



2026

**EXHIBITS & SPONSORSHIP
INFORMATION**

Trish Bonari, Executive Director
(775) 502 - 8292
trish@fireshowswest.com

Location:
Reno, NV
Carson City, NV

<https://fireshowswest.com>

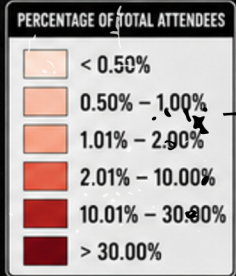
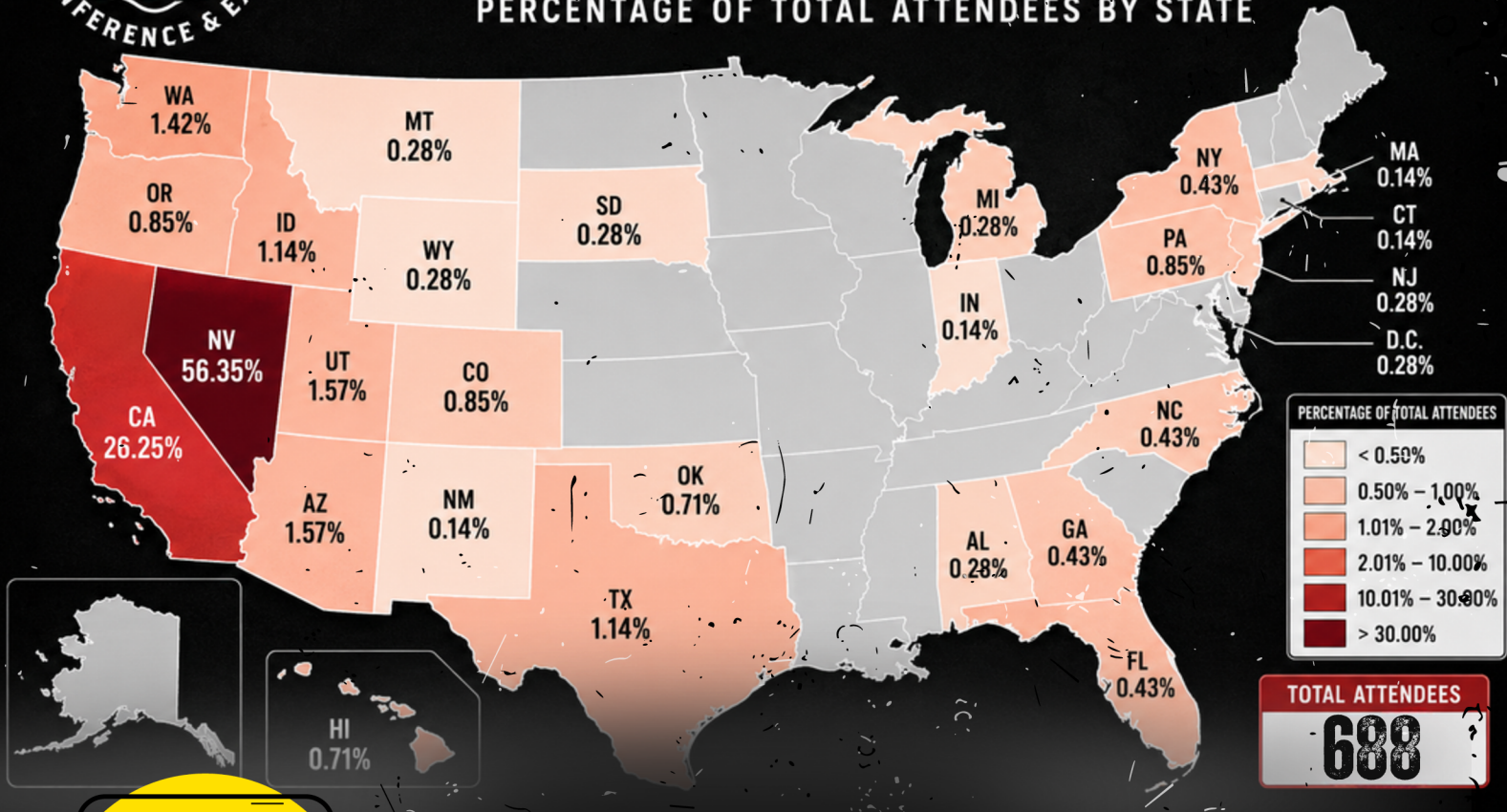
Exhibit Dates:
Sept. 16 - 18, 2026

