clarionevents.com

Susie Cruz, Exhibit & Sponsorship Sales Manager — 929-270-0371 — susie.cruz@clarionevents.com

WHO ATTENDS FDIC INTERNATIONAL?

30,000+ FIRE SERVICE PROFESSIONALS

68% OF ATTENDEES ARE DECISION MAKERS

11,000+ ATTENDEES ARE FIREFIGHTER/ EMT, PARAMEDIC, OR HAVE AN EMS-RELATED JOB TITLE

ATTENDEES' DEPARTMENTS



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:

- AIRWAY, RESPIRATORY & RESUSCITATION
- APPARATUS & APPARATUS COMPONENTS
- BADGES, EMBLEMS & MEMORIALS
- BAGS, CASES & KITS
- BREATHING APPARATUS, AIR SYSTEMS, SCBA & SUPPLIES
- COMMUNICATIONS, RADIOS, DISPATCH EQUIPMENT
- COMPUTERS HARDWARE SOFTWARE
- DECONTAMINATION & HAZMAT PRODUCTS
- DISASTER RESPONSE & MCI
- EDUCATIONAL MATERIALS, COLLEGES, TRAINING SERVICES
- FANS, PORTABLE GENERATORS & ACCESSORIES
- FIRE STATIONS & FIRE BUILDINGS
- FLEET MAINTENANCE
- FOAM, ENVIRONMENTAL PRODUCTS & CAF UNITS
- INCIDENT MANAGEMENT & ACCOUNTABILITY SYSTEMS
- INSURANCE, FINANCIAL INSTITUTIONS & CONSULTING SERVICES
- NOZZLES, HOSES, MONITORS, REELS & COUPLINGS
- PATIENT MONITORING & DIAGNOSTICS
- PROTECTIVE CLOTHING (PPE)
- PUMPS & GAUGES
- RESCUE, EXTRICATION, TECHNICAL RESCUE TOOLS & EQUIPMENT
- UNIFORMS, APPAREL & FOOTWEAR
- WATER, DIVING AND ICE RESCUE EQUIPMENT & ACCESSORIES
- WILDFIRE RESCUE EQUIPMENT & ACCESSORIES

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BOOK YOUR BOOTH SPACE

STANDARD RAW SPACE

- **\$41.50 PER SQUARE FOOT** FOR NON-ADVERTISING RATE
- **\$32.50 PER SQUARE FOOT** FOR ADVERTISING RATE
- LOBBY PREMIUM BOOTH **\$54.50 PER SQUARE FOOT**
- OUTDOOR DEMO SPACE **\$18.50 PER SQUARE FOOT**
- OUTSIDE SOUTH STREET **\$27.50 PER SQUARE FOOT**

EXHIBITOR LISTING OPTIONS

- COMPULSORY BASIC LISTING: **\$380**
- 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
- 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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UPGRADE YOUR BASIC LISTING

PACKAGE	BASIC	SILVER	GOLD PLUS	PLATINUM ELITE
COST	\$380	\$800	\$1,900	\$3,500
COMPANY NAME	YES	YES	YES	YES
COMPANY BOOTH #	YES	YES	YES	YES
COMPANY ADDRESS	YES	YES	YES	YES
PHONE/FAX	YES	YES	YES	YES
ONE EMAIL ADDRESS	YES	YES	YES	YES
WEBSITE URL	YES	YES	YES	YES
COMPANY CONTACT	YES	YES	YES	YES
COMPANY DESCRIPTION ONLINE/MOBILE APP	60 WORDS / 350 CHARACTERS	100 WORDS/ 500 CHARACTERS	150 WORDS/ 900 CHARACTERS	175 WORDS/ 1,000 CHARACTERS
SOCIAL MEDIA LINKS IN LISTING	YES	YES	YES	YES
PRODUCT CATEGORIES	3	5	10	15
BRANDS	200	200	200	200
UPGRADE ICON IN EXHIBITOR LIST & FLOORPLAN			YES	YES
COMPANY LOGO ONLINE/ MOBILE APP			YES	YES
SHOW SPECIALS		1	2	4
PRESS RELEASES		1	3	8
VIDEOS			1	2
FDIC 365 PRODUCT ZONE			YES	YES
FLOORPLAN BANNER AD W/ CLICK THRU				YES
FEATURED EXHIBITOR LOGO ONSITE SIGNAGE (SHARED)			YES	YES
SOCIAL MEDIA SHOUT OUT				2 (DURING EVENT)
VIDEO (:45 SECONDS) IN FEATURED EXHIBITOR VIDEO (SHARED)				YES

