



# FIRE-RESCUE SECOURS-INCENDIE CANADA

CANADIAN ASSOCIATION OF FIRE CHIEFS  
L'ASSOCIATION CANADIENNE DES CHEFS DE POMPIERS

Annual Education Conference  
Conférence annuelle d'éducation



September 13-16, 2019 / le 13-16 septembre 2019 Hyatt Regency • Calgary, Alberta

## Exhibit & Sponsorship Opportunities 2019

Sponsorship is one of the most effective platforms to engage with more than 450 delegates, exhibitors and speakers in advance and on-site during Fire-Rescue Canada. Sponsorship greatly increases your visibility with leaders and decision makers.

### SPONSORSHIPS AT A GLANCE:

- ◇ Awards Gala Reception & Dinner
  - Awards Gala Menu Card
  - Awards Gala Wine
- ◇ Exhibit Hall Tailgate *(includes exhibit)*
- ◇ Off-Site Fun Night
- ◇ Welcome Reception & Opening Ceremonies *(includes exhibit)*
- ◇ Delegate Lunch
- ◇ Delegate Breakfast
- ◇ Refreshment Breaks
- ◇ Delegate Lounge
- ◇ Wi-Fi
- ◇ Conference Mobile App *(includes exhibit)*
- ◇ Innovator's Area—Where There's Smoke *(includes exhibit)*
- ◇ Keynote/Plenary Speaker
- ◇ Registration Desk
- ◇ Female Chiefs & Company Officers Networking Package
- ◇ Charging Station
- ◇ Room Drops
- ◇ Website Registration Page
- ◇ Conference Presentation Webpage
- ◇ Companions Meet & Greet Breakfast
- ◇ CAFC Business Associate Membership
- ◇ Exhibit Booths - **only a few left**
- ◇ Hospitality Room
- ◇ CAFC Pre-Conference Board of Directors Meeting & Dinner

NEW  
THIS  
YEAR!

*Based  
On Your  
Feedback!*

- \* Be connected to the CAFC all year long - special discount for all sponsors & exhibitors on CAFC Business Associate Membership (see page 6)
- \* Enhanced baseline offerings for all sponsors (see page 2) and exhibitors (see page 6)
- \* Added exhibitor benefits including increased flow between exhibit space and food & beverage stations through "air wall" (see page 6 for new Exhibit Hall hours and benefits)
- \* Your company gets to provide one slide to be included in a slide deck with the goal of directing delegates to your booth – be creative!
- \* Complimentary Wi-Fi included for all exhibitors!
- \* Exhibit Hall Engagement Contest to encourage delegates to circulate the entire Exhibit Hall (see page 6)

Fire-Rescue Canada is the only national Conference...

...that attracts Fire Chiefs, Company Officers, Emergency Service Professionals, Policy Makers, national associations engaged with the fire sector, researchers and partners of the fire sector from across Canada to engage in comprehensive professional development, networking and a two-day Exhibit Hall with emergency service suppliers.

Please direct all  
Sponsorship inquiries to:

Rebecca Darling at 519-263-6001  
EMAIL: rebecca@bayleygroup.com  
FAX: 519-263-2936

The Bayley Group  
72924 Airport Line, P.O. Box 39  
Hensall, ON N0M 1X0

# Social Events & Networking Sponsorships



## Basic Sponsorship Package Entitlements - Included in all sponsorships valued at \$5,000 or above:

- ★ One complimentary full delegate registration (incl. Gala Dinner & Off-Site Fun Night)
- ★ Company description and weblink on mobile app
- ★ Sponsor/logo recognition on the Conference website, mobile app, signage, A/V and print program
- ★ Recognition in frequent pre-event e-promotions
- ★ Complimentary list of delegates with name and company info
- ★ Discount on CAFC Business Associate Membership (see page 6)

### ~~CAFC BOARD OF DIRECTORS VIP PRE-CONFERENCE DINNER (THURSDAY)~~ **SOLD \$15,000**

A unique sponsorship opportunity where CAFC's Board of Directors and invited fire service industry guests meet for a networking dinner as a way of giving thanks for assisting CAFC throughout the year. Dinner consists of a three-course plated meal with a complimentary welcome drink and wine at dinner for all guests.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Invitation for two (2) company representatives to attend the CAFC Board of Directors VIP Dinner
- ◇ Opportunity to provide take away to dinner guests (provided by sponsor)
- ◇ Opportunity to provide welcome at the dinner (1-min)
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (See page 6)
- ◇ One (1) banner ad and one (1) mobile app alert on the mobile app

