FRI 2020 Newsletter

Before you know it, FRI 2020 will be upon us! On behalf of the International Association of Fire Chiefs, we want to thank you for being a part of our team. It is important to us to ensure a successful event for all.

In this FRI Newsletter, you will find important information to help you plan to exhibit at Fire-Rescue International 2020. These emails contain critical notices, helpful hints, and planning tips designed to make your FRI experience stress-free.

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Exhibitor Registration and Housing is now open!

FRI 2020 hotel and registration is now open through our official provider, Experient. This partnership will award you personally several benefits when securing your travel plans such as:

1. Best Rate Pledge: Offers ideal savings by ensuring the FRI rate remains the lowest.
2. Financial Freedom: Escape from upfront payments and adjustment penalties.
3. Hotel Reward Points: Earn credit for your hotel loyalty program.
4. Easy Group Bookings: Grab and hold rooms from live inventory and easily add guest details later. You can even handle your entire team payment or let them input their own.
5. Easily manage registration and housing needs.

Please log in to the Exhibitor Registration Portal with your password to log in. If you need to recover your password, please email cblake@iafc.org.

Hotel Poacher/ Pirate Alert
The IAFC has been alerted that unauthorized housing companies (called hotel poachers) have been contacting registered attendees and exhibitors offering cheaper rates at hotels in IAFC’s FRI Conference housing block. This practice, also known as room pirating, is a scam that all exhibitors should be aware of in order to avoid passing along personal and financial information.

How hotel poachers book rooms and attempt to get your money:
Most poaching agencies do not have a contract with any hotels for room blocks. They will contact a housing wholesaler, such as Expedia, Priceline, etc. to see if rooms are available that they can mark up to resell to unsuspecting guests. Hotel poachers will claim to be calling on behalf of IAFC or state that they are the official housing company and will sometimes ask that your room be paid in full, up front.

What we do, and what you can do, to avoid hotel poachers:
The IAFC negotiates contracts with hotels to include clauses to protect our attendees should the hotel oversell the rooms or any other issues that may arise with reservations. Rooms reserved outside of IAFC’s FRI Conference...
housing block do not have official contracts with the IAFC; therefore, we are unable to help you if any issues arise.

**Protect yourself:**
- Experient is the official housing partner of the IAFC and all housing blocks are provided through Experient. An official list of hotels in the housing block are found on the IAFC website.
- Trust your instincts and the old adage: If it sounds too good to be true then it most likely is.
- If you are ever unsure whether or not something is legitimate, contact us first before providing your personal information, company information, or any financial information.

If you receive an unrequested call or email from any company that is not our official housing provider, contact us immediately.

**Already An Exhibitor Webpage**
*Your Go-To Place for all Exhibitor Updates and Information*

Don’t miss an update! This page is where you will find links to all your exhibitor tools including the myFRI portal, the Exhibitor Kit for ordering furniture, electricity, material handling, etc., the official Rules and Regulations, newsletters, and other helpful links.

**myFRI- Exhibitor Login**

Directory Listing. Show Specials. Manage Products. Edit Contact Information. Online Payments. With a click of a button you can manage your online company presence for FRI 2020. Don't miss out on this important marketing tool. Please take the time now to complete your company description which we will use for our virtual trade show and in the Official FRI 2020 Mobile App. The due date is June 1, 2020 to upload your company description.

Simply log on to our website using your password and follow the directions. As part of your standard listing, you receive at no charge your company contact information and 500-word description. This information will be viewed by our attendees and will help them plan their itinerary for FRI 2020. If you wish to enhance your company profile for an affordable fee of $150.00, please let me know. We will activate your online account right away!

**Top Tweets Guide**

Social Media plays a huge part in the promotion of the event and your participation. Be sure to highlight your company. FRI attendees are very active on Twitter. Here are some sample tweets you could use!

We’re going to #FRI2020 in Phoenix, AZ, August 19-21, 2020! We’ll have our products on display in booth # [BOOTH NUMBER] – make sure you swing by and say hello! #FRI2020
We’ll be at booth [BOOTH NUMBER], showing off [INSERT PRODUCT OR SERVICE] and giving out the best of conference swag! Hope you can drop by! #FRI2020
At @FireRescueIntl #FRI2020. Exhibit Hall just opened! Come to booth # [BOOTH NUMBER] and see us
Come see our [INSERT PRODUCT OR SERVICE] at #FRI2020 in Phoenix, AZ @FireRescueIntl
Visit our booth, # [BOOTH NUMBER], at #FRI2020 and you’ll get a chance to win [INSERT PRIZE] @FireRescueIntl
We are hosting an impromptu networking event at [LOCAL Phoenix RESTAURANT]. We hope to see you there! #FRI2020
We’re offering one-on-one demos of [INSERT PRODUCT OR SERVICE] in booth # [BOOTH NUMBER] #FRI2020

Thanks again for being such an important team member for the FRI Conference. Please let me know if you have any questions planning your FRI experience.

Regards,

*Chelsea Blake*

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