

EXHIBITOR PROSPECTUS



2010

SUMMER LEADERSHIP CONFERENCE

*What's on the horizon
for the Fire Service?*

- AT THE NATIONAL LEVEL?
- AT THE STATE LEVEL?
- AT THE ASSOCIATION LEVEL?

July 28-30, 2010

Great Wolf Lodge, Traverse City

WE INVITE YOU ...

The Michigan Association of Fire Chiefs (MAFC) invites you to showcase your fire and rescue related products and services at our Summer Leadership Conference. The exhibitions will be held during the MAFC's conference in Traverse City at the Great Wolf Lodge on **Wednesday, July 28 and Thursday, July 29, 2010**. Show hours have been established to allow uninterrupted times with the volunteer and career chief officers attending the conference.

QUALIFICATIONS FOR TABLETOPS

The objective of the Summer Leadership Conference is to advance the art and science of fire prevention, control and rescue. Tabletops will be restricted to products and services related to firefighting, fire safety, emergency medical and rescue activities.

TABLETOP SET UP & TEAR-DOWN INFORMATION

Setup will be from 12 noon to 4:30 p.m. on Wednesday, July 28, 2010. Tabletops must be fully setup no later than 4:30 p.m. Tabletops can be removed from the exhibit area after 11:00 a.m. on Thursday, July 29, 2010. All tabletop materials, crates and packing materials must be removed by 2:00 p.m. on July 29, 2010.

TABLETOP INFORMATION

A 8' booth will be furnished with one display table with cover and two (2) chairs. Additional tables will be available upon request, with the vendor assuming responsibility for any additional cost. Outside spaces are available for vendors who desire to demonstrate aerial devices, foam units, extrication tools, or other products.

SELECTION OF TABLETOP EXHIBIT SPACE

The Summer Leadership Conference tabletop space will be enclosed in one exhibit hall. Tabletop space placement will be made by MAFC and based on date (PAID) registration form is received by MAFC office. Priority will be given to tabletop exhibitors who have participated in past MAFC events, MAFC members, and MAFC partners.

NATURE OF EXHIBITS

The activities of each vendor shall remain within the vendor's allotted space. Vendors shall not use unreasonable noise, lighting or other distractions that are offensive to other vendors. All displays must be in good taste. Visual aids, tape recording equipment and similar devices shall not unduly interfere with, or be disconcerting to other vendors. All safety codes such as disconnecting batteries and securing fuel caps shall be enforced.

SECURITY

The exhibit hall shall be secured by locking the area during non-display hours. Personnel shall observe an admittance badge before allowing a person into the hall.

VENDOR ACCOMMODATIONS

The Great Wolf Lodge is offering the MAFC a Family Suite, single occupancy at \$109.00 per night (plus taxes) if reserved by June 26, 2010. Additional occupants are \$20 per guest per night. This includes waterpark passes.

Reservations may be made by calling the Great Wolf Lodge at **1-866-962-9653**. Please mention immediately upon talking to a reservationist that you are booking a room in conjunction with the Michigan Association of Fire Chiefs. You can also register online at www.greatwolf.com/locations/traverse. Click on Reservations, enter the Discount Code **1007MAFC**, and choose type Group Code for rates exclusive to the MAFC. The MAFC assumes no responsibility for room reservations. Hotel parking is free.

SPONSORSHIP OPPORTUNITIES

Demonstrate your support for the Michigan Association of Fire Chiefs by sponsoring one or more Conference Events. In recognition of your support, you will receive:

- Introduction and thank you given by MAFC leadership at the Officer's Banquet
- Recognition in the fall issue of the Fire Service News under Convention recap
- **Free** 1/4 page advertisement in fall issue of Fire Service News
- Two tickets to any meal function you sponsor

Please indicate your sponsorship choices on the enclosed "Exhibit & Sponsorship Application" form.

EXHIBIT HOURS

WEDNESDAY

July 28th

5:00 to 8:00 P.M.

DINNER WITH ATTENDEES

THURSDAY

July 29th

8:00 to 10:00 A.M.

BRUNCH WITH ATTENDEES

TABLETOP EXHIBIT & SPONSORSHIP APPLICATION



SUMMER LEADERSHIP CONFERENCE
July 28-29, 2010

Firm Name Telephone Number ()

Email Address

Business Address

City State Zip

Signature*

*By signing, I agree to be bound by the provisions contained in the rules and regulations.

Table with 3 columns: Space Options, Price, Total. Rows include 8' booths and 12 x 40 apparatus spaces with 'I NEED ELECTRICITY' checkbox.

Sponsorship Opportunities

Table with 2 columns: Sponsorship Opportunity, Price. Rows include Reception with Vendors, Thursday Morning Buffet, Thursday Night Presidential Banquet, and MAFC Financial Partner.

BADGE REQUEST FORM

Please list the names of any persons who will, or may, work your tabletop (as you want them to appear on the name tags). The MAFC will include name tags for two (2) staff members with the booth or outside display registration.

