

New England Association of Fire Chiefs, Inc.

1922 . . NINETIETH ANNUAL CONFERENCE & EXPO . . 2012

EXHIBIT COMMITTEE

CHIEF MICHAEL J. HOWARD, Chairman

15 Brewster Drive

Norwood, MA 02062

Phone (781) 769-0062 Fax (781) 769-0114

E-Mail Address: exhibitsneafc@verizon.net

Again we extend to you a cordial invitation to exhibit your products and assure you of our usual large and enthusiastic attendance of more than 6,000 Fire, Rescue, and EMS Personnel in the six New England States, together with many visitors from distant points.

This three-day conference and exposition of Fire, Rescue, EMS Personnel and other municipal officers affords an excellent opportunity to introduce and demonstrate your products. In no other way could you expect to have such an audience, as those whom you meet are officials who are anxious at all times to keep abreast with improvements in Fire, Rescue, and EMS.

Exhibitors Information
90th ANNUAL CONFERENCE & EXPO
June 22nd to June 24th, 2012
EASTERN STATES EXPOSITION, HOME OF THE "BIG E"
"All Buildings Air Conditioned"
1305 Memorial Avenue
WEST SPRINGFIELD, MASSACHUSETTS 01089

RATES FOR RENTAL SPACES

INSIDE:

10' Wide x 8' Deep Booth ----- \$ 574.00
10' x 10' Booth-Young Bldg -- \$ 700.00
Vehicle Space 8' x 30' ----- \$1051.00
Vehicle Space 8' x 40' ----- \$1175.00
Vehicle Space 8' x 60' ----- \$1495.00
Other Large Display 8' x 60' ---- \$1495.00

OUTSIDE:

Pumper, Ambulance, Rescue ----\$ 672.00
Ladder/and other large display - \$ 862.00

INCLUDED IN BOOTH RENTAL

Standard Booth Construction consists of 8 ft. high fabric back-ground, 3 ft. high fabric side dividers, identification sign, and electrical (exhibitor must provide heavy duty extension cord).
Extra services, including furniture, available from:

SPECIAL EVENT RENTALS, Inc.

35B New Street
Worcester, MA 01605
(508) 757-3397

Booth set-up will start THURSDAY, June 21st, 8:00 A.M. - 6:00 P.M.

Apparatus set-up will be 10:00 A.M.

Booth set-up also will be Friday 8:00 AM until 9:00 AM - 8' x 10' and 10' x 10' only.

EXHIBITION HOURS

FRIDAY 9:00 A.M. - 5:00 P.M.
SATURDAY 9:00 A.M. - 3:00 P.M.
SUNDAY 9:00 A.M. - 2:00 P.M.

Please Return Your Contract With Full Remittance to:

Chief Michael J. Howard, Chairman Exhibit Committee

15 Brewster Drive

Norwood, MA 02062

Make Checks Payable To: New England Association of Fire Chiefs, Inc.

FEDERAL ID# 04-1660310

Full payment due by May 15, 2012

New England Association of Fire Chiefs, Inc.

