



First Responder Virginia 2021

2nd Annual Conference & Expo

September 22 – 25, 2021



June, 2021

Dear Sales Manager,

The First Responder Virginia Conference & Expo, a joint event of the Virginia Association of Volunteer Rescue Squads, Inc. and the Virginia State Firefighters Association, will take place on September 22 – 25, 2021 in Virginia Beach, Virginia.

You are invited to attend this combined event and exhibit your product/services. The Holiday Inn North Beach will serve as the headquarters hotel and the exhibits will be at the Virginia Beach Convention Center along with our business meetings, contests, and training seminars.

Representatives and individuals from fire departments and rescue squads across the Commonwealth of Virginia will attend this exciting event and they are interested in new products and improving services in their communities. We feel the First Responder Virginia Conference & Expo is an excellent opportunity to enter and strengthen your marketing position with the fire departments and rescue squads across Virginia.

The exhibitor registration and exhibitor information packet are available online at www.firstresponderva.com. Please review the packet of information prior to completing the registration process. Online registration and payment are the quickest and easiest method of registration. If you prefer not to register online, the registration form can be completed, then downloaded or you may complete the attached registration form and submit your registration and payment through the mail. Registrations submitted through the mail should be sent to: First Responder Virginia, P. O. Box 279, Oilville, VA 23129-0279. We highly recommend that you submit your registration for space now, as exhibit space is limited. If you wish to have name tags with your representative's name printed on the card, **you must complete and return the Exhibitor Representative Registration form** with your Exhibitor Registration form.

You are invited to help make the 2nd Annual First Responder Virginia Conference & Expo a success for everyone. We are confident that you will find this event beneficial and we look forward to seeing you in September. If you have any questions, please contact us.

Very truly yours,

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GENERAL INFORMATION – RULES & REGULATIONS

The Virginia Association of Volunteer Rescue Squads, Inc. (VAVRS) and the Virginia State Firefighters Association (VSFA) logos are registered trademarks and their use is restricted by the respective organizations. Only those exhibitors who have received permission from the VAVRS or the VSFA will be allowed to use the respective logos. Exhibitors who use the VAVRS or VSFA logo without permission may be requested to remove the merchandise and/or may be requested to leave the premises without refund. The VAVRS and the VSFA Exhibits Committee reserves the right to reject any exhibit it does not deem proper for the promotion of our respective organizations.

All exhibit booth spaces are approximately 10' X 10'. Each booth will be provided with one table, two chairs, and a waste basket.

Vehicle spaces are approximately 20' X 30", 20" X 40", and 20' X 50' depending on the size of the vehicle. Exhibitors using more space will be billed accordingly.

- 20' X 30' space is for the display of Brush Trucks, Ambulances, and small specialized vehicles, etc.
- 20' X 40' space is for the display of Engines and Light Duty Squad and Rescue Trucks
- 20' X 50' space is for the display of Telesquirts, Ladder Trucks, Heavy Duty Squad and Rescue Trucks

Requirements for the display of vehicles inside the convention center are set by the Virginia Beach Convention Center and/or the Fire Marshal and are not under the control of the VAVRS and/or the VSFA. All exhibitors are subject to inspection by the Fire Marshal. Any vehicle found to be in violation of the requirements may be removed from the exhibit hall and there will be no refund provided to the exhibitor.

Additional services such as electrical, telephone, drayage, storage, additional tables and chairs, etc. may be contracted through Exhibitors, Inc. Order forms may be downloaded from the Exhibitor page at www.firstresponderva.org.

Booths will be assigned at the discretion of the VAVRS and VSFA Exhibits Committee. If you have any special placement issues or requests, please contact us and we will try to accommodate you. If exhibitors wish to be next to one another, it is important that both exhibitors note the same on their registration forms. The Exhibits Committee reserves the right to assign spaces as we feel appropriate to best serve the purpose of the VAVRS and the VSFA. Receipt of a completed registration form and payment of all fees does not guarantee exhibit space if there is no space available.

The exhibit space fees for the First Responder Virginia 2019 Convention are as follows:

- 1st booth space - \$600
- Each additional booth space - \$550
- Partners Row booth space - \$135
- 20' X 30' vehicle space - \$700
- 20' X 40' vehicle space - \$800
- 20' X 50' vehicle space - \$1,000

All fees must be received by the close of business on August 30, 2021. A 20% late fee will be assessed on all unpaid balances after this date. Any exhibit space that is not paid in full by this date may be given to another exhibitor if the need arises. No exhibitor will be allowed in the exhibit hall if the fees are not paid in full. Exhibitors that are Supporting Members of the VAVRS and are current in their dues payments may deduct a discount of 25%, not to exceed \$200.

