Welcome to the Utah Fire & Rescue Academy Expo!
“Make the Connections that Count!”

We invite you to join our family of exhibitors and reach attendees from all facets of the Fire and EMS industries around the state.

Show dates: Friday, January 8th and Saturday, January 9th
Show location: Dixie Convention Center, St. George, UT

Welcome Winter Fire School 2016 Exhibitors,

The Utah Fire & Rescue’s Winter Fire School has proven year after year that it is the premier training school and exhibition for the emergency services industry. This includes a large gathering of decision-makers, trainers and experts – as well as manufacturers and suppliers. Participation can influence how your business and products are perceived in the marketplace and you benefit from face-to-face interaction with professionals who are actively involved in the purchase of fire, EMS and safety related products, systems and services.

The welcoming letter and exhibitor registration form is designed to answer questions, remind you of deadlines, show booth/space costs and guide you through the process of preparing for the event in January. Please read thoroughly!

Thank you for the opportunity to work with you and your colleagues. My primary goal is to see that all your needs are met.

Mail To:  
Utah Fire & Rescue Academy  
c/o Jolene Chamberlain  
3131 Mike Jense Parkway  
Provo UT 84601

Fax To:  
1-801-863-7738  
c/o Jolene Chamberlain

Email To:  
jchamberlain@uvu.edu

See you in St. George!
Thank you for your interest in attending the 2016 Utah Fire and Rescue Academy’s Winter Fire School!!

The exhibit area will be held in the Dixie Center Convention Hall. The Expo opens at 9:30 a.m., both days and closes 5:30 p.m., on Friday and 1:00 p.m., on Saturday.

Because vendors have different needs, we are providing different size booths and display areas. There will be forty (44) 10 x 10 booths; four (4) 20 x 35 apparatus display areas; four (4) 20 x 40 apparatus display areas and two (2) 20 x 50 apparatus display areas.

My goal is to provide an efficient move-in and move-out experience, so please pay attention to the “exhibit hours” below.

**EXHIBIT HOURS**

<table>
<thead>
<tr>
<th>Apparatus/Vehicle Move In</th>
<th>8:00 a.m. – 2:00 p.m.</th>
<th>Thursday, January 7th</th>
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<tbody>
<tr>
<td></td>
<td>*If you cannot move-in your apparatus by 2:00 p.m., please contact Jolene immediately at 801-369-6529. Apparatus will enter on the East side of the exhibit hall.</td>
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<tr>
<td>10 x 10 Booth Set Up</td>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>Thursday, January 7th</td>
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<td>8:00 a.m. – 9:30 a.m.</td>
<td>Friday, January 8th</td>
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<td></td>
<td>*Exhibit Hall opens at 9:30 a.m.</td>
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<tr>
<td>“New” Exhibit Hall Hours</td>
<td>9:30 a.m. – 5:30 p.m.</td>
<td>Friday, January 8th</td>
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<td>9:30 a.m. – 1:00 p.m.</td>
<td>Saturday, January 9th</td>
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<tr>
<td>Student Registration</td>
<td>2:00 p.m. – 8:00 p.m.</td>
<td>Thursday, January 7th</td>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td>Friday, January 8th</td>
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**EXHIBIT RULES AND REGULATIONS**

*No subletting or sharing booth space is permitted.* Only the registered exhibitor is permitted to exhibit in space. No trading of booth areas is permitted without prior approval from the vendor show coordinator. Apparatus or other vehicles will not be permitted to move out prior to the closing of the exhibit hall at 1:00 p.m., on Saturday.

**HELPFUL HINTS AND INFORMATION!**

**Utah State Fire Chiefs Association Social!** A social, sponsored by the State Chiefs, will be held in the Dixie Center’s “fish bowl”, Thursday evening from 6:00 p.m. to 10:00 p.m. For your enjoyment, there will be delicious appetizers and a cash bar so come mingle with the decision makers of the state!! We sincerely hope you will join us!!

**Higher attendance!** With attendance of over 1000+ it is a great opportunity to meet face-to-face with firefighters, training officer and chiefs that can help move your products through the value chain.
Live Burns! Friday night “live burn” classes will be offered. Vendors are welcome to attend.

Concession Stands! Concession stands will be open again this year. Burgers, sandwiches, fries, snacks, baked goods and drinks of all kinds will be available. No need to leave the exhibit hall - eat while net-working with Instructors, UFRA staff, other vendors and attendees!!

Give-a-ways! Punch cards and give-a-way prizes are returning! Vendors will be given a unique hand-held hole punch to punch cards as students visit booths. Students must have cards punched by all vendors by 12 noon on Saturday to be eligible for prizes. Also, vendors are welcome to donate give-a-way prizes as well as offer individual booth prizes & candies. Contact Jolene Chamberlain if interested.

Friday Chief Officers Luncheon! If you would like to enjoy a delicious lunch with Chief Officer Personnel, please fill out the “Luncheon” section on the registration form. Menu and costs can be found in the same section.

“New” Saturday Lunch! This year we are offering a Saturday lunch to all exhibitors. Menu and costs can be found in the “Luncheon” section on the registration form.

Free WiFi! UFRA Winter Fire School will be providing FREE WiFi.

Delicious Breaks! As always, a continental breakfast, coffee and other beverages will be located in one main area of the exhibit hall to help direct participants through the vendor area to ensure traffic flow. Enjoy!

Break Sponsorship Opportunities! Show your support for the Utah Fire & Rescue Academy’s annual Winter Fire School by sponsoring a break! Your company name and logo will be displayed at the break station. Send a high-resolution digital version of your company name & logo to jchamberlain@uvu.edu. Logos must be received on or before December 18th. Sponsorships are sold on a first-come, first-serve basis.

Exhibit Hall Security! There will be 24-hour exhibit hall security! Doors will be locked each night.

“New” Vendor Locator! Your company name, contact person name, street address, website and booth # will be handed out to all students as they register. This will direct students to your booth, plus provide them with your company information if needed at a later date.

Shipping Freight: If you will be shipping freight, please contact Cindy Curtis at: http://www.dixiecenter.com/pdfs/DixieCenterShippingLabels.pdf Make sure you label your freight with your company name and booth number.

Hotels: A List of hotels is available on UFRA’s website at: http://www.uvu.edu/ufra/training/winterfireschool.html There is a soccer tournament in St. George that is being held the same week as Winter Fire School. Rooms are filling fast!!

Please complete and return the registration form ASAP! Booths and display areas fill quickly so early registration is highly recommended. DON’T DELAY!!!