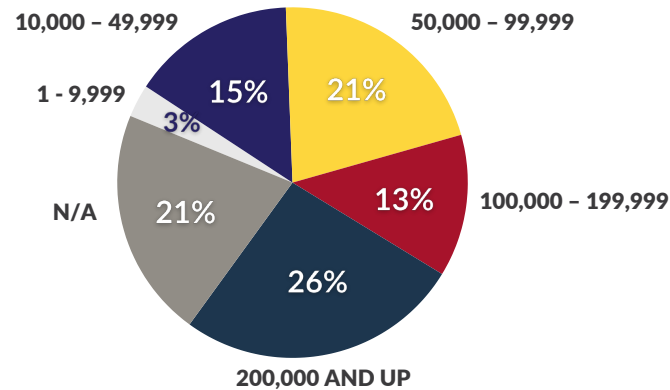


Where Innovation Meets Emergency Services Excellence

No two communities are the same, but all communities can benefit from Community Risk Reduction (CRR) practices to identify and prioritize local risks and strategically invest resources to reduce their occurrence.

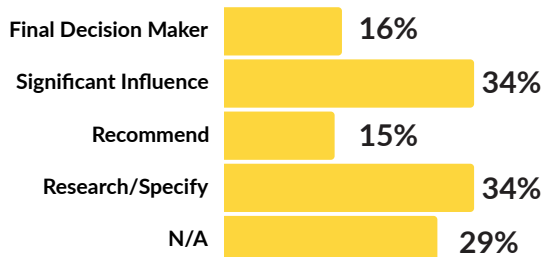
The Community Risk Reduction Leadership (CRRL) Conference is one of the few events geared specifically to the education and training needs of chief officers and other fire service leaders seeking to create, execute and evaluate measurably successful CRR platforms and programs.

SIZE OF POPULATION SERVED

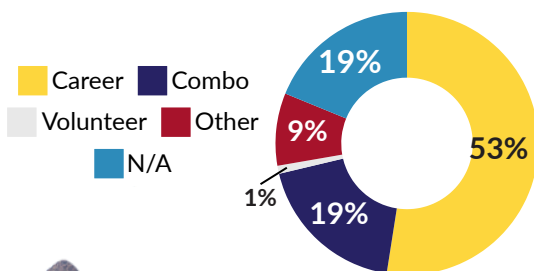


To secure your spot, email
exhibits@iafc.org.

PURCHASING POWER



DEPARTMENT TYPE



5 Reasons to Exhibit

1. Get in front of **300-400 anticipated decision-makers** from across the fire industry.
2. Learn about industry issues that are top of mind for your target customers.
3. Demonstrate how your products/solutions can help your customers/prospects overcome their specific challenges without having to secure hundreds of individual business appointments.
4. Build relationships directly with CRRL leaders.
5. Outstanding lead generation for business growth!

Exhibits

Exhibit space is incorporated into the meeting space with breakfasts, lunch, and breaks held in the Exhibit Hall. Exhibits are open during all meeting hours with featured times during meals and breaks.

Show Schedule *Hours are tentative and subject to change.*

Tuesday, May 13, 2025	
8:00 AM - 12:00 PM	Move In
12:30 - 4:30 PM	Exhibits Open
3:00 - 3:30 PM	Networking Break
Wednesday, May 14, 2025	
7:00 - 8:00 AM	Breakfast and Networking
7:00 AM - 3:30 PM	Exhibits Open
9:00 - 9:30 AM	Networking Break
10:30 - 11:00 AM	Networking Break
12:30 - 2:00 PM	Lunch and Networking
3:00 - 3:30 PM	Networking Break
Thursday, May 15, 2025	
7:30 - 8:30 AM	Breakfast and Networking
7:30 - 10:00 AM	Exhibits Open
9:30 - 10:00 AM	Networking Break
10:00 AM - 2:00 PM	Move Out

What's Included with a Booth

- Opportunity to market your products and services to top industry decision-makers.
- 3 Full Complimentary Conference registrations per exhibiting company.
- Company Listing on conference website and official mobile app
 - Description
 - Logo
 - Social media information
 - Contact information
 - Product categories
- Preview attendee list about a week prior to the show (Does not include names or contact information).

