

**Vendor Application - Fire Leadership Challenge 2011**  
**"The Leadership Challenge: Leadership vs. Crisis Management"**  
**November 30 - December 2, 2011**  
**Keystone Conference Center, Keystone, Colorado**  
***(Please Print Clearly or Type Form)***

COMPANY \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

CONTACT PERSON & TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PERSONNEL STAFFING BOOTH \_\_\_\_\_

**INSIDE EXHIBIT SPACE:**

|                            |            | <u>Member Rate*</u> |         |            | <u>Non-Member Rate</u> |  |
|----------------------------|------------|---------------------|---------|------------|------------------------|--|
| 5' x 8' Booth              | Qty. _____ | x \$550             | = _____ | or x \$650 | = _____                |  |
| 10' x 10' Booth            | Qty. _____ | x \$600             | = _____ | or x \$700 | = _____                |  |
| 8' Table or Booth in Foyer | Qty. _____ | x \$550             | = _____ | or x \$650 | = _____                |  |

**Premium Space** = 10' x 10' Booth in Exhibit Hall facing eating area (based on availability with priority going to Sustaining Members)

|                   |            |         |         |            |         |
|-------------------|------------|---------|---------|------------|---------|
| 10' x 10' Premium | Qty. _____ | x \$650 | = _____ | or x \$750 | = _____ |
|-------------------|------------|---------|---------|------------|---------|

*Note: Please indicate total desired spaces. We will try to accommodate total request if space is available.*

Do you need **electrical**? Number of outlets (one 120v/5-amp outlet included) \_\_\_\_\_ Total amps needed \_\_\_\_\_

Do you require a **table** in your space? Yes \_\_\_\_\_ No \_\_\_\_\_

WI-FI Connection will be available for a small additional charge, see below.

**OUTSIDE APPARATUS EXHIBIT SPACE:**

There are a limited number of outdoor exhibit spaces. Each space accommodates one vehicle.

|   |            | <u>Member Rate*</u> |         |            | <u>Non-Member Rate</u> |  |
|---|------------|---------------------|---------|------------|------------------------|--|
| Outside Exhibit Space Only                        | Qty. _____ | x \$250             | = _____ | or x \$500 | = _____                |  |
| Outside Exhibit Space in addition to inside space | Qty. _____ | x \$175             | = _____ | or x \$350 | = _____                |  |

**ADVERTISING IN COLOR BROCHURE:**

Please submit all ads in digital PDF format with application. Additional fees will apply to any ad NOT in PDF format.

|                  |            | <u>Member Rate*</u> |         |            | <u>Non-Member Rate</u> |  |
|------------------|------------|---------------------|---------|------------|------------------------|--|
| FULL PAGE (8x10) | Qty. _____ | x \$150             | = _____ | or x \$250 | = _____                |  |
| HALF PAGE (8x5)  | Qty. _____ | x \$75              | = _____ | or x \$175 | = _____                |  |
| BUSINESS CARD    | Qty. _____ | x \$50              | = _____ | or x \$150 | = _____                |  |

\* Member Rate is the rate for Sustaining Members of the Colorado State Fire Chiefs Association.

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**REFRESHMENT BREAK SPONSOR:**

Member Rate: \$300 \_\_\_\_\_  
Non-Member Rate: \$500 \_\_\_\_\_

**WI-FI CONNECTION**

Fee covers service for both days. Each device requires its own connection.

WI-FI Connection Qty. \_\_\_\_\_  $\frac{\text{Member Rate}^*}{x \$25} =$  \_\_\_\_\_  $\frac{\text{Non-Member Rate}}{\text{or } x \$35} =$  \_\_\_\_\_

**LUNCH TICKET(S)**

Two lunch tickets per day per space are included with registration for CSFCA members. No Lunch tickets are included for non-members.

Lunch Thursday Qty. \_\_\_\_\_  $\frac{\text{Member Rate}^*}{x \$25} =$  \_\_\_\_\_  $\frac{\text{Non-Member Rate}}{\text{or } x \$35} =$  \_\_\_\_\_  
Lunch Friday Qty. \_\_\_\_\_  $\frac{\text{Member Rate}^*}{x \$25} =$  \_\_\_\_\_  $\frac{\text{Non-Member Rate}}{\text{or } x \$35} =$  \_\_\_\_\_

**TOTAL:**

**DEPOSIT (50% of total) due by August 31, 2011 (July 20<sup>th</sup> to reserve last year's spaces):** (\_\_\_\_\_)

**BALANCE DUE:** \_\_\_\_\_

**PAYMENT INFORMATION**

- Make checks payable to: Fire Leadership Challenge  
c/o CSFCA  
9195 East Mineral Avenue  
Centennial, CO 80112
- To pay by credit card (Visa, MasterCard, Discover)  
fax to: 720-862-2181

