



  
**Special Pricing Discount**  
**SAVE \$100**

Return this form with a 50% deposit between  
 December 12 - December 29, 2017  
 and receive a \$100 discount off \$995.00 rate.

**Deadline is Friday, December 29, 2017**

**Booth prices will increase**  
**January 1, 2018 to \$1,095.00**  
**for a 10'x10'**

## 2018 EXHIBITOR LETTER OF INTENT

**2018 Show Dates:** November 6 – Exhibit Move-in  
 November 7 & 8 – Show Dates

By signing this Letter of Intent, a non-binding agreement is being entered into as of this date \_\_\_\_\_ by  
 and between the FireShowsWest Conference and Expo and the Undersigned (“Participating Company”).

**NOTE: THIS DOES NOT CONSTITUTE AN EXHIBIT CONTRACT. A SEPARATE CONTRACT WILL BE REQUIRED TO CONFIRM YOUR SPACE RESERVATION.**

Participating Company: _____	
Primary Contact: _____	Title: _____
Email: _____	
Street Address: _____	
City: _____	State: _____ Zip: _____
Phone: _____	Fax: _____
Mobile: _____	
Type of Booth Interest:    ___ 10x10    ___ 10x20    ___ 10x30    ___ Apparatus    ___ Corner	
What was your Booth Number this year? # _____	
Booth Number Preference in 2018:    #1 _____ #2 _____ #3 _____	
Prefer to change locations from the location you were in during 2017 show?    ___ No    ___ Yes	

We anticipate the 2018 Exhibit Hall floor plan will remain basically the same configuration as designed in 2017. Booth selection choices will be offered in the order their Exhibitor Letter of Intent was received between Nov. 9 – Dec. 29, 2017.

Companies submitting Letters of Intent will be provided with the 2018 Exhibitor Contract when that document is available for distribution. Exhibitors will have the option of signing and submitting the Exhibitor Contract within two weeks of selecting booth space and thereby entering into a binding agreement to exhibit in 2018. Booth space will not be confirmed without a signed exhibit contract.

Intent to Exhibit Invoices will be sent to the exhibitors upon FireShowsWest receiving this form, once it is signed and conveyed.

Approval:

\_\_\_\_\_

Company
Signature
Date

**Upon execution of this Letter of Intent, please scan, email or fax this form to:**

Jo Anne Hill FireShowsWest P. O. Box 5188, Goodyear, AZ 85338 Phone: 1-800-632-7489 Fax: 1-623-322-2776 Email: joanne@fireshowswest.com
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