Conference Dates:
Sept. 15 - 18, 2026



2025 ATTENDANCE REPORT

PERCENTAGE OF TOTAL ATTENDEES BY STATE



TOTAL ATTENDEES
688

ESTIMATED 2026 ATTENDEE COUNT
804

29
TOTAL STATES REPRESENTED

OF ACTIVE FIRE SERVICE MEMBERS

75.07% CAREER/PAID

6.40% VOLUNTEER

7.70% CURRENTLY IN ACADEMY/ EXPLORERS

10.60% ADMIN, EMS, MANAGEMENT

41%
OF WHICH WERE COMPANY OFFICERS AND ABOVE

41+
DIFFERENT DEPARTMENTS TRAINED TOGETHER AT ONE H.O.T. LOCATION





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

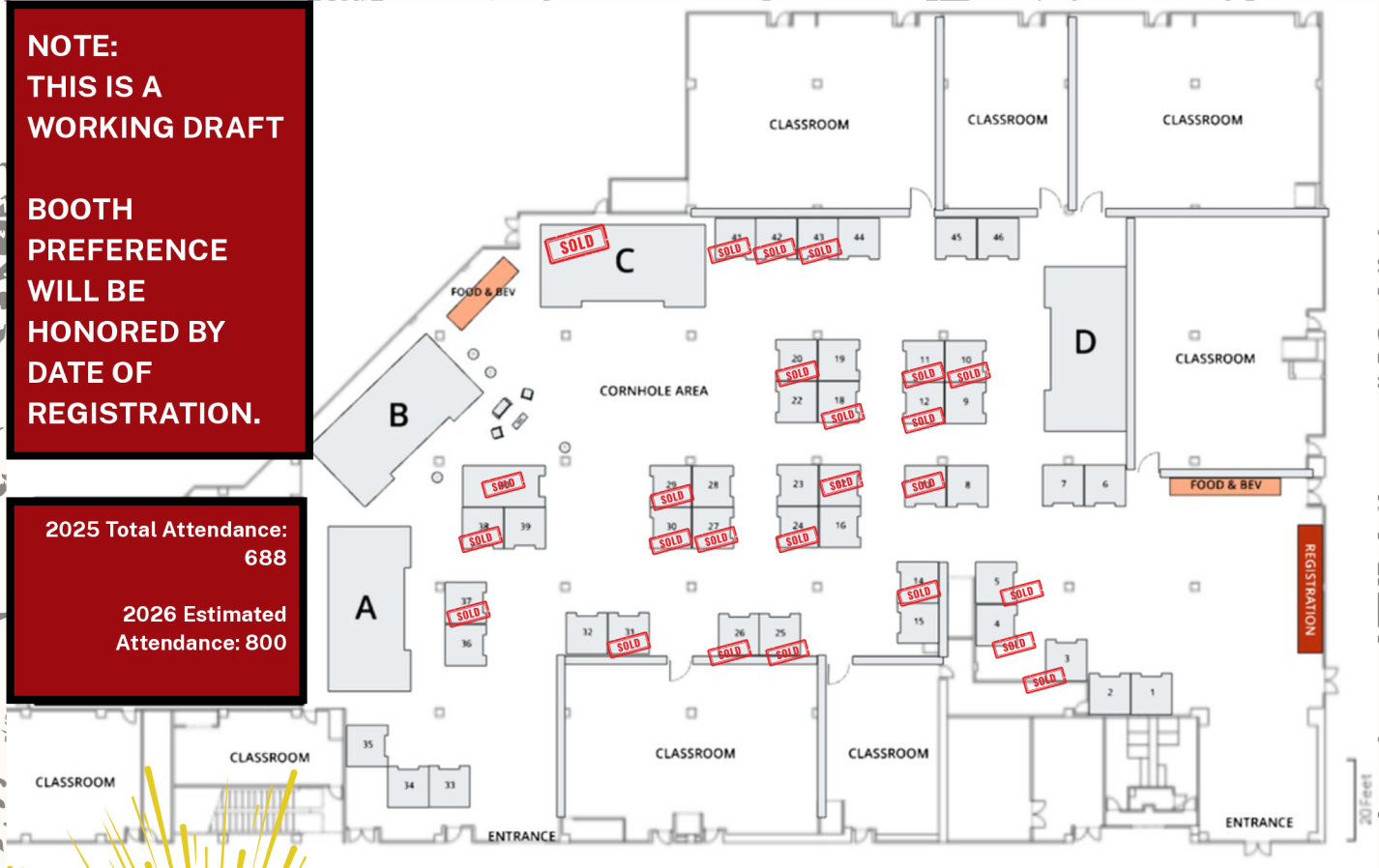
EXHIBIT FLOOR

**NOTE:
THIS IS A
WORKING DRAFT**

**BOOTH
PREFERENCE
WILL BE
HONORED BY
DATE OF
REGISTRATION.**

**2025 Total Attendance:
688**

**2026 Estimated
Attendance: 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.

H.O.T Vendor Spaces. 2025 saw over 41 departments and 300 participants daily.