EXHIBITORS RULES AND REGULATIONS

1. **Application for space** - All applications must be forwarded to New England Association of Fire Chiefs, Inc., Chairman of Exhibit Committee.
2. **Acceptance** - All applications are subject to acceptance by the New England Association of Fire Chiefs, Inc. Board of Directors. The New England Association of Fire Chiefs, Inc. reserves the right to reject any applications without cause in its sole and absolute discretion.
3. **Contracts** - One copy of the enclosed Contract and Agreement shall be returned to the Chairman of the Exhibit Committee. A check covering the **FULL** amount for the rental space(s) must accompany the Contract and Agreement and received **30 DAYS** prior to the opening of the Expo. No exhibitor will be allowed to exhibit unless said fee is paid in full. Any exhibitor canceling within 30 days prior to the opening of the Expo shall be responsible for the **FULL** amount due. Any exhibitor that has not paid in full by May 15th will receive notice that the exhibitor will be canceled and the exhibit space will be forfeited and reassigned. Any checks returned for insufficient funds, closed accounts, etc. will be assessed a fee of \$25.00. **All checks received after May 15th must be a bank check or money order.**
4. **Exhibit Space and Requirements** - All inside booths are minimum 10' Wide x 8' Deep or 10' Wide x 10' Deep (Young Building only). Electrical is included, exhibitor must provide heavy duty extension cord. One identification sign indicating the name of the company will be provided at no charge. No exhibit shall be set in place so as to obstruct the general view of other exhibitors.
5. **Outdoor Exhibits** - Exhibit space for apparatus manufacturers and outdoor exhibits will be assigned different locations and will come under the "Rules and Regulations" the same as booth exhibits.
6. **Insurance and Liability** - The Exhibitor's property is shown at his own risk and hazard and neither the Eastern States Exposition, their representatives, nor the New England Association of Fire Chiefs, Inc. shall assume any responsibility for any losses incurred due to accident, fire, theft, flood, lightning, or any other act of God beyond the control of the Eastern States Exposition management and the Association. All exhibitors shall assume full liability and shall hold the Eastern States Exposition and the New England Association of Fire Chiefs, Inc. harmless from any and all claims arising from any act or omission on the part of the exhibitor, his employees or agents. Exhibitors must present a certificate of General Liability insurance acceptable to the Exhibits Committee. Those displaying vehicles must also include Auto Liability insurance. Minimum limits are \$500,000. The "New England Association of Fire Chiefs, Inc." must be shown as an Additional Insured for this event. **No waivers will be allowed.**
7. **Hospitality Rooms** - Hospitality rooms for exhibitors may be open during the hours set forth: 12 Noon to 1 P.M., 4:00 P.M. to 12 P.M. Opening of the rooms at any other time will be considered against the "Rules and Regulations" as set forth by the New England Association of Fire Chiefs, Inc. Hospitality rooms shall be closed during designated functions of the Conference such as Memorial Service, Annual Banquet, and Theme Night.
8. **Acknowledgment of Rules and Regulations** - The exhibitor agrees to abide by all rules and regulations adopted by the New England Association of Fire Chiefs, Inc.
9. **Compliance with Exhibit Regulations** - An Exhibit Committee comprised of representatives of the New England Association of Fire Chiefs, Inc. will make all decisions and settle all complaints pertaining to compliance with exhibit regulations.
10. **Relocation of Exhibits** - The Exhibit Committee reserves the right to alter locations of exhibits or booths as shown on the official floor plan, if deemed advisable, in the best interest of the exhibit.
11. **Height Limitation of Exhibits** - Exhibits cannot exceed an overall height of 8 feet in locations where this would obstruct other exhibits. If the actual product sold to the industry exceeds the height limitation (whether it is the equipment itself, a store front, or store front and sign), include a complete description of it with your order for space. The Exhibit Committee reserves the right to place these exhibits along the walls if necessary. No booth construction, including the top of the sign shall be over 8 feet from the floor.
12. **Signs** - No sign will be permitted over the aisle. The top of any sign, either suspended or supported, cannot be more than 8 feet from the floor. No electric flashing signs will be permitted in the exhibit hall unless approved by the Exhibit Committee.
13. **Arrangements of Exhibits** - Exhibits must conform to the size of their space and must not obstruct the view or interfere with other exhibits. Exhibitors will be asked to rearrange their displays if equipment, tables, etc. cause congestion in the aisles or interfere with other exhibits. Aisle space may not be used by exhibitors in any way, including

carpeting, etc.

- OVER -

14. **Subletting of Space** - *No exhibitor shall assign or sublet space allotted, or exhibit therein, or permit any other party to exhibit therein, goods other than those manufactured or handled in the regular course of business by the exhibitor.*

15. **Canvassing and Distribution of Advertising Matter** - Canvassing by a non-exhibiting firm is strictly forbidden.

16. **Amplified Recordings** - If an exhibitor plans to use amplified recordings or other methods of reproducing sound or voices, they must be housed in soundproof partitions so that adjacent exhibits will not be disturbed. Where the use of such equipment is planned, the Committee must be informed at the time of space reservation.

17. **Visual Aids** - Exhibitors must obtain permission from the Committee for use of Visual Aid Materials. Visual aids, tape recording equipment, and similar mechanical devices shall not unduly interfere with or be offensive to other exhibitors. Exhibitors shall not use noise, lighting, or other distractions judged by the Exhibit Committee to be offensive.

