REACH THOUSANDS OF QUALIFIED BUYERS IN FIRE, EMS & EMERGENCY RESPONSE

Pennsylvania
EMERGENCY RESPONSE EXPO

September 7 – 8, 2013
Blair County Convention Center
ALTOONA, PENNSYLVANIA

Ohio
EMERGENCY RESPONSE EXPO

October 12 – 13, 2013
Eastwood Expo Center
NILES, OHIO

Pittsburgh Fire Rescue & EMS Expo

February 22 – 23, 2014
Monroeville Convention Center
MONROEVILLE, PENNSYLVANIA

You’re Invited To Exhibit!
GAIN DIRECT ACCESS TO SELECT GROUPS OF THE LARGEST FIRE, EMS AND EMERGENCY RESPONSE COMMUNITIES IN THE USA

Target The Market(s) Of Your Choice!

Our shows are very COST EFFECTIVE
Our pricing is all inclusive with NO HIDDEN COSTS
Our facilities are non-union and exhibitor friendly
Our show management staff is cooperative and professional – we make it easy to exhibit

Call us today and get details on all of our exciting events...Call 800-747-5599!

WHO ATTENDS?

- Firefighters
- Paramedics
- Search & Rescue
- EMTs
- EMS Directors
- First Responders
- Rescue Personnel
- Training Officers
- Emergency Management
- Police & Security and more!

We Guarantee Quantity and Quality In Attendance With Marketing That Works

We have established a comprehensive marketing plan that includes these components:

- DISPLAY ADS in primary industry publications
- A DIRECT MAIL campaign to our lists of past attendees, supporting association membership and regional fire, EMS and police departments – 20,000 brochures
- Continuous EMAIL BLASTS and SOCIAL MEDIA networking
- Road SIGNS and BILLBOARDS on major highways in a 100 mile radius
- Information is distributed by SUPPORTING ORGANIZATIONS through their MEETINGS, NEWSLETTERS, CONVENTIONS & EVENTS
- EXHIBITORS BECOME PROMOTIONAL PARTNERS adding greater impact to the campaign:
  - Complimentary, PERSONALIZED literature is provided to each exhibitor
  - Each exhibitor receives a COMPLIMENTARY WEBSITE LINK from our website to theirs
- Most importantly... an intense, strategic networking operation occurs within each of our fire, EMS and emergency response communities

Trade Shows Are The Secret Weapon To Successful Marketing.
The Power Of Face To Face Is Irreplaceable!
“Fire Force, Inc. has been attending Kelly Simon’s events for over 25 years. We have found it to be a wonderful way not only to showcase our product lines but to be able to reconnect each year with customers and friends in one place. It’s a great way to make your money work for you.”

Robin Pittman
Fire Force

“My fire apparatus sales dealership representing Sutphen, Precision and now Alexis fire apparatus has had the pleasure over the last 25 plus years to display well over 100 fire apparatus at several Kelly Simon trade shows. Our business has more than quadrupled over those years and it continues to grow at a very rapid rate. We can attest that part of our success to our affiliation with the Kelly Simon shows. We feel the Kelly Simon has been very helpful in the success of our sales efforts and growth. We look forward to our continued relationship and the ongoing growth of my dealership.”

Jeff Britt
Jeff Britt Fire Apparatus Sales and Service
EXHIBIT & VEHICLE PRICES INCLUDE

- 8’ High Backdrop and 3’ High Side Drape
- (1) Table, Covered & Skirted
- Carpeting (upper level only)
- (1) Exhibitor ID Sign
- (6) Exhibitor ID Badges
- Complete Listing In The Official Show Program & Buyers Guide
- Listing On Our Website With A Link To Your Website
- Customized Flyer For Marketing To Your Clients
- Customized Expo Logo For Your Website

Vehicle Space Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20' x 30’</td>
<td>$800</td>
</tr>
<tr>
<td>20' x 30’</td>
<td>$1400</td>
</tr>
<tr>
<td>20' x 40’</td>
<td>$1800</td>
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<tr>
<td>20' x 40’</td>
<td>$2400</td>
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</table>

Exhibit Space Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10’</td>
<td>$600</td>
</tr>
<tr>
<td>10' x 20’</td>
<td>$1080</td>
</tr>
<tr>
<td>10' x 30’</td>
<td>$1530</td>
</tr>
<tr>
<td>10' x 40’ / 20' x 20’</td>
<td>$1920</td>
</tr>
</tbody>
</table>

