

2026 VIRGINIA FIRE RESCUE CONFERENCE – RULES & REGULATIONS

(as of 9/15/25)

Exhibit Booths - Booth dimensions are 10 x 10 piped/draped and includes: one 6 ft. skirted table, 2 chairs, trashcan, and identification sign. Carpet will not be included but booth will front isle carpet on at least one side.

Floor Space - All apparatus and other displays choosing an exhibit floor space will not be provided with carpet, chairs, tables, signage, or carpeting, but will have a trashcan per space.

Complimentary Booth Reps - Exhibit Booths are allowed two (2) complimentary reps per booth reserved. Floor space vendors are allowed one (1) complimentary rep per 300 square feet reserved. Additional reps will be charged a fee of \$75/person. This information will be collected sometime in late January.

Payments Due - After registering, you agree to following payment schedules:

10% of the balance by September 1, 2025, 50% of the balance by October 1, 2025 and the remaining balance by December 1, 2025. Please note our system defaults to credit card fees added to your payment. If you prefer to pay by check, email exhibits@vfca.us and a revised invoice will be sent to you.

Cancellation Policy – A request to cancel exhibit space must be made in writing to the exhibits@vfca.us. Properly requested refunds will be provided per the following schedule: Requested on or before December 1, 2025 and the VFRC will retain a 10% cancelation fee. After December 1, 2025 the VFRC retains 100% of payments made and the space will be released.

Late Payment Penalty Charge- Any payment received after the due date, VFCA has the right to charge a late penalty of 5% of the balance due for every 30 days past the due date or cancel your registration.

Noise and Lighting Infringement - In consideration of other vendors, especially those in close proximity of your assigned space, VFCA has the right to prohibit displays that have continuous lighting or noise that negatively impact other exhibitors or attendees.

Early Breakdown Penalty - We set the Friday breakdown time to allow the maximum amount of time for our attendees to be able to visit the exhibit hall during the conference and provide our vendors the best opportunity for traffic through the show. As a deterrent to vendors who disregard our posted breakdown time and pack up before the show is over, we are setting a penalty if that happens without prior approval. If your display is dismantled, cleared, removed or packed up before our posted breakdown time, your company will be restricted from registering early in 2026. Your opportunity to register for exhibit space will be on the day after registration opens and you will lose the chance to reserve a choice location.

Electrical Requirements- Utility Services must be reserved and paid for directly through the Virginia Beach Convention Center. A link will be sent to you at a later date.

All Exhibits must be wired in accordance with the National Electric Code and each vendor is responsible for providing individual extension cords and power strips.

Set-up/Breakdown Times – Tentative

Tuesday 2/17: 9 AM-5:00 PM - Apparatus and Trailer Load In (more information to follow)

Wednesday 2/18: 9:00 AM- 5:00 PM – Booth Load In

No Apparatus load in nor trailer or truck unloading inside the exhibit hall on this day

Thursday, 2/19 – 9:00 AM-5:00 PM – Exhibit Hall Open

Friday, 2/20 – 9:00 AM-5:00 PM Exhibit Hall Open

Friday, 2/20 – 5:00 PM-9:00 PM – Exhibitors Breakdown & Load Out

Saturday, 2/22 – No exhibits and no Load Out

Note: Exhibitors in the Lobby **may** load in and staff their booths, at their discretion, from Wednesday 2/18 at 9 AM through Friday 2/20 at 5 PM. Also note that lobby booth load in and load out must occur through the loading dock doors and NOT through the front lobby doors.

Important - No delivery trucks, apparatus, or trailers will be allowed to unload inside the hall on Wednesday because the final carpet laying will be in progress then. Therefore, any display items to be unloaded on Wednesday will have to be done from the loading dock. More information about load-in will be sent to the registration contact on or about February 3rd and will be posted on this site at a later date. Load-in special requests must be sent to Exhibits Chair, Floyd Greene at Exhibits@vfca.us no later than January 31, 2026.

