



FIRESHOWS

WEST

Conference & Expo

2025

**EXHIBITOR
INFORMATION**

Trish Bonari, Executive Director
(775) 502 - 8292
trish@fireshowswest.com

Location:

Grand Sierra Resort
2500 E. Second St.
Reno NV, 89595

Exhibit Days:

Wed, October 1 - Fri, October 3, 2025

<https://fireshowswest.com>

Tentative Exhibitor Timeline :

APPARATUS MOVE-IN

Monday, September 29th
8:00AM - 12:00PM (Scheduled)

GENERAL EXHIBIT MOVE-IN

Tuesday, September 30th
8:00AM - 2:00PM

EXHIBIT HOURS

Wednesday October 1 - Friday October 3
Times TBD



ABOUT THE EVENT

FireShowsWest is one of the largest and longest running fire service Conference & Expos in the West Coast. We have been meeting with a myriad of players in the fire service nationwide to discuss how to adapt to the ever changing trade show environment. Thanks to feed back from previous year's attendees, exhibitors, and instructors, we are blazing a path to a grow the show, year after year, with more Events, HOT Classes, and nationally proclaimed speakers.

The FireShowsWest First Responders Training and Education Foundation (FFRTEF) is a 501(c)3 was established in 2018 as a nonprofit corporation in Nevada. Our purpose is to provide accesible training and education to all first responders on up-to-date advancements and technologies within the industry. With your help, we can move closer to our goal of providing more outreach to first responders of all disciplines.

Events & Happenings

- ADDITIONAL CONFERENCE DAY ADDED EXTENDING EXHIBITOR HOURS
- ADDITIONAL H.O.T. CLASS OFFERINGS EXPANDING AUDIENCE DEMOGRAPHICS
- HOSTED COFFEE AND EXTENDED LUNCH BREAKS TO BE HELD WITHIN THE EXHIBIT HALL FOR ALL ATTENDEES.
- COCKTAIL MIXER, MEET & GREET WITHIN THE EXHIBIT HALL
- RAFFLES & PROMOTIONAL ANNOUNCEMENTS TO RUN DURING EVENTS
- RENO RIT COMPETITIONS HELD ON THE EXHIBIT FLOOR
- NEW NETWORKING EVENTS COMING IN 2025

Pricing



Booth Size	Booth Price
10' x 10'	\$1500
10' x 10' Corner Placement	\$1550
10' x 20'	\$2500
10' x 20 ' Corner Placement	\$3000

Show Decorator Info

Terri DiJoseph, GES Account Manager
TDiJoseph@ges.com
(775) 745 - 7621

Indoor Apparatus Space

\$5500

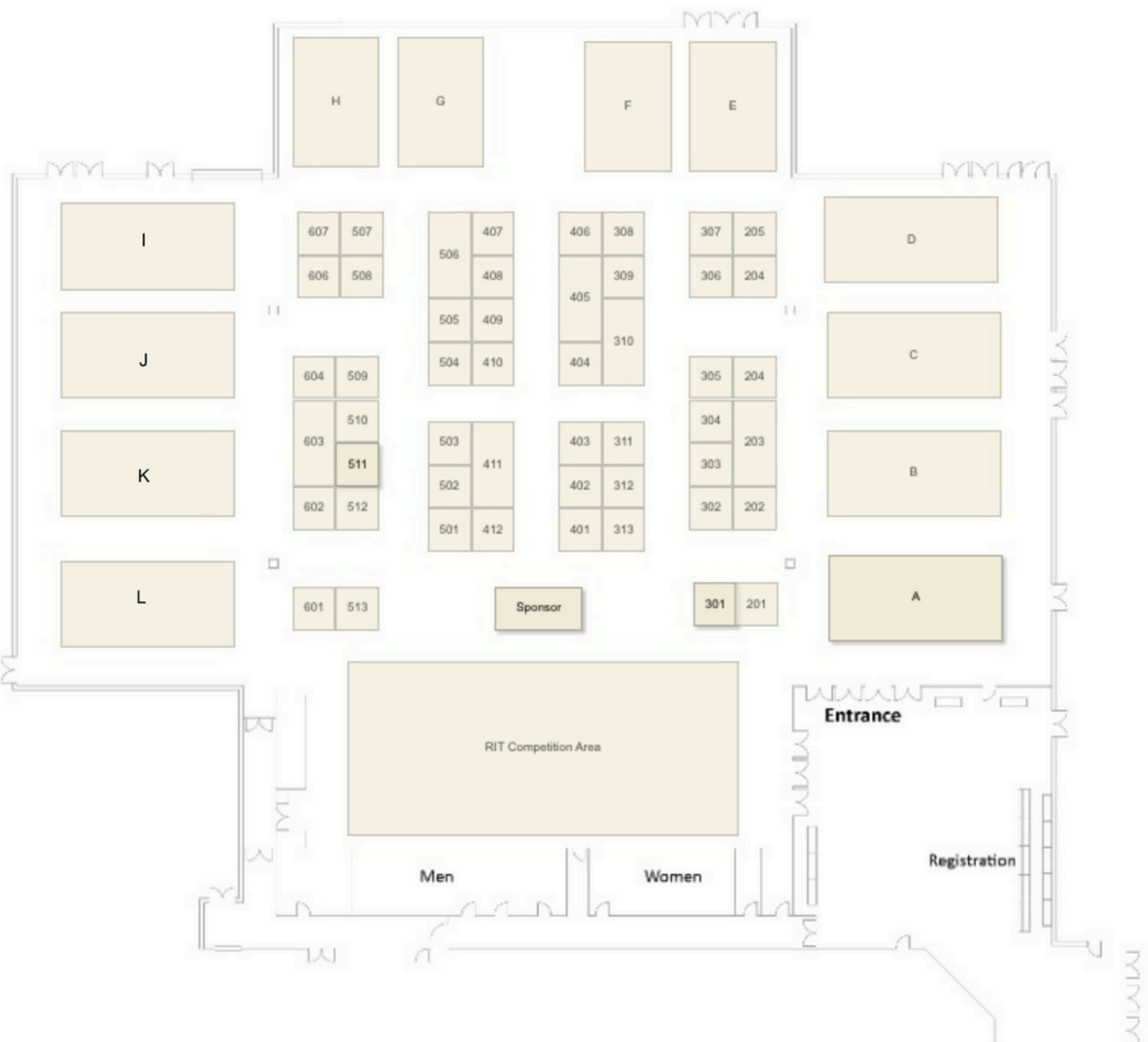
- Additional outside apparatus space can be purchased per unit at \$600.00 each.
- Primary outdoor space is priced at \$2,550.00 per unit (This is with no presence inside).

