



## INFORMATION GUIDE

**EXPO OPENS & CHIEFS MIXER – THURSDAY, 22<sup>ND</sup>**

**FIRE SCHOOL & EXPO – FRIDAY & SATURDAY, 23<sup>RD</sup> & 24<sup>TH</sup>**

**REGISTRATION OPENS NOVEMBER 3<sup>RD</sup>, AT 9:00 AM**

[Winter Fire School Overview | Utah Valley University](#)

### **THURSDAYS CHIEFS' MIXER**

- 6:00 PM – 8:00 PM in the Exhibit Hall
- **NEW** - Exhibitors participating in this year's Chief's Mixer will be asked to pay a contribution fee of \$100. This fee will assist in covering the costs of delicious food, soda, and water provided at the event.
- Gold member sponsors will fund two cash bars, which will be available to chiefs, exhibitors, and participants. Drink tickets may be purchased from mixer sponsors.
- Gold member sponsors this year are Apparatus Equipment Services, CURTIS – Tools for Hero's, Graham Fire, Siddons-Martin Emergency Group and SeaWestern. Please visit their booths to thank them.

### **THURSDAY, FRIDAY & SATURDAY HOURS**

- Thursday Expo 3:00 PM – 6:00 PM
- Thursday Mixer 6:00 PM – 8:00 PM
- Friday Expo 7:00 AM – 5:30 PM \*Doors open to exhibitors at 6:30am
- Saturday Expo 7:00 AM – 10:30 AM \*Doors open to exhibitors at 6:30am

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

- 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.

### **EXHIBIT HALL BOOTH & DISPLAY AREA SIZE AND PRICING**

- 10x10 booth: \$800
- 20x35 display area: \$2,000
- 35x50 display area: \$3000
- 35x60 display area: \$3,500

### **10x10 BOOTHS INCLUDE:**

- 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, at a cost.
- Showcase your company by hanging a company ceiling banner at a cost. To hang your banner (installation and removal) contact Sales & Decorating Coordinator, Cindy Curtis at the Dixie Center (435) 986-6625.

### **CEILING BANNERS – Use a banner to display your brand.**

- Contact Sales & Decorating Coordinator, Cindy Curtis at the Dixie Center (435) 986-6625 for banner requests and costs.
- 9' long x 3' wide maximum banner size.

### **HOTELS WITH BOOKING LINKS**

- Holiday Inn – [Link here](#)
- Fairfield Inn – [Link here](#)
- Hyatt Place – [Link here](#)

### **EXHIBITOR ID BADGES**

- Badges for exhibitors are printed onsite at the Dixie Center. All booth representatives must be registered through Cvent to receive a badge. Lanyards are supplied.
- If you are the main person registering -- you may add up to 10 additional representatives for each booth or display area. Look for button below...

**For additional badges, add representative name here.**

### **LUNCH OPTIONS – Dine with Chief Officers, Instructors, & UFRA Staff**

- Friday Lunch (\$25): Menu includes Caesar salad, tomato spinach salad, grilled chicken alfredo, meatballs in marinara sauce, penne pasta, zoodles, shredded parmesan cheese, breadsticks, carrot cake, and crème brûlée.

- Saturday Lunch (\$25): Menu features mixed green salad, fresh chips and salsa, Spanish rice, refried beans, ground beef, grilled fajita chicken, both soft and hard taco shells, assorted toppings, churro bites, and flan.

### **SATURDAY DISMANTLING & MOVE OUT**

- 10x10 booth move-out starts at 10:30 AM.
- Apparatus move-out is scheduled between 2:00 and 5:00 PM.

### **SPONSORSHIPS OPTIONS & COSTS**

- Friday AM Break: \$2000
- Friday PM Break: \$1500
- **SPONSORS WILL RECEIVE:**
- Priority floor map selection for 2027
- Social media recognition on UFRA's channels
- Company video display on event TVs
- ½-page ad in UFRA's Straight Tip magazine

### **UFRA PRIZE DRAWINGS**

- UFRA prize drawings will be held in 2026, with eligibility extended to fire school registrants. Winners will be announced at 9:00am and 2:00pm in the exhibit hall on both Friday and Saturday. Exhibitors may provide prizes and distribute candies.

### **EXHIBIT RULES & REGULATIONS**

- Exhibitors may not assign, sublet, or divide their exhibition space; only registered exhibitors may use it. Booth trading requires Exhibit Coordinator Jolene Chamberlain's approval.

### **CANCELLATION OF EXHIBIT SPACE**

- Cancellations submitted by Friday, January 16th will be eligible for a full refund. Refunds will not be issued for cancellations received after Monday, January 19th.

### **EXHIBIT HALL SECURITY**

- Security for the exhibit hall will always be available, with doors locked each night. Exhibitors are requested to avoid leaving booths unattended during set-up and to ensure exhibits are staffed throughout show hours.

### **DON'T GO HUNGRY - CONCESSIONS OPEN FROM 10AM TO 2PM EACH DAY**

- Menu Items: Pizza slices (cheese, pepperoni, combo), canned soda, all-beef hot dogs, nachos, churros, cookies, chef salads, assorted candy, chips.

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