



Marketing Kit

Fact Sheet & Contact Information

What: Firehouse Central
Co-located with: EMS EXPO and Enforcement Expo

Where: Dallas Convention Center · Dallas, TX

When: **Pre-conference:** Monday, Sept. 27 – Tuesday, Sept. 28

Exhibits:

Wednesday	Sept. 29	Noon – 5:00 pm
Thursday	Sept. 30	11:00 am – 5:00 pm
Friday	Oct. 1	10:00 am – 2:00 pm

Keynote: Wednesday, Sept. 29 · 10:15am - 11:45pm

Conference:

Wednesday	Sept. 29	8:30 am – 4:15 pm
Thursday	Sept. 30	8:00 am – 12:15 pm
Friday	Oct. 1	8:00 am – 10:45 am

Contact Us:

Show Manager:

Mary Velline, 800-827-8009 x3333
Mary.Velline@FirehouseEvents.com

Account Managers:

Neil Southworth (exhibitors A-K), 952-808-3329
Neil.Southworth@FirehouseEvents.com

Steve Elias (exhibitors L-Z), 918-712-1884
Steve.Elias@FirehouseEvents.com

Marketing

Judy Corey, 800-827-8009 x3356
Judy.Corey@cygnusexpos.com

Carrie Dunn, 800-827-8009 x3372
Carrie.Dunn@cygnusexpos.com

Operations

Dave Odden, 800-827-8009 x3313
Dave.Odden@cygnusexpos.com

FREE Promotional Tools/Order Form

Use the following FREE promotional tools to attract customers to your booth!

FREE Exhibit Hall Admission Invitation

The #1 way to attract customers to your booth is with an invitation. The passes are valid for free exhibit hall admission to all three days of the show.

Electronic FREE Exhibit Hall Invitation

We will create and send you an electronic version of the FREE exhibit hall admission invitation for you to email to all of your clients.

How to Order Promotional Materials

1. **Online** www.FirehouseCentral.com: Go to the For Exhibitors page, enter your User ID and Password, and click on Edit Promo Tools (Requests)
2. **Fax** this form to 952-894-8252
3. **Mail** this form to Firehouse Central, 801 Cliff Road East, Suite 201, Burnsville, MN 55337



Quantity of FREE Exhibit Hall Admission Invitations: _____

Order/Shipping Form for Promotional Materials

Company: _____

Contact Name: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Note: We cannot ship to PO Boxes. Please provide a shipping address.

Official Show Guide Listing

The Firehouse Central official show guide is provided to all attendees and exhibitors immediately upon their arrival to the show. The Firehouse Central show guide will also include all EMS EXPO and Enforcement Expo information. These events share a show directory which means more exposure and value for you. **All company information including description, contact information, and category listings must be provided by August 13, 2010 or it will not be included in the show guide.**



Here's how to enter your company information:

- Visit www.FirehouseCentral.com and go to the **For Exhibitors** page.
- Enter your User ID and Password on the left-hand side of the page, this information will be sent to you via email and mail when you sign up for a booth.
- Once logged in click on Edit Your Exhibitor Profile and fill out the following sections: **Published Contact Information, Brief Company Description, and Product Category Listings**
- All of that information will then be published in the official show guide.

Include Your Company Logo in the Show Guide!

Stand out from the crowd! For just \$250, you can have your company logo included in the exhibitor listing portion of the show guide. For more information contact your account manager listed on page 1 or complete the order form listed on page 11.

Virtual Booth Packages

Increase your exposure by having your own web page posted on the Firehouse Central website.

Basic Virtual Booth \$250

- **BOLDED** company name & booth number listed in the Exhibitor List with a **MORE INFO** button linking to your web page that features:
 - Your company **LOGO**
 - Your company description
 - Your company booth number
 - An expanded description
 - New product/service announcement with photo
 - A link to **your company website**
 - A list of 5 “Search Categories”
 - List of up to 5 manufacturers you wish to promote
 - Contact info that includes address, phone fax and email
- **ITINERARY** button that allows attendees to add your company to their event itinerary list
- Posting of your **PRESS RELEASES**
- New product info added to a special “New Products” page

Purchase a Basic Virtual Booth package & the new product/service announcement on your virtual booth will also be included in the on-site show guide.