### **AWARDS GALA RECEPTION & DINNER (MONDAY)** **\$12,000**

The Gala is a formal evening featuring a reception and three-course plated dinner where CAFC presents its annual Fire Chief of the Year Awards and recognizes supporters of the Association and Conference.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ One (1) reserved table for eight (8) at the Awards Gala Dinner
- ◇ One (1) drink ticket per delegate with sponsor logo (given at registration)
- ◇ Sponsor recognition at the Awards Gala
- ◇ Opportunity to welcome delegates (1-min) at the Gala Dinner
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (see page 6)

### **À LA CARTE AWARDS GALA DINNER SPONSORSHIP ITEMS**

#### ~~AWARDS GALA MENU CARD~~ **SOLD \$3,000**

- ◇ One menu card per table with sponsor logo

#### ~~AWARDS GALA WINE~~ **SOLD \$4,000**

- ◇ Two bottles of wine per table with sponsor logo

### ~~OFF-SITE FUN NIGHT (SUNDAY)~~ **SOLD \$15,000**

The Fun Night will be hosted at an off-site location (details to be announced). Be recognized for hosting a fun Calgary themed social event with dinner and entertainment!

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Exclusive recognition at this networking event
- ◇ Opportunity to welcome delegates (1-min) at the Fun Night
- ◇ One (1) drink ticket per delegate with sponsor logo (given at registration)
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (see page 6)
- ◇ One (1) banner ad and one (1) mobile app alert on the mobile app

### ~~EXHIBIT HALL TAILGATE (SATURDAY)~~ **SOLD \$7,500**

A networking event designed to focus on socializing between delegates and exhibitors. Includes casual dinner and drinks (a bar will be placed near your exhibit). We'll work with you to build a theme/brand that works!

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Includes Exhibit Space (F03) - **one of few exhibit opportunities left!**
- ◇ Exclusive recognition at this networking event
- ◇ One (1) drink ticket per delegate with sponsor logo (given at registration)
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (see page 6)

### **WELCOME RECEPTION & OPENING CEREMONIES (FRIDAY)** **SOLD \$7,500**

The Welcome Reception is held following the Opening Ceremonies and Memorial Service and is attended by Conference delegates and invited VIP guests (a bar will be placed near your exhibit).

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Includes Exhibit Space (F04) - **one of few exhibit opportunities left!**
- ◇ Exclusive recognition at this networking event
- ◇ One (1) drink ticket per delegate with sponsor logo (given at registration)
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (see page 6)

## Awarding of Sponsorship

Awarding of Sponsorship is done on a first-come, first-served basis and must include the completed Sponsorship Application Form on page 7.

# Social Events & Networking Sponsorships



## **HOSPITALITY ROOM-**

**SOLD  
\$7,500**

Fire-Rescue Canada's Hospitality Rooms are the place to be at the end of the day giving up to 100 delegates the chance to unwind! Entertain your guests with a themed room that can include entertainment/activities and themed food/beverages. Sponsorship includes up to a \$4,000 spend on food/beverage (menus and hotel contact will be provided to sponsor to order F&B, upgraded selections made at the cost of sponsor). Hospitality Rooms will begin each night at the conclusion of that days program/social events.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Opportunity to theme room and provide activities/entertainment (subject to CAFC approval)
- ◇ Food and/or beverage costs covered by conference up to \$4,000
- ◇ One (1) banner ad and one (1) mobile app alert on the mobile app

## **DELEGATE LUNCH 3 Available**

**\$4,000 each**

This is an excellent time to showcase your company to over 400 delegates, while they enjoy a healthy lunch in multiple lunch areas!

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Sponsor can have a staff person at each of the lunch areas to interact with delegates
- ◇ Opportunity to have promotional item on lunch tables (item provided by sponsor)

## Why Exhibit at Fire-Rescue Canada?

- ★ Generate new leads
- ★ Showcase your products and services
- ★ Establish your brand
- ★ Create new relationships and build on existing ones
- ★ Catch up or stay in front of industry trends

And so much more!

## **DELEGATE BREAKFAST 2 Available**

**\$3,000 each**

The Conference begins each day with a morning breakfast for delegates. It is a time for delegates to network before the day's sessions begin.

