

Fire Chiefs Association of Massachusetts 2020 – Professional Development Seminar
March 3rd and 4th, 2020
DCU Center – 50 Foster Street – Worcester
Exhibitor Registration Form and Guide Page 1



Please complete online or hard copy and return with payment to FCAM Secretary Jack Parow on or before Friday – February 1st, 2020

This year all booths are on the 1st Floor - 1 through 69
March 3rd and 4th, 2020

This form is also for all vehicle and apparatus exhibitors

**Make all payments to:
FCAM,
PO Box 1036
Westford, MA 01886-0736**

FCAM on site show manager & liaisons to exhibitors are Chief Russ Anderson, Chief Paul Zbikowski Ret. and Chief Jack Parow, Ret.

PLEASE take the time to complete this form completely so we have all the information – “a little time now saves a lot of time later”

Company Name:

I am an Associate Member of FCAM Yes___ No___

Point of Contact Name & Phone:

Point of Contact E Mail:

Mailing Address:

Name of Exhibitor Representative(s) attending:

(FCAM will provide for meals and attendance at all program events for two persons/day/booth for lunch on the 4th and 5th. There will be continental breakfast in the exhibitor area on each morning. Those public agencies who are receiving a booth gratis are limited to one person at the booth who will be included for lunch and for the continental breakfasts in the exhibition area.

THIS SECTION FOR REGULAR EXHIBITOR BOOTHS NOT VEHICLES OR APPARATUS –vehicles and apparatus information begins on page 4 and is continued on pages 6-7-8-9.

March 3rd and 4th, 2020

Exhibitor area open - 8:00 A.M. – 5:00 P.M.

Booth Fees for booth days: \$800.00

Two or more booths side by side: \$700.00 for each booth

Number of Booths _____

Booth Location Information:

The primary location for all exhibitors who pay for booths will be in the North Exhibition Hall, including extension into the Showcase Corner. There will be apparatus displayed in the center of the North Exhibition Hall and in the Showcase Corner. All booths will face the center area of the North Exhibition hall and there will be no aisles of exhibitors. The intent is to provide each exhibitor with a clear access and visibility to those attendees visiting the area.

Public agencies will be given booths along the outside wall of the lobby on Level 1 and their location will be determined by FCAM. If an exhibitor that is paying for his booth desires to be in this area, they should state it on their application.

Those public agencies that are exhibiting these booths must complete the registration form and designate their representative for the conference. Do not complete the section asking for choice of booth as FCAM will designate your location.

For all other exhibitors paying for a booth: Please use the diagram on page 10 of this guide to select your three choices for your booth. The purpose of this is to allow us to place you in one of the three booths of your choice should your first, or second choices not be available. If all three choices have been taken by the time we receive your application and payment, then we will contact you and let you know which booth spaces are available and the exhibitors who have taken the booths adjacent to those available spaces.

FREE STANDING ADVERTISING BANNERS can be displayed in the Lobby area March 3rd and 4th. On March 5th they will be placed on the 3rd floor at a cost of \$75/banner. Placement will be made by FCAM.

If you need an invoice prior to payment, we can provide one.

EXHIBITOR SERVICES

FCAM has contracted with SER Exposition Services – each exhibitor will receive the following as part of their registration fee:

- Standard booth space is 10' x 10'
- 8' high back wall and 3' high side drape
- One (1) 6' skirted table
 - NOTE: To upgrade to an 8' table for your space add a total of \$100 to your respective registration. **Check here if you will be upgrading to an 8' table ____ (\$100.00 additional cost)**
- 2 folding chairs
- One (1) wastebasket with liner
- One (1) 7" x 44" (one line) ID sign with booth number

SER offers various equipment and services. **(Electrical and utilities must contract separately with the DCU Center)**. The cost of the purchase of these is between the exhibitor and SER. The SER Service Manual outlines the equipment and services. The manual can be accessed:

1. Through their secure server
2. The Exhibitor Services Manual will be emailed to by you SER after receipt of your application form.
3. Any exhibitor with limited internet capabilities may call SER exposition services directly and they will email, fax, or mail an Exhibition Services Manual.