New product information must be entered online by August 13, 2010 to appear in the show guide.

Featured Virtual Booth \$1000

- All the above Virtual Booth elements *plus*
 - Top billing on the Exhibitor List and Search Results page
 - **BIGGER & BOLDER** company listing
 - A list of 10 “Search Categories”
 - A 160 x 120 pixel banner ad for standard rotation
 - *Limited to only 4 featured booths per event*

Add video to either option for only \$250.

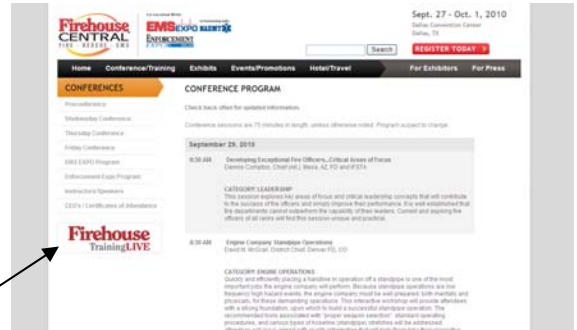


Virtual Booth sample

If interested in purchasing a Virtual Booth or Featured Virtual Booth your account manager listed on page 1 or complete the order form listed on page 11.

Online Banner Ads

A basic banner ad provides placement on pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad. Please see Material Guidelines and General Requirements for details.



Web banner placement on website

Ad Unit	Page Location	Dimensions	Max File Size	Rate
Tile	Left-Hand Side	210w x 60h	10k	\$500

Material Guidelines:

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be sized at 72dpi resolution.
- Cygnus Expositions reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages which overly distract the user.
- All banners that are submitted to Cygnus Expositions via e-mail must be uncompressed (not zipped).
- ALT (Mouseover) text should be no greater than 10 words.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- Animation should last no longer than 15 seconds and loop a maximum of three times.
- Ads requiring the use of plug-ins like Flash and Shockwave must utilize "sniffer" code to detect if the user has the required plug-in and display an alternate image if the user does not have it. That alternate image (JPG/GIF) must also be included when submitting materials.

If interested in purchasing an Online Banner Ad contact your account manager listed on page 1 or complete the order form listed on page 11.

Sponsorships

Official EMS EXPO Show Party - Call for Pricing

Gain complete access to the public safety market! As a Firehouse Central exhibitor you have the opportunity to reach every EMS and Enforcement attendee when you sponsor the official show party. Your company logo is on advertising, including two full page ads promoting the party in EMS Magazine, show website, signage, and prize giveaways. Prizes to be supplied by sponsor.

Shuttle Buses - \$35,000

Attendees will see your message multiple times when you advertise on the official show shuttle busses. Your company's logo and message will appear on placards on the side of the bus, on headrests and on the buses video and audio loop. Your company logo will also appear on select event marketing materials, official show guide and on the website.



Opening Keynote - \$3,400 - SOLD

Conference Pads & Pens - \$1,000

Company logo will appear on the official conference pens and pads to be provided to

attendees at registration. Sponsor provides materials.

Cyber Café - \$5,000 if sponsor provides computers, \$8,000 if EMS EXPO provides them - SOLD

Individual Core Session - \$1,200 for one; \$3,500 for five

Have your company name on the conference signs outside the meeting room and listing in the official show guide. Sponsor may also distribute company material to session attendees prior to the start of the session.



Company Banner - Call for pricing

Be one of the most visible promotions around the entire show as your banner hangs in a prominent location both inside and outside the exhibit hall in high traffic areas.

Coffee Break - \$5,100 per day

Reach all attendees at one 30-minute coffee break per day by meetings rooms featuring coffee and tea. Benefits include an adjacent tabletop display staffed by your company representative, if desired, and onsite signage.

Advertising

Onsite

Aisle Banners - \$1,250

Own your aisle or get exposure across the show floor by displaying your company logo below the aisle sign.



