

# UFRA EXPO

## INFORMATION & SPONSORSHIP GUIDE

### HOTEL WEBSITES AND BOOKING LINKS

Holiday Inn St George [Website](#) 435-628-8007

Hilton Garden Inn St George [Website](#) 435-634-4100

Fairfield Inn by Marriott St George [Website](#) 435-673-6066

Hyatt Place St George / Convention Center [Website](#) 435-656-8686

### EXHIBITOR BOOKING LINKS BELOW...

[Click here to book your discounted room at Holiday Inn!](#)

[Click here to book your discounted room at Hyatt Place!](#)

[Click here to book your discounted room at Fairfield!](#)

### EXHIBIT HALL BOOTH & DISPLAY AREA SIZE & COST

- 10x10 booths @ **\$600**
- 20x35 display area @ **\$1,500**
- 60x35 display area @ **\$3,000**
- Ceiling Banner – **Hang your company's banner for FREE!**

#### 10x10 Booths Includes:

- 1 6' Black Draped Table
- 8' High Black Back Drape
- 3' High Black Side Divider
- 2 Chairs & 1 Waste Basket
- 1 110 electrical outlets
- Free WiFi Connection

#### Apparatus/Truck Display Areas Include:

- One 6' Draped Table. Additional tables can be purchased at the exhibit hall information booth.
- Two Chairs & one Waste Basket. Additional chairs can be requested at the exhibit hall information booth.
- One 110 electrical outlet.
- Free WiFi Connection
- Exhibit Hall Booths and Display Areas are not carpeted, but carpet can be purchased by calling Sales & Decorating Coordinator, Cindy Curtis at the Dixie Center (435) 986-6625. Isle ways are carpeted.
- Additional chairs/tables can be requested at the exhibit hall information booth.
- Showcase your company by hanging a ceiling banner. Ceiling Banner installation and removal FREE!!

### MOVE-IN & SET-UP ON THURSDAY

- Apparatus move-in is from: 8:00 – 10:00 AM. Move in allowed during assigned time only!
- 10x10 booth move-in is from: 10:00 to 3:00 PM
  - **Space not claimed or occupied by 7:00 am on Friday may be resold or reassigned without obligation.**

## **LUNCH OPTIONS – EAT WITH CHIEF OFFICERS, INSTRUCTORS, AND UFRA STAFF**

- FRIDAY LUNCH \$24. Select lunch option as you register online.
  - o MENU: Green salad with ranch dressing, loaded macaroni salad, ranch style dinner rolls, baked beans, sauteed corn, Dutch oven potatoes, roast beef, choice of cherry or peach cobbler and ice cream.
- SATURDAY LUNCH \$24. Select lunch option as you register online.
  - o MENU: Caesar salad, tomato spinach salad, grilled chicken alfredo, meatballs in marinara, penne pasta, fettucine, noodles, shredded parmesan cheese, break sticks, carrot cake and crème brulee.

## **EXHIBITOR MIXER WITH CHIEFS, INSTRUCTORS AND OTHERS ON THURSDAY**

- 6:00 PM – 8:00 PM in Exhibit Hall
  - o Hors d’oeuvres & Cash Bar @ 6:00 PM to 8:00 PM.
  - o Mixer Raffle 7:00 PM

## **EXPO HOURS – THURSDAY, FRIDAY AND SATURDAY, JANUARY 18, 19 AND 20<sup>TH</sup>**

- Thursday 4:00 PM – 6:00 PM
- Friday 7:00 AM – 5:30 PM \*Doors open to exhibitors at 6:30am
- Saturday 9:00 AM – 1:00 PM \*Doors open to exhibitors at 8:30am

## **MOVE-OUT AND DISMANTLING – SATURDAY, JANUARY 20<sup>TH</sup>**

- 10x10 Booth move out begins at 1:00 PM.
- Apparatus move out begins 2:00 to 5:00 PM. Please do NOT start your engines until instructed to do so.

## **SPONSORSHIP OPPORTUNITIES – GET YOUR PRODUCT NOTICED!**

- Friday AM Break Sponsorship @ \$1000
- Friday PM Break Sponsorship @ \$1000
- Saturday AM Break Sponsorship @ \$500
- Saturday PM Break Sponsorship (in Dixie’s lobby) @ \$500

### **Exhibitors who sponsor a break will receive:**

- Booth and/or Display area of choice for 2024 Expo.
  - Social Media – Recognition on UFRA’s Facebook, Instagram & Twitter platforms!
  - Company videos will be shown on big screen TVs placed in high traffic locations.
  - Company advertisement in Straight Tip magazine ½ page. Our readership reaches over 6500 fire service personnel.
- Sponsorship options can be purchased as you register online.

## **CEILING BANNERS – HANG A BANNER TO HELP ADVERTIS YOUR BRAND AT NO COST!**

- 9’ long x 3’ wide maximum
- Select banner option as you register online.

## **EXHIBITOR ID BADGES**

- Exhibitor badges are provided at no charge and will be printed prior to the show. Complete the fillable [Badge Order form](#), save it and email to: [jchamberlain@uvu.edu](mailto:jchamberlain@uvu.edu)
- If badge request is not received by Friday, January 12th, you may not get a badge.

### **PRIZE DRAWINGS**

- UFRA prize drawings return! Fire school registration makes students eligible. Winners will be announced each day in the exhibit hall at 9:30am and 2:30pm, Friday and Saturday. Exhibitors are encouraged to offer individual booth prizes & candies.

### **EXHIBIT RULES AND REGULATIONS**

- Exhibitors may not assign, sublet, or apportion the whole, or any part of the space allotted to them. Only registered exhibitors are permitted to exhibit in space. No trading of booth areas is permitted without prior approval from the Exhibit Coordinator.

### **CANCELLATION OF EXHIBIT SPACE**

- If cancellation of space is received by Friday, January 12<sup>th</sup>, a full refund will be made. No refunds are made for cancellations after Monday the 15<sup>th</sup>.

### **EXHIBIT HALL SECURITY**

- There will be 24-hour exhibit hall security! Doors will be locked each night. It is highly recommended that you do not leave your booth unattended during the set-up period and NEVER leave your exhibit unstaffed during show hours, even for a short period of time.

### **CONCESSIONS ARE AVAILABLE IN EXHIBIT HALL**

- Pizza by the piece (cheese, pepperoni, combo), canned soda, all beef hot dogs, nachos, 16" churros, fresh baked cookies, chef salads, candy, and chips.

**Jolene Chamberlain, Exhibit Coordinator**  
**801-863-7710 (Office) - 801-369-6529 (Cell)**  
[jchamberlain@uvu.edu](mailto:jchamberlain@uvu.edu)