Exhibitors are required to keep their areas clear of trash and debris at all times during the show. All trash and debris are to be deposited in the containers provided by the DCU and SER.

Booth Set Up:

- The main set up time for regular booths is provided below and is contingent upon the placement of vehicles in the apparatus and vehicle area prior to set up for the regular booths. Vehicles are to arrive and be placed in the exhibit area between 10:00 AM and 11:00 AM on Monday March 3rd, 2020.
- Exhibitors can set up between 1:00 PM and 5:00 PM on Monday March 2nd, 2020.
- Exhibitor appreciation – Tuesday March 3rd – 4 PM – in the Exhibit Area (maybe March 4th also).
- **Demobilization:**
 - **Exhibitors exhibiting only in booths – March 4th – At the conclusion of the day (approximately 4:00 PM) we will draw the raffles for the day.**
 - **Apparatus – after booths are taken down to clear paths and movement is cleared by SER personnel.**
- All Exhibitors must access the exhibit areas through the loading doors designated by the DCU. At this time, that is Door 26. If that information changes exhibitors will be emailed and information will be posted on our conference website www.fcamseminars.org in advance of the conference.

Apparatus or Vehicle Display

- Vehicle display -
 - Vehicles must be brought in on Monday March 2nd between 10:00 AM and 11:00 AM and cannot leave the facility until the conclusion of activities in the exhibit area on Wednesday afternoon and after all other exhibitors, without vehicles, have left – March 5th and there is a clear and safe travel way created by SER to do so.
 - We will send notice in advance to all exhibitors exhibiting vehicles on which access to utilize for the DCU Center.
 - Exhibitors are advised that any questions regarding the exhibit area should be directed to the FCAM Secretary, Jack Parow FCAMSEC@comcast.net. The Staff at the DCU center has been instructed by FCAM not to respond to question directly from exhibitors but to refer them to FCAM.
 - Exhibitor vehicles for the conference will only be allowed to be displayed inside the DCU Center in the exhibit area there is no static outside display area or the DCU Center.
 - Vehicle display must comply with the motor vehicle display policy established by the DCU Center and the Worcester Fire

Department – MGL Chapter 148 – 527 CMR and local regulation.

- Apparatus and vehicles cannot leave the show area until other exhibitors have left, and SER has provided a safe pathway for vehicles to exit the Exhibition Area. Vehicles cannot be moved until advised by SER staff.

Exhibitors are our Partners in this conference

The Fire Chiefs' Association of Massachusetts truly appreciates all participating exhibitors in our conference.

Exhibitor Appreciation Hour –

On Tuesday – March 3rd from 4 PM – 5 PM (possibly Wednesday too – March 4th from 4-5 PM)– FCAM in cooperation with the DCU Center there will be a social hour. Any exhibitors desiring to contribute towards this event contact the Secretary at: FCAMSEC@comcast.net.

Apparatus/Vehicle display pricing

Ambulance, Squad or light vehicle \$1000

Fire Pumper \$1200

Ladder or Aerial Device \$1300

Discounts

FCAM Members and or Collective Apparatus participant in total -\$50.00. This discount will apply to each vehicle displayed by the same exhibitor.

Apparatus and Vehicle Exhibitors please complete the following:

I will be displaying the following vehicle(s): (Please use the following template to make a list of the vehicle(s) you will display and include the following information:

Vehicle 1

- Type of vehicle _____
- Length of vehicle _____
- Width of vehicle at the widest points _____
- Height of vehicle from floor to tallest point (for aerials this means not extended) _____

Vehicle 2

- Type of vehicle _____
- Length of vehicle _____
- Width of vehicle at the widest points _____
- Height of vehicle from floor to tallest point (for aerials this means not extended) _____

Vehicle 3

- Type of vehicle _____
- Length of vehicle _____
- Width of vehicle at the widest points _____
- Height of vehicle from floor to tallest point (for aerials this means not extended) _____

Vehicle 4

- Type of vehicle _____
- Length of vehicle _____
- Width of vehicle at the widest points _____
- Height of vehicle from floor to tallest point (for aerials this means not extended) _____

Electrical service - Those exhibitors requiring electrical service for their exhibit area must indicate this by placing an “X” on the appropriate line below. The cost for electrical service is in addition to you registration fee and will be paid to the DCU Center.