**CREDIT CARD NUMBER:** \_\_\_\_\_ **EXP. DATE:** \_\_\_\_\_ **SECURITY CODE:** \_\_\_\_\_  
**NAME ON CARD:** \_\_\_\_\_ **ZIP CODE OF BILLING ADDRESS:** \_\_\_\_\_  
**SIGNATURE:** \_\_\_\_\_ **AMOUNT TO CHARGE: \$** \_\_\_\_\_  
**EMAIL ADDRESS FOR RECEIPT:** \_\_\_\_\_

For additional information call: Jill Farber at 720-870-0926 or Paul Cooke at 720-874-8116

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**Deposit Received: \$** \_\_\_\_\_ **Date Received:** \_\_\_\_\_ **Check or CC Number:** \_\_\_\_\_  
**Balance Received: \$** \_\_\_\_\_ **Date Received:** \_\_\_\_\_ **Check or CC Number:** \_\_\_\_\_

**FIRE LEADERSHIP CHALLENGE 2011**  
*"The Leadership Challenge: Leadership vs. Crisis Management"*  
**November 30 - December 2, 2011**  
**Keystone Conference Center, Keystone, Colorado**  
**Exhibitor Fact Sheet**

- Exhibit Spaces: 8-foot foyer tabletop, 5'x8' booth and 10'x 10' booth. Each exhibitor will be provided a table (6' or 8', depending on booth size) with skirting. **Additional tables will require additional exhibit space rental.** Please be sure to specify your needs in your application.
- Exhibit Fees Per Space: Please see application form for registration fees per exhibit space. A **Deposit** of 50% of the total fee **MUST** be received by **August 31, 2010** to guarantee your space(s). Full Payment **MUST** be received by **October 28, 2010** or your space will be forfeited. The Deposit is non-refundable after **October 28, 2010**. Prior to that date, the deposit minus a \$50 administrative fee is refundable for written cancelation.
- There will be a LIMITED NUMBER OF OUTSIDE APPARATUS/VEHICLE EXHIBIT SPACES. Please **make note of your desire to secure one of these spaces on your vendor application.**
- Exhibit Set-Up: Set-up of your exhibits will begin at 2:00 pm on Wednesday, November 30 and may continue until 6:00 pm. Late exhibit set-up will begin at 6:30 am on Thursday, December 1. ALL exhibits **MUST** be completed no later than 9am on Thursday, December 1.
- Exhibit Hours: 9:30am to 7pm on Thursday, December 1 and 7am to 3pm on Friday, December 2.
- Electrical Hook-Ups: One standard 120v/5 amp electrical hook-up per space is provided as a part of your exhibit registration and should be noted on your application. Additional hook-ups are available for a fee of \$55. There are no electrical hook-ups available for the outdoor exhibit spaces. Questions concerning electrical issues should be directed to the Keystone Conference Center at: 970-496-4142.
- WI-FI Connection: Available for a minimal additional charge (see application).
- Lunch Tickets: Two lunch tickets per exhibit space are included with your registration fee for CSFCA Sustaining Members **ONLY**. If you need lunch tickets, or additional lunch tickets, please contact us **PRIOR** to October 28.
- In order to encourage attendees to stop by and visit each exhibitor, we will continue to provide the following incentives:

There will be an exhibitor sponsored **"SOCIAL TIME"** (included in your registration fee) on Thursday, December 1 from 5pm to 7pm. During this time, there will be prize drawings for all registered conference attendees. If you wish to donate items for the drawings, please send them to a committee member prior to the conference or you may drop them off at the conference registration table Wednesday or Thursday.

Additionally, there will be two scheduled **"REFRESHMENT BREAKS"** on Thursday in the morning and afternoon; and one in the morning on Friday. During these breaks attendees are encouraged to visit the exhibit area. The refreshment break sponsorship is available. Exhibitors participating will be acknowledged during the break and in the conference brochure.

For additional information, please contact Jill Farber at 720-870-0926, or Paul Cooke at 720-874-8116.

Thank you for your participation and we look forward to seeing you in Keystone!



# Fire Leadership Challenge 2011

*"The Leadership Challenge: Where Do We Go From Here?"*

Dear Vendor,

Many of our Vendors have voiced an interest in becoming more involved and increasing their support of the Conference. The committee would like to suggest the following options for additional support:

- |                                    |   |  |
|------------------------------------|---|--|
| ○ Sponsor AV for a Break-Out Room  | Recognition in brochure and company name displayed in the room                | Member Rate: \$200 _____<br>Non-Member Rate: \$300 _____     |
| ○ Sponsor AV for a Keynote Speaker | Recognition in brochure and company name displayed at the session in the room | Member Rate: \$300 _____<br>Non-Member Rate: \$400 _____     |
| ○ Sponsor a Coffee Break           | Recognition in brochure and company name displayed during the break           | Member Rate: \$400 _____<br>Non-Member Rate: \$500 _____     |
| ○ Sponsor a Break-out Speaker      | Recognition in brochure and acknowledged during introduction of speaker       | Member Rate: \$750 _____<br>Non-Member Rate: \$1,000 _____   |
| ○ Sponsor a Key Note Speaker       | Recognition in brochure and acknowledged during introduction of speaker       | Member Rate: \$2,000 _____<br>Non-Member Rate: \$2,500 _____ |