- ◇ Opportunity to have promotional item near/on breakfast buffets (item provided by sponsor)

## **REFRESHMENT BREAKS (MORNING & AFTERNOON) 2 Available**

**\$2,000 each**

Refreshment break sponsors have the opportunity to brand their company to Conference delegates as they relax and network between sessions. Includes exclusive recognition of all breaks on one day.

- ◇ Opportunity to have promotional item near/on break areas (item provided by sponsor)

## Why should you attend Fire-Rescue Canada?

- ★ **Learn** from experts in the fire service covering timely topics including best practices for career and volunteer departments, risk management, operations and labour relations, leadership, diversity, and so much more!
- ★ **Network** with over 450 delegates, exhibitors and speakers from across Canada and the United States.
- ★ **Experience** the latest innovations and **benefit** from the products and services of over 50 exhibitors and sponsors.
- ★ **Discuss** solutions, strategies and best practices from other departments and experts.
- ★ Be **inspired** and **motivated** by daily informative keynote speakers.



## **DELEGATE LOUNGE** **SOLD \$7,500**

Get maximum exposure by sponsoring the Delegate Lounge where delegates can relax and enjoy complimentary hot apple cider! The Delegate Lounge will be located in the Exhibit Hall which gives you the opportunity to network and be featured as an Exhibit Hall highlight!

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ 10' x 20' draped space in the Exhibit Hall (includes 4 exhibitor passes and lounge furniture)
- ◇ Daily allotment of hot apple cider for delegates during Exhibit Hall hours - a Calgary favourite!
- ◇ Opportunity to brand exhibit area with your company's display(s)

## **WI-FI** **\$4,000**

Provide WIFI to delegates through your generous support. This sponsorship will cover hundreds of connections for delegates.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ One (1) mobile app alert thanking sponsor

## **CONFERENCE MOBILE APP** **SOLD \$6,000**

Increase your visibility among delegates and grow your business with the mobile app sponsorship. The mobile app provides real time access to vital Conference information! (A bar will be placed near your exhibit)

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Includes Exhibit Space (F05) - **one of few exhibit opportunities left!**
- ◇ Sponsor branding featured on mobile app landing page (seen when delegates open the mobile app)
- ◇ Sponsor featured in the Exhibit Hall Engagement Contest (see page 6 - sponsor can present prize to contest winner at the Closing Keynote)
- ◇ One (1) banner ad and one (1) mobile app alert on the mobile app

## **INNOVATOR'S AREA - WHERE THERE IS SMOKE ART INSTALLATION** **SOLD \$5,000**

This is an opportunity to sponsor a unique art exhibit that describes women's experience in the fire service. Your sponsorship allows this important Canadian work to be shared across the country. It has received rave reviews in Ontario where it was developed and is heading to New York for an exhibit there as well!

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Includes Exhibit Space (near installation) - **one of few exhibit opportunities left!**
- ◇ Exclusive recognition of this installation

## **KEYNOTE/PLENARY SPEAKER** **\$5,000 each**

Keynotes and Plenarys are Conference highlights that draw a large number of delegates. Your company will be acknowledged with each promotion.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Opportunity to introduce speaker
- ◇ Opportunity to provide take-away item on Plenary tables or as delegates enter room (item provided by sponsor)

## **REGISTRATION DESK** **\$5,000**

Be the first to welcome delegates to the Conference and start their experience off right by giving them a nice refreshment when they check in at the event.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Calgary-themed refreshment provided to each delegate when they check in compliments of your company
- ◇ Company logo to at the registration desk
- ◇ One (1) mobile app alert thanking sponsor
- ◇ Opportunity to "bump up" your sponsorship with branded aluminum cups that the delegates can clip to their bags and take home  
\*Additional \$4,000

## **CAFC PRE-CONFERENCE BOARD OF DIRECTORS MEETING (THURSDAY)** **\$5,000**

A full day face-to-face meeting of the CAFC Board of Directors will be held the day before the opening of the annual Conference, Fire-Rescue Canada. This sponsorship offers a unique, one time, opportunity to provide a presentation to the CAFC Board of Directors.

- ◇ Basic sponsorship package entitlements (See top of page 2)
- ◇ Exclusive recognition at the Board of Directors meeting
- ◇ Opportunity to provide a 15-minute presentation to the Board of Directors at the meeting

## **FEMALE CHIEFS & COMPANY OFFICERS NETWORKING PACKAGE** **\$5,000**

Be the exclusive sponsor of this program. Includes the networking luncheon and exclusive interaction with a specific demographic! More details to be announced.