I require electrical service for my display area ____

I do not require electrical service for my display area ____

The DCU requires **15 DAYS** advance notice of electrical requirements needs. Electrical requirements – requests made within 48 hours notice will pay an additional set up fee for electrical requirements.

IF YOU ARE SELLING PRODUCT AT YOUR BOOTH – you will need to have your Tax ID with you.

Fire Safety – *The Fire Chiefs Association of Massachusetts is naturally concerned with all aspects of fire safety during our conference and we have the utmost confidence that the staff of the DCU Center shares that concern and is working in concert with the Worcester Fire Department. Instructions regarding fire safety from the DCU staff will be considered to be in concert with the Worcester Fire Department.*

Booth Location

FCAM has contracted with SER Exposition Services to provide a better exhibition area for our exhibitors. We will work with you, SER and the DCU to do our best to provide you with the space that meets your request. FCAM reserves the right to provide you with a space that maximizes the exhibition area without placing exhibitors in the same field adjacent to each other. FCAM will place particular priority on placement to those vendors who submit early registrations with payment. A copy of the exhibitor area is included with this packet. **PLEASE LIST in the spaces provide below in priority, the THREE (EACH SHOULD BE A DIFFERENT NUMBER NOT THE SAME NUMBER 3 times) booth options you want in the spaces below according to your priority. Do not repeat the same booth number in your prioritization, if the booth is taken when we receive your application and payment, we need to know your next choice. If you are a public agency with a booth provided by FCAM do not fill in this section.** You will receive a reply on which booth you will have and if your preferences are not available what booths have been taken. Again, payment is expected with the application and those exhibitors who respond and submit payment will be given first choice.

First Booth Space Choice is booth number # _____

Second Booth Space Choice is booth number # _____

Third Booth Space Choice is booth # _____

For Vehicle Display- select your preference of one of the four sides of the Vehicle Exhibition area:

___ **Front (side booths) - 20 through 30**

___ **Left side (side with booths) - 31 through 42**

___ **Rear (side booths) - 42 through 50**

___ **Right side (side with booths) - 51 through 59**

SHOWCASE CORNER

The showcase corner is an area on the right front of the DCU center with windows facing the street – there is room for one pumper or Ambulance in this area.

Please indicate if you would like to display in this area as an option to the main Vehicle Display area.

I would prefer to exhibit a _____ in the SHOWCASE CORNER.

Ideas and OPPORTUNITIES TO SUPPORT THE 2020 Professional Development Conference.

Please contact the Secretary if you are interested in any of these opportunities at: fcamsec@comcast.net