Booth Furnishings

Included with each space:
(1) 6' Table, Draped | (2) Chairs | (1) Trash Can

In July 2025, GES will have a link to the online ordering system for additional furnishings, electrical, and carpet

Orders for special move-in and equipment should be placed well in advance of the conference to ensure proper servicing and to avoid additional set up costs



Working Floor Plan 12.5.24

Hotel Information

- FREE parking and easy access into the hotel
- FREE Shuttle service between the Grand Sierra and the Reno-Tahoe International Airport
- Convenient to the Reno-Tahoe International Airport (You can see the hotel from the Airport!)
- Hand carry your exhibit materials directly into the exhibit hall
- EASY move-in and move-out
- Many restaurant options for holding business meetings and gatherings

****BEWARE****

The Grand Sierra Resort is the ONLY contracted hotel for FireShowsWest. Please book your room directly with the hotel using the online reservation link.

Hotel Poachers will claim to be calling on behalf of FireShowsWest and are representing themselves as the official housing bureau for this event. They are NOT affiliated with FireShowsWest or the Grand Sierra Resort Hotel.

Please be aware of these scams in order to avoid passing along personal and financial information.

**FOR HOTEL POLICIES AND AMENITIES PLEASE VISIT:
<https://www.grandsierraresort.com/>**



EXHIBITOR Cancellation /Refund Policy

Receipt of a signed booth contract and/or payment is a commitment to exhibit at FireShowsWest. Notification of booth space cancellation for any reason must be submitted in writing to FireShowsWest. If notice of cancellation is received:

- On or before August 4, 2025 — The first 50% of the total cost of the Exhibitor's space will be applied toward the next year's exhibit space. Any amount paid over 50% of the total rental will be eligible for either carry-over to the following year's exposition OR refunded at the exhibitor's request.

- After August 4, 2025 — Exhibitor forfeits the first 50% of the total cost of exhibit space assigned. Any remaining balance may be applied toward the next year's exhibit space. No refunds will be made after this date.

After 3:00 PM (Pacific Time) on September 30, 2024 — Exhibitor forfeits the entire amount of any payments and credits. No-shows at this time are also considered cancellations. FireShowsWest may reassign any exhibit space without refund to the exhibitor.

If the exposition is cancelled or is not held for any reason whatsoever, then this agreement shall be cancelled. Exhibitor's sole and exclusive remedy shall be to receive a refund of all amounts the Exhibitor has actually paid on account of this contract. If for any reason beyond Management's reasonable control (e.g., an act of God, fire, labor disturbance, pandemic, etc.) and the exposition is materially curtailed or changed, show management will provide options for a booth fee refund and/or apply the payment to a future exposition.