



**2026**

**EXHIBITS & SPONSORSHIP  
INFORMATION**

Trish Bonari, Executive Director  
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Location:  
Reno, NV  
Carson City, NV

<https://fireshowswest.com>

Exhibit Dates:  
Sept. 16 - 18, 2026

Conference Dates:  
Sept. 15 - 18, 2026

**NEW FOR  
2026**

**YOUR LOGO  
HERE**

# **CLASS SPONSOR**

**\$2000**

## *LIMITED NUMBER AVAILABLE*

A classroom sponsorship gives you more than a moment, it gives you the opportunity to make meaningful connections. Sponsor a class and be a part of the entire FSW experience itself. Capture attention as attendees walk-in, sit with them during training, and become embedded in the conversations that matters to them. Instead of only relying on a burst of interaction in the exhibit hall, you can build real relationships that last beyond the conference, staying top of mind for months and even years afterward.

### **Class Sponsors Receive:**

- **10x10 booth with standard furnishings within Events & Exhibits Hall (*price adjusts for 10x20 or apparatus spaces*)**
- **Logo and QR Code featured on projection as students walk-in**
- **Raffle tickets for lead generation (prize not included)**
- **Direct interaction with students pre-session**
- **1 minute introduction at the start of class**
  - (Note: This not as a sales pitch, but more of an introduction to who you are. We want to keep our class session's main focus on education, and based on feedback, have found most of our partnering businesses found success in connecting with the students over their shared passion of the industry.)
  - It's not required to sit through the whole session if staffing is limited, but if you are able and interested in the topic, the opportunity is yours.



SEPTEMBER 15-18, 2026  
 RENO, NV  
 CARSON CITY, NV

# BOOTH PRICING

## H.O.T GROUND BOOTH SPACES

With the revitalization on our Hands-On Training offerings, our off-site location welcomed the presence of more than 41 nationwide departments in 2025.

**10X10 BOOTH: \$1000**  
**10X20 BOOTH: \$1600**  
**APPARATUS: *please contact us***

**NEW FOR  
2026**

Booth Size	Booth Price
10' x 10'	\$1600
10' x 10' Corner Placement	\$1650
10' x 20'	\$2600
10' x 20' Corner Placement	\$3000

## Indoor Apparatus Space

**\$6000**

- Additional outside apparatus space can be purchased per unit at \$600.00 each.
- Primary outdoor space is priced at \$2,550.00 per unit (This is with no presence inside).





