

Firehouse Expo[®]

FIRE · RESCUE · EMS

Firehouse Fever—Enter to Win!

Guaranteed Sales Leads
Firefighters will line up for YOUR prizes!

You're Invited:

All Firehouse Expo 2009 exhibitors are invited to participate in an exciting **Firehouse Fever—Enter to Win** contest that will be conducted throughout all three days of the Expo. In return, you will receive valuable publicity, sales promotion and guaranteed sales leads for your products or services. This highly successful program has also been shown to increase traffic at your booth!

Here's How it Works:

1. Your company agrees to provide a product for the Enter to Win contest. *Such products may include items, but not limited to, gloves, turnout coats, helmets, air bags and hose reels to panel gauges, rescue tools, radios, alert receivers, and additional equipment, tools or technology.*
2. Participating exhibitors will have the prize on display at their booth for the days that they are participating in the contest. Exhibitors may choose to participate one, two or all three days.
3. Show management will provide participating exhibitors with a entry box and entry forms. All leads remain the property of the exhibiting company.
4. Every attendee will have the opportunity to enter to win a prize per day, one entry per prize, per exhibiting company. Show management will conduct daily drawings, one hour before the close of the show each day, and each day's winner's will be posted on signing located at the Firehouse booth and at on-site registration. Winners will be instructed to proceed to the Exhibitor booth where they will pickup their product.
5. Every attendee may also enter a special drawing for an enticing **Grand Prize** which will be given away at the close of the show, Saturday, July 25th at 3:00 PM. **Winner Must Be Present.** The entry box for the **Grand Prize** will be located at the Firehouse booth.

Firehouse Expo is not responsible for uncollected leads/merchandise.

Criteria for Participating:

1. All prizes, or prize bundles, must have a minimum value of **\$100.00**.
2. All requests to participate in the Firehouse Expo 2009 Give-Away must be received by your account manager no later than **Friday, June 19, 2009. Please complete the attached form.**
3. A sample of the prize must be on display at your booth by **10:00 AM on Thursday, July 23rd**. This product must remain on display throughout the days you are signed up to participate in the contest.
4. Please make arrangements for product delivery to the winner's fire departments.

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The Firehouse Fever—Enter to win Contest will definitely produce new business.

DEADLINE DATE
June 19, 2009

Company Name: _____

Show Program Name: _____

Contact Name: _____ Booth #: _____

Phone: _____ Fax: _____

I would like to give away my products(s)/service(s) on:

All Three Days

Thursday, July 23rd

Friday, July 24th

Saturday, July 25th

Prize Description *(Please be specific, prize description up to 12 words)*

All Three Days Enter to Win Prize _____

Thursday Enter to win Prize _____

Friday Enter to Win Prize _____

Saturday Enter to Win Prize _____

*Please note that if you are giving away your prize on all three days,
you are **TRIPLING** your sales leads and exposure!*

Fax This Form Today To:

Fax: 952-894-8252