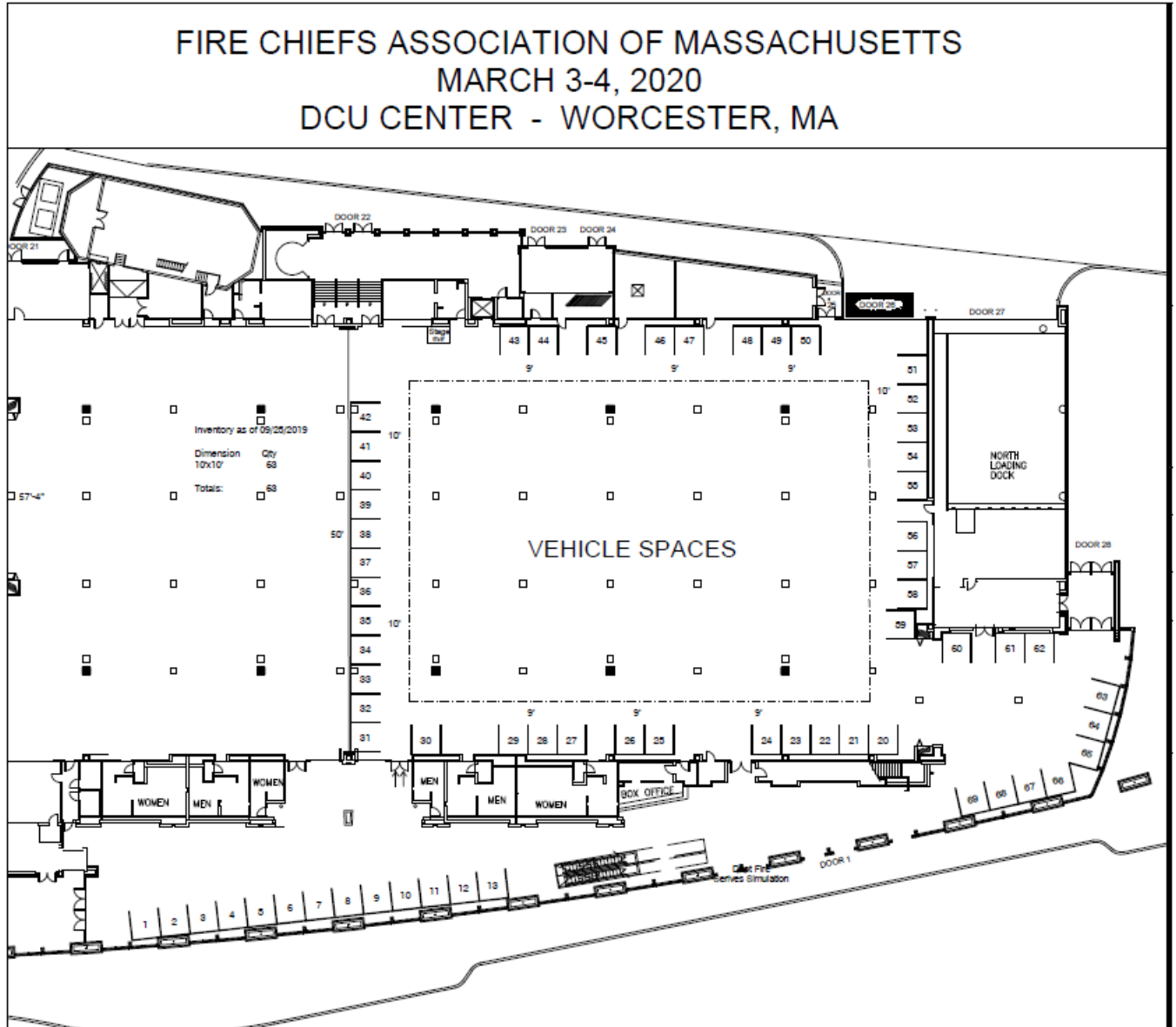
- Lanyards and registration badges, Lanyard to have your logo on them.
- Sponsor a conference speaker (contact the Secretary for the list of speakers for the conference fcamsec@comcast.net)).
- Tuesday March 3rd vendor/attendee reception at 4PM in the exhibit area.
- Wednesday March 4th vendor/attendee reception at 4PM in the exhibit area.
- Sponsor and/or supply an attendee registration item.
 - 500 portfolios with both your company's logo and the FCAM logo.
 - Pens with your logo.
 - Etc.
- Something not listed above (contact the Secretary with your ideas at fcamsec@comcast.net).

All donors will be recognized at the seminar, poster boards will display their company name as donors, and they will be listed in the minutes for the February meeting as donors to the conference. This will be provided as long as they have notified the Secretary by February 1st, 2020.

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For further information about the conference or FCAM contact:
Chief Jack Parow, Ret. Secretary FCAM
FCAMSEC@comcast.net

Thank you for your continued support of the
FIRE CHIEFS' ASSOCIATION OF MASSACHUSETTS



VENDOR PROFILE – Please provide a one page, two to three paragraph profiling of your business, product or service(s) provided. These profiles will be placed in a booklet arranged numerically by booth space and be placed in each attendee's registration packet. Note any conference specials or promotions that you have for the conference.