Want Dedicated Time with Fire Chiefs?
Meet one-on-one with every department at this intimate 48-hour event.

UPCOMING EVENTS:
Dallas, TX – October 26 -28, 2020
“conneXions provides a no-nonsense, intimate and professional setting where vendors and fire department personnel can interact at the highest level of openness and efficiency.”

– Derek Roy, Scott Safety

Interact with Intention

The #1 sales skill is listening and this event provides abundant opportunities to listen to fire service leaders. Gain important intelligence from current customers and prospects that you may not receive through local representatives or dealers. Be sure to send the right people to engage in this thought leadership exchange.

conneXions IS

• A small, intimate group of up to 45 people
• Exclusive networking with chief and department representatives
• 45 minute, one-to-one meetings with every department

conneXions is NOT

• A large conference or trade show
• A formal group presentation or sales pitch
• A self-selection process

Even though my department has had a working relationship with most of the vendors that participated in conneXions, I learned something new and informative about each of them.

Shawn Shelton, Fire Chief, City of Pueblo (CO) Fire Department
“Obtained several good leads, strengthen two relationships that were already strong, and educated one department that had never heard of Grainger.”

– Ellen Holditch, Grainger

**Connect with Leaders**

We’re bringing all departments directly to you, each with a 100+ personnel. This guarantees you get in front of departments with budgets to invest in a wide range of products and services. Key activities include:

- **45-minute meetings with each department**: exclusive one-on-one appointment times with 11 chiefs and their undivided attention

- **Leadership Address**: listen to speakers from within and outside the fire service addressing issues that are top of mind to chiefs

- **Meals & Breaks**: network and maximize relationship building with chiefs and department representatives

- **Post Event Follow-Ups**: receive the attendee contact list so you can easily connect after the event

**Produce Results**

You would be amazed at what chiefs don’t know about you – this event provides a reality check! Companies report outcomes such as:

- Educating the leaders of the fire service about your company products and services
- Gaining actionable intelligence and insights that will impact R&D efforts
- Addressing concerns that can result in the generation of new or renewed business

“We have secured business by being at this event.”

– Gary Rhodes, Globe

Leslie Distler, Corporate Relations Executive • 703-537-4805 • ldistler@iafc.org
“A number of vendors used this opportunity to seek out information to improve products/services offered as well as to understand how their marketing strategy impacts the decision makers of the fire service.”

– Chris Etheredge, Fire Chief, Dothan (AL) Fire Department

**SCHEDULE-AT-A-GLANCE**

**DAY ONE**

3:30 AM ................. Breakfast
3:45-4 PM ............... Getting to Know conneXions
3:45-4 PM ............... “Shakers” Education Session
6-7 PM ................. Reception

**DAY TWO**

8:30 AM .................. Breakfast
9:15-10 AM ............. Session 1
10:15-11 AM ........... Session 2
11:15 AM-Noon ...... Session 3
12:15-1 PM .......... Session 4
1:15-2:15 PM......... Lunch & Address
2:30-3:15 PM....... Session 5
3:30-4:15 PM....... Session 6
4:30-5:15 PM....... Session 7
6 PM ..................... Dinner

**DAY THREE**

8 AM ..................... Breakfast
8:45-9:30 AM .......... Session 8
9:45-10:30 AM ......... Session 9
10:45-11:30 AM ..... Session 10
11:45 AM-12:45 PM Lunch & Networking
1-1:45 PM ............. Session 11
2-2:45 PM .......... Session 12
2:50 PM ............... Departure

*Each session is a one-on-one meeting between fire department and IAFC business partner*