

FSMVA

Fire Service Manufacturers
and Vendors Association

FSMVA Member Newsletter December 2009



FireShowsReno A Success in 2009



John Burton, President

Contact John Burton
Office: 209-544-3161
Cell: 209-765-6971
john@burtonsfire.com

FSMVA 2009 Advisory Board

Dayle Wellbrock, Chairman

John Burton, President
Burton's Fire Inc.

Newly appointed advisory
board members will be
announced in January.

FireShowsReno
PO Box 11856
Reno, NV 89510
1-800-632-7489

Message from the President

We thank each one of our exhibitors for their support in helping to make FireShowsReno 2009 a success as we renewed its return to Reno. With so many of you providing comments on the Exhibitor Evaluation Forms, it gives us a good roadmap on where we can improve your exhibiting experience and incorporate a clear direction for the goals of our 2010 show. All in all, we feel we have a solid foundation toward becoming a premier fire conference for the West Coast.

Total Registration
832

After sending out a survey to the conference attendees, 97% of the respondents indicated they are planning to attend our 2010 show.

*Wishing you and yours a
happy holiday season*

Exhibitor Survey Results

PRESHOW PLANNING

	Exhibitors Agreed
Exhibitor requests and phone calls were handled in a timely manner	100%
Advertising and PR for the show was visible and appropriate	75%
Transactions on the booth sale was handled professionally	100%
GES Exhibit Service Kit was easy to read and follow	81%
FireShowsReno Exhibitor Reference Guide was helpful	100%
Exhibitor "Free Expo Passes" were valuable	87%

EXHIBITOR ON-SITE EXPERIENCE

	Exhibitors Agreed
Exposition days and hours were appropriate	75%
The networking reception worked well for exhibitors	50%
Good traffic flow/Quality leads	75%
Move-in process was well organized	100%
Overall review of contractors providing show services	93%
Hotel and travel discounts provided savings	81%
FireShowsReno staff was able to accommodate any problems I had	100%
GES provided satisfactory show/decorating services	87%
Reno Events Center is an appropriate location for the show	100%
Food/Beverage was acceptable	43%
The show meets our expectations	93%

Based on the results and your comments, we have started planning to make changes to the networking reception event, the hours of the expo and the food and beverage that is offered at the Reno Events Center. See page two for exhibitor comments.

SAVE \$100 ON YOUR 2010 EXHIBIT SPACE

By returning the Exhibitor Letter of Intent and a 50% deposit before December 31, you will save \$100 off your exhibit booth space.
RESERVE NOW | SEE ATTACHED FORM

Exhibitor Survey Comments

Good show; well organized. Glad to have FireShowsReno back on the show circuit.
Show seemed too short. Networking reception was well catered, but venue didn't support it adequately. Consider additional lodging options. The food bending was limited; poor selection of food and overpriced. Wireless broadband was inadequate. Overall, a solid regional show.
Exposition days were good - but have longer 2 days.
I appreciate that we could drive into the vendor hall! I do not like the "bingo" idea. It only draws low quality interaction at the booth.
I would like to see food and beverage inside the exhibit hall. Networking reception should be in the exhibit hall. Thank you for a GREAT show.
Don't do the "stamping" thing.
GES were the easiest and best to work with at any show!! The networking reception could have been a little better as discussed at the vendor's meeting. For a first year, the show exceeded our expectations.
Need more attendees. Need more hands-on classes and training. The Networking Reception needs to be in one big room with tables.
More traffic!