- ◇ Opportunity to provide welcome at the luncheon
- ◇ Sponsor recognition in promotion of Female Chiefs & Company Officers programming
- ◇ Opportunity to have promotional item on lunch tables (item provided by sponsor)



## Want More Branding Power? Choose From These Additional Sponsorships

Note: These additional sponsorship items do not include the basic sponsorship benefits on page 2

### **PRINTED PROGRAM** **\$5,000**

Delegates will receive a printed program with your company's 1/2 page ad on it. The program will be referred back to throughout the conference giving your company optimal exposure!

- ◇ 1/2 Page ad in the printed program (designed by FRC or you)
- ◇ Opportunity to provide a paper insert, gift or take away in each delegates bag (item provided by sponsor)

### **CHARGING STATION** **\$4,000**

Help keep everyone charged! Your logo will be featured on the charging station.

- ◇ Company name and logo to appear on the unit
- ◇ Charging station will be strategically placed near registration desk

### **ROOM DROPS** **\$3,500 each** **2 Available**

Connect with delegates in a most personal way through a room drop. Room drops are left inside delegates' rooms at the Conference hotel.

- ◇ Opportunity to provide a gift or take away in each delegates' hotel room (item provided by sponsor)

### **CONFERENCE PRESENTATION WEBPAGE** **\$2,000**

Following the Conference, presentations are posted to the website and shared with delegates. Be featured here with an ad and your company information.

- ◇ Company name, logo and weblink to appear on website page

### **WEBSITE REGISTRATION PAGE** **\$2,000**

Be the first sponsor they see even before the Conference starts! Registration is expected to open in Spring 2019 and the sponsor will be acknowledged on-line on the Conference registration page.

- ◇ Company name, logo and weblink to appear on website registration page

### **COMPANION'S MEET & GREET BREAKFAST (SATURDAY)** **\$2,000**

Be the reason why companion's feel welcomed to the Fire-Rescue Canada Conference and Calgary! The Fire Service Industry is all about family and many of the delegates attend with partners, spouses and companions. Your company will be marketed to all delegates as we build attendance and opportunity.

- ◇ Opportunity to provide welcome at the breakfast
- ◇ Sponsor recognition in promotion of breakfast
- ◇ Opportunity to have promotional item on breakfast tables (item provided by sponsor)

## ◆ Do you have a different Sponsorship Idea?

Let us know! We're happy to customize an offer to meet your goals and objectives!

Contact [rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com)



## By sponsoring or exhibiting at Fire-Rescue Canada, you can become a CAFC Business Associate Member at a discounted rate!

The CAFC recognizes the importance of industry and partners in the work of the Canadian Association of Fire Chiefs. In addition to exhibit and sponsorship opportunities at Fire-Rescue Canada, all exhibitors and sponsors are welcomed to join the Association as Business Associate Member.

### MEMBERSHIP BENEFITS:

- ◇ Receipt of monthly CAFC update to obtain inside information
- ◇ Copy of Fire Chief Magazine (advertising available at a separate cost)
- ◇ Copy of Directory (advertising is available at separate cost)
- ◇ Access to free webinars
- ◇ Access to Fire Research Roster
- ◇ Opportunity to partake in calls for feedback

Questions regarding the CAFC Business Associate Membership?  
Contact membership services at [info@cafc.ca](mailto:info@cafc.ca).

**Discounted Membership Cost:  
\$400.00**

If you exhibit or sponsor at FRC 2019, you will receive a discounted membership rate of \$400.00, regularly \$480.00

## Exhibit Booths

### EACH EXHIBIT SPACE INCLUDES:

- ◇ 10'x10' exhibit space with a 6 ft table and 2 chairs (Exhibit Hall is carpeted)
- ◇ Complimentary Wi-Fi for Exhibitors
- ◇ Discount on CAFC Business Associate Membership (see page 6)
- ◇ Two (2) exhibit staff passes - exhibitors have access to sessions, Exhibit Hall Reception, Opening Ceremonies & Reception, Awards Gala Reception and Hospitality Rooms. (*Awards Gala Dinner and Off-Site Fun Night is NOT included for exhibitors - tickets can be purchased at an additional fee*)
- ◇ One designated slide included in a slide deck (outlining three reasons why delegates should visit your booth)
- ◇ Company name, web link and description on the Conference mobile app
- ◇ Inclusion in the Exhibit Hall Engagement Contest

*Exhibits are not considered sponsorships and do not receive any sponsor benefits*

