

Illinois Fire Chiefs Association



74th Annual Conference

**Peoria Civic Center
Peoria, Illinois**

October 12-15, 2025

Exhibit Dates: October 13 & 14, 2025





ILLINOIS FIRE CHIEFS ASSOCIATION

Dedicated to excellence in the Fire Service

Post Office Box 7 • Skokie Illinois 60076-0007

Phone (847) 966-0732 • Direct Email: info@illinoisfirechiefs.org

Website: www.illinoisfirechiefs.org

Dear Prospective Conference Exhibitor:

The Illinois Fire Chiefs Association's 2025 Annual Conference is rapidly approaching. We are excited to announce that the IFCA will be the sole host for the conference. Where we have previously partnered with another association, we believe that going *back to the way it was* will allow our municipal and district chief officers to experience a robust and engaging conference. Our exhibitors stand to benefit by having chief officers with decision-making and purchasing authority present to meet and learn from you.

Over the last **70** years the IFCA Conference has grown from a few tables in a hallway for vendors to display their products and a couple of apparatus in a parking lot, to today where we utilize the Peoria Civic Center with a footprint of over 108,000 square feet of exhibit space. There is no doubt that the growth of our conference is due in part to your continued support and we truly cherish our exhibitors. We know that budgets continue to be tight; and hopefully your current economic climate contains to improve. However, this conference offers you a unique opportunity to display your products and meet the people that make decisions on what apparatus and equipment will be selected for their departments. At past conferences we filled the entire civic center, so now is the time to arrange for your exhibition space and register for this year's conference. The IFCA Conference will offer an EMS Education Track to encourage EMS Officers to attend. Also, the Illinois Fire Apparatus Mechanics Association's will be hosting their conference nearby and are invited to attend the exhibit show. The conference will be held at the Peoria Civic Center and the Peoria Marriott Pere Marquette Hotel in Peoria, Illinois. Additional rooms are being held at the Marriott Peoria Courtyard Downtown and Staybridge Suite Peoria-Downtown. Dates for this year's conference are from Sunday October 12 through Wednesday October 15 with exhibits open on Monday October 13 and Tuesday October 14.

We have reserved the entire 108,688 square feet of exhibit floor space at the Peoria Civic Center. Exhibitors may begin setting up in the exhibit hall on Sunday October 12th from 1 PM until 4 PM and on Monday morning from 8 AM until 11:00 AM. **All motorized equipment must be ready to enter the exhibit hall no later than 1:00pm on Sunday, October 12, 2025. No motorized equipment will be allowed to enter the exhibit hall on Monday.** The exhibit floor will be open on Monday from Noon until 4 PM and on Tuesday from 11 AM until 2 PM. Lunch will be provided in the exhibit hall both days, and hospitality bars will be set up Monday afternoon.

On Sunday evening we have our Tired Travelers Reception at the Peoria Marriott Pere Marquette Hotel (7:00- 9:00pm). We invite and encourage you to join us for this event. The Tired Travelers Reception will provide you with an additional opportunity to talk with current customers and meet new ones.

This brochure contains information regarding exhibitor guidelines, sponsorship opportunities, hotel information and registration forms. It is intended to answer most of the questions that you may have regarding exhibiting at our conference. Should you need further information or have a question not answered in this brochure, please do not hesitate to contact us.

<https://ilfca.memberclicks.net/exhibit25>

The Illinois Fire Chiefs Association's Conference Committee will do all in our power to ensure that you have a positive experience at our conference. We believe that outside of the FDIC, our show is the largest fire apparatus and equipment show in the Midwest, and we look forward to you being a part of it by joining us in Peoria in October.

Sincerely,

Ray Larson

Ray Larson
Conference Chairperson

Richard Campbell

Richard Campbell
Exhibit Coordinator

2025 Exhibitor Guidelines:

Allocation of Space

The Conference Committee Exhibit Coordinator will assign booth space according to product/service of the vendor, date of receipt of application and previous participation. **Sponsors at the Three Gold Trumpet Level and above will receive priority placement for applications received before September 1, 2025.** To ensure inclusion in printed conference material your agreement and full payment must be received by **September 15, 2025**.

Booth and Sign Information

All standard booths measure 10 ft. wide and 10 ft. deep. Double booths measure 20 ft. wide by 10 ft. deep. All standard booths include a draped back wall, an 8 ft. table, draped table linen, two chairs and company sign (please refer to attached contract for proper sign wording). Apparatus space size is determined by the type of apparatus. Aerial (55'x20'); Engine (45'x20'); Squad (45'x20'); and Ambulance (35'x20'); Apparatus space may not be used for displays without a vehicle unless approved by Exhibit Chairperson. Electricity, extra tables, chairs, linens, carpets, and other booth accessories will be available from **Peoria Expo (309) 680-3800**. Registered exhibitors will receive a link to Peoria Expo to place your order.

