

# Marketing & Partnership Opportunities

## Leverage your presence at FRI 2009 with these opportunities:

### • Sponsorship Opportunities

FRI offers sponsorship opportunities for every budget and marketing goal. Sponsorships are a proven way to increase your company's visibility and brand recognition and drive traffic to your booth. FRI sponsors are promoted before, during and after the show to give your company a competitive edge. For a detailed list of sponsorship opportunities please visit [www.iafc.org/fri](http://www.iafc.org/fri) or call the Exhibits and Sponsorships Sales Manager at 703-537-4840.

### • Discounted advertising opportunities

OnScene, IAFC's newsletter reaches over 70,000 fire service professionals twice each month. FRI exhibitors receive a 20% discount on advertising. For details, contact the IAFC Communications Department at 703-273-0911. FireRescue Magazine is the official magazine of FRI

and the IAFC. For ads, rates and information, please contact the Advertising Director at 760-787-9314 or [sheric@nevpacinc.com](mailto:sheric@nevpacinc.com)

### • Become a GEM Partner!

As a GEM partner, you can maximize your FRI experience with premium space selection, preferred booth discounts and unique marketing and advertising opportunities offered only to IAFC GEM partners, plus receive other IAFC benefits throughout the year. The IAFC also offers a Conference partner program with savings on booth fees and early booth selection for FRI 2010.

For a detailed list of partner opportunities, please visit [www.iafc.org/fri](http://www.iafc.org/fri) or contact the Exhibits Sales Manager at 703-537-4840 or [exhibits@iafc.org](mailto:exhibits@iafc.org).

**"If your target market is fire service leaders, then you have to be at FRI."**

- Sonya Kelly, E-ONE

# Partner Program

| Exhibits Benefits                                      | Diamond | Emerald | Ruby | Conference |
|--|---------|---------|------|------------|
| Priority selection of space                            | X       | X       | X    | X          |
| Discounted Space Fees (\$1.75 savings/sq. ft.)         | X       | X       | X    |            |
| Discounted Space Fees (\$1.10-1.25 savings/sq. ft.)    |         |         |      | X          |
| Complimentary booth space (400 sq. ft.)                | X       |         |      |            |
| Complimentary booth space (200 sq. ft.)                |         | X       |      |            |
| Complimentary booth space (100 sq. ft.)                |         |         | X    |            |
| Extra Priority points                                  | X       | X       | X    |            |
| Priority points  |         |         |      | X          |
| Post-show list   | X       | X       | X    |            |
| Custom expo pass                                       | X       | X       | X    |            |
| Return of empties first from general contractor        | X       | X       | X    |            |
| Aisle banner above booth at FRI                        | X       | X       | X    |            |
| Meeting room at FRI (NEW)                              | X       | X       |      |            |
| 50% Discount - bag insert (NEW)                        | X       |         |      |            |
| 25% Discount - bag insert (NEW)                        |         | X       |      |            |
| <b>Media Benefits</b>                                  |         |         |      |            |
| Linked logo on IAFC partner website (NEW)              | X       | X       |      |            |
| Linked logo on FRI website (NEW)                       | X       | X       |      |            |
| Linked banner ad (160 x 600) (NEW)                     | X       |         |      |            |
| Linked banner ad (120 x 240) (NEW)                     |         | X       |      |            |
| Button on FRI Website (NEW)                            | X       | X       | X    |            |
| Listing in on-site directory stating partnership level | X       | X       | X    |            |
| Full-page ad in pre-conference brochure                | X       |         |      |            |
| Full-page ad in on-site directory                      | X       |         |      |            |
| Premium (2) 1/2 page ads in On Scene                   | X       |         |      |            |
| 1/2 page ad in pre-conference brochure                 |         | X       |      |            |
| 1/2 page advertising space in FRI on-site directory    |         | X       |      |            |
| 2 1/4 page ads in On Scene                             |         | X       |      |            |
| 1/4 page ad in pre-conference brochure                 |         |         | X    |            |
| 1/4 page ad in on-site directory                       |         |         | X    |            |
| 1/4 page ad in On Scene                                |         |         | X    |            |
| <b>Recognition Opportunities</b>                       |         |         |      |            |
| Recognition at General Session and Pres. Celebration   | X       | X       | X    |            |
| Table at Presidential Celebration                      | X       |         |      |            |
| 5 Tickets to Presidential Celebration                  |         | X       |      |            |
| 2 Tickets to Presidential Celebration                  |         |         | X    |            |
| Recognition on Signage                                 | X       | X       | X    |            |
| <b>Other Benefits</b>                                  |         |         |      |            |
| Complimentary IAFC Membership List                     | X       |         |      |            |
| 50% discount - IAFC Membership list                    |         | X       |      |            |
| 25% Discount - Membership list                         |         |         | X    |            |
| Attend IAFC Leadership/Strategic planning event        | X       | X       | X    |            |
| 3 subscriptions to On Scene                            | X       | X       | X    | X          |
| Camera-ready Gem Partnership logos                     | X       | X       | X    |            |