Take-down Time - Exhibits will close at 5:00 PM on Friday, 2/20. Exhibitors shall NOT tear down their displays or remove apparatus until the Exhibits Chair has announced that the Exhibit Hall is clear and safe to do so. Exhibits must be promptly removed, and space left clean and free from all rubbish by 9:00 PM.

DMV Compliance - All Motorized apparatus dealers must be in compliance with the DMV Code of Virginia, particularly sections 46.2-1508; 46.2-1510; and 46.2-1516.

VFCA Logo - The VFCA logo is a registered trademark, and its use is restricted by VFCA. Only those exhibitors who have received permission from VFCA will be allowed to use the registered trademark. Exhibitors who use the VFCA logo illegally may be requested to remove the merchandise and/or may be requested to leave the premises. The VFCA Exhibit Committee reserves the right to reject any exhibit it does not deem proper in the promotion of our Association.

Containment - All vendor displays must be contained within the space rented. No apparatus, portions of apparatus, bumpers, equipment, flags, merchandise, etc. can extend beyond the space rented into either a carpeted isle or an adjacent booth or vendor space. Apparatus and/or merchandise that will not fit in the space requested and allotted will not be allowed to be displayed and no refund will be provided. Vendors should ensure sufficient space is requested and reserved to contain the apparatus and/or merchandise planned for display.

Drone Restriction - In accordance with VBCC regulations, non-City of Virginia Beach drones are

prohibited from being flown inside or outside the Convention Center. Tethered aerial devices must be approved in advance by the VBCC.

Character of Exhibit - VFCA reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of VFCA Show Management, said exhibitor shall in any respect be deemed unsuitable or offensive to other individuals. This reservation includes, but is not limited to, personnel attire and conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, which affect the character of the EXPO or the VFCA.

Food and Beverage Restrictions – Center Plate is the contracted Caterer for the Virginia Beach Convention Center and has the exclusive rights to provide all food and beverages, so therefore **no outside food or beverages may be brought or consumed in the exhibit hall, especially alcoholic beverages.** If alcoholic beverages are brought in by an individual or company, the Caterer has the right to confiscate such alcoholic beverages. This action will also be just cause for the individual and their affiliated exhibit company to be expelled immediately from the Expo.

Virginia Beach Fire Department Regulations - It is mandatory that you comply with the following VBFD regulations for display of motor vehicles. Batteries: A keyed or special switch shall be used to effectively disconnect the battery in the vehicle from the starters, solenoids, and condensers associated with the engine and power train. This will allow the computer equipment, radios, and associated equipment to still function. The fact that extraneous equipment such as on-board computers and radios would still operate off the main batteries is okay. The intent of the code is that the engine be disconnected. "Pop-Up" type canopies and other structures are limited in size to 10' x 10' or smaller.

Fuel in fuel tanks shall not exceed one-quarter tank or five gallons. 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. Also, any vehicle in the Convention Center must have some method to catch fluids that may leak from said vehicle.

General Provisions - Upon arrival, exhibitors must check in at the Exhibitor Registration Desk in the main lobby of the convention center. All exhibitor personnel must wear their conference name badge in plain view at all times during open exhibit hours. Exhibitors may not sublet or assign their space to other companies or organizations. Exhibitors may not sell raffle tickets to attendees. Free drawings/giveaways are allowed. Combustible materials or explosives are prohibited. Fire extinguishers and exits must not be obstructed. Sounds from audio machines must be subdued and not projected outside the exhibit booth. VFCA will not be responsible for copyrighted music.

Liability - The exhibitor assumes entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, or other property brought upon the premises and shall indemnify and hold harmless the VFCA and its representatives, Monarch Meetings and its representatives, and the Virginia Beach Convention Center agents and employees from any and all such losses, damages and claims. VFCA further reserves the right to reject at any time exhibits or exhibitors failing to comply with Exhibit Rules and Regulations.