Each exhibit space will receive a maximum of three (3) complimentary convention packets which will include admittance to all of the convention events. **Please be sure that you complete and return the Exhibitor Representative Registration form, especially if you want your representative's name to appear on the card.**

The exhibit set-up will begin promptly at 12:00 noon on Wednesday, September 22. Exhibitors will receive assigned load in times with their space assignment notifications. Any exhibitor having special placement issues and/or requests should note the issues and/or requests in the space provided on the exhibitor registration. Exhibitors who are not ready to move in in a timely fashion may forfeit their exhibit space and will not receive a refund. The exhibits will not break down until 5:00 PM on Friday, September 24. There will be a security guard on duty at all times, however, the VAVRS, the VSFA, and the Virginia Beach Convention Center will not be responsible for damages to booths, equipment, vehicles, and/or property taken. Any exhibitor that damages a booth, merchandise of another exhibitor, or property of the Virginia Beach Convention Center will be expected to pay for the damages incurred.

Exhibit Hours:	Thursday, September 23	10:00 AM – 5:00 PM
	Friday, September 24	9:00 AM – 5:00 PM

Any exhibitor who wishes to have a vehicle removed from the exhibit hall for any reason during exhibit hours must make the necessary arrangements with the Exhibits Committee prior to August 30, 2021. The exhibitor must realize that these vehicles will be located near the vehicle entrance of the convention center. This may mean that the vehicle will not be placed near the exhibitor's booth.

No individual, company, firm, or organization will be allowed to display merchandise, pass out brochures, and/or promote a product without specific permission from the Exhibits Committee.

PLEASE NOTE: Exhibit space assignments will not be available prior to August 30, 2021.



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EXHIBITOR REGISTRATION

Please type or print legibly.

EXHIBITOR INFORMATION		
Company Name: _____		
Address: _____		
City: _____	State: _____	Zip: _____
Point of Contact: _____ (Print Name)		_____ (Signature)
Phone: () _____		Toll Free Number: () _____
Fax: () _____		E-mail: _____
Company Website: _____		
<input type="checkbox"/> I certify that I have read the Exhibitor Rules and Regulations and agree to abide by the terms set forth. <i>(Your registration will not be accepted unless this block is checked.)</i>		

EXHIBIT SPACE REQUEST			
Booth Space		Vehicle Space	
1 st @ \$600 each	\$ _____	_____ 20' X 30' @ \$700 each	\$ _____
_____ additional @ \$550 each	\$ _____	_____ 20' X 40' @ \$800 each	\$ _____
Partners' Row <i>(For non-profit & government agencies only.)</i>		_____ 20' X 50" @ \$1,000 each	
_____ @ \$135 each	\$ _____		
Booth Space Total		Vehicle Space Total	
\$ _____		\$ _____	

CONVENTION PROGRAM ADS	
_____ ¼ page B/W ad @ \$125	_____ ½ page B/W ad @ \$200
_____ Full page B/W ad @ \$375	_____ ½ page single color ad @ \$275
_____ Full page single color ad @ \$500	_____ ½ page full color ad @ \$300
_____ Full page full color ad @ \$550	_____ Inside back cover fill color ad @ \$575
_____ Back cover full color ad @ \$650	_____ Center spread full color ad @ \$1,150
All ad requests are on a first call basis. Send all ads in .pdf format to lsgwaltney@cox.net by July 15, 2019.	



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EXHIBITOR REPRESENTATIVE REGISTRATION

Please type or print legibly.

COMPANY NAME: _____

COMPLIMENTARY REPRESENTATIVE PACKETS

Each booth/vehicle exhibit space will receive a maximum of three (3) complimentary convention registration packets. Convention packets include admission to all convention events. For the purpose of pre-registration, please list below the names of all representatives who will attend our convention and return this form with your Exhibitor Registration form.

_____	_____
_____	_____
_____	_____
_____	_____

Total Complimentary Packets: _____

ADDITIONAL REPRESENTATIVE PACKETS (non-complimentary)

Additional convention registration packets may be purchased at a cost of \$50.00 each. Convention packets include admission to all convention events. For the purpose of pre-registration, please list below the names of all representatives who will attend our convention and return this form with your Exhibitor Registration form.

