

**115th ANNUAL  
CONVENTION AND CONFERENCE  
MARYLAND STATE FIREMEN' S  
ASSOCIATION**

**JUNE 16 TO 22, 2007**

**PLEASE READ THE ATTACHED  
INFORMATION VERY CAREFULLY**

**IMPORTANT CHANGES HAVE BEEN  
MADE**

# MARYLAND STATE FIREMEN' S ASSOCIATION

Representing the Volunteer Fire, Rescue, and Emergency Medical Services Personnel  
www.msfa.org

## Convention Committee

Leonard T. King, Sr., P.P., Chair  
6047 Melbourne Avenue  
Deale, Maryland 20751  
410-867-3658  
Fax 410-867-9073

January 15, 2007

Dear Exhibitors:

The Maryland State Firemen's Association' s **115th Annual Convention and Conference** will be held in Ocean City, Maryland from **June 16 to 22, 2007**. The Convention and Conference Headquarters will again be the Roland E. Powell Convention Center, located at 4001 Coastal Highway (MD Route 528) and 40<sup>th</sup> Street. This 182,000 square foot state-of-the-art convention and conference center provides exhibitors with everything needed. It is located within a reasonable drive for one-third of the nation' s population. The Maryland State Firemen's Association' s Convention and Conference has become one of the largest attended emergency services events in the nation. Ocean City, Maryland has become one of the Mid-Atlantic' s best beach resort and conference centers and is proving to be a record boosting attendance destination for such an event.

We invite you to participate in this event with its “ **Ocean of Opportunities,**” by renting exhibit and display space. Last year' s convention and conference was all but sold out, and this year the preliminary interest indicates we have a sell out. The association membership consists of over 365 fire, rescue, and ambulance departments, and more than 200 member ladies auxiliaries. The convention delegates will number around 3,000. We expect, with families, friends, and fellow volunteer, career, and government agency emergency services personnel the total attending will number around 35,000; a good reason to plan early.

Inside exhibit space consists of the Ground Floor Main Exhibit area: Halls A/B, C, and Lower Foyer. Apparatus will be displayed inside Hall A/B. Outside space is for apparatus display only.

Closing time for exhibits on Wednesday will remain at 1200 hours. Our Lease Agreement prohibits vendors from packing up and leaving early. We expect this to be strictly adhered to.

We will try to provide a separate parking area for vendors. Free bus passes for use on the commercial bus service will be available.

Inside spaces will be divided into booths by installed draped railings and will have electric power. Single booths will receive one six foot table. Double booths will receive three tables. Extra tables will be available through the convention center. Snack bars and concession areas, lounge areas, along with large restroom facilities are provided on all levels.

## Exhibitor Letter – Page 2

As part of the “Ocean of Opportunities” we are inviting exhibitors to take advantage of 2007’s Best Opportunity, by participating in other activities such as sponsorship, and advertising for the 115th Annual Convention and Conference. These opportunities will include:

- Corporate Partnership which includes: Complimentary Exhibit Space, Complimentary Advertising Space; Complimentary Tickets to Events; Corporate Recognition; Luxury Executive Sky Box Suites; and much, much more.

Complete information and explanations of these partnerships are enclosed in this package. We are providing these partnerships to showcase and enhance the corporate image of our partners through an exclusive, yet comprehensive program. Please look at the enclosed package and call Lee Sachs (443-271-1302) or Fax (410-581-2525) with any questions you may have.

- Support our golf outing by sponsoring a hole on the course. For additional information on this event please call Mr. Fred Cross at (410)-252-3721. (See attached)
- NOTE: These activities are separate from the exhibitor applications.

Inside exhibitor and display set-up will be on Sunday, June 17, 2007, from 0800 hours to 1500 hours. Inside and outside apparatus exhibits will be directed to their assigned spaces, from the staging area, **beginning at 1100 hours.**

Exhibit and display hours will be:	Monday, June 18	0900 - 1630 hours
	Tuesday, June 19	0900 - 1630 hours
	Wednesday, June 20	0900 - 1200 hours

**VERY IMPORTANT!** To ensure your requests will be honored, all applications must have checks for the full payment attached when returned. The **deadline for early bird prices is April 15, 2007.** Questions dealing with exhibit and display space should be directed to Lee Sachs (443-271-1302 or Fax 410-581-2525.) **Your confirmation for space and validated contract will be forwarded after receipt of your payment and completed forms.** All vendors who have been exhibitors with us in past years will have the same spaces as last year if at all possible. **PLEASE NOTE:** To guarantee this **you must return your application with payment in full by April 15, 2007.**

Convention regulations do not permit the selling of chances or solicitations for funds on the convention floor. There will be no solicitation by the Convention Committee or other parts of the MSFA or the Ladies Auxiliary for door prizes; however, exhibitors may have private drawings at their booths for items of their choice.