Booth Package

- 8' tall back drape & 3' tall side drape
- One 6'x2' Skirted Table
- Two Chairs
- One Booth ID Sign
- One Wastebasket
- Ballroom is carpeted.

Not included in booths: A/V, electrical, and internet

10' x 10' Booth Price \$1,500

Why Sponsor?

Through thought leadership, event branding and business development opportunities, sponsorship at the CRRL Conference places your company in front of hundreds of departments and creates opportunities for high-level engagement. These leaders are also looking for products and services that can help them. CRRL is where PURCHASING HAPPENS.

50% OF ATTENDEES HAVE SIGNIFICANT INFLUENCE OVER PURCHASES OR ARE FINAL DECISION-MAKERS!

66% OF COUNTRIES GLOBALLY REPORT HAVING NATIONAL DISASTER RISK REDUCTION STRATEGIES.



Studies have shown that **effective CRR strategies** can lead to a **significant decline** in fire-related incidents. For example, communities that actively engage in fire prevention education often see lower rates of residential fires.

OPPORTUNITY	INVESTMENT
EXHIBIT	
Exhibit Space with Booth Package	\$1,500
EDUCATION / HOSPITALITY	
Opening Session (Main Stage)	SOLD OUT
Day 2 General Session (Main Stage)	\$10,000
Day 3 General Session (Main Stage)	\$7,500
Solution Session	SOLD OUT
DIGITAL BRANDING / IMPRESSIONS	
Premier Mobile App	\$5,500
Left Hand Rotating Ad	\$3,500
Right Hand Rotating Ad	\$2,500
Prospective Attendee Email Banner Ad	\$1,500
Know Before You Go - Attendee Email Banner Ad	SOLD OUT
Mobile App Banner Ad (Interior Pages)	\$1,000
ONSITE BRANDING	
Registration	\$5,000
Lanyards	\$2,500
Notepads	\$3,000
Attendee Gift Opportunity (License Fee)	\$1,500 + cost of item
NETWORKING	
Conference Breakfast	\$3,000
Conference Lunch (Co-Sponsor)	\$4,500
Morning Coffee Break	\$1,500
Afternoon Refreshment Break	\$1,500

EDUCATION

CRRL Main Stage (3 Available)

Capture the attention of a large audience, including chiefs and company officers, by sponsoring a Main Stage session. Your brand will be prominently featured as speakers address critical fire and CRRL topics. This sponsorship includes the opportunity for your high-level corporate speaker to deliver a State of the Industry address in a TED Talk style or moderated interview format. Ensure your message is educational and not a sales pitch.

Solution Session Sponsorship **SOLD OUT**

Showcase how your latest products and services advance the fire service by sponsoring a Solution Session. Present real-life case studies that highlight the benefits of your offerings to fire departments. This is an excellent opportunity to demonstrate your solutions to a focused audience.

REGISTRATION

Your branding seen by EVERY attendee at least 3 times:

- On registration page
- On email confirmation
- Onsite at registration

OTHER

Attendee List Bundle (Pre- & Post-Show)	\$1,000
Pre-Show Attendee List	\$500
Post-Show Attendee List	\$750

For more information, visit:

IAFC.ORG/CRRL

Reach our exhibits team at:

EXHIBITS@IAFC.ORG



About the International Association of Fire Chiefs

The challenges we face as chiefs, fire officers and other emergency service professionals are ever evolving. Our goals to **Lead, Educate, Serve, and Include** guide our actions, and will continue to shape our future endeavors.

1 LEAD.

We are the preeminent global advocate for the fire and emergency service on leadership, policy, management, and service delivery.

3 SERVE.

We provide relevant and timely services, products, and resources to our members, affiliates, and partners.

2 EDUCATE.

We train current and future fire leaders by providing training, education, and professional development opportunities.

4 INCLUDE.

We assure acceptance of all people, treat them fairly, equally, with respect and a sense of belonging, so they can achieve their potential.

Check out our other conferences:



iafc.org/wui



iafc.org/frm



iafc.org/hazmatconf



iafc.org/fri



iafc.org/sun



iafc.org/tsi