Reserve Your Space Today!
Call 800 747-5599
EXHIBIT & VEHICLE PRICES INCLUDE

- 8’ High Backdrop and 3’ High Side Drape
- (1) Table, Covered & Skirted
- Carpeting
- (1) Exhibitor ID Sign
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Vehicle Space Prices

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</thead>
<tbody>
<tr>
<td>20 x 30</td>
<td>$ 800</td>
</tr>
<tr>
<td>20 x 40</td>
<td>$1,400</td>
</tr>
<tr>
<td>20 x 40</td>
<td>$1,800</td>
</tr>
<tr>
<td>20 x 40</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Exhibit Space Prices

<table>
<thead>
<tr>
<th>Size</th>
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</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$ 600</td>
</tr>
<tr>
<td>10 x 20</td>
<td>$1,080</td>
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<tr>
<td>10 x 30</td>
<td>$1,530</td>
</tr>
<tr>
<td>10 x 40 / 20 x 20</td>
<td>$1,920</td>
</tr>
</tbody>
</table>

Reserve Your Space Today!

Call 800 747-5599
February 22 – 23, 2014
Monroeville Convention Center
Monroeville, Pennsylvania

Hosted by
Monroeville Fire Departments
February 22 – 23, 2014
Monroeville Convention Center
Monroeville, Pennsylvania

Hosted by
Monroeville
Fire Departments

Vehicle Space Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 x 30</td>
<td>$1,000</td>
</tr>
<tr>
<td>15 x 40</td>
<td>$1,800</td>
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<tr>
<td>15 x 30</td>
<td>$2,400</td>
</tr>
<tr>
<td>15 x 40</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

Exhibit Space Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$ 800</td>
</tr>
<tr>
<td>10 x 20</td>
<td>$1,440</td>
</tr>
<tr>
<td>10 x 30</td>
<td>$2,040</td>
</tr>
<tr>
<td>10 x 40 / 20 x 20</td>
<td>$2,560</td>
</tr>
<tr>
<td>(1) 15 x 30</td>
<td>$1,000</td>
</tr>
<tr>
<td>(2) 15 x 30</td>
<td>$1,800</td>
</tr>
<tr>
<td>(3) 15 x 30</td>
<td>$2,400</td>
</tr>
<tr>
<td>(4) 15 x 30</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

Exhibit & Vehicle Prices Include:
- 8’ High Backdrop and 3’ High Side Drape
- (1) Table, Covered & Skirted
- Carpeting
- (1) Exhibitor ID Sign
- (6) Exhibitor ID Badges
- Complete Listing In The Official Show Program & Buyers Guide
- Listing On Our Website With A Link To Your Website
- Customized Flyer For Marketing To Your Clients
- Customized Expo Logo For Your Website
- Exhibit At The Shows With A History Of High Traffic And Satisfied Exhibitors.

Call Kelly Simon Event Management 800-747-5599
PLATINUM SPONSORSHIP ............$7,000
You will receive a 20’ x 40’ exhibit space
Your logo and sponsorship credit will appear as follows:
- In the display advertising in all of the magazines
- In multiple email blasts to a select group of attendees
- On the cover of the full color attendee direct mail brochure
- On every page of the website with a link to your homepage
- On the cover of the Official Show Program & Buyers Guide
- On the Welcome signs at the entrance / Expo registration
You will also receive the following benefits:
- The opportunity to provide one handout item to be distributed to all attendees at the entrance
- The opportunity to provide two banners for display at the entrance
- A full color, full page ad in the attendee direct mail brochure
- A full page ad in the Show Program & Buyers Guide
- (10) floor graphics including your logo directing everyone to your exhibit space
- 200 Privileged Guest Passes for your customers

GOLD SPONSORSHIP ..................$5,000
You will receive a 20’ x 20’ exhibit space
Your logo and sponsorship credit will appear as follows:
- In the display advertising in all of the magazines
- In multiple email blasts to a select group of attendees
- On the cover of the full color attendee direct mail brochure
- On every page of the website with a link to your homepage
- On the cover of the Official Show Program & Buyers Guide
- On the Welcome signs at the entrance / Expo registration
You will also receive the following benefits:
- The opportunity to provide two banners for display at the entrance
- A full color, half page ad in the attendee direct mail brochure
- A half page ad in the Show Program & Buyers Guide
- 150 Privileged Guest Passes for your customers

SILVER SPONSORSHIP ..................$3,000
You will receive a 10’ x 20’ exhibit space
Your logo and sponsorship credit will appear as follows:
- In the display advertising in all of the magazines
- In multiple email blasts to a select group of attendees
- On the cover of the full color attendee direct mail brochure
- On every page of the website with a link to your homepage
- On the cover of the Official Show Program & Buyers Guide
- On the Welcome signs at the entrance / Expo registration
You will also receive the following benefits:
- The opportunity to provide two banners for display at the entrance
- A full color, quarter page ad in the attendee direct mail brochure
- A quarter page ad in the Show Program & Buyers Guide
- 100 Privileged Guest Passes for your customers

The Center For Exhibition Industry Research (CEIR) Has Proven That CORPORATE SPONSORSHIPS INCREASE BOOTH TRAFFIC UP TO 104%!