For safety and security purposes, uniformed security officers will be on duty in the exhibits and display areas before and after closing hours. Exhibitors will be provided with Convention Entry and Security Identification Passes, which must be worn by all exhibitors, and will be enforced by the security personnel.

**Exhibitor Letter - Page 3**

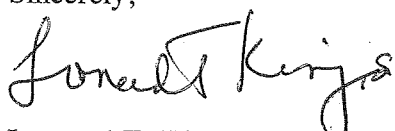
The Convention Committee will provide complimentary tickets to the All-You-Can-Eat Family and Fun Picnic held on Tuesday from 1230 until 1530 hours. One ticket will be issued to each vendor for the basic registration fee, with one (1) additional ticket per \$375.00 additional registrations. This event features a menu of pit beef, chicken, hotdogs, and much more, with fun, games, fellowship, and entertainment for everyone. The tickets will be presented during exhibitor registration as a gesture of our thanks for your participation. Additional tickets may be purchased for others in your group. You may also wish to purchase tickets for the various evening events, or the golf outing held on Friday. We will try in every way to make this picnic as accessible as possible for our vendors.

The Convention Committee will be hosting a Vendor Reception for all vendors on Monday evening from 1700 until 1900 hours as additional thanks for your participation in our annual Convention and Conference. This event will feature food, drink, conversation, and fellowship for all vendors with the Convention Committee and Officers of the Association.

Ocean City, Maryland has over 9,500 hotel and motel rooms, thousands of condominiums, more than 22,000 restaurant seats, and a large variety of entertainment for your convenience and enjoyment. Information and reservations may be made by calling 1-800-OC-OCEAN. Additional information and materials will accompany your returned application confirmation.

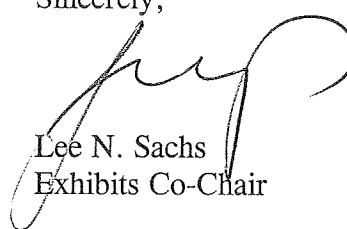
The Convention Committee, along with the entire Maryland volunteer fire, rescue, and emergency medical services personnel, along with their families, friends, and counterparts are looking forward to having you participate in our 115th Annual Convention and Conference, and wish you a very successful show.

Sincerely,



Leonard T. King, Sr., P.P.  
Convention Chair

Sincerely,



Lee N. Sachs  
Exhibits Co-Chair

Enclosures: Application Forms  
Contract Forms  
Exhibits Area Layouts

# MARYLAND STATE FIREMEN'S ASSOCIATION CONVENTION COMMITTEE

## BEST OPPORTUNITY FOR 2007!

After the totally successful **Partnership Program** of the past years, the MSFA Convention Committee is again offering its most prestigious plan:

### THE CORPORATE PARTNERSHIP PROGRAM

For **YOUR** best opportunity to maximize exposure, value, and expenses for **YOUR** company in 2007, we are combining activities such as: Exhibiting, Sponsorship, and Advertising for the 115th Annual Convention and Conference.

There are three levels of partnerships - - -

### Gold Partnership --- Silver Partnership --- Bronze Partnership

These levels are based on contribution amount and include such benefits as:

- Complimentary exhibit space
- Complimentary advertising space in convention and conference Program Book - Distributed to all departments and delegates
- Recognition signage with your logo above your booth
- Complimentary advertising space in the on site directory distributed to 35,000 attendees
- Complimentary tickets to various events including: Officers' Banquet, Picnic, Beach Party, Prayer Breakfast, and Golf Tournament
- Sponsorship recognition of session, seminar, workshop, or social event
- Executive Sky Box Suite (upon request)
- Hole sponsorship at Golf Tournament

**Be part of the excitement that is the emergency services today!**

What better way to show the emergency services personnel what you're about than by participating in the Corporate Partnership Program?