### EXHIBIT BOOTH PRICING

**SOLD ~~\$2,700~~** - Regular 10x10 Booth

**SOLD ~~\$2,900~~** - 10x10 Corner Booth

**SOLD ~~\$2,100~~** - Foyer Tabletop

*View live floorplan on the website to review potential booth locations!*

### 2019 EXHIBIT HALL HOURS

#### Exhibitor Set-Up:

Friday, September 13, 2019 - 2pm - 6pm

#### Exhibit Hall Open:

Saturday, September 14, 2019 - 10am - 3pm

Sunday, September 15, 2019 - 10am - 3pm *Tear-Down to follow*

\* times subject to change

### Exhibit Hall Engagement Contest:

The Exhibit Hall Engagement Contest is a game designed to get delegates to network and interact with exhibitors & sponsors! With the mobile app, delegates will circulate the Exhibit Hall and using their personal device, scan QR Codes to unlock 'challenges'. Once they've scanned all the codes and unlocked each challenge, they will be entered into a draw to win a complimentary Fire-Rescue Canada Conference Registration for 2020!

\*Exhibitors/Sponsors will be provided QR Codes

\*The draw will be done at the Closing Keynote

# 2019 Sponsorship/Exhibit Application Form



Please complete all sections of this form and return it to [rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com). Once received and processed, the identified contact person will be sent a confirmation and receipt.

**\*\*Exhibit space and/or sponsorship is not confirmed without payment.**

## ORGANIZATION INFORMATION

Contact Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Company Name \_\_\_\_\_ Website \_\_\_\_\_  
(as it should appear in print)

## YOUR SELECTION • CHECK ALL THAT APPLY

- CAFC Board of Directors VIP Pre-Conference Dinner... SOLD
- Awards Gala Reception & Dinner..... \$12,000
- Awards Gala Menu Card..... SOLD
- Awards Gala Wine..... SOLD
- Off-Site Fun Night..... SOLD
- Exhibit Hall Tailgate..... SOLD
- Welcome Reception & Opening Ceremonies..... SOLD
- Hospitality Room ..... SOLD
- Delegate Lunch (3 avail.).....\$4,000
- Delegate Breakfast (2 avail.).....\$3,000
- Refreshment Breaks (2 avail.)..... \$2,000
- Delegate Lounge..... SOLD
- Wi-Fi..... \$4,000
- Conference Mobile App..... SOLD
- Innovator's Area - Where There's Smoke..... SOLD
- Keynote/Plenary Speaker.....\$5,000

- Registration Desk..... \$5,000
- CAFC Pre-Conference Board of Directors Meeting..... \$5,000
- Female Chiefs & Company Officers Networking Package... \$5,000
- Printed Program..... \$5,000
- Charging Station..... \$4,000
- Room Drops (2 avail.)..... \$3,500
- Website Registration Page..... \$2,000
- Conference Presentation Webpage..... \$2,000
- Companions Meet & Greet Breakfast.....\$2,000

**Exhibit Booth**     Regular SOLD                       Corner SOLD  
 Tabletop SOLD

*Note: Exhibits are not considered sponsorships & do not include sponsor benefits.*

Please indicate your preferred booth number:    Option 1 \_\_\_\_\_ Option 2 \_\_\_\_\_

View floorplan on website to review potential booth locations!

- CAFC Business Associate Membership.....\$400**  
*\*Sponsors and Exhibitors receive this special discounted rate - regular \$480!*

## PAYMENT

**Credit Card** Card # \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_  
MM YY  
 Security # \_\_\_\_\_ Card Holder Name \_\_\_\_\_  
 Signature \_\_\_\_\_

- Cheque Payable to Canadian Association of Fire Chiefs**

**MAIL THE FORM WITH PAYMENT TO:**  
 72924 Airport Line, P.O. Box 39, Hensall ON N0M 1X0

- ◇ Email form to: [rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com)
- ◇ Fax form to: **519-263-2936**

<b>Enter Your Subtotal</b>	\$ _____
<b>GST (5%)</b>	\$ _____
<b>Total</b>	\$ _____

**PAYMENT TERMS:** 50% non-refundable deposit is payable upon booking. Full payment is due June 28, 2019. Applications submitted after June 28, 2019 must include full payment. A deposit must be paid before space can be assigned to the exhibitor. No refund of payment will be made after July 31, 2019.

For questions or to discuss alternative sponsorship options, contact: **Rebecca Darling**, Director of Sales, The Bayley Group, Conference Secretariat • TEL: 519-263-6001