

IAFC conneXions

Your VIP invitation to connect with fire chiefs and chief officers.
Meet one-on-one with **every** department at this intimate 48-hour event.



UPCOMING EVENTS:

Dallas, Texas – May 2 - 4, 2022

Powered by



CONTACT US - Leslie Distler, Corporate Relations Executive • 703-537-4805 • ldistler@iafc.org

“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

Meet one-on-one with every Chief



Hear from chiefs about key challenges in the fire service at Shakers



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
- Relevant leadership education
- 45-minute one-on-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

“Incredible opportunity to get close to decision makers truly interested in your product.”

– Tim Riley, TargetSolutions



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

Connect with Leaders

Leverage years of knowledge, experience and wisdom to position your company as a thought leader.

Key activities include:

- **“Shakers” Education Session:** a 2-hour facilitated discussion on departments' challenges, priorities and solutions
- **Leadership Address:** listen to speakers from within and outside the fire service to support your leadership growth
- **Meals:** sit at different tables to maximize relationship building



“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

3-3:45 PMRegistration
3:45-4 PMGetting to Know conneXions
4-6 PM“Shakers” Education Session
6-7 PMReception

DAY TWO

8:30 AMBreakfast
9:15-10 AMSession 1
10:15-11 AMSession 2
11:15 AM-NoonSession 3
12:15-1 PMSession 4
1:15-2:15 PMLunch & Address
2:30-3:15 PMSession 5
3:30-4:15 PMSession 6
4:30-5:15 PMSession 7
6 PMDinner

DAY THREE

8 AMBreakfast
8:45-9:30 AMSession 8
9:45-10:30 AMSession 9
10:45-11:30 AMSession 10
11:45 AM-12:45 PM Lunch & Networking
1-1:45 PMSession 11
2-2:45 PMSession 12
2:50 PMDeparture

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