



**FireCon**  
TRAIN | EDUCATE | NETWORK

2026 FIRECON

**TRADE SHOW  
PROSPECTUS**

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SEPTEMBER 17 - 18, 2026

VALHALLA HOTEL & CONFERENCE CENTRE

1 VALHALLA INN ROAD, THUNDER BAY ONTARIO, P7E 6J1

For any questions or further information  
please contact Events and Marketing  
Manager, Katelyn Widdop.



905-426-9865 ext. 1224



[katelyn.widdop@oafc.on.ca](mailto:katelyn.widdop@oafc.on.ca)



### **Connect with the RIGHT people!**

Reach over 250 fire personnel from northern Ontario. Connect with prospective customers in-person! The FireCon Trade Show provides the ideal forum for vendors to come face-to-face with conference attendees, most of whom oversee the procurement processes for their fire departments equipment, and/or can influence those who do.



### **Foster customer RELATIONSHIPS!**

Contact new prospects and generate new sales leads.



### **Promote your BRAND!**

Strengthen your brand. Ensure your business is seen as a leader and influencer in the industry.



### **Maintain COMPETITIVE edge!**

Speak directly to people in the industry. Solicit feedback that can help expand and improve your business.



### **Foster COMMUNITY!**

Connect with other vendors and understand their sales strategies. Learn the reasons for their successes. Stay on top of new trends and products in the fire service.



### **SUPPORT northwestern Ontario!**

Help directly support northwestern Ontario's fire service in.



## TRADE SHOW LOCATION, DATE AND HOURS

VALHALLA HOTEL & CONFERENCE CENTRE BALLROOM  
1 Valhalla Inn Road, Thunder Bay Ontario, P7E 6J1

September 17 - 4:00pm - 9:00pm

September 18 - 4:00pm - 8:00pm

It is the responsibility of the exhibitor to ensure that booths are open and staffed between the show hours. **Booths cannot be torn down until the end of the show on September 6. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.**

## TRADE SHOW ACCOMODATIONS

Valhalla Hotel and Conference Centre  
[www.valhallahotel.ca](http://www.valhallahotel.ca)  
1-800-577-1121

Please visit the O AFC website for reservation information.

## TRADE SHOW SUPPLIERS CONTACT INFORMATION

### For Audio Visual Rentals:

Maverick AV  
Chris Ficek  
807-627-6444  
[chris@maverickav.com](mailto:chris@maverickav.com)

### For Shipping:

Please visit the Trade Show Information page for all details regarding shipping to the Valhalla.  
<https://www.oafc.on.ca/trade-show-information>

## SPONSORSHIP OPPORTUNITIES

This years sponsorship package is new and improved! All sponsorships are first come, first serve. FireCon is open to working with sponsors to ensure the sponsorship is beneficial to both parties. Pricing is also flexible, to work within budgets. Interested in becoming a sponsor? Please contact Events and Marketing Manager, Katelyn Widdop.

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## DELUXE TRADE SHOW BOOTH 8 X 8

**\$1350.00 + HST**

Inclusions:

- 6ft table and 2 chairs
- Basic Power
- Breakfast and lunch on Thursday and Friday for 2 representatives
- 2 complimentary drink tickets for the Thursday evening reception on the trade show floor
- 2 complimentary drink tickets for the Friday evening reception on the trade show floor

## STANDARD TRADE SHOW BOOTH 8 X 8

**\$950.00 + HST**

Inclusions:

- 6ft table and 2 chairs
- 2 complimentary drink tickets for the Thursday evening reception on the trade show floor
- 2 complimentary drink tickets for the Friday evening reception on the trade show floor

**This option does not include power or meals.**

## ADDITIONAL TRADE SHOW BOOTH 8 X 8

**\$600.00 + HST**

Inclusions:

- 6ft table and 2 chairs

**This option does not include power or meals.**

## OUTDOOR TRUCK SPACE

**\$850.00 + HST**

Inclusions:

- Dedicated outdoor space during the trade show hours

## ADDITIONAL MEAL PACKAGE

**\$170.00 + HST**

Inclusions:

- Breakfast and lunch on Thursday and Friday for 1 representative
- 1 complimentary drink ticket for the Thursday evening reception on the trade show floor
- 1 complimentary drink ticket for the Friday evening reception on the trade show floor

## BANQUET TICKET

**\$110.00 + HST**

Inclusions:

- Access for 1 representative to the Banquet on Saturday September 19

## POWER

**\$150.00 + HST**

Inclusions:

- 1 drop of basic power at your booth

Booths cannot be torn down until the end of the show on September 18. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.

**ALL BOOTH FEES ARE NON-REFUNDABLE.**

## MOVE IN

VALHALLA HOTEL AND CONFERENCE CENTRE BALLROOM

**Booth Set-up** - Thursday, September 17, 2026 - 10:00am - 4:00pm

**Vehicles**, which are to be a part of the trade show, can be parked overnight on Wednesday September 16. An email will be sent closer to the trade show date with a map of the area that will be used.

**Exhibitor move in** will be on Thursday September 17. **All displays must be ready by 4:00pm when the trade show opens.**

## Trade Show Exhibitor Registration

Thursday, September 17, 2026 - 10:00am - 4:00pm **ONLY**

Ballroom Foyer, Valhalla Hotel and Conference Centre

**\*Please note a member of your company will need to sign for the exhibitor package, FireCon is not responsible for any lost exhibitor packages once signed for. Exhibitor packages will include name badges, drink tickets, and meal tickets.\***

## MOVE OUT

It is the responsibility of the exhibitor to ensure that booths are cleared, and all exhibit materials are removed from the exhibit area between 8:00pm and 10:00pm on Friday, September 18, 2026. Any freight/booths that have not been removed/picked up by 10:00pm on Friday, September 18, will be removed/forced from the floor at the exhibitor's expense.

**Booths cannot be torn down until the end of the show on September 18. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.**



## RECEIVING

Please contact the Valhalla Hotel & Conference Centre directly at 1-800-577-1121 to arrange your shipment. Goods that need to be shipped prior to the dates of FireCon can be shipped to:

Valhalla Hotel & Conference Centre  
1 Valhalla Inn Rd, Thunder Bay, ON P7E 6J1  
Attention: FireCon Exhibitor - "Company Name"

## SHIPPING LABELS

All deliveries must be labeled, with the following information: name of the group/event, group/event contact, date of event, hotel contact and number of boxes. Deliveries must be made to the receiving/loading dock of the Hotel. The Hotel will not accept deliveries to the front door. The Hotel reserves the right to administer additional fees for handling and storage of items both prior to the event and after the group has departed.

## OUTGOING SHIPMENTS

All outgoing items must be properly sealed, courier waybills completed, and the items clearly addressed, including your courier billing account number or alternate billing information. All outgoing freight pickups are to be scheduled with the Valhalla Hotel & Conference Centre directly.



## **INSURANCE AND SAFETY**

While every precaution is taken to safeguard exhibits, Show Management and Valhalla and Conference Centre do not assume responsibility for the safety of exhibits against robbery, fire, damage, accidents or any cause whatsoever, whether during move in, show time or move out periods. In all cases, exhibitors must insure their goods and exhibits against such losses. Entry into storage and loading areas is at the exhibitor's risk.

Show Management and the Valhalla do not assume responsibility for personal injury due to accidents of any cause whatsoever.

## **LIABILITY AND INDEMNIFICATION**

Exhibitors are responsible for any and all damage to the Valhalla facilities and equipment, whether caused by transportation, installation or dismantling of displays, posters, signs; whether this damage is caused by those in attendance, or the exhibitor's employees and/or guests.

Show Management and Valhalla will not be responsible for loss and/or damage or injury, no matter how caused, to exhibits, merchandise, or personnel, while such are on the property of the Valhalla.