18. **Damage to Building** - It is hereby agreed that the lessee will not injure, mar, or in any manner deface the building, and will not cause or permit anything to be done whereby the premises shall be in any manner injured, marred or defaced; and will not drive or permit to be driven any nails, tacks, or screws into the walls, floors or woodwork of the building; and the lessee agrees that if the said premises shall be damaged by the act of negligence of said lessee, its agents, or guests, it will pay to the Building Management such sum as shall be necessary to restore the premises to their usual condition.

19. **Care of Exhibits** - Exhibitors must have their booths and exhibits cleaned and otherwise put in proper order between the hours of 3:00 P.M. and 9:00 A.M. of each day.

20. **Receipt of Goods** - The Management will not be responsible for any loss or damage to goods consigned to its care. All goods must be marked plainly with the name of the exhibitor and booth number, and addressed to the Exhibit Committee, New England Association of Fire Chiefs, Inc. and Special Event Rentals, Inc.

21. **Exhibit Opens** - The Exhibition hours will be as follows: **Friday 9:00 am to 5:00 pm, Saturday, 9:00 am to 3:00 pm and Sunday 9:00 am to 2:00 pm.**

22. **Removal of Goods During Show** - No exhibitor will be allowed to remove his exhibit, or any part of it, until the close of the exhibition. Exhibitors removing goods or leaving early will be subject to the following penalties: **No Pre-Registration for the following Expo, this means the possibility of booth(s) forfeiture. A zero tolerance policy has been put in place for violation of any rules and regulations by the New England Association of Fire Chiefs Board.**

23. **Cancellation** - Any exhibitor canceling within 30 days prior to the opening of the Expo shall be responsible for the **FULL** amount due. Any space not occupied at the opening of the show will be forfeited and reassigned; the exhibit fee is not refundable.

24. **Temporary Structures** - Exhibit areas shall comply with 521 CMR - Architectural Access Board.

25. **Fire Prevention Regulations** - All exhibitors shall comply with the Fire Prevention Regulations of the West Springfield Fire Department.

ENCLOSED IS AN ORDER OF NOTICE FORM FROM THE WEST SPRINGFIELD FIRE DEPARTMENT. IT IS MANDATORY THAT EVERY EXHIBITOR COMPLETE THE FORM AND SEND IT TO THE EXHIBIT CHAIRMAN PRIOR TO THE EXPO. ALL FORMS ARE REQUIRED TO HAVE LEGIBLE PRINTED NAMES AND SIGNATURES. UNDER NO CIRCUMSTANCES WILL AN EXHIBITOR BE ALLOWED TO EXHIBIT AT THE SHOW IF THE FORMS ARE NOT COMPLETED AND RECEIVED BY THE EXHIBIT CHAIRMAN PRIOR TO THEIR ARRIVAL AT THE SHOW. ANY VIOLATION OF THE REGULATIONS OUTLINED IN THE ORDER OF NOTICE WILL RESULT IN PENALTIES AND FINES AS PER THE WEST SPRINGFIELD FIRE PREVENTION REGULATIONS.

26. **Dress Code** - All exhibitors shall ensure that all individuals working for the exhibitor at the conference are dressed appropriately at all times. Offensive, sexually suggestive or provocative attire is prohibited. Any attire not considered "business casual" should be pre-approved by the Exhibit Chairman. Exhibitor agrees to remove from the Exhibit area any person under the control of the Exhibitor that is deemed not properly attired by the Exhibit Chairman.

ALL POINTS NOT COVERED BY THESE RULES ARE SUBJECT TO THE DECISION OF THE EXHIBIT COMMITTEE. ANY INQUIRIES OR FURTHER INFORMATION REGARDING EXHIBITS SHALL BE ADDRESSED TO THE CHAIRMAN OF THE EXHIBIT COMMITTEE.

New England Association of Fire Chiefs, Inc.

RULES AND REGULATIONS FOR APPARATUS AND VEHICLE EXHIBITORS

The show dates are Friday, June 22nd from 9:00 am to **5:00 pm**, Saturday, June 23rd from 9:00 am to 3:00 pm and Sunday June 24th from 9:00 AM to 2:00 PM. **Setup time for apparatus will be Thursday, June 21st at 10:00 AM.** 8' x 10' and 10' x 10' booth setup time will be Thursday, June 21st from 8:00 AM to 6:00 PM, and Friday 8:00 AM to 9:00 AM.