_____	_____
_____	_____
_____	_____
_____	_____

Total Additional Packets: _____ **@ \$50.00 each** **Total Due: \$** _____



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Sponsorships

“Support those you who support you, become a First Responder Virginia Sponsor”

Overview

The Virginia Association of Volunteer Rescue Squads, Inc. and Virginia State Firefighters Association have once again partnered to put on a Conference & Expo for First Responders. This is the second time that both organizations have attempted this in their rich history.

VSFA – Virginia State Firefighters Association

The Virginia State Firefighters Association, founded in 1886, has long served as the champions of Virginia’s fire service organizations and personnel. With more than 13,000 members across the Commonwealth, the VSFA works to provide for better and affordable fire protection in Virginia by advocating for legislative action to benefit Virginia fire departments, rescue squads and support Virginia’s emergency responders. The VSFA works to preserve the heritage and value of the volunteer fire service while bridging relations as organizations expand to become combination career and volunteer services or evolve to become all career fire departments. We also serve fire brigades that protect Virginia’s critical infrastructures, installations, and historic landmarks.

VAVRS – Virginia Association of Volunteer Rescue Squads

The Virginia Association of Volunteer Rescue Squads was founded in 1935 to provide EMS training and resources for Rescue Squads across the Commonwealth of Virginia. Since that time we have provided thousands of training programs and have certified or re-certified thousands of new and existing EMS personnel. This has led to hundreds of thousands of lives being saved.

Currently with more than 18,000 members across the Commonwealth, the VAVRS works to fulfill their mission to Rescue Squads and First Responders.

VAVRS Mission Statement

"The VAVRS shall promote and assist member rescue squads in improving pre-hospital care in Virginia."

Pre-hospital care shall mean providing rescue functions and rendering of emergency care for patients outside the hospital.

The VAVRS shall help its members improve pre-hospital care by:

- Providing training to its members.
- Improving communications and liaisons between agencies.
- Promoting legislation beneficial to pre-hospital providers.
- Providing management and assistance services.
- Promoting and recognizing pre-hospital providers.

Sponsorship Levels:

(Levels of sponsorship and what is included are negotiable.)

PLATINUM RESPONDER SPONSOR - \$15,000

Key sponsor for convention that includes displaying company marketing (such as banners, tabletop displays, etc.), booth, social media, acknowledgement at ceremonies, web banner ad on both VAVRS and VSFA websites, newsletter large ad, conference book, top billing on support wall (*displayed at all functions*), individual class sponsor, one conference class break, and other discussed/negotiated opportunities.

GOLD RESPONDER SPONSOR - \$6,500

Web banner ad on both VAVRS and VSFA websites, newsletter large ad, conference book or app ad, top billing on support wall (*displayed at all functions*), individual class sponsor, one conference class break, key note speaker sponsor, sponsor an activity, displaying company marketing (banner and displays), special social media and website recognition, newsletter large ad, conference book or app ad, billing on support wall (*displayed at all functions*), one conference class break and other discussed/negotiated opportunities.

SILVER RESPONDER SPONSOR - \$4,500

Web banner ad on both VAVRS and VSFA websites, website and social media recognition for both VAVRS and VSFA newsletter large ad, conference book ad, billing on support wall (*displayed at all functions*), and one conference class break.

BRONZE RESPONDER SPONSOR - \$2,500

Website and social media recognition through both VAVRS and VSFA, conference book ad, activity and general giveaways (provided by the sponsor), and other discussed opportunities.

WE SUPPORT FIRST RESPONDERS - \$1,000

Website and social media recognition through both VAVRS and VSFA, activity and general giveaways (provided by the sponsor), and other discussed opportunities.

FRIEND OF FIRST RESPONDERS - \$500

Give out business raffle prizes, meeting materials (provided by the sponsor), general recognition in marketing materials, and general giveaways for meeting attendees (provided by the sponsor.)

Conference Event Sponsor

Friday Lunch	\$8,000
Picnic Sponsor	\$5,000
Competition Sponsor	\$2,000
Event Mobile App	\$2,000
Class Breaks (AM or PM break)	\$500 each
Moveable Ad Wall	\$150

To sponsor an event or activity please contact:

Larry Gwaltney, VSFA Executive Director – lsgwaltney@cox.net