

CALIFORNIA EMERGENCY EQUIPMENT SHOWCASE 2012



For Further Information Call
916.727.7019

Thursday
April 5, 2012

Noon ~ 5:00 pm

Sponsored by the
California Fire Mechanics Academy, Inc.

This show is specifically designed for anyone involved in emergency response including those individuals who purchase apparatus, those who utilize apparatus and those who are responsible for the maintenance and repair of emergency equipment and apparatus.

ALL NEW INDOOR LOCATION

McClellan Business Park
3034 Peacekeeper Way
McClellan, CA 95652

CEES is pleased to be associated with the California Fire Mechanics Academy, Inc. The focus of the **CALIFORNIA EMERGENCY EQUIPMENT SHOWCASE** is to bring the latest products, apparatus and technology to Northern California. Booth space is offered at the nominal cost of \$500 per space and \$300 for each additional space.

LOCATION: We are pleased to announce that the show will be in a new **INDOOR** location. The show and banquet will be held at 3034 Peacekeeper Way, McClellan Park. We are confident this location will provide the best possible atmosphere and facilities for all participants.

HOTEL ACCOMMODATIONS: The Academy host hotel for 2012 is the Lion's Gate Hotel (916.643.6222) located at McClellan Park at 3410 Westover Avenue. In addition, we have arranged rooms at both the Holiday Inn Express, 2224 Auburn Blvd., Sacramento (916-923-1100) and the Doubletree Hotel I (800-222-8733) located at 2001 Point West Way, Sacramento. There are a limited number of rooms blocked at the CEES rate so act quickly! Make sure that you mention the California Fire Mechanics Academy when making your reservation to insure you will receive the low conference rate.

AIRPORT: Sacramento International Airport is located approximately 18 miles from McClellan Park. Car rentals are readily available at the airport in addition to taxis and the local Super Shuttle.

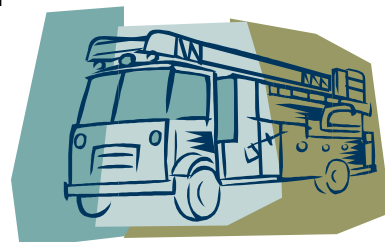
PROGRAM: The show will be open Thursday, April 5, 2012 only. Apparatus move in will begin on Wednesday afternoon, April 4, 2012 from 3:00—6:00 pm and move out will be on Friday, April 6, 2012 from 8:00—10:00 am. Tabletop booths will setup Thursday morning from 8:30 ~ 11:30 am. The show will be open to the public from Noon until 5:00 pm.



AGAIN THIS YEAR: CFMA is planning on bringing back the highly successful **Show Passport**. This will encourage student participation and visitation to each and every exhibitor. Completion of the Show Passport will make students eligible for the grand prize being provided by CFMA at the conclusion of the show. Vendor participants are encouraged to donate door prizes for the students as well.

EXHIBITORS ARE INVITED to attend the annual CFMA banquet at the conclusion of the show on Thursday evening, April 5, 2012 beginning at 7:00 pm. Two banquet tickets are included with the first booth space and one banquet ticket is included with each additional space. Exhibitors are encouraged to join the students, instructors, staff, and invited guests for this highlight of Academy week. This not only provides a great networking opportunity but also allows the California Fire Mechanics a forum to recognize the valuable contribution manufacturers and vendors provide to our program.

EXPANDED PARTICIPATION: You will have the opportunity to talk with hundreds of apparatus technicians and firefighters who are students at the annual California Fire Mechanics Academy. In addition, **CEES** is open to all emergency personnel free of charge!



EXHIBITOR RESERVATION DATA

COMPANY _____
CONTACT _____ **TITLE** _____
ADDRESS _____
CITY _____ **STATE** _____ **ZIP** _____
PHONE _____ **FAX** _____
E-MAIL _____ **WEBSITE** _____
ON SITE CONTACT _____
PHONE _____

QTY		COST	TOTAL
	TABLETOP SPACE Approximately 10 x 10 includes one draped table, 2 chairs, table sign, and two banquet tickets	\$ 500	
	APPARATUS SPACE One piece of apparatus per space	\$ 500	
	ADDITIONAL SPACE (S) One banquet ticket included with each additional space	\$ 300	
	LATE REGISTRATION FEE If reservation is received <u>AFTER</u> 3/15/12	\$ 100	
	ELECTRICITY AT BOOTH	\$ 25	
	TOTAL AMOUNT DUE:		

METHOD OF PAYMENT

CHECK ENCLOSED \$ _____ DATED _____ CHECK # _____
 CREDIT CARD # _____ EXPIRATION _____
 Visa *Master Card* SECURITY CODE _____
 CARDHOLDER _____
please print
 ADDRESS ON CARD *if different than above* _____
Signature: _____

Only \$500 for the first space / \$300 for each additional space!

SPECIAL NEEDS: (BOOTH SPACE)

APPARATUS BEING DISPLAYED

Apparatus Type _____

Approximate Size _____

TERMS & CONDITIONS:

1. **AGREEMENT:** This agreement executed by the Exhibitor and the CEES constitutes a valid and binding contract. CEES reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exposition.
2. **USE OF SPACE:** CEES management reserves the right to decline, prohibit or expel an exhibit which is out of keeping with the character of the Academy, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound levels, etc. Exhibits or products may not extend beyond the limits of the Exhibitor's booth and, for safety reasons, part of any exhibit or product may not extend into any aisle. No exhibitor may arrange his exhibit so that it obscures or interferes with any other adjacent booth space. Exhibitors may not assign or sublet any part of their assigned space without written approval of the CEES .
3. **EXHIBIT SPACES:** All exhibit spaces will be assigned by CEES on a first come, first served basis. Special requests will be considered and we will do our best to accommodate exhibitor needs. Indoor display spaces are equipped with a draped table, table sign, two chairs, and electrical hookup provided at no additional cost to the exhibitor. If an Exhibitor plans to use a completely constructed display deeming the use of standard booth equipment unnecessary, no part of said booth shall obstruct the view of adjacent booths. CEES reserves the right to change the location, size and display limits of the exhibit if it is in the best interest of the show. All vehicles and fire apparatus will be in the outdoor show area. Vehicles will be parked on a first come, first served basis in the restricted area reserved for exhibitors. It is important that we know what equipment to expect so we are prepared to accommodate everyone.
4. **RESERVING EXHIBIT SPACE:** All exhibit space is assigned on a first come, first served basis. Payment is expected at the time of reservation and no exhibit is confirmed until payment in full is received. **No registration will be accepted after March 25, 2012.** Set-up and move in schedules will sent with space confirmation. CEES staff will be on site to assist. **Please Note** that apparatus move in will be on Wednesday, April 3rd from 3:00—6:00 pm and move out will be Friday morning, April 6th from 8:00-10:00 am. **Detailed move in instructions will be sent with space confirmation materials.**
5. **CANCELLATION:** Exhibitors may cancel their contract by written notification to the CFMA management and forfeit 50% of their total registration fee. No refunds will be made if cancellation is received after April 1, 2012.
6. **INSURANCE:** Exhibitor shall, at its expense, provide comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to the exhibits or other personal property while such property is located at the exhibition site.
7. **PROTECTION OF FACILITIES:** Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors or other parts of the Exhibition area without permission from CEES . All established facility rules and regulations will be in effect.

CFMA Administrative Office

P.O. Box 678
North Highlands, CA 95660
Phone: 916.727.7019
Fax: 916.727.2324
Email: cfma@cafiremech.com
Website: www.cafiremech.com