There will be vehicle space available both on the inside and outside exhibit area. These spaces will be given on a first come first serve basis according to when you get your applications in. We highly recommend, if you desire certain space, to get your application in early. Enclosed you will find three plans, one outside and two inside, showing the spaces available. Please note on your application your first, second and third preferences. These spaces will be held open until Thursday at 10:00 AM. At 10:00 AM we will move the apparatus into the exhibit hall and outside exhibit area. **Thus, to retain your preferred space, you must be there on time, NO EXCEPTIONS.** **Vehicle staging will take place at the Parking Area outside the Better Living Center. Exhibitors must be present and have their vehicles in a ready status in the staging area to expedite moving into the exhibit halls on time.** Personnel from the New England Association of Fire Chiefs, Inc. will be in the staging areas for your assistance.

VEHICLE PARKING

Overnight parking of vehicles and apparatus prior to move-in will be conveniently available in the staging area at the parking lot of the Eastern States Exposition. Vehicles parked overnight must be removed prior to 8:00 AM on Thursday, the day of the move-in.

The exhibitor looking for preferred space should send in their applications **as soon as possible** with deposit. The Exhibit Committee shall determine final placement of all displays.

VEHICLE SPACES ARE:

VEHICLE-STANDARD 8' X 30'

VEHICLE-APPARATUS 8' X 40'

VEHICLE-QUINT/LADDER 8' X 60' - - - - - FOR QUINT/LADDER APPARATUS ONLY

VEHICLE-OTHER LARGE 8' X 60' - - - - - OTHER LARGE VEHICLE

All vehicle displays are required to provide some form of protection from oil and grease from the floor of the display area, either in the form of carpeting or plastic "drop cloths."

All apparatus having an aerial ladder shall be considered a Ladder, and charged accordingly, regardless of length of the vehicle.

VEHICLE SPACES

Vehicle spaces are to be used primarily for apparatus and emergency vehicles. Use of a vehicle space for any other exhibitor usage will be handled on an "As Requested" basis.

FIRE PREVENTION REQUIREMENTS

All **inside** vehicles must follow specific instructions as per the West Springfield Fire Department.

NATURE OF EXHIBITS

A. The activities of each exhibitor in the exhibit area **must be** within the exhibitor's allotted space. Exhibitors will not use noise, lighting, or other distractions judged by the New England Association of Fire Chiefs, Inc. to be offensive to the exhibitors. All displays must be in "good taste". No exhibitor will be allowed to set up, or continue operation of any display that does not lend itself to the overall intent of the exhibition. Exhibits that imply a "carnival atmosphere" **will not be tolerated!** Visual aids, tape recording equipment, and similar mechanical devices shall not unduly interfere with, or be disconcerting to, other exhibitors. Exhibitors or their representatives who fail to comply with these regulations will be requested to leave the exhibit area without refund or appeal for compensation.

B. Only products which can be exhibited within the space limitations of the available booth/vehicle space can be accepted. Exhibitors of products of larger size may use models, visual aids, or appropriate literature to promote their product(s).

C. The dispensing of alcoholic beverages and/or food is prohibited in the exhibit area.

SECURITY

Security officers will be on duty during the exhibit hours and at all times the exhibits are closed. The security officers will be provided at no expense to the exhibitors.

INSURANCE AND LIABILITY

All exhibitors must present proof of General Liability insurance coverage in the form of "Certificate of Insurance" acceptable to the Exhibit Committee. Those displaying vehicles must also include Auto Liability insurance. Minimum limits are \$500,000. The "New England Association of Fire Chiefs, Inc." must be shown as an Additional Insured for this event. **No waivers will be allowed.**

FIRE SAFETY AND EMERGENCY MEDICAL ASSISTANCE

All fire exits must be kept clear at all times. Please note fire exit locations in case of emergency evacuation. Please report any apparent fire code violation to the New England Association of Fire Chiefs, Inc.