Show Bag Inserts - \$1,500

This sponsorship allows one piece of printed company material to be inserted in the show bag received by all attendees at registration. Hurry, limit of 7 inserts.



Floor Graphics - \$500 for one 4'x4', \$1,700 for four; \$400 for one 3'x3', \$1,400 for four

Put your company name anywhere on the exhibit floor, letting your customer know they're on the right track to your booth or to reinforce your marketing message.

Window Clings - \$550 for one 4'W x 6 3/4'L; \$575 for one 4'W x 7'L; \$615 for one 4'W x 7'6"L

Have your company logo and message on the windows located at the top of the escalators that everyone will use to enter the facility.

Escalator Clings - \$290 for one 36 1/2"W x 48"L

Print

Official Show Guide Advertising (see page 8 for more details)

Confirmation Mailing - \$3,000

Insert your company collateral material in the pre-registration mailing sent to every show attendee. Collateral material to be supplied by exhibiting companies. Hurry, limit of 3 inserts.

Online

E-Minder (pre and post show) – pre-reg/verified attendees: \$1,500; all attendees: \$2,500

Your company message will be emailed to every registered attendee before or after the show.



Online Banner Ad – \$500

Your banner ad placed prominently on the EMS EXPO website will help you drive prospective buyers straight to your website.

Virtual Booth – starting at \$250

An extension of your company's website, your company will have its own web page on the official EMS EXPO show website that will stay up for no less than 60 days following the show.

Reserve Your Sponsorship or Advertising Today!

Contact your account manager listed on page 1 or complete the order form listed on page 11.

Official Show Guide Advertising

Reservation Deadline: August 6, 2010

Ad Materials Due: August 13, 2010

Advertise in the official show guide and increase your company's visibility and drive attendees to your booth. The show guide is given to over 6,000 public safety professionals upon their arrival at the event.



Description	Dimensions	Rates
<input type="checkbox"/> Inside Cover or Back Cover	5.5"W x 8.625"H (Trim: 5.375"W x 8.375"H)	\$1,450
<input type="checkbox"/> Inside Back Cover	5.5"W x 8.625"H (Trim: 5.375"W x 8.375"H)	\$1,350
<input type="checkbox"/> Full Page	5.5"W x 8.625"H (Trim: 5.375"W x 8.375"H)	\$900
<input type="checkbox"/> Tabbed Page	5.5"W x 8.625"H (Trim: 5.375"W x 8.375"H)	\$1,080
<input type="checkbox"/> Company logo in Show Guide Exhibitor Listing		\$250

How to send files:

FTP Site: Go to

<http://webftp.cygnuspub.com>

Enter the name: Carrie Dunn;
then click continue.

Instructions are provided to
successfully transfer the files.

Ad Specs:

Software Programs:

- High-res PDF files with embedded fonts.
- Mac Quark 7 or below, collected for output, and with fonts included
(Postscript preferred).
- Illustrator CS3 or below, with images and fonts included, saved as .ai or .eps.

Bleeds

For bleed ads (ads where the material "bleeds" off the page), please include 1/8" of bleed beyond the edges of the page as indicated above in the Bleed dimensions.

Live Area

This refers to the space that your ad occupies. Please keep text and art within 1/4" of the Trim dimensions as indicated above.

Mechanical Requirements:

Ad materials must be submitted as CMYK with trim marks indicated, and must follow size requirements, or an additional charge will be incurred. We accept no responsibility for the appearance of materials submitted outside these specs, or for required adjustments to make the files usable. You will be notified if we foresee problems with your materials.

Reserve your advertising today!

Contact your account manager listed on page 1 or complete the order form listed on page 11.



Marketing Kit

Pre-Show Attendee Mailing List Use

Reach out to current and potential customers before the show! Use of our attendee list through a third party mail house is available.

Terms

- Cygnus Expositions will provide **complimentary one-time use** of the Firehouse Central attendee list to 2009 exhibitors, via a third party mail house (Park Printing). **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the **pre-registered attendee list** to Park Printing on **August 30, 2010.**
- The exhibitor must forward a copy of the materials that are to be sent to Cygnus Expositions for approval. Materials can be sent via email to carrie.dunn@cygnusexpos.com.
- Once the materials are approved the exhibitor will forward mailing materials to:

Park Printing
2801 California St N.E.
Minneapolis, MN 55418
Attn: Rick Gimpel

- The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. For pricing information, contact Rick Gimpel at 612-706-4657 or rgimpel@parkprint.com.

Exhibitor Contact Information

Company Name: _____
Contact: _____
Title: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature: _____ Date: _____

Please complete this form and fax to 952-894-8252 or email carrie.dunn@cygnusexpos.com with any questions.



Marketing Kit

Post-Show Attendee Mailing List Use

Terms

- Cygnus Expositions will provide **one-time use** of the Firehouse Central attendee list to 2010 exhibitors for a fee of \$250, via a third party mail house (Park Printing). **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the **post-show attendee list** to Park Printing **two weeks after the event.**
- The exhibitor must forward a copy of the materials that are to be sent to Cygnus Expositions for approval. Materials can be sent via email to carrie.dunn@cygnusexpos.com.
- Once the materials are approved the exhibitor will forward mailing materials to:

Park Printing
 2801 California St N.E.
 Minneapolis, MN 55418
 Attn: Rick Gimpel

- The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. For pricing information, contact Rick Gimpel at 612-706-4657 or rgimpel@parkprint.com.

Exhibitor Contact Information

Company Name: _____
 Contact: _____ Title: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature: _____ Date: _____

Please complete this form and fax to 952-894-8252 Attn: Carrie or email carrie.dunn@cygnusexpos.com with any questions.

Applicant Information	Payment Method
<p>(Please Print or Type All Information)</p> Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Authorized Signature _____	<p> <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) <input type="checkbox"/> Invoice </p> Credit Card # _____ Exp Date: _____ Name On Card _____ Billing Address _____ Signature _____
For Internal Office Use Only	<p> Fax Credit Card Payments to: 952.894.8252 Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080 </p>
<p> <input type="checkbox"/> </p> Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	

Order Form

Virtual Booth

- \$250 Basic Virtual Booth
- \$1,000 Featured Virtual Booth
- \$250 video option for Basic or Featured Virtual Booth

Official Show Guide Advertising

- \$1,450 Inside front cover
- \$1,450 Back cover
- \$1,350 Inside back cover
- \$1,080 Tabbed page
- \$900 Full page
- \$250 Company logo in show guide exhibitor listing

Advertising Opportunities (onsite)

- \$1,250 Aisle Banners
- \$1,500 Show Bag Inserts
- \$500 for one 4'x4' floor graphic
- \$1,700 for four 4'x4' floor graphics
- \$400 for one 3'x3' floor graphic
- \$1,400 for four 3'x3' floor graphics
- \$550 for one 4'W x 6 3/4'L window cling

- \$575 for one 4' W x 7' L window cling
- \$615 for one 4'W x 7'6"L window cling
- \$290 for one 36 1/2"W x 48"L escalator cling

Advertising Opportunities (print)

- \$3,000 confirmation mailing

Advertising Opportunities (online)

- \$1,500 e-minder to pre-reg/verified attendees (pre or post show)
- \$2,500 e-minder to all attendees (pre or post show)
- \$500 online banner ad

Sponsorships

- Official Show Party (call for pricing)
- \$35,000 shuttle bus
- \$1,000 conference pads and pens
- \$1,200 one individual conference session
- \$3,500 five individual conference sessions
- Company banner (call for pricing)
- \$5,100 coffee break (per day)

To reserve your sponsorship or advertising contact your account manager listed on page 1 or complete this form and fax to 952-894-8252.

Applicant Information	Payment Method
<p style="text-align: center;">(Please Print or Type All Information)</p> Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) <input type="checkbox"/> Invoice Credit Card # _____ Exp Date: _____ Name On Card _____ Billing Address _____ Signature _____
For Internal Office Use Only	
<input type="checkbox"/> Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	Fax Credit Card Payments to: 952.894.8252 Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080