PRE-SHOW PUBLICITY:
ATTENDEE DIRECT MAIL BROCHURE
Full color, 1/4 page ad: 4” wide X 5” high
Our full color attendee brochures are mailed to 10,000–20,000 prospective buyers. Our database includes past attendees, private listing sources, magazine subscribers and more. This is your chance to reach a targeted market for a fraction of the cost of printing and mailing an individual advertisement!
- PROMOTE YOUR COMPANY’S PRESENCE!
- ADVERTISE A SHOW SPECIAL!
- ANNOUNCE A NEW PRODUCT!
  BONUS:
  Get a full-page, ad in the Show Program - A $350 value!
  Attendee Direct Mail Investment...................  $800

ON-SITE PUBLICITY:
SHOW PROGRAM & BUYERS GUIDE
This guide includes the exhibitor listings and is kept by attendees for up to nine months after the Expos as a key source for making purchases.
- 1/4 Page (4”w x 2.5”h) $ 100
- 1/2 Page (4”w x 5”h) $ 180
- Full Page (4”w x 10” h) $ 350
- Full Page (Inside Front Cover) $ 400
- Full Page (Inside Back Cover) $ 400
- Full Page (Back Cover) $ 500

Place Your Company In The Spotlight!
Call Kelly Simon Event Management
800-747-5599
1 APPLICATION & CONTRACT FOR EXHIBIT SPACE

Company ___________________________ Contact ___________________________
Address ___________________________ ___________________________
City ___________________ State ____ Zip Code _______________
Phone (______) __________________ Fax (______) ___________________ Cell (______) ___________________
Email ___________________________________ Website ___________________________

2 PRODUCT/SERVICE - FREE LISTING in Show Program & Buyers Guide

3 ADVERTISING OPTIONS:

- [ ] 1/4 Page Ad (4”w x 5”) $800
- [ ] Full Page Ad (8”w x 11”) $200
- [ ] Back Cover $500
- [ ] Front Cover $500
- [ ] Inside Back Cover $400
- [ ] Inside Front Cover $400
- [ ] Inside Cover $400

4 EXHIBIT SPACE – Check the space(s) you are reserving for each show:

- [ ] PENNSYLVANIA ER
- [ ] OHIO ER
- [ ] PITTSBURGH FIRE

<table>
<thead>
<tr>
<th>Show</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA ER</td>
<td>10 x 10</td>
<td>$600</td>
</tr>
<tr>
<td>OHIO</td>
<td>10 x 10</td>
<td>$600</td>
</tr>
<tr>
<td>PI ER</td>
<td>10 x 10</td>
<td>$800</td>
</tr>
</tbody>
</table>

5 Choose Your Preferred Booth Number(s):

- [ ] Pennsylvania ___________________________
- [ ] OHIO ___________________________
- [ ] Pittsburgh ___________________________

6 Subtotal Exhibit Space: $__________

7 Exhibit Space $__________

Advertising $__________

TOTAL $__________

8 PAYMENT AMOUNT: __________________ Payment in full __________________50% Deposit __________________

PAYMENT METHOD: __________________ Credit Card ______________ Check (FAX WITH APPLICATION – PROCESSED ELECTRONICALLY)

CHARGE: I agree to have Simon Event Management charge my: __________________ MasterCard __________________ VISA __________________ Discover __________________

Amount of charge: $__________ Account #: __________________

Expiration date: ___________ 3-digit code: ___________

Billing address: __________________ Same as above __________________ Other __________________

Name on Card: __________________ Signature __________________

9 Authorization To Charge Balance:

I authorize Simon Event Management to charge the remaining balance on the same credit card as shown below as follows:

- [ ] PA ER – 7/11/13
- [ ] OHIO ER – 8/15/13
- [ ] PGH FIRE – 12/11/13

10 I understand that I have contracted for exhibit space by signing this contract. I understand that the final location will be determined by show management upon receipt of a 50% deposit or payment in full. The undersigned represents that he/she is fully authorized to execute and complete this contract and agrees to the rules and regulations on the reverse side of this contract.
1. SET-UP AND TEAR DOWN: Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the day prior, or the morning of the opening of the show, as provided by Simon Event Management. Final preparation must be completed by the starting time on the opening day of the show. A $250 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor’s authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A $250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.

