

Welcome to the 2026 Winter Fire School Expo!

Whether you're returning or joining us for the first time, this event presents a fantastic opportunity to connect with fellow exhibitors, Chiefs, firefighters, Instructors, and the Utah Fire & Rescue staff. **Registration starts early this year so mark your calendar now for Monday, November 3rd at 9:00 am.** The link can be found here [Winter Fire School Overview | Utah Valley University](#)

This year, we anticipate more than 1,000 participants attending a variety of educational classes, including both hands-on and lecture-based sessions. The main attraction, as always, is the Winter Fire School Expo! During scheduled breaks, you'll have the opportunity to mingle and network with attendees and decision makers while showcasing your products.

We invite you to participate in the 6th Annual "Chiefs Mixer" hospitality event, scheduled for Thursday evening from 6:00 pm to 8:00 pm in the exhibit hall. Attendees will enjoy delicious food and beverages in a welcoming and fun atmosphere.

Our gold sponsors are generously providing food, soda, water and two cash bars. Sponsors will have drink tickets available for purchase so stop by their booths to purchase tickets and to say thank you!

Thank you, Gold Sponsors!



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****NEW**** To help offset food and beverage costs, each exhibitor wishing to attend the "Chiefs Mixer" is asked to contribute \$100. In appreciation of your contribution, your company will receive recognition across UFRA media platforms reaching the entire Utah fire service community. During registration, please select "yes" and \$100 will be added to your Order Summary; if you do not wish to attend, select "no" and there will be no charge.

Lastly, attached is the "Schedule of Events" which outlines the three-day event from January 22nd to January 24th. Also attached are the "Information Guide," "Chief Mixer's Flyer," and the "Exhibitor Floor Plan" documents. These documents will help you navigate logistics, move-ins, registration, class break times, lunch options, and many other essential details. Please read all documents thoroughly.

Should you have any questions, please feel free to contact me. I am here to assist and ensure you have a fantastic experience at the 2026 Expo!

Best regards,
Jolene Chamberlain
Exhibit Coordinator