Cancellation Policy

In the event a vendor must withdraw from appearing at the Conference, the vendor must notify the IFCA Office by mail, fax or email. The following fee schedule will be used for refunds:

Before August 11, 2025	100% refund
August 12 - 31, 2025	100% refund minus \$50.00 administration charge
September 1 - September 12, 2025	50% refund
After September 12, 2025	No refund

Certificate of Insurance

The Illinois Fire Chiefs Association and the Peoria Civic Center **requires** each exhibiting company to provide proof of liability insurance. The regular liability insurance carried for your day-to-day operations is sufficient. Check with your insurance company. This document may be emailed to info@illinoisfirechiefs.org.

Character of Exhibit

The Illinois Fire Chiefs Association reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of the IFCA Conference Committee and/or Executive Board, 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 other items, without limitation, which affect the character of the exhibition or the Illinois Fire Chiefs Association. **NO liquor or alcoholic beverages may be sold or provided by any vendor.**

Exhibitor Schedule

Move-In

Sunday, October 12 1:00 pm - 4:00 pm
Monday, October 13 8:00 am - 11:00 am

Conference Committee members will be on hand to assist you in any way necessary.

Exhibitors who have purchased apparatus space will be notified by email of their Sunday move-in time once the floor plan has been finalized. No vehicles will be allowed to enter exhibit hall on Monday. **NOTE: The application of Armor All® or any similar products inside the Civic Center is prohibited.**

Exhibit Hours

Monday, October 13 12:00 pm - 4:00 pm
Tuesday, October 14 11:00 am - 2:00 pm

On Monday and Tuesday, there will be "Lunch with the Exhibitors". Lunch will be served in the exhibit area to exhibitors and attendees. A Hospitality Bar will be open on Monday, one hour prior to the exhibit hall closing. **Each exhibiting company/organization will receive two lunch tickets PER booth space and/or apparatus space for each day. Additional tickets will be available for sale for \$30.00 at the lunch line.** *Example: vendor purchases a single booth, ambulance space and a 1 Gold Bugle Sponsorship. You will receive 6 lunch tickets each day.*

Move-Out

Tuesday, October 14 2:00 pm

All exhibitors are requested to dismantle their booths at that time. Apparatus dealers are asked not to start their engines until instructed. *Members of the IFCA Conference Committee will be available to assist you.*

2025 Exhibitor Guidelines:

Hotel Reservations

Included in this booklet is information for the Peoria Marriott Pere Marquette, Courtyard Peoria Downtown and Please be sure to make reservations early enough to ensure lodging at one of the headquarter hotels. Be sure to mention that you are attending the Illinois Fire Chiefs Conference in order to qualify for the group rate.

Internet Access

Wireless Internet will be available on the exhibit floor, free of charge for our vendors.

Payment

All contracts must be accompanied by payment in full. **NO** space will be held without payment.

Property Damage

To protect the property of the Peoria Civic Center and/or Peoria Expo, exhibitors may not use any items or action that may deface the premises. No fasteners may be used to attach or drive into any part of the building. Any damage will be the Exhibitors responsibility to pay the Peoria Civic Center and/or Peoria Expo to restore the property to its original condition.

Raffle Prizes

We encourage our vendors to conduct their own raffles within their booth/apparatus space. Exhibitors may set up their own guidelines for the winner. You can pull the winning ticket when you want, we recommend notifying the winner and then providing the winner's name to one of the conference committee members to announce. We will have blank ticket stock available. **Vendor is responsible for delivering prize to winner.**

Security

Security will be provided at the Peoria Civic Center on Sunday, Monday and Tuesday.

Shipping and Storage of Crates and Boxes

If shipment of exhibit materials to Peoria is necessary, this service will be provided by **Peoria Expo**. Information on crate shipment is included in the information Peoria Expo provides online. **There is a fee for this service.** Please mark all packages *"Illinois Fire Chiefs Conference, October 12-14, 2025."*

Space Sharing

Exhibitors cannot share any portion of their space. Only one company name will appear on signage. They may not exhibit or sell any goods not regularly manufactured or distributed by the exhibitor. Representatives from any company not exhibiting at this show may not solicit business or take orders in the purchased space without the approval of the IFCA Committee Chairperson.