SEPTEMBER 15-18, 2026
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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**

MAIN VENUE BOOTH	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

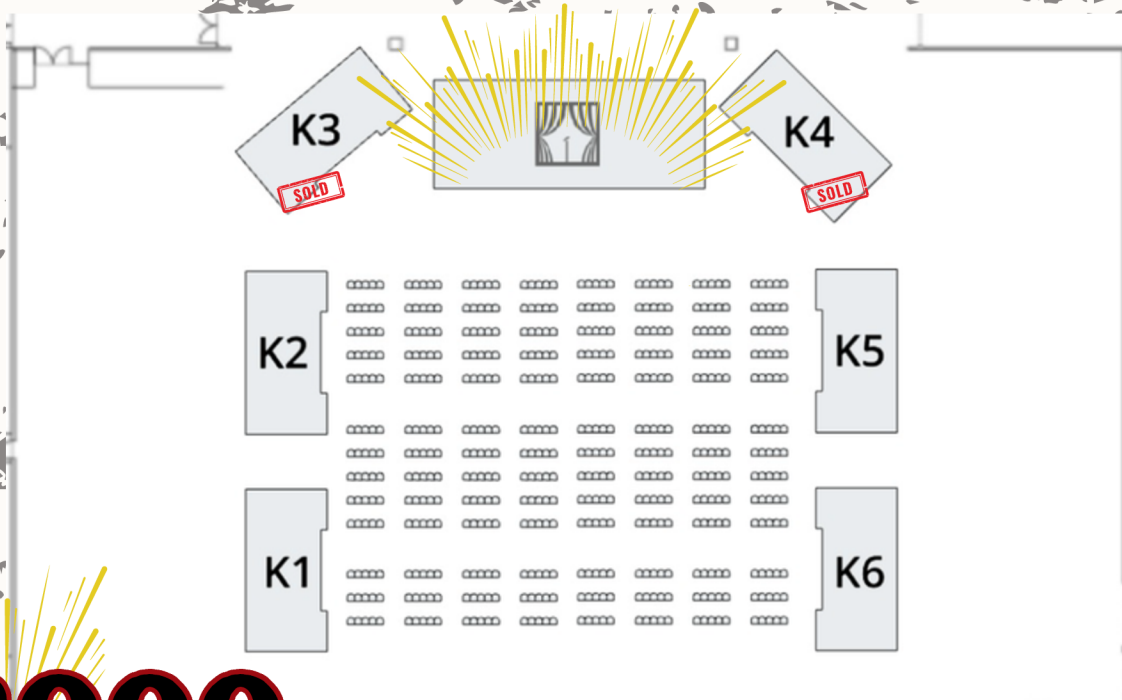
\$6000





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

KEYNOTE SPONSORSHIP



\$2000

NEW FOR 2026

Put your brand at the center of the most anticipated moment of the week. As a Keynote Stage Sponsor, you're not just getting visibility, you're stepping into the spotlight of the highest attended session of the conference. Last year's keynote was standing room only, bringing the entire attendee base together in one place, giving you unmatched exposure to every level of the fire service.

With preferred 20x40 apparatus space available, your presence is front and center where attention is at its peak. Align your brand alongside Corley Moore and other influential voices, embedding your company directly into the experience, not just the exhibit hall.

Sponsorship includes a 10x10 booth inside the Main Exhibit Hall. Custom booth sizing and location variability available.

**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.



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OTHER AVAILABLE SPONSORSHIPS

CORNHOLE TOURNAMENT SPONSOR

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

10X10 BOOTH

10X20 BOOTH

APPARATUS

CONTACT US

NEW FOR
2026

H.O.T. GROUND REHAB SPONSOR

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

10X10 BOOTH

10X20 BOOTH

APPARATUS

CONTACT US

NEW FOR
2026

H.O.T. GROUND LUNCH SPONSOR

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

10X10 BOOTH

10X20 BOOTH

APPARATUS

CONTACT US

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 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.