



NORTHEASTERN FIRE EDUCATION CONFERENCE AND TRADE SHOW

2026 TRADE SHOW PROSPECTUS





Connect with the RIGHT people!

Reach over 200 fire personnel from Northern Ontario. Connect with prospective customers in-person! The NEFEC 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 northeastern Ontario!

Help directly support northeastern Ontario's fire service.



TRADE SHOW LOCATION, DATE AND HOURS

DEERHURST RESORT LEGACY HALL

1235 DEERHURST DRIVE, HUNTSVILLE, ONTARIO P1H 2E8

Friday March 27 - 4:00pm - 8:00pm

Saturday March 28 - 12:30pm - 4:30pm

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 March 29. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.**

TRADE SHOW ACCOMODATIONS

Deerhurst Resort

www.deerhurstresort.com

1-800-461-4393

Special NEFEC Hotel Pricing ends February 27, 2026. Please visit the O AFC website for booking links.

TRADE SHOW SUPPLIERS CONTACT INFORMATION

Pre-purchasing power is significantly cheaper than doing it on site. If purchased on site the O AFC special rates do not apply.

For Shipping:

Deerhurst Resort

Katrina Garcia

kgarcia@deerhurstresort.com

More information can be found on
page 6.

For Power and Internet:

Encore

Brad Sharp

705-765-7052

bradley.sharp@encoreglobal.com

SPONSORSHIP OPPORTUNITIES

This years sponsorship package is new and improved! All sponsorships are first come, first serve. NEFEC 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.

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



905-426-9865 ext. 1224



katelyn.widdop@oafc.on.ca

TRADE SHOW BOOTH 8 X 8

\$925.00 + HST

Inclusions:

- 2 chairs and draped table
- side/rear drape
- 2 drinks tickets for reception on trade show floor
- access to lunch on March 27 for 2 representatives
- access to coffee breaks on March 27 for 2 representatives
- access to breakfast on March 28 for 2 representatives
- access to coffee breaks on March 28 for 2 representatives
- access to lunch on March 28 for 2 representatives

ADDITIONAL TRADE SHOW BOOTH 8 X 8

\$675.00 + HST

Inclusions:

- 2 chairs and draped table
- side/rear drape
- access to lunch on March 27 for 1 representative
- access to coffee breaks on March 27 for 1 representative
- access to breakfast on March 28 for 1 representative
- access to coffee breaks on March 28 for 1 representative
- access to lunch on March 28 for 1 representative

OUTDOOR TRUCK SPACE

\$500.00 + HST

Inclusions:

- dedicated outdoor space on March 27 and March 28
- access to lunch on March 27 for 1 representative
- access to coffee breaks on March 27 for 1 representative
- access to breakfast on March 28 for 1 representative
- access to coffee breaks on March 28 for 1 representative
- access to lunch on March 28 for 1 representative

ADDITIONAL MEAL PACKAGE

\$185.00 + HST

Inclusions:

- 1 drink ticket for reception on trade show floor
- access to lunch on March 27 for 1 representative
- access to coffee breaks on March 27 for 1 representative
- access to breakfast on March 28 for 1 representative
- access to coffee breaks on March 28 for 1 representative
- access to lunch on March 28 for 1 representative

POWER

\$200.00 + HST

Inclusions:

- 1 drop - 7.5 AMP with power bar

MOVE IN

DEERHURST RESORT LEGACY HALL

Booth Set-up - Friday March 27, 2026 - 10:00am - 4:00pm

Vehicles, which are to be a part of the trade show, can be parked overnight on Thursday March 26. 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 Friday March 27. **All displays must be