Join Us in New York!

If you are involved with the fire, rescue, and EMS industry, you need to plan on being in New York for FIRE 2017!

More than 14,000 fire and EMS professionals will be there to view exhibits and participate in hands-on-training, education programs, and networking activities!

Meet fire professionals face to face from all over the Mid-Atlantic and New England markets. Exhibitors come from 39 states and Canada to be a part of the second largest fire show in the nation.

This annual event is an integral part of allowing the New York State Association of Fire Chiefs to carry out its not-for-profit role of educating the fire and EMS personnel of the Empire State.

There are several exhibit space options, including outside space for trucks and large equipment (400 sq. ft.+) and inside space starting with booths at 8’x10’ in the Event Center or Conference Center.

With your unlimited supply of free One Day Tickets, you can invite all your customers and prospects, ensuring your success at the show.

Plus the award winning Turning Stone Resort is an ideal location to network with fire and EMS leaders from across the Northeast.

I LOOK FORWARD TO SEEING YOU AT FIRE 2017!

CHIEF JOSEPH M. FAHD JR.
NYSAFC PRESIDENT

“ I come to this show every year to see the latest and greatest products. If you are going to be purchasing any new apparatus or equipment in the future, this is the place to start. You can see it hands-on.”

CHIEF ROBERT BORNT
Hoosick Falls Fire Department
Attendee
From our exhibitors at FIRE 2016:

94% were satisfied with their results from exhibiting at FIRE 2016.

89% agree that NYSAFC brought their target leads to the show floor.

85% agree that FIRE 2016 gave them access to decision-makers.

“This is our first time exhibiting at this show, and so far we’ve seen all types of attendees here—from chiefs to new firefighters. Around 20 of our New York fire department customers are here bringing their buddies from other departments to our booth to show them our product and tell them that they have it. This show is large, and there’s constant traffic.”

MARK HORWICH
Fire Station Software, LLC
Exhibitor

“There’s been a lot of diversity in the attendees here—we’ve seen some career firefighters, but a lot of the people we’ve been talking to have been fire chiefs or commissioners who are the decision-makers. We haven’t dealt with anybody kicking tires. If you’re in the fire business, you’ve really got to be here.”

TRAVIS CROTEAU
Upstate New York Plow & Truck Body, LLC
Exhibitor
FIRE EXPO ATTENDEES ARE DECISION-MAKERS WITH PURCHASING AUTHORITY WITHIN THE NEW YORK STATE FIRE SERVICE!

MORE THAN 100 EXHIBITORS HAVE PARTICIPATED IN THE FIRE EXPO FOR FIVE YEARS IN A ROW. WHY IS YOUR COMPANY NOT HERE?

Hands-On Training Programs
NYSAFC offers Hands-On Training in conjunction with the Annual Conference & FIRE Expo with some of the nation’s leading fire service instructors. These intensive programs, some featuring live fire evolutions, are conducted at the Turning Stone and nearby training sites. This specialized training covers diverse subjects such as thermal imaging camera operations, vehicle extrication, aggressive interior fire attack, flashover, rapid intervention/survival, rope rescue, and truck company operations.

Educational Programs
Renowned leaders in the emergency services field will conduct educational programs throughout the event, including EMS CEU certification sessions for students.

“ This show allows us to show all of our products to the same group of customers in a concentrated area. So what we can accomplish at this show would take much longer if we didn’t have them all in one place. We also have our manufacturers exhibiting here, so we can walk our customers from our booth to theirs.”

DAVID VERSTEEG
Churchville Fire Equipment | Exhibitor
Access more than 14,000 fire and EMS personnel who attend FIRE Expo.

An 8-foot-high back wall drape and 3-foot-high side rails, plus one identification sign (7” x 44”) displaying your company name and booth number for all indoor standard linear booths.

Exhibitor badges allotted based on size of exhibit space.

Unlimited One Day Tickets to invite your prospects, customers, and clients.

Company listing, and the opportunity to advertise and/or include company/product description in the official Program Guide. Available on-site to all attendees in print and digital editions. Also serves as a valuable post-show reference.

Company listing and company/product description on the interactive floorplan that is accessible from the NYSAFC website.

Carpeted exhibit space in the Conference Center (Lower Level).

Carpeting of all aisles in the Event Center.

Monthly exhibitor e-newsletters with timely information on frequently asked questions and marketing tools to guide exhibitors through pre-show planning, on-site operations, and post-show follow up.

Access to sponsorship opportunities to promote your brand.

Access to SIZE UP magazine advertising opportunities before and post show.

Access to the award-winning Turning Stone Resort. Refresh and renew at the world-class spa, or enjoy access to five golf courses, distinct dining venues and several nightclubs.

Access to the Exhibitor Information & Service Kit, your guide to efficient planning, installing, and dismantling of your exhibit space and cost-saving ideas.

A RECENT FIRE PROTECTION NEEDS ASSESSMENT FOR THE STATE OF NEW YORK ESTIMATED*:

52% of fire departments do not have enough self contained breathing apparatus (SCBA) to equip all firefighters on a shift

46% of all engines and pumpers are at least 15 years old

51% of fire departments do not have enough portable radios to equip all emergency responders on a shift

38% of all fire stations are at least 40 years old

39% of fire departments do not have enough personal alert safety system (PASS) devices to equip all emergency responders on a shift

63% of departments have some personal protective equipment that is at least 10 years old

48% of fire departments are involved in delivering emergency medical services (EMS) but have not provided formal training in those duties to all involved personnel


There’s a wide variety of people who come to this show, both decision-makers and ordinary firefighters getting information for their chiefs who could not attend the show. From exhibiting here in past years we’ve made a lot of connections. Our booth is always packed.”

ALEX LAFOND
IamResponding.com | Exhibitor
### Preliminary Schedule of Events

**Wednesday, June 14**
- Exhibitor Set-Up: 8:00 am – 7:00 pm
- Vehicle Set-Up Deadline: 7:00 pm
- Education Programs: 8:00 am – 5:00 pm

**Thursday, June 15**
- Exhibitor Set-Up (Non-Vehicle): 7:00 am – 11:00 am
  - Expo Opens: **Noon**
- Exhibitor Hours: 12:00 pm – 5:00 pm
- Education Programs: 8:30 am – 5:30 pm
- Hands-On Training: 7:00 am – 5:00 pm

**Friday, June 16**
- Exhibitor Hours: 9:00 am – 5:00 pm
- Education Programs: 8:30 am – 3:15 pm
- Hands-On Training: 7:00 am – 5:00 pm

**Saturday, June 17**
- Exhibitor Hours: 9:00 am – 2:00 pm
- Education Programs: 9:30 am – 1:00 pm

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**Contact Janet Williams and the Fire Sales Team at 703-259-6120 or Fire@Naylor.com**

[www.nysfirechiefs.com](http://www.nysfirechiefs.com)

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"Today was really busy! We’ve gotten around 50 qualified leads so far, which is pretty impressive. We’ve talked to the right quality people here: commissioners, fire chiefs and mechanics... the decision-makers. So we’re really happy that we’re here, and we’re going to be back next year."

**Steven Delaney**
ARI-Hetra | Exhibitor

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**Reserve Your Exhibit Space Today!**