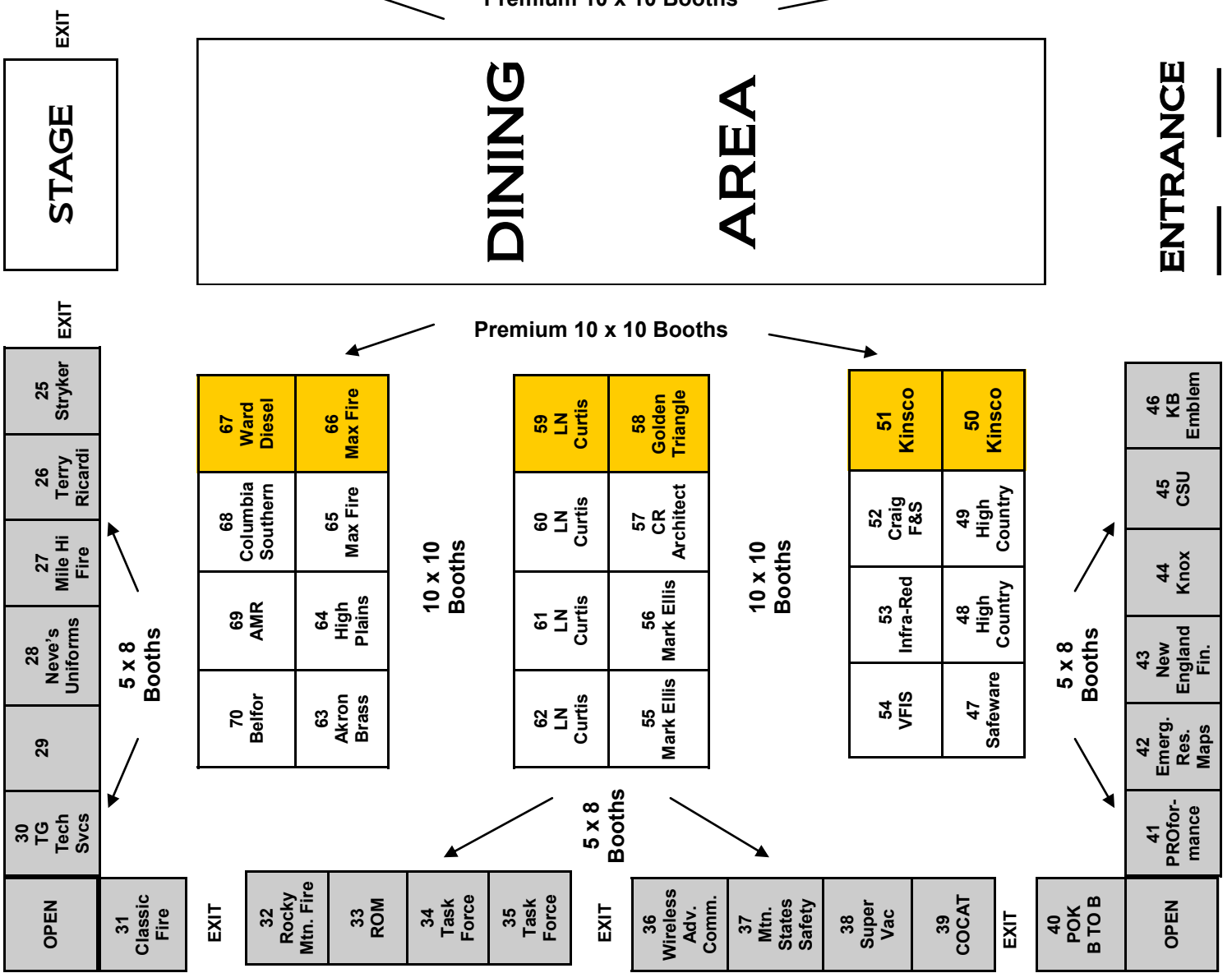
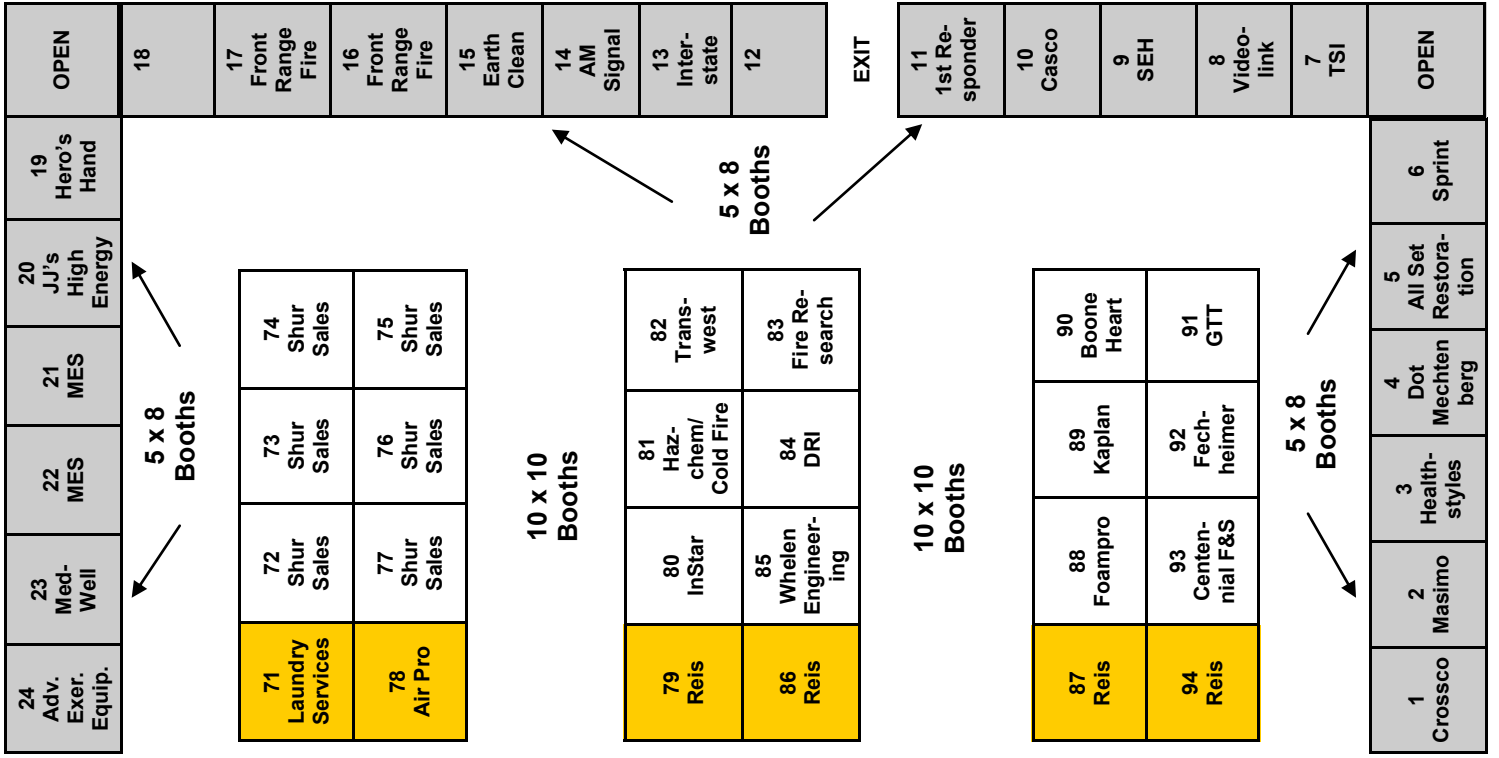
Any of the above expenses could be shared by more than one vendor. If you have any additional suggestions or wish to sponsor any of the above listed ideas please contact Jill Farber at 720-870-0926.