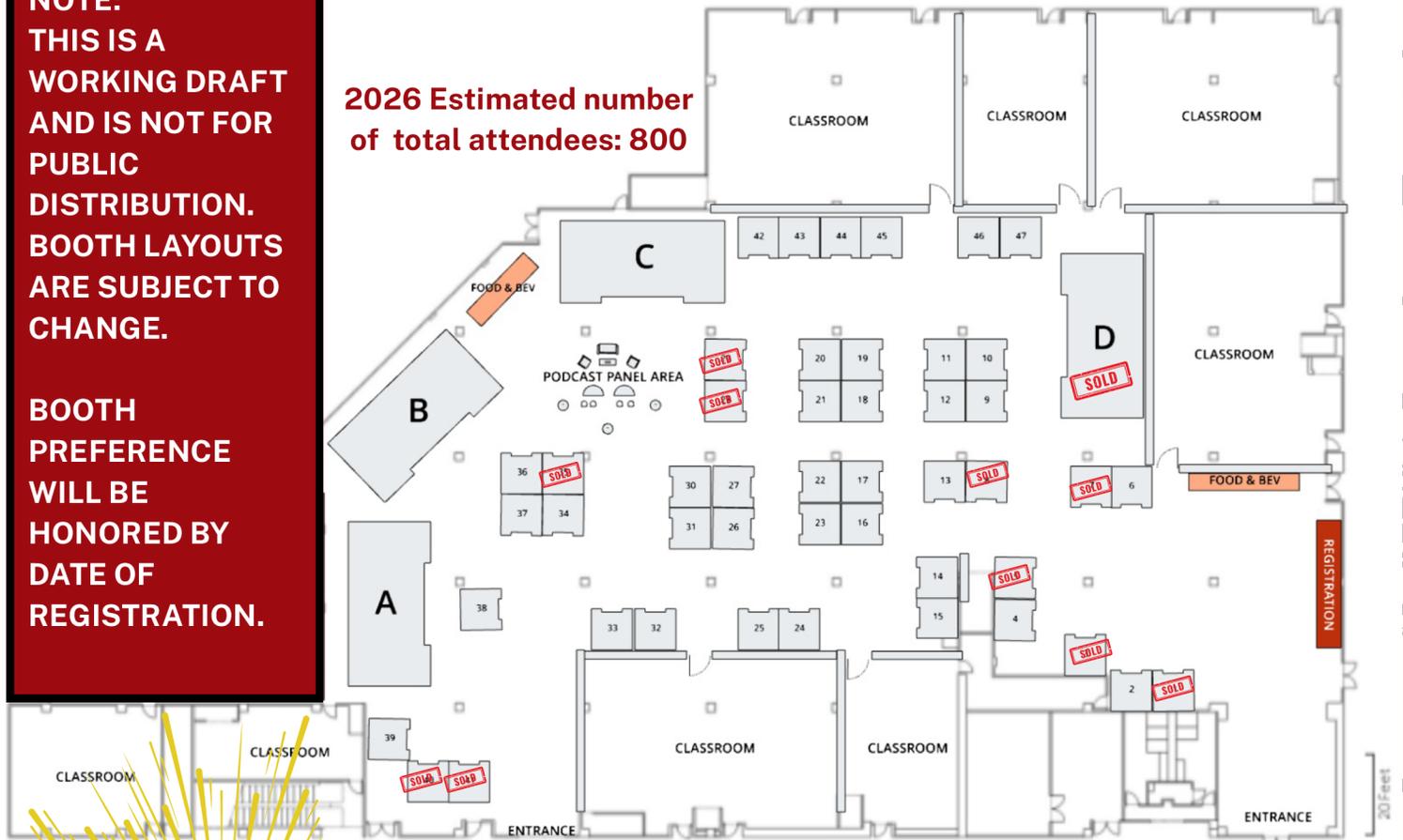
SEPTEMBER 15-18, 2026  
RENO, NV  
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# EXHIBIT FLOOR

**NOTE:**  
THIS IS A  
WORKING DRAFT  
AND IS NOT FOR  
PUBLIC  
DISTRIBUTION.  
BOOTH LAYOUTS  
ARE SUBJECT TO  
CHANGE.

BOOTH  
PREFERENCE  
WILL BE  
HONORED BY  
DATE OF  
REGISTRATION.

2026 Estimated number  
of total attendees: 800



## NEW FOR 2026

Students will only  
have access to Lecture  
& Workshop Classes  
via entry to the Exhibit  
Hall.

Cornhole  
Tournament 2.0!  
More players, more  
prizes. More vendor  
enmeshment.

FSW 2026 is hosting a  
live Podcast Panel  
featuring some of the  
fire service's most  
influential voices.



SEPTEMBER 15-18, 2026  
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# OTHER AVAILABLE SPONSORSHIPS

## PODCAST PANEL SPONSOR

With the revitalization on our Hands-On Training site location welcomed the presence of departments in 2025.

10X10 BO  
10X20 BO  
APPARATU

**COMING SOON**

**NEW FOR 2026**

## KEYNOTE STAGE SPONSOR

With the revitalization on our Hands-On Training site location welcomed the presence of departments in 2025.

10X10 BO  
10X20 BO  
APPARATU

**COMING SOON**

**NEW FOR 2026**

## H.O.T. GROUND LUNCH SPONSOR

With the revitalization on our Hands-On Training site location welcomed the presence of departments in 2025.