Communication/Contact Information

Please direct all communication about exhibits to:

Illinois Fire Chiefs Office 847.966.0732, email: info@illinoisfirechiefs.org

Registration is available online

<https://ilfca.memberclicks.net/exhibit25>

**Don't Miss Your Chance To Be Part of one of the Largest Fire Shows in the Midwest
and An Opportunity to Meet the People Who Decide What Equipment Will be
Purchased for Their Departments**

2025 Combined Conference Hotel Information

Please contact the hotels directly

Peoria Marriott Pere Marquette, 501 Main Street, Peoria IL 61602

Reservation Numbers: 1-309-637-6500

1-800-228-9290

Please mention you are registering for the Illinois Fire Chiefs block

Online reservations:

Price **\$175.00** per night plus 15% tax

Block Cut Off: **09/21/2025**

Courtyard Peoria Downtown, 533 Main Street, Peoria IL 61602

Reservation Numbers: 1-309-637-6500

1-800-228-9290

Please mention you are registering for the Illinois Fire Chiefs block

Online reservations:

Price **\$175.00** per night plus 15% tax

Block Cut Off: **09/21/2025**

Online Registrations for the Pere Marquette and Courtyard

[Book your group rate for IL FIRE CHIEFS ASSOCIATION](#)

Or paste the following into your browser: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1737488951788&key=GRP&guestreslink2=true&app=resvlink>

Staybridge Suites Peoria Downtown, 300 W Romeo B Garrett Ave, Peoria, IL 61605

Reservation Number: 1 877 238 8889

Hotel Front Desk: 1-309-673-7829

Please mention you are registering for the Illinois Fire Chiefs block

Price **\$124.00** per night plus 15% tax

Block Cut Off: **09/12/2025**

Please Join Us

***We welcome and encourage our exhibitors to join us
at the following events***

Tired Travelers Reception

Join us Sunday evening October 12, 2025 for the "Tired Traveler's Reception" at the Peoria Marriott Pere Marquette . The reception is from 7:00 pm to 9:00 pm.

IFCA Banquet & Installation of Officers

On Tuesday evening, October 14, 2025 the IFCA's annual Banquet and Installation of Officers will be held at the Peoria Marriott Pere Marquette. Tickets are available online. Limited number may be available at the Registration area. The reception begins at 5:00 pm and tickets are \$60.00 per person



2025 IFCA Sponsorship Opportunities



Champion (\$10,000)

- One Gold Trumpet plus
- Company Logo listed on IFCA Website Slide Show with link to your website
- First priority placement in exhibit hall
- Six (6) Tickets to the Installation Dinner, Tuesday, October 14, 2025 5:00pm

Five Gold Bugle (\$7,500)

- One Gold Trumpet plus
- Company Logo listed on IFCA Website Slide Show with link to your website
- Second priority placement in exhibit hall
- Four (4) Tickets to the Installation Dinner, Tuesday, October 14, 2025 5:00pm

Four Gold Bugle (\$5,000)

- One Gold Trumpet plus
- Company Logo listed on IFCA Website Slide Show
- Third priority placement in exhibit hall
- Two (2) Tickets to the Installation Dinner, Tuesday, October 14, 2025 5:00pm

Three Gold Bugle (\$2,500)

- One Gold Trumpet plus
- Company Name listed on IFCA Website with link to your website
- Fourth priority placement in exhibit hall

Two Gold Bugle (\$1,000)

- One Gold Trumpet plus
- Company listed on IFCA Website Conference Page

One Gold Bugle (\$500)

- Special Signage in your exhibit space
- Special recognition in conference program
- Thank you to sponsors on IFCA Hot Sheet Newsletter - November 1

Notes: Only Sponsors at the *Three Gold Trumpet* level and above have priority placement. NO PRIORITY PLACEMENT AVAILABLE AFTER SEPTEMBER 1, 2025.

Exhibitor Fee Schedule

Online Registration: <https://ilfca.memberclicks.net/exhibit25>

Booth	Size	Fee	Fee as ofr Sep 15, 2025
Single	10'x10'	\$550.00	\$650.00
Double	10'x20'	\$950.00	\$1,000.00
Apparatus			
Ambulance	35'x20'	\$550.00	\$650.00
Truck/Squad	45'x20'	\$600.00	\$700.00
Engine	45'x20'	\$600.00	\$700.00
Aerial	55'x20'	\$750.00	\$850.00
Sponsorship			
1 Gold Trumpet		\$500.00	
2 Gold Trumpet		\$1,000.00	
3 Gold Trumpet		\$2,500.00	
4 Gold Trumpet		\$5,000.00	
5 Gold Trumpet		\$7,500.00	
Champion		\$10,000.00	
IFCA Banquet/Installation Dinner - Oct 14, 2025, 5pm, Pere Marquette (optional) Ticket Required			
Dinner Ticket	Ea.	\$55.00	

Exhibit Space Reminders

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