The Exhibitor agrees that they will indemnify and save harmless at all times Show Management and Valhalla from all claims, demands, suits, or actions of any kind, including claims or rights created by statute for loss, expense, damage, or injury (including death), to persons or property, caused or contributed to by reason of the exhibitor's occupation of the exhibit space, or by any act or omission of the exhibitor in connection with their delivering, setting up, or dismantling their exhibit, or be reason of the exhibitor failing to comply with provisions of this agreement.

## **TRADE SHOW CONDUCT**

The exhibitor agrees to use the said space solely for the display and/or sale of their product and/or service manufactured, distributed or sold as a bona fide sales agency (incorporated with the laws of Canada as such).

The exhibitor agrees not to sublet, assign or share any part of the exhibit space with any other manufacturer; distributor; wholesaler; jobber; sales agency or person or to allow orders to be taken within the exhibitor's space by any person other than the exhibitor's own employees or agents.

Exhibitors are responsible for and agree to make good any damages to the building or Show equipment caused by their occupation of the space.

Displays must be staffed at all times during the Show hours and alcoholic beverages are not to be served by exhibitors.



## **TRADE SHOW CONDUCT CONTINUED**

Exhibitors are not to accost attendees in the aisle or in other exhibitor's displays. Any breach of this regulation will be dealt with severely.

Handouts of promotional material or product are strictly prohibited outside the confines of your exhibit space. Photographing another exhibitor's display is not permitted without consent of the exhibitor. In addition, exhibitors are reminded that visiting other displays is by invitation only and are requested to observe this fundamental courtesy at all times.

Violation of any of the above mentioned conditions could result in the immediate cancellation of the exhibitor's contract and all funds due or paid will be forfeited, and will result in immediate eviction from the show.

## **CANCELLATION BY EXHIBITOR**

No cancellations. Please note that completing the registration online indicates that you have read and agreed to the following Terms and Conditions as outlined in this Exhibitor Prospectus and as follows:

### **Terms and Conditions of Contract between the Exhibitor and the FireCon. ("Management")**

1. Management reserves the right to alter or change the space assigned to the Exhibitor. Management further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall comply with all rules and regulations by Management for the Show and agrees that Management's decision to adopt and enforce any such rule or regulation shall be final and binding.
3. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
4. The Exhibitor shall indemnify and hold Management and the Valhalla harmless from and against any loss, injury or damages whatsoever suffered by Management and the Valhalla as a result of the Exhibitor's failure to comply with the terms and conditions of this contract, or as a result of the Exhibitors participation in the Show, including without limitation, any third party claim against Management and the Valhalla with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the venue, attendees of the Show, and their respective directors, officers, agents and employees.
5. There will be no refunds for cancellations.
6. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to Management or to other Show participants.



7. Exhibitor's display must comply with all requirements of Management and of the owner of the venue, including maximum height requirements. The Exhibitor must provide at least one, and not more than three staff per display/marketplace, to maintain display during Show hours. The Exhibitor agrees to confine its presentation to the contracted space only.
8. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space. Goods must not be shipped to the Show with any shipping charges to be paid on arrival as any such goods will not be accepted by Management. Management assumes no responsibility for loss or damage to the Exhibitor's goods or property either before, during or after the Show.
9. In consideration of the Exhibitor's participation in the Show, the Exhibitor hereby releases Management and the Valhalla, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the Show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of Management or the Valhalla or otherwise.
10. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the Show. The Exhibitor shall carry liability insurance of \$2 million with a \$500 deductible, as well as such additional insurance as may be required by Management. The Exhibitor agrees to furnish to Management, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to Management at law or under this contract, Management shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.
11. The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the show or a penalty of \$250.00 shall be paid and the Exhibitor will not be allowed to participate in any further FireCon Shows. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by Management.
12. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by Management to service the Exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to Management for resolution, whose decision shall be final and binding on all parties.
13. Management reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting Management's other rights and remedies at law under this contract as a result of such failure to comply.