10X10 BO  
10X20 BO  
APPARATU

**COMING SOON**

**NEW FOR 2026**



# GES

**FSW partners with GES to deliver a seamless exhibitor experience.**

## **Booth Furnishings Included with Purchase**

Standard Booth Package:

Booth Size: 10' x 10'

Backwall Drape: Red / White / Black / White / Red

Sidewall Drape: Red

1- 6' Skirted Table - Red

2- Plastic Contour Chairs

1- Wastebasket

1- Booth ID Sign 11"x17"

## **ADDITIONAL FURNISHINGS & SPECIAL REQUESTS:**

- **Additional Furnishings and utility requests (i.e. power) must be arranged with GES prior to conference dates to guarantee the best rates.**
- **Shipping, drayage, and material handling services are available upon request.**

**A full list of additional Exhibitor Services and direct order link will be available July 2026**

### **Show Decorator Info**

Terri DiJoseph, GES Account Manager  
TDiJoseph@ges.com  
(775) 745 - 7621

# EXHIBITOR FORM



## COMPANY INFO

First Time Exhibitor: Yes  No

COMPANY NAME

ADDRESS

WEBSITE

## CONTACT INFORMATION

ADMINISTRATIVE CONTACT NAME

E-MAIL

PHONE NUMBER

ON-SITE CONTACT NAME

E-MAIL

PHONE NUMBER

## BOOTH REQUEST

Will you be selling on site? Yes  No

BOOTH SIZE: 10 x 10

10 x 20

BOOTH SPACE PREFERENCE

1ST

2ND

3RD

CORNER

WHAT PRODUCTS OR SERVICES WILL YOU BE OFFERING?

By signing below you agree to have read the Terms & Conditions and affirm that you are authorized to sign on behalf of the company stated above.

SIGNATURE

PRINT NAME

DATE

## PLEASE NOTE

1. We try our best to accommodate your booth selection, but final booth location cannot be guaranteed
2. Each booth purchase includes (1) 6' Table and (2) Chairs. Additional booth furnishing and electrical are ordered through GES for an additional charge. See website for details

## PAYMENT METHOD

CHECK ENCLOSED Yes  No

### CREDIT CARD PAYMENT

CARD NUMBER

EXP. DATE

CVV CODE

BILLING ZIP CODE

AMOUNT TO BE CHARGED TODAY

\$

### AUTHORIZED SIGNER

PRINT NAME

DATE

SIGNATURE

### **EXHIBITOR Cancellation /Refund Policy**

Receipt of a signed booth contract and/or payment is a commitment to exhibit at FireShowsWest. Notification of booth space cancellation for any reason must be submitted in writing to FireShowsWest. If notice of cancellation is received:

- On or before August 1, 2026— The first 50% of the total cost of the Exhibitor's space will be applied toward the next year's exhibit space. Any amount paid over 50% of the total rental will be eligible for either carry-over to the following year's exposition OR refunded at the exhibitor's request.
- After August 1, 2026— Exhibitor forfeits the first 50% of the total cost of exhibit space assigned. Any remaining balance may be applied toward the next year's exhibit space. No refunds will be made after this date.
- After 3:00 PM (Pacific Time) on September 1, 2026— Exhibitor forfeits the entire amount of any payments and credits. No-shows at this time are also considered cancellations. FireShowsWest may reassign any exhibit space without refund to the exhibitor.

If the exposition is cancelled or is not held for any reason whatsoever, then this agreement shall be cancelled. Exhibitor's sole and exclusive remedy shall be to receive a refund of all amounts the Exhibitor has actually paid on account of this contract. If for any reason beyond Management's reasonable control (e.g., an act of God, fire, labor disturbance, pandemic, etc.) and the exposition is materially curtailed or changed, show management will provide options for a booth fee refund and/or apply the payment to a future exposition.