**Take a look at the following descriptive pages and call Lee Sachs (443-271-1302) with any questions you may have, but hurry, these partnerships have only limited participation available.**

We look forward to working together for better emergency services.

MARYLAND STATE FIREMEN'S ASSOCIATION  
CONVENTION COMMITTEE

**GOLD CORPORATE PARTNERSHIP**

**\$5,000.**

- Executive Sky Box Suite, as available, during 2007 Convention and Conference
- Complimentary exhibit space during 2007 Convention and Conference (booth or 100 square feet)
- Complimentary advertising space in 2007 Convention and Conference Program Book (One full page)
- Sponsorship recognition at 2007 Convention and Conference General Session
- Sponsorship recognition at 2007 Convention and Conference social event
- Complimentary tickets for foursome (4) for 2007 Golf Tournament
- Sponsorship recognition at 2007 Convention and Conference Seminar/Workshop
- Complimentary tickets for 2007 Prayer Breakfast (6 tickets)
- Table top display outside three (3) 2007 Convention and Conference seminars/workshops
- Hole sponsorship at 2007 Golf Tournament
- Complimentary tickets for 2007 Family and Fun Picnic (4 tickets)
- Complimentary tickets for 2007 Beach Party (4 tickets)
- Complimentary advertising space in 2007 On-Site Directory
- Recognition signage with logo above booth

MARYLAND STATE FIREMEN'S ASSOCIATION  
CONVENTION COMMITTEE

## **SILVER CORPORATE PARTNERSHIP**

**\$2,500.**

- Sponsorship recognition at 2007 Convention and Conference general session
- Complimentary advertising space in 2007 Convention and Conference Program Book (One half page)
- Complimentary tickets for two (2) for 2007 Golf Tournament
- Sponsorship recognition at 2007 Convention and Conference seminar/workshop
- Complimentary tickets for 2007 Prayer Breakfast (4 tickets)
- Hole sponsorship at 2007 Golf Tournament
- Complimentary tickets for 2007 Family and fun Picnic (2 tickets)
- Complimentary tickets for 2007 Beach Party (2 tickets)
- Complimentary advertising space in 2007 On-Site Directory
- Recognition signage with logo above booth

**MARYLAND STATE FIREMEN'S ASSOCIATION  
CONVENTION COMMITTEE**

## **BRONZE CORPORATE PARTNERSHIP**

**\$1,000.**

- Complimentary advertising space in 2007 Convention and Conference Program Book (one-quarter page)
- Sponsorship recognition at 2007 Convention and Conference seminar/workshop
- Complimentary tickets for 2007 Prayer Breakfast (2 tickets)
- Hole sponsorship at 2007 Golf Tournament
- Complimentary tickets for 2007 Family and Fun Picnic (2 tickets)
- Complimentary tickets for 2007 Beach Party (2 tickets)
- Complimentary advertising space in 2007 On-Site Directory
- Recognition signage with logo above booth

MARYLAND STATE FIREMEN'S ASSOCIATION  
CONVENTION COMMITTEE

**2007 CORPORATE PARTNERSHIP APPLICATION**

Please complete and return this application, only if you intend to participate in the Corporate Partnership Program.

Please print or type

Company Name: \_\_\_\_\_

Representative's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please check one:

Please consider my company for GOLD Corporate Partnership (\$5,000)

Please consider my company for SILVER Corporate Partnership (\$2,500)

Please consider my company for BRONZE Corporate Partnership (\$1,000)

**Statement of Philosophy:**

My company shares the MSFA's commitment to the fire, EMS, and rescue services. We understand that acceptance of this partnership application does not constitute the MSFA's endorsement of specific products or service. We pledge that we will display the MSFA Convention Committee Corporate Partnership logo tastefully and appropriately.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete and return to:

Maryland State Firemen's Association Convention Committee  
Lee N. Sachs, Exhibits Co-Chair  
8516 Meadowsweet Road  
Baltimore MD 21208  
Telephone - 443-271-1302  
Fax - 410-581-2525  
e-mail: [lsachs@msfa.org](mailto:lsachs@msfa.org)

MARYLAND STATE FIREMEN' S ASSOCIATION  
CONVENTION COMMITTEE

APPLICATION FOR EXHIBITOR AND APPARATUS DISPLAY

SUNDAY, JUNE 17 THRU WEDNESDAY, JUNE 20, 2007  
115th ANNUAL CONVENTION AND CONFERENCE

**INSIDE APPARATUS DISPLAY AREA** - Early Bird prior to April 15, 2007 - \$2.10 per square foot (\$750. Minimum) - Regular after April 15, 2007 - \$2.45 per square foot (\$885. Minimum). MEASURED IN BLOCKS OF A MINIMUM OF 15 FOOT WIDTH, i.e., two (2) engines would require a block of 30 x 30. These blocks of space will include all vehicles, plus tables and other items you decide to place on display. No tables supplied except by request. In making your decision, please take into consideration open apparatus compartment doors, interior isles, etc. **A preliminary drawing of your layout must be submitted with application.**

Size of desired block - \_\_\_\_\_ Total square footage \_\_\_\_\_ , times the per square foot rate - \$

**OUTSIDE FRONT PARKING LOT APPARATUS DISPLAY SPACE** - Early Bird prior to April 15, 2007 - \$1.35 per square foot (\$475. Minimum) - Regular after April 15, 2007 - \$1.65 per square foot (\$575. Minimum). MEASURED IN BLOCKS OF A MINIMUM OF 15 FOOT WIDTH, i.e., two (2) engines would require a block of 30 x 30. These blocks of space will include all vehicles, plus other items you decide to place on display. No tables supplied except by request. **A preliminary drawing of your layout must be submitted with application.**

Size of desired block - \_\_\_\_\_ Total square footage \_\_\_\_\_ , times the per square foot rate - \$

**EXHIBIT HALLS A & B** - Early Bird prior to April 15, 2007 - \$490. - Regular after April 15, 2007 - \$560. Booths are 10ft. by 10ft. - Ceiling height is 35 ft. - 110V power provided - Corner booths are an additional \$75. per space.

Please reserve \_\_\_\_\_ aisle/corner (please circle) space(s) \$

**EXHIBIT HALL C** - Early Bird prior to April 15, 2007 - \$375 - Regular after April 15, 2007 - \$425. Booths are 8ft. by 10ft. - 110V power provided - Corner booths are an additional \$50. per space.

Please reserve \_\_\_\_\_ aisle/corner (please circle) space(s) \$

**LOWER FOYER** - Early Bird prior to April 15, 2007 - \$425 - Regular after April 15, 2007 - \$475. Booths are 6ft. by 10ft. - 110V power provided - Limited number spaces.

Please reserve \_\_\_\_\_ space(s) \$

Exhibitors wishing additional services such as tables, table coverings, drapes, manpower, forklift, extra electrical power, carpeting, telephones, etc., a separate application will be mailed with your confirmation. Return the Services Form directly to the Ocean City Convention Center if additional services are desired.

**TOTAL PAYMENT MUST ACCOMPANY APPLICATION** \$ \_\_\_\_\_

APPLICATION FOR EXHIBITOR AND APPARATUS DISPLAY (Continued)

Please print or type how your company name is to be listed in the on site directory and booth sign -

Company/Firm: (print or type)

Address: Street or PO Box

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code

Telephone Number: Area Code \_\_\_\_\_ Number \_\_\_\_\_ Fax: Area Code \_\_\_\_\_ Number \_\_\_\_\_

Name: (print or type) \_\_\_\_\_ Signature \_\_\_\_\_

Please Mail To:

Lee N. Sachs, Exhibits Co-Chair  
8516 Meadowsweet Road  
Baltimore MD 21208

Telephone 443-271-1302  
Fax 410-581-2525

**Full Payment Must Be Enclosed**

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**M.S.F.A. USE ONLY**

Date received: \_\_\_\_\_

Confirmation returned:

Payment received: \_\_\_\_\_

Changes to request:

Date assigned: \_\_\_\_\_

Location assigned: \_\_\_\_\_

\_\_\_\_\_

Space number assigned:

MARYLAND STATE FIREMEN' S ASSOCIATION  
CONVENTION COMMITTEE

EXHIBITOR LEASE AGREEMENT - 2007

This LEASE, made this \_\_\_\_\_ day of \_\_\_\_\_, 2007, by and between the Maryland State Firemen's Association, Inc., hereinafter referred to as Lessor or MSFA, and \_\_\_\_\_, hereinafter referred to as Lessee.

WITNESSETH:

That for and in consideration of the sum of \$ \_\_\_\_\_, Lessor does hereby lease unto Lessee, and Lessee does hereby take from Lessor, all that space to be assigned and designated by Lessor, subject to the following terms and conditions:

1. The purpose of this Lease is to permit the Lessee to participate as an Exhibitor during the Maryland State Firemen's Association Convention and Conference ("Convention"). Lessee shall be entitled to conduct business for which the subject Lease is made only during the hours that the Convention Exhibits are open.

2. Lessee' s Application is incorporated herein and Lessee' s representations thereon made a part hereof. Lessee shall tender the entire amount of rental due upon execution hereof.

3. Lessee shall not use the Maryland State Firemen's Association' s copyrighted logo, its emblems, or any other copyrighted property or parts thereof, without the written permission of the MSFA.

4. Lessee covenants that the nature of the business to be conducted, exhibits to the shown, or sales to be made, is (check all that apply) and include percentage of each (please be specific):

_____ % Apparatus	_____ % Computer Equipment
_____ % Administrative Services	_____ % T-shirts and Apparel
_____ % Gifts and Toys	_____ % Tools and Appliances
_____ % Insurance	_____ % Firematic Items
_____ % Uniforms	_____ % EMS Equipment and Supplies
_____ % Other (define).	

5. Lessee shall be responsible for all permits and licenses required to operate its booth/exhibit and to comply with all federal, State and local laws, rules and regulations.

6. Lessee agrees to be responsible for any claim for injury, loss or damage resulting from or arising out of his/her/its occupancy of the herein leased booth/exhibit space, or his participation in the Convention, and, in the event of any claim, hereby and herewith holds the MSFA and its agents harmless from any liability arising out of such claim and agrees to execute any documents necessary to hold Lessor harmless in accordance with the terms hereof.

7. Lessee agrees to conform to all rules and regulations of the Maryland State Firemen's Association, and the Ocean City Convention Center, in regard to the operation of the exhibit space.

8. Exhibitors will not be permitted to pack merchandise, dismantle booths, or move out early. Failure to obey could jeopardize future applications.

9. In the event the Lessee shall fail or refuse to conform its conduct to the terms and conditions hereof or to a reasonable standard after request by Lessor by its authorized agent, Lessor reserves the right to close the Lessee's exhibit space and/or to assume its operation or control as is in Lessor's best interest, without liability to the Lessor as a result of the exercise of such authority and without the necessity of resort to civil authority to enforce this provision, it being understood and agreed by the parties that the essence of the agreement is the orderly presentation of the Maryland State Firemen's Association Convention and exhibits associated therewith. Lessee agrees that he/she/it will not sell or attempt to sell or display any sexually explicit or suggestive goods, merchandise, or wares, or in any way disturb or interfere with the operation of their exhibits by adjacent exhibitors by loud or, unseemly conduct or such conduct as, by design, would be intended to attract a crowd thereby interfering with the operation by adjacent exhibitors of their booth space.

10. Lessee agrees that at the conclusion of the Lease, he/she/it will leave the exhibit space herein leased in the condition in which it was delivered at the inception hereof, and that during the term hereof Lessee shall maintain the area and premises leased in a safe condition, free of trash and debris and will clean the area of trash and debris at the expiration of the Lease. Failure to comply will result in the assessment of a clean-up charge in the amount incurred by Lessor.

11. No deposits or fees are refundable.

12. The foregoing contains the entire agreement between the parties and is intended to be construed in accordance with Maryland law.

Maryland State Firemen's Association  
Convention Committee

Date: \_\_\_\_\_

By: \_\_\_\_\_

Lessor (M.S.F.A.)

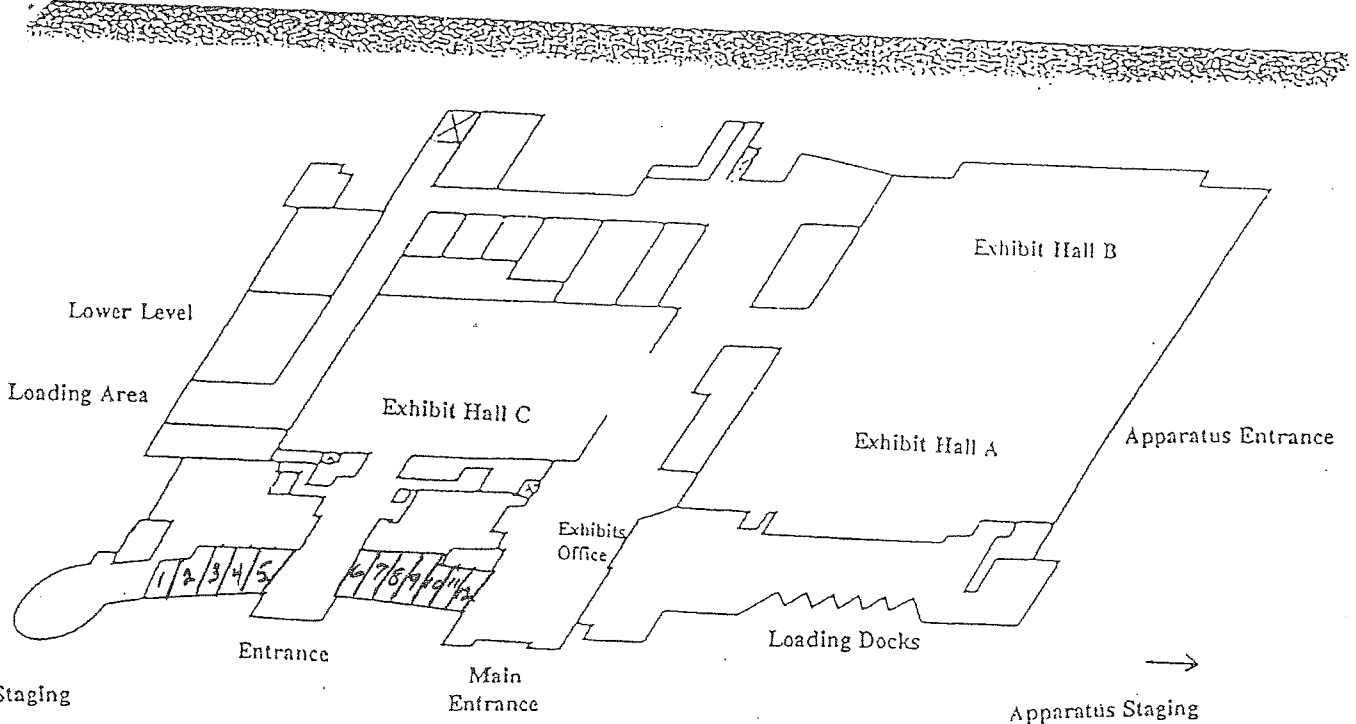
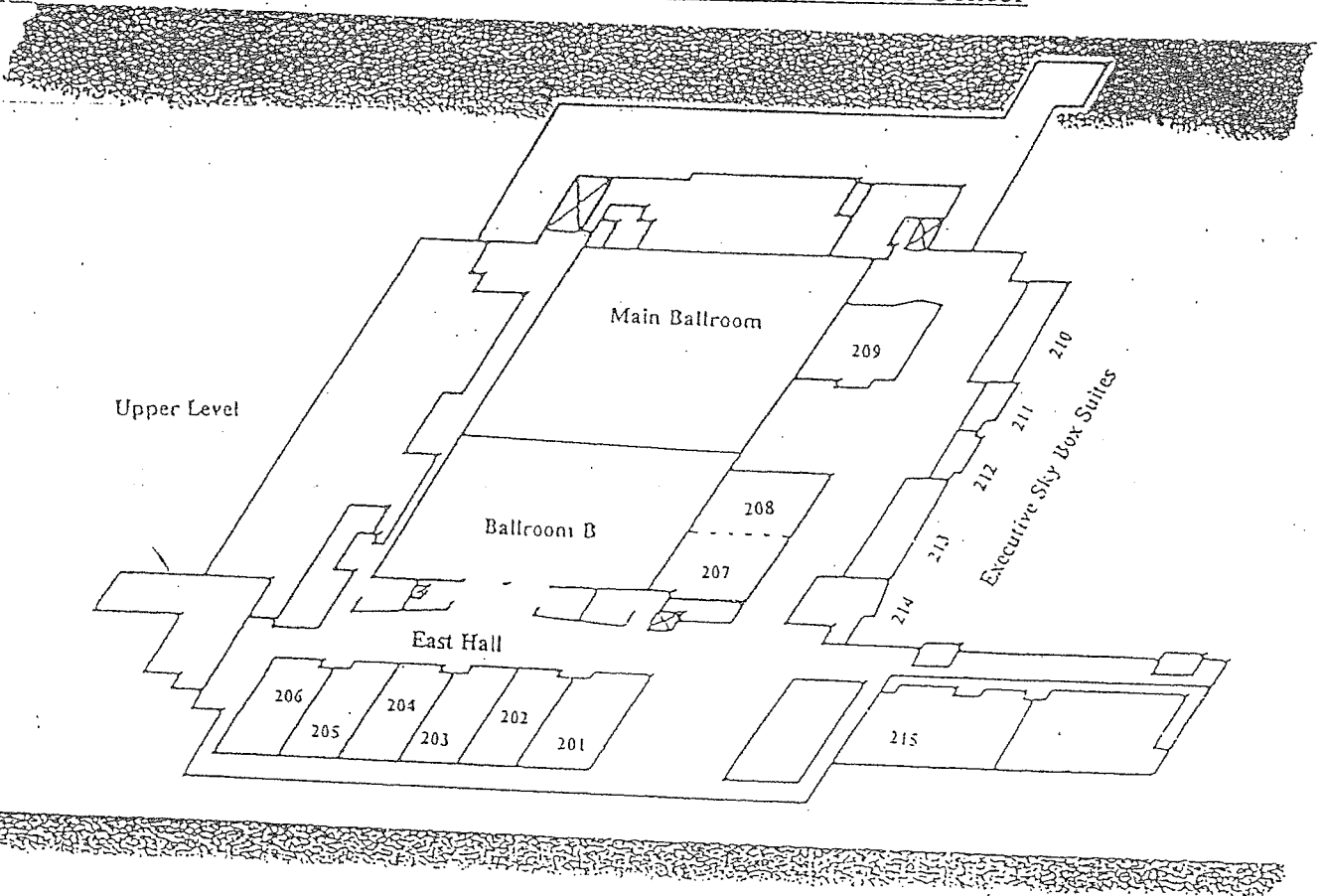
Date: \_\_\_\_\_

By: \_\_\_\_\_

Lessee (Vendor)

# Maryland State Firemen's Association Convention Committee

## Roland E. Powell Convention and Conference Center



*Maryland State Firemen's Association  
Golf Tournament Committee*

To: MSFA Exhibitors  
From: Golf Tournament Committee  
Re: Hole Sponsors or Donations

Exhibitors:

As Chair of the MSFA Golf Tournament, I am asking the exhibitors at this year's Convention and Conference for help. The profits from our golf tournament go to pay for scholarships for young men and women who are pursuing studies in the fire or EMS fields, thus obviously helping them, but at the same time enlisting their help for our Companies who are always seeking new members to help us provide life- and property-saving services to our neighbors.

I am requesting either a donation that could be used as a door prize, or that you sponsor a hole on the golf course for a fee of \$100.00.

If you can help us in either way or have any other suggestions that would assist us with raising funds at the golf tournament please fill out the form below and return it to me.

Thank you in advance for your help and for supporting the MSFA Convention.

George A. "Fred" Cross, Jr.  
Chair, MSFA Golf Tournament

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Please fill out and return to :

George A. "Fred" Cross, Jr.  
58 Northwood Drive  
Timonium MD 21093

Hole Sponsor - \$100 per Hole:

Name to be placed at hole or holes: \_\_\_\_\_

Which hole(s)? \_\_\_\_\_

Donation – to be picked up at our booth at Convention: \_\_\_\_\_

Company Name \_\_\_\_\_

Any questions, please call:

Home: 410-252-3721

Cell – 410-984-5366