FOR ONLINE REGISTRATION AND CREDIT CARD PAYMENT VISIT:

www.michiefs.org

**FULL PAYMENT must accompany completed application. Send to: Michigan Association of Fire Chiefs Summer Leadership Conference, 3315 S. Pennsylvania Ave., Lansing, MI 48910. Questions? (517) 394-4398

Rules & Regulations

These rules and regulations have been developed for the purpose of providing a well balanced, well regulated, attractive and successful show. In an effort to provide the greatest good to the greatest number, Michigan Association of Fire Chiefs (MAFC) reserves the right in all emergencies to make such rulings as may appear to be the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings.

Application For Space. Each company whose products/services will be displayed/promoted must be the company/business firm that applies for and occupies the exhibit booth(s). Applications for space must be made on space application provided. Any multiple of exhibit spaces may be ordered by any one company. **No telephone reservations accepted.**

Exhibitors. Exhibitor will furnish to MAFC, upon request, credit information and credit reference. MAFC reserves the right to refuse an application or to cancel an existing agreement if such credit information is not furnished or found to be unacceptable. Non-profit organizations must be approved by the MAFC before they are accepted for exhibition.

Conference Registration/Badges. All attendees and participants must wear an Official Summer Leadership Conference Identification Badge at all times at all functions. Badges will be issued within the limits specified. Two complimentary badges will be issued to pre-registered employees for each booth rented by a company. Such badges are authorized for company personnel only. Transfer of badges or inclusion of unauthorized persons is prohibited. Such an act will result in expulsion from show premises. Replacement badges are \$5 each. Exhibitors are responsible for persons wearing a badge representing that exhibitor; those persons must represent the exhibitor's products within the specified booth. See badge request form in this prospectus.

Individuals or companies which are not registered as exhibitors and are found to be distributing company information or selling on show floor will be expelled from the show premises.

Exhibits. Exhibitor understands and agrees that MAFC reserves the right to prohibit the installation or to remove from the exhibition any exhibit or part or any exhibit, any exhibitor or employee which, or who, in the MAFC's opinion is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, including violation of the terms and conditions set forth in this application, misrepresentations in applying for booth space; and any other action which, in the sole judgment of MAFC is objectionable or contrary to the best interests of MAFC. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against MAFC or Great Wolf Lodge on account of such action.

False, Misleading or Disparaging Literature and/or Products. MAFC reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth setup. Any company making claims about products or dispensing literature that cannot be substantiated with significant scientific data in their booth may be subject to removal from the trade floor without refund. Displays or products and/or literature that utilize names that may infringe on established product trade names or trademarks are not permitted unless Exhibitor has documentation of the right to use that name.

Each Booth Includes One 8' x 30' high skirted table, two folding chairs.

Booth Requirements. Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance forward to the aisle. No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variances will be considered provided renderings/sketches are presented to MAFC at least 45 days in advance of move-in. The sound level from any audio source is not to interfere with communication at other booths.

Allocation of Space. No part of any exhibit space may be sublet without the written permission of MAFC.

Exhibitor Give-Aways. Exhibitors may distribute samples, products, literature, bags or any other materials only from their booth site and nowhere else in the convention center or hotel during the convention unless they receive prior permission from MAFC.

Exhibitor Social Functions. Exhibitors are prohibited from holding any functions simultaneously with any scheduled Summer Leadership Conference events, unless written approval is received in advance of show from MAFC.

Removal of Exhibits. No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except upon written permission of MAFC and the permit will designate the hours at which that removal is to take place. Penalty for teardown of booth before official closing on Thursday, July 29, 2010 will mean loss of priority in space selection for the 2011 show.

Insurance of Exhibit. MAFC will provide security and will use every reasonable effort to safeguard exhibitor's property. If insurance is desired, it must be purchased by the exhibitor at the exhibitor's own expense. MAFC's liability with respect to exhibitor's property is limited as described in the "Hold Harmless" paragraph. No exhibitor may allow any article or act that will void or raise the premium of the insurance held by Great Wolf Lodge. The exhibitor is responsible for any damages it inflicts on the Great Wolf Lodge. Any violation will cancel the contract for exhibition space without refund.

Hold Harmless. Exhibitor assumes the responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon Great Wolf Lodge premises, and shall indemnify, defend and hold harmless the Great Wolf Lodge, its owners, MAFC, any affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

Liability. Exhibitor shall carry current liability insurance. Exhibitor agrees that if MAFC should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision-making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by the exhibitor.

Taxes & Fees. It is the responsibility of each exhibitor to pay any applicable taxes. Exhibitor must obtain any licenses or permits needed to use music, photographs or copyrighted material.



OPEN IMMEDIATELY
REGISTRATION
ENCLOSED!

2010 MAFC SUMMER LEADERSHIP CONFERENCE

MAFC
Summer Leadership Conference
3315 S. Pennsylvania
Lansing, MI 48910

**2010 Summer Leadership
Conference Registration**
OPEN TODAY!