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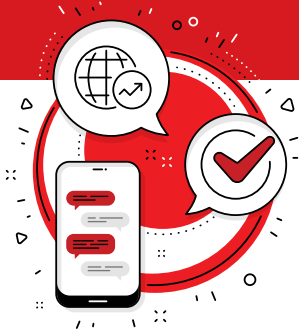
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BOOST YOUR ROI

Take your exhibiting experience to the next level by becoming a sponsor! Let our team develop a marketing and sponsorship program within your budget that will help you meet your exhibiting goals.

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



TRAFFIC DRIVING

Support your investment and drive additional traffic to your booth through any one of our Traffic Driving initiatives including carpet overlays on the show floor, sponsoring the video wall, or including a promotional insert in the attendee bag.



THOUGHT LEADERSHIP

Position your company as a subject matter expert and leader in the industry when you align your brand with our extensive conference program by sponsoring sessions, the speaker-ready room, or notepads and pens in the classrooms.



BRAND AWARENESS

Grow and strengthen your company's image with a Brand Awareness campaign. Include your company's logos and branding on any number of outdoor or indoor signage around the convention center and Lucas Oil Stadium, or become the exclusive sponsor of the mobile device charging station or Wi-Fi.



INTERESTED IN SPONSORING?

Contact us today to discuss available options and we can help customize a package to meet your budget and goals.

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365 PRODUCT ZONE

FDIC International 2023 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, all year long!



*Subject to change

WHAT DOES 365 DAY ATTENDEE EXPERIENCE MEAN FOR EXHIBITORS?

Your company will now have a multi-faceted platform for showcasing its brand/products/services well beyond the **FDIC International 2023** 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 you 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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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!** **\$2,500** with your upgraded sponsorship

	EXHIBITORS*	UPGRADED SPONSORSHIP
COST	FREE	\$2,500
PRE-SCHEDULED, 20 MINUTE MEETINGS WITH DECISION-MAKERS	✓	✓
UNLIMITED MEETINGS – ACCEPT AS MANY REQUESTS FOR MEETINGS AS YOU RECEIVE	✓	✓
ABILITY TO SEND 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	✓	✓

* Only exhibitors who have opted into the program can participate. Please contact your sales representative for more information.

FEED YOUR SALES PIPELINE WITH **NO LEAD ACQUISITION COST**

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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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An exhibiting destination for start-up businesses **owned by emergency service entrepreneurs** looking to make their debut at FDIC International.



Participating exhibitors should be looking to build relationships, connect and network with industry professionals including fire chiefs, officers, firefighters, EMTs, paramedics, distributors, and other manufacturers large and small.

PARTICIPATION INCLUDES:

Your company will be alongside other start-up businesses, creating a community within the exhibit hall that goes beyond the traditional booth space and will serve as a destination for networking. This dedicated exhibiting community will be a launchpad, exclusively for start-up businesses owned by emergency service members that have not exhibited at FDIC International before.

EXHIBITING DETAILS:

- TABLE-TOP WITH BRANDED DRAPED TABLE
- COMPANY ID SIGN AND ASSIGNED BOOTH NUMBER
- EXHIBIT AREA IS CARPETED AND ELECTRIC IS INCLUDED
- IGNITE WILL INCLUDE A LARGE COMMUNITY TABLE RUNNING THROUGH THE CENTER FOR EXTENDED NETWORKING
- DEDICATED EXHIBITOR SERVICE SPECIALIST WHO WILL HELP YOU PLAN FOR A SUCCESSFUL EVENT

MARKETING INCLUDED:

- COMPANY DETAILS LISTED ON FDIC WEBSITE, PRINTED EVENT GUIDE AND MOBILE APP
- FEATURE ON DEDICATED LANDING PAGE ON FDIC WEBSITE
- SPECIAL NEWSLETTER ANNOUNCING IGNITE AND PROFILE ON EACH EXHIBITOR SENT TO OUR DATABASE LEADING UP TO THE FDIC INTERNATIONAL
- PRE-SHOW SOCIAL MEDIA INCLUDING GALLERY STYLE POST ON IGNITE FEATURING ALL BRANDS, WITH BRIEF WRITE-UP ON YOUR BUSINESS AND TAGGED TO YOUR SOCIAL ACCOUNT.
- AT-SHOW SOCIAL MEDIA INCLUDING FEATURE SLIDE OF YOUR BRAND ON FDIC INTERNATIONAL STORY
- AT-SHOW BANNER SIGN ADVERTISING THE AREA AND COMPANY LOGOS IN HIGHLY TRAFFICKED HALLWAY

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365 ACCESS TO POTENTIAL CUSTOMERS THROUGH OUR MEDIA BRANDS



Celebrating 143 years, the Official Training Publication of FDIC International continues to provide training, leadership, education and management information to Fire & Rescue personnel worldwide. **Fire Engineering** content is created by fire service professionals with a lessons learned approach targeting those responsible for knowing what tactics, tools, equipment their organizations need to accomplish their mission as effectively as possible. Our readers are the industry's current and future thought leaders, decision makers and your most valued customers.



Fire Apparatus & Emergency Equipment magazine is the only magazine dedicated to the equipment, tools, services and apparatus used by the fire and Rescue professionals. It focuses on the technology, innovations, products and NFPA standards fire service leadership needs to stay informed. Whether in print or online, the content is written for company officers and purchasing committee members whose job it is to research, compare and purchase firefighting equipment. Reach decision makers who make well informed purchasing decisions.



FirefighterNation.com, home of FireRescue.com, covers Breaking News, Professional Education, Insightful Blogs, Tactics, Science, Management, Administration, and Social and Community Interests of the fire service. From new volunteers to senior trusted voices, FirefighterNation.com is considered one of the most influential sites in the industry. Utilizing FirefighterNation.com to deliver your advertising message will give your company a wide-reach into the market.



JEMS (Journal of Emergency Medical Services) content is dedicated to the advancement of prehospital patient care and promoting positive change in EMS. JEMS byline is, "the conscience of EMS." It delivers educational, technical and training information for EMS leadership by industry influencers and emerging voices. With JEMS you will reach decision makers responsible for knowing what equipment their organizations need in order to provide the best patient care possible.



Fire Engineering Books & Videos is your first stop for training materials. Our focus is to provide books, DVDs, and instructor guides that the modern fire service needs to train and operate properly, whether the focus is on basic firefighting or managing the department's budget. Written by top experts in the fire service, our products are widely adopted by training instructors around the world.



The **Fire Academy** is an all NEW year-round interactive digital platform that brings you training from industry leaders in order for you to continue supporting your efforts in the communities you serve. The content will discuss key themes around topics including: Safety, Leadership/Management, Company Officer, and many more. With a collaborative backing of FDIC International and *Fire Engineering*, you won't want to miss out on this training – all at your fingertips.



The **JEMS Academy** is a robust learning management system built to meet the training needs of EMS professionals and agencies. Our EMS courses are approved by the Commission on Accreditation for Prehospital Continuing Education (CAPCE) and are developed by the most renowned industry experts. In addition to its online course catalog, The JEMS Academy offers tools to track license requirements, document skills assessments, create custom courses, and mitigate risk. Powered by the Journal of Emergency Medical Services (JEMS) and the JEMS Conference & Expo (formerly EMS Today), our training brings you the latest in EMS training tactics you need to know.

VISIT CLARIONFIRERESCUE.COM FOR A COMPLETE LIST OF ADVERTISING OPTIONS.

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FDSC[®] **INTERNATIONAL**



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LYNNE CASEY

FOR MORE INFORMATION, VISIT FDIC.COM