



FireShowsWest is an annual training conference and expo produced by FireShowsWest First Responders Training and Education Foundation, a 501C3 nonprofit corporation.

<https://fireshowswest.com>

David Kellogg, Exhibit Sales (203) 788-3794

Trish Bonari, Executive Director (775) 219-1537

2023 EXHIBITOR PROSPECTUS

SEPTEMBER 18-20, 2023

EXHIBIT DAYS

Tuesday, September 19 4:00 pm — 7:00 pm

Wednesday, September 20 9:00 am — 3:00 pm

RENO, NEVADA

LOCATION

GRAND SIERRA RESORT
2500 EAST SECOND STREET
RENO, NV 89595

Show Information

For questions or assistance booking your exhibit space

Contact: David Kellogg, VP, Sales

Email: david@fireshowswest.com

Mobile: 203-788-3794

SHOW DATES

Monday, September 18

2:00 pm to 5:00 pm

Apparatus Move-in

Tuesday, September 19

8:00 am to 2:00 pm

Exhibitor Move-in

All exhibits must be set up by 2:00 pm on Tuesday. No exceptions.

4:00 pm to 7:00 pm

Reception & Mixer inside the Exhibit Hall

Wednesday, September 28

8:00 am Vendor Meeting

9:00 am Exhibit Hall Opens

9:00 am to 3:00 pm Exhibits Open

Exhibit Hall closes at 3:00 pm

Exhibitor move-out 3:00—5:00 pm

Benefits of Exhibiting at FireShowsWest

- *Access to decision makers in the 10 Western States*
- *FREE parking and easy access into the hotel*
- *FREE Shuttle service between the Grand Sierra and the Reno-Tahoe International Airport*
- *Convenient to the Reno-Tahoe International Airport (You can see the hotel from the Airport!)*
- *Hand carry your exhibit materials directly into the exhibit hall*
- *EASY move-in and move-out*
- *Many restaurant options for holding business meetings and gatherings*
- *45,000 sq. feet of newly carpeted exhibit space*

Exhibit Space Pricing beginning February 1, 2023

Each 10'x10' booth.....\$1,250.00

10' X 10' booth with back and side draping and identification sign with company name and booth number.

Corner booths are an additional.....\$ 50.00

Inside apparatus space is priced accordingly

Min. 400 sq. ft. = \$7.25 psf

401-900 sq. ft. = \$6.25 psf

Over 900 sq. ft. = \$5.25 psf

- Additional outside apparatus space can be purchased for per unit \$600.00.
- Primary outdoor space is priced at \$2550.00 per unit (This is with no presence inside)

Booth Furnishings Package and Booth Electrical us furnished by GES for an additional charge

In July, 2023, GES will have a link to the online ordering system for additional furnishings, electrical, and carpet. Orders for special move-in and equipment should be placed well in advance of the conference to ensure proper servicing and to avoid additional set up costs. Special requests and unique problems related to decoration and drayage should be addressed directly to our account representative with GES.

TDiJoseph@ges.com | Cell: 775-745-7612

Booth Furnishings Package includes:

1 – 6' draped table

2 – Chairs

1 – Trash Can

Show Decorator & Contact Information

Our official show decorator will be GES. The show colors will be black, red and white drapes and red sidewalls.

For questions or information,

please contact:

GES Account Manager | Terri DiJoseph

TDiJoseph@ges.com | Cell: 775-745-7612

Reserve Exhibit Space

Selecting exhibit space and payment can be booked through our secure online automated process.

<https://homebase.map-dynamics.com/fireshowswest2023/dashboard>



Current floor plan as of 2/11/23.

Yellow spaces are available.

Booth assignment is subject to changes.

Please check the website for current availability.

www.fireshowswest.com

Cancellation and 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:

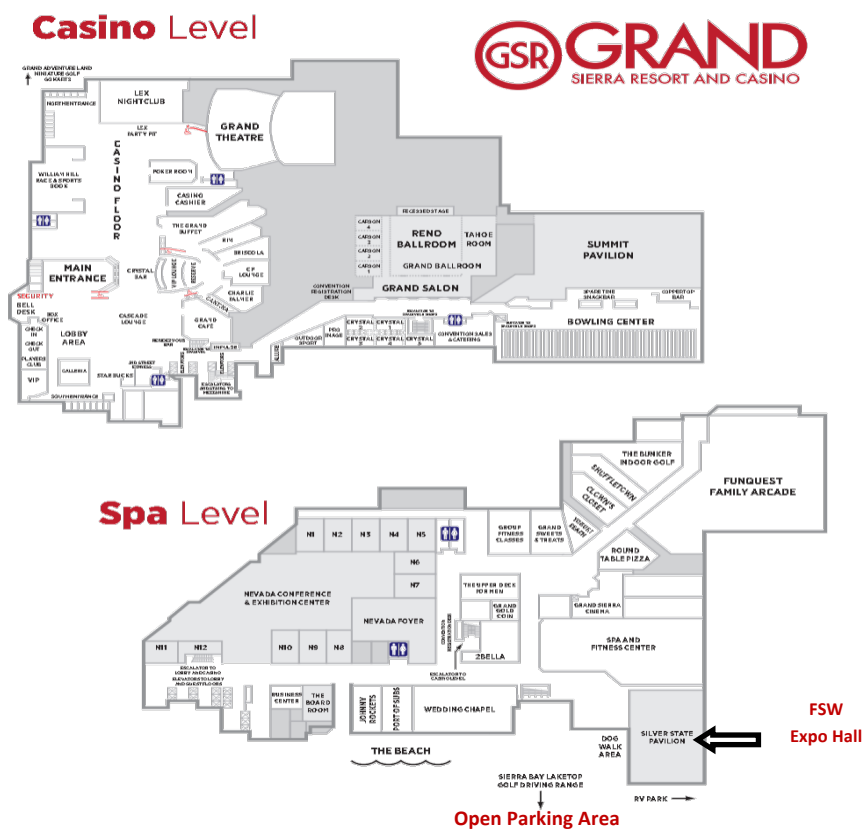
- **On or before August 4, 2023**— The first 50% of the total cost of the Exhibitor's space will be applied toward the next year's exhibit space. Any amount paid over 50% of the total rental will be eligible for either carry-over to the following year's exposition OR refunded at the exhibitor's request.
- **After August 4, 2023**—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 19, 2023**—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.

Event Cancellation

Should the event be canceled for reasons beyond our control, your deposit may be fully refundable or applied to the 2023 event.

Exhibitor Badges

Exhibitors may receive up to four (4) badges per 10'x 10' booth that is assigned to the company listed on the exhibit contract. Additional badges may be purchased for \$20 per badge. All badge holders, complimentary and paid, will receive lunch in the Expo Hall on Wednesday. Exhibitors can register their booth personnel by downloading the Exhibitor Badge Form and submitting it no later than **Friday, September 1, 2023**.



Hotel Information

Grand Sierra Resort Hotel

2500 E. 2nd Street

Reno, NV 89595

1-800-648-5080

Room Rate: \$89.00 per night

Room Type: A Standard

Hotel Tax of 13% = \$11.57 per night

County Tourism Fee = \$2.00 per night

Resort Fee = \$39.95 per night + tax

Note: Taxes may change without notice

Making a Reservation

Book Online - Preferred Method

Please make your reservation online. A reservation link will be provided.

Group Code: FIRE23

By Phone - \$4.95 Service Fee

1-800-648-5080

Group Code: FIRE23

Guests may call the hotel directly. A \$4.95 fee will be charged per reservation to use this service.

A valid credit card or other form of payment will be required at check-in for any charges not included on the Master Account.

Reservation Cut-Off Date

Monday, September 8, 2023

Check-In / Check-Out:

Check-in time begins at 3:00 P.M.

Check-out time is 11:00 A.M.

Room Deposits

Individual guest room deposits, in the amount of the first night's room reservation + occupancy taxes, are required at the time of booking reservations.

Extra Occupancy:

There will be an additional per-person charge of \$25.00 for triple/quad occupancy.

Resort Fees:

A \$39.95 resort fee will be charged per room per night.

Hotel Cancellation

Hotel allows individual cancellations without penalty up to forty-eight (48) hours prior to the attendees' scheduled arrival date. Cancellation within forty-eight (48) hours of the scheduled arrival date, or failure of the individual to check-in on the scheduled arrival date shall forfeit the individual deposit. It is policy to require a credit card or cash deposit for incidental charges at check-in.

Hotel accepts Visa, MasterCard, American Express, Discover, or Diners Club. Check-in time is 3:00 PM and check-out time is 11:00 AM. Any departures after 11:00 AM are subject to the full day charge.

Each guestroom must have at least one registered guest twenty-one (21) years of age or older.

Early Departure Fee:

If a guest booked within the room block checks out prior to the end of their booked reservation, then the guest will be charged an early departure fee of fifty dollars (\$50).

FREE Shuttle Service

Departure From Grand Sierra Resort:

- The shuttle departs the resort every 30 minutes, from 4:30am to 12:00am. Pick up located by the front desk in the port-cochere.

Departure from Reno-Tahoe International Airport:

- The shuttle departs the airport every 30 minutes, from 4:45am to 12:15am. Pick up is from the exit located at the far end of the baggage claim area.