



VIRGINIA
FIRE
+ **RESCUE**
CONFERENCE

June 1, 2016

To our Valued Exhibitors:

First, on behalf of the Virginia Fire Chiefs Association I want to thank you for your support during the 2016 Virginia Fire + Rescue Conference. We could not have had the success we did without your help. This was the first year we expanded the exhibit show to all 4 halls in the Virginia Beach Convention Center and we were 95% full.

Next I want to review the registration process for the 2017 Conference that will be beginning soon. Generally we will be following the process we followed in 2016 for the regular exhibitor registrations where the first company to register gets their pick of where they desire to exhibit.

Specifically the exhibitor registration process will be:

- The 2017 Exhibit Show will be held February 24 & 25. Exhibit hall apparatus & trailer move in will be on February 22 with booth and displays set up on February 23.
- On or about **June 28, 2016** the exhibit hall layout, list of available booths and floor spaces, and their respective costs and down payment amounts, and specific registration process instructions will be posted on the VFCA website at: WWW.VFCA.US.
- At 10:00 AM Eastern on Tuesday **July 12, 2016**, the on-line registration process will open.
- The first exhibitor to complete the registration process after the opening time, **including payment of the required down-payment**, will get their first choice of space and/or booth location. The next exhibitor to complete the registration process including payment will have second choice, etc.
- In the event an exhibitor begins the registration process and does not complete payment, on line at that time, the desired space will not be reserved and will be available for others to choose.
- The exhibit floor layout and list of available spaces/booths will not be automated but will be updated by VFCA staff as soon as possible. If a exhibitor requests a space that has already been reserved, the exhibitor will be contacted and will be given a chance to make another choice.

If you have any questions don't hesitate to contact me at: exhibits@vfca.us.

Floyd Greene
Exhibits Chair