

## EXHIBITOR NEWS



### *Welcome Athena Oliff! Exhibit Sales Manager*

**Athena Oliff** is excited to join us at IAFC as our new Exhibit Sales Manager. Athena comes to us from the Consumer Electronics Association where she was a sales coordinator for the Consumer Electronics Show (CES). Athena's duties at CEA included general exhibit sales and support, management and sales of all In Vehicle Technology exhibitors as well as all hospitality exhibitors. Athena has a strong knowledge base of exhibits and associations having worked on various shows at Convention Management Group, Water Environment Federation and National Trade Productions.

### Exhibit Hall Food Court

With limited food options in McCormick Place and the surrounding area, the Exhibit Hall Food Court will receive enhanced promotion and serve as one of the primary concession locations during the Meeting.

### Exhibitor Service Kit

The Exhibitor Service Kit is the one stop reference manual for exhibitors of the 2010 FRI. Order forms for various services, Chicago labor union rules, instructions on how to register your Exhibitor Appointed Contractor and much more are found in this kit. The complete Exhibitor Service Kit is online at [www.iafc.org/fri](http://www.iafc.org/fri) under Exhibitor Logistics and should be used to access the kit and view any updates.

**NEW!** Unlike in the past, the tour will not include an Exhibitor Workshop. For your convenience, we are changing the Exhibitor Workshop format from a face-to-face meeting to a webinar. So don't worry, if you are unable to attend the Exhibitor Tour, the webinar will be available in January with all the vital information. We also welcome feedback on the topics you would like to be covered in the webinar.

[How to Budget with Freeman Online Ordering and Managing FRI 2010 Logistics](#)

### *Did you know??*

An organization would save on **average \$914 per new customer** by closing a sales call with a lead from an exhibition versus by non-exhibition means.

*Source: the Cost Effectiveness of Exhibitions Participation: Part II: CEIR, 2009*

45% of attendees develop an **emotional connection** with a brand after interacting with it at a trade show.

*Source: Exhibit Surveys, Inc, 2007*

### *Fire Rescue International Attendee Survey Results*

- 76% of attendees spend 5+ hours on the trade show floor
- 67% of attendees say that Exhibits are within the top three factors that determine if they should attend
- 15% of attendees purchased a product onsite
- 41% plan to purchase a product in the next 6 months
- 24% plan to purchase a product in the next 12 months

In the next 24 months, what apparatus do attendees plan to purchase?

- 30% - Aerial unit
- 31% - Ambulance
- 14% - Brush Truck
- 18% - Command Vehicle
- 41% - Pumper
- 23% - Rescue

In the next 24 months, what equipment and supplies do attendees plan to purchase?

- 54% - Communication equipment
- 45% - Computer systems
- 66% - EMS equipment
- 31% - Fitness equipment
- 65% - Turnout gear
- 55% - Training materials

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[www.iafc.org/fri](http://www.iafc.org/fri)