We will send invoices and/or receipts as requested by you and/or your company.

Thank you for your interest and support of this Conference.

Sincerely,

*Paul L. Cooke*  
CSFCA Executive Director



# FOYER BOOTHS

## OUTSIDE APPARATUS SPACES

1. ROCKY MOUNTAIN EMERGENCY VEHICLES
2. AMR
3. MILE-HI FIRE APPARATUS

ENTRANCE

## SHAVANO FOYER

L22  
NFFF

L21  
FLSEC

L20  
Boulder  
Co. FF

L19  
FPPA

L18  
CSFCA

L17  
CSFCA

ENTRANCE

L1  
T Charles  
Wilson

L2  
Provi-  
dent

L3  
Physio-  
Control

L4  
I am Re-  
sponding

L5  
PEP  
(FEMA)

L6  
Flight for  
Life

## QUANDARY PEAK FOYER

## LONGS PEAK FOYER

REGISTRATION

L16  
Multi-  
card

L15  
Front  
Range

L14  
Front  
Range

L13  
RMEV

L12  
OZ  
Arch.

L11  
SDA

L10  
SDA

ENTRANCE

## COLUMBINE BALLROOM EXHIBIT HALL

COLORAO ROCKIES BALLROOM (KEYNOTE SESSION, BREAKOUT SESSIONS)