BREAKDOWN OF SHOW AS FOLLOWS:

All inside and outside apparatus shall be removed from the display areas on Sunday, June 24th at 2:00 PM (**NO EARLIER**) with the direction, assistance and discretion of the New England Association of Fire Chiefs, Inc.. Exhibitors removing goods or leaving early will be subject to the following: **No Pre-Registration for the following Expo, this means the possibility of booth(s) forfeiture. A Zero tolerance policy has been put in place.**

New England Association of Fire Chiefs, Inc.

2012 CONTRACT AGREEMENT

THIS AGREEMENT, made this _____ day of _____, 20____, by and between the New England Association of Fire Chiefs, Inc., party of the first part, and _____, party of the second part. That the party of the first part hereby leases to the party of the second part, in accordance with published "Rules and Regulations," exhibit space as follows: _____ booth space(s) and/or _____ vehicle or apparatus space(s) for the purpose of a display by the party of the second part at the Annual Expo of the party of the first part to be held at the Expo Site, Eastern States Exposition, Home of the Big E, June 22 to June 24, 2012. The party of the second part agrees to pay the party of the first part the sum of _____ (\$ _____) at the rate of \$_____ per booth or \$_____ per vehicle or apparatus space, for the rental of area above mentioned and dates above noted. **FULL REMITTANCE** of the cost for each space to accompany the Contract Agreement. **The party agrees to make payment by May 15, 2012 and has submitted all required forms as outlined in the Rules and Regulations.** No exhibitor shall be allowed to exhibit unless said fee is paid and all forms have been submitted. **Any exhibitor that has not paid in full by May 15, 2012 and submitted all required forms will receive notice that the exhibitor will be canceled and the booth forfeited and reassigned.** Any exhibitor canceling within 30 days prior to the opening of the Expo shall be responsible for the **FULL** amount due. **All applications are subject to acceptance by the New England Association of Fire Chiefs, Inc. Board of Directors. The New England Association of Fire Chiefs reserves the right to reject any applications without cause in its sole and absolute discretion.** The assignment of exhibit space will be determined by the party of the first part; however, every effort will be made to assign space according to request. Previous participants requirements will be considered first and new applicants will be assigned location nearest their request. The parties hereto have acknowledged this agreement by their authorized agent the day and year first above mentioned.

Type of Vehicle, How Many and Length:

Inside	Length(s)	Outside	Length(s)
Pumper(s): _____	_____	Pumper(s) : _____	_____
Quint/Ladder(s): _____	_____	Quint/Ladder(s) : _____	_____
Ambulance(s): _____	_____	Ambulance(s) : _____	_____
Other(s): _____	_____	Other(s) : _____	_____

Total Exhibit fee is \$ _____

Request Display space(s) : 1st Choice : _____

(List Booth/Space number(s) 2nd Choice : _____ 3rd Choice : _____

NAME

COMPANY

E-MAIL ADDRESS

Address all communications and **make all drafts payable to:** New England Association of Fire Chiefs, Inc.
Mail To: Chief Michael J. Howard, Chairman Exhibit Committee, 15 Brewster Drive, Norwood MA 02062.

New England Association of Fire Chiefs, Inc.

2012 EXHIBITOR REGISTRATION

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

BY: _____ PHONE NO. _____

FAX NO. _____ E-MAIL: _____

PRODUCT(S) SOLD/MFG.: _____

EXHIBITOR REPRESENTATIVE LIST

Please complete the following and return with contract agreement. This list will be used to complete identification badges for your Representatives, PRINT or TYPE the names as you want them on the badges. Three badges will be issued for the first booth/space, two badges will be issued for the second booth/space. Vendors will receive two badges for each additional booth/space over two. Badges must be worn to permit admittance before show hours.

(PLEASE PRINT OR TYPE NAMES)

Name of Representative responsible for picking up ALL badges and PARKING PASS at registration desk:

Three badges for first booth/space:

1. _____

3. _____

2. _____

Two badges for second booth/space:

1. _____

2. _____

Two badges for each additional booth/space over two:

1. _____

2. _____

3. _____

4. _____

5. _____

Swapping or exchanging of Exhibitor Badges is prohibited. Any person found in violation will forfeit those Badges and possible suspension from future conferences.