FSMVA Membership

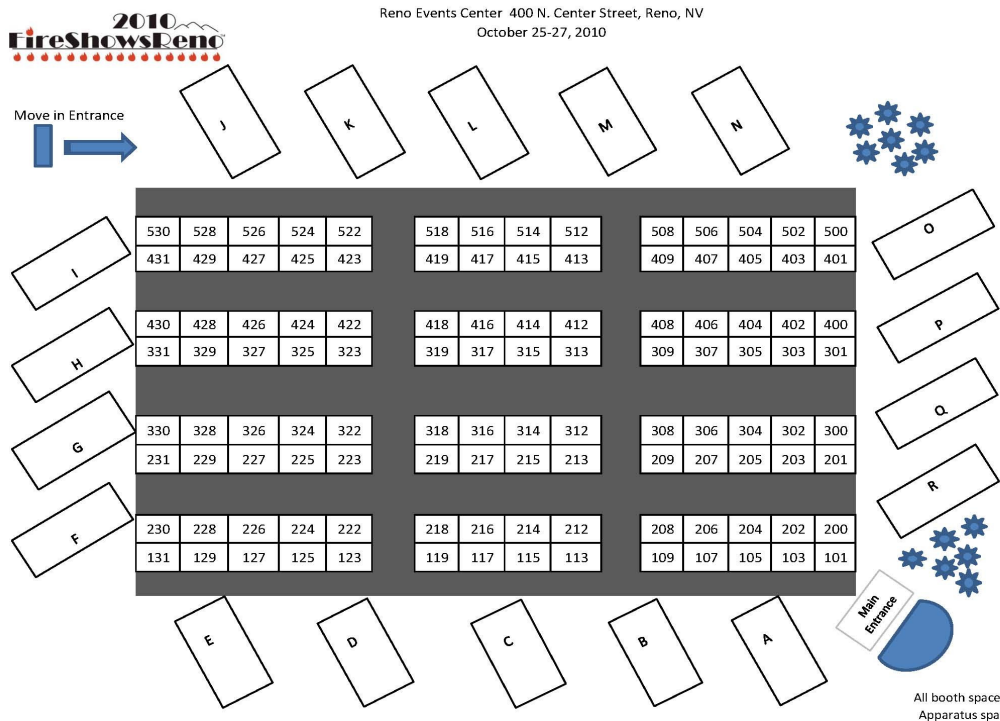
Annual membership dues of \$55 are payable by December 31 for the 2010 Membership year. As an FSMVA Member....your voice counts in the structure of FireShowsReno. Complete the attached form and send it in today with your payment. As an Association, together we will work hard to continue the growth and enhancement of the show.



2010 Exhibit Floor Layout

We will be assigning booth space in January 2010. To take advantage of reserving a booth location in the area that was assigned in 2009, please send in your Exhibitor Letter of Intent with a 50% deposit.

For questions,
Contact:
Jo Anne Hill
1-800-632-7489





FireShowsReno 2010
October 25-27, 2010

EXHIBITOR LETTER OF INTENT

By signing this Letter of Intent, a non-binding agreement is being entered into as of this date _____ by and between the FireShowsReno Conference and Expo and the Undersigned ("Participating Company".)

Exhibitor Information

Participating Company: _____
Primary Contact: _____ Title: _____
Email: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Mobile: _____
Type of Booth Interest: ___ 10x10 ___ 10x20 ___ 10x30 ___ Apparatus
Booth Number Preference: #1 _____ #2 _____ #3 _____

The 2010 Exhibit Hall floor plan will be designed and available to exhibitors by January 11, 2010. Booth selection choices will be offered first to 2009 FSMVA Exhibitors and FSMVA members in the order their Exhibitor Letter of Intent was received between October 28 - December 31, 2009.

Companies submitting Letters of Intent will be presented with the 2010 Exhibitor Contract when that document is available for distribution. They will have the option of signing and submitting the Exhibitor Contract within two weeks and thereby entering into a binding agreement to exhibit in 2010, or can decline to sign the contract.

No invoices will be issued until a binding exhibitor contract is signed and conveyed.

Approval:

Company Signature Date

Upon execution of this Letter of Intent, please mail or fax this form to:

Jo Anne Hill
FireShowsReno
P. O. Box 11856
Reno, NV 89510-1856
Phone: 1-800-632-7489
Fax: 1-775-331-3637
Email: joanne@fireshowreno.com


Special Pricing Discount
Return this form during FireShowsReno 2009 with a 50% deposit OR between November 1 - December 31, 2009 with a 50% deposit and receive a \$100 discount applied to the 2010 booth fee.
Deadline is Thursday, December 31, 2009



Membership Application 2010

Membership period is from January 1 - December 31

Please Print

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

Mobile: (____) _____

Email: _____ Website: _____

Please print legibly

Annual Membership Dues: \$55.00

Payment Method: Check
 Credit Card

- VISA
- M/C
- AMEX

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

Name on Credit Card _____

Please complete and return this membership application and mail to:
Fire Service Manufacturers and Vendors Association
P. O. Box 11856
Reno, NV 89510

For more information, please contact: Jo Anne Hill
Phone: 1-800-632-7489
Fax: 1-775-331-3637
Email: joanne@fireshowsreno.com

Visit our website at www.fireshowsreno.com