2. LOCATION / DATES: Simon Event Management reserves the right to determine an exhibitor’s final location, the location of the Show and the dates of a show. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the show.

3. SUBLETTING: An exhibitor may not share or sublet any portion of their booth space with another company.

4. FIRE HAZARD: All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to the use of materials which would pass a fire inspection.

5. HEIGHT RESTRICTIONS: Exhibits, back walls and decorations shall not exceed 15 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.

6. LOUD SPEAKERS AND SOUND DISPLAYS: Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.

7. NON-CONFORMING EXHIBITS: Simon Event Management reserves the right to refuse any exhibitor which does not, in show management’s judgment, conform to the general theme of the show.

8. SOLICITATION: Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.

9. MISCELLANEOUS:
   (a) Serving alcoholic beverages by exhibitors in any part of the show premises is prohibited.
   (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
   (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline.
   (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
   (e) Electrical cords may not be run along facility floor in customer traffic walkways.
   (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
   (g) Solicitation must be confined to the exhibitor’s booth space; soliciting in the aisles or any other area of the show is prohibited.

10. SIGNS AND NOTICES: All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. HANDWRITTEN SIGNS ARE PROHIBITED.

11. SECURITY AND LIMITATIONS OF LIABILITY: Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Simon Event Management solely as a courtesy. Exhibitor further agrees that Simon Event Management shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Simon Event Management shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Simon Event Management shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor’s responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.

12. BREAK OF CONTRACT: If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. NO REFUNDS WILL BE ISSUED. Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.

13. CANCELLATION: In the event that a show is not held for any reason and rescheduled, Simon Event Management will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, Simon Event Management will issue a credit for all monies paid for exhibit space rental to be applied to another trade show. The credit amount does not have an expiration date and may be used at any time. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation of refund of money paid to Simon Event Management except to the extent agreed to above.

14. UNETHICAL CONDUCT: Unethical conduct or any infractions of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Simon Event Management shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.

15. DISPUTE RESOLUTION: Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.

16. AGREEMENT TO TERMS: By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.
Exhibit With Confidence...

Kelly Simon Event Management Has A Proven Track Record Of Trade Show Success

Reputations are not bought, they are built. Since 1982, Kelly Simon has built a solid, trusted reputation for professionally managed trade shows and events and has over 3,000 clients nationwide. Recognized as an industry leader for the production and management of trade and consumer shows, we have produced over 400 events in the fire/rescue, home and garden, entertainment and building industries. Our professional management, marketing expertise and highly trained sales professionals make our annual events an overwhelming success for our exhibitors and sponsors.

2013 SCHEDULE OF SHOWS

February 23 – 24
27th Annual Pittsburgh Fire Rescue & EMS Expo
Monroeville Convention Center
Monroeville, Pennsylvania

April 13 – 14
18th Annual Westmoreland County Home Show
Westmoreland Fairgrounds
Greensburg, Pennsylvania

July 19 – 21
1st Annual Eastwood Rib Fest
Eastwood Field
Niles, OH

September 7 - 8
1st Annual Pennsylvania Emergency Response Expo
Blair County Convention Center
Altoona, PA

September 14
2nd Annual Pennsylvania Wine & Music Festival
Monroeville Convention Center
Monroeville, PA

October 12 – 13
2nd Annual Ohio Emergency Response Expo
Eastwood Expo Center
Niles, OH

November 29 – December 1
1st Annual Holiday Art, Craft & Gift Show
Eastwood Expo Center
Niles, OH
Trade Shows Are The Secret Weapon To Successful Marketing.

Kelly Simon
EVENT MANAGEMENT
645 East Pittsburgh Street, # 357
Greensburg, PA 15601

Expand Your Market Share
Sell To The Largest Regional Markets In The U.S.
Receive A Greater Return On Your Investment

YOU'RE INVITED TO EXHIBIT

PENNSYLVANIA
EMERGENCY RESPONSE EXPO

September 7 – 8, 2013
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ALTOONA, PA

2nd Annual

OHIO
EMERGENCY RESPONSE EXPO

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Eastwood Expo Center
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27th Annual

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