

Introducing the

California Emergency Equipment Showcase 2008

Take this unique opportunity to showcase your state-of-the-art fire apparatus and equipment!

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

Don't miss out on the only fire apparatus and equipment showcase in Northern California.

Admission is *free* to everyone!



**Wednesday, March 19th
Thursday, March 20th
11:00 am ~ 5:00 pm
McClellan Business Park
Sacramento, CA**

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. Electricity is provided to all indoor exhibitors at no additional charge. Apparatus will be parked outside and will be given the appropriate amount of space for the apparatus being exhibited.

LOCATION: McClellan Park in Sacramento provides the location for the 2008 California Emergency Equipment Showcase. The **2008 CEES** will be held at McClellan Business Park (formerly McClellan Air Force Base) in the Garden Pavilion Building located at 5640 Dudley Blvd., Sacramento, CA. We are confident this location will provide the best possible atmosphere and facilities for all participants.

HOTEL ACCOMMODATIONS: In an effort to efficiently accommodate our **CEES** exhibitors, we have arranged a room block at the Lion's Gate Hotel located at McClellan Park at 3410 Westover Ave. There are a limited number of rooms blocked at the CEES rate so act quickly! Make sure that you mention the reservation code (CFMA-Fire08) when making your reservation to insure you will receive the low conference rate of only \$86 per night. The Lions Gate Hotel offers deluxe accommodations including several two, three and four bedroom options, restaurant, bar, continental breakfast and outdoor swimming pool and is located 1.2 miles from the show location.



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.

EXPANDED PROGRAM: The show will be open both Wednesday, March 19th and Thursday, March 20, 2008. Set up will begin on Wednesday morning at 7:30 am and the show will be open to the public from 11:00 am until 5:00 pm. Security will be provided for exhibits throughout the night.

Please be our guest as we host an exhibitor appreciation breakfast at 9:00 am Thursday morning at the Garden Pavilion prior to the show opening for the day.

In addition, exhibitors are invited to attend the annual CFMA banquet on Wednesday evening, March 19, 2008 at 7:00 pm at the Sacramento Hilton Grand Ballroom, 2200 Harvard Street, Sacramento, CA. Two banquet tickets are included with your booth space and exhibitors are encouraged to join the students, instructors, staff, and VIP's 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 close to 500 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! The California Fire Mechanics Academy is dedicated to widely advertising and promoting this unique Northern California event.

EXHIBITOR RESERVATION DATA

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

COMPANY _____

CONTACT _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEBSITE _____

ON SITE CONTACT _____

PHONE _____

QTY	DESCRIPTION	COST	TOTAL
	INDOOR SPACE Space includes one draped table, 2 chairs, table sign, electrical hook-up and two banquet tickets	\$ 500	
	OUTDOOR SPACE Booth space dependent on apparatus size * There is NO ELECTRICITY available outdoors	\$ 500	
	ADDITIONAL SPACE(S) One banquet ticket included with each additional space	\$ 300	
	LATE REGISTRATION FEE If reservation is received <u>AFTER</u> 3/1/08	\$ 100	
	ADDITIONAL BANQUET TICKETS	\$40/each	
TOTAL AMOUNT DUE:			

METHOD OF PAYMENT

CHECK ENCLOSED \$ _____ DATED _____ CHECK # _____

CREDIT CARD # _____ EXPIRATION _____

Visa Master Card SECURITY CODE _____

AUTHORIZED SIGNATURE: _____

ADDRESS ON CARD: *if different than above* _____

SPECIAL NEEDS: (BOOTH SPACE)

APPARATUS BEING DISPLAYED: *(All vehicles and fire apparatus will be on display outdoors)*

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 booth. 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 very 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 10, 2008. Set-up and move in will begin on Wednesday, March 19, 2008 at 7:30 am. CEES staff will be on site to assist.
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 March 10, 2008.
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. CEES will provide security solely as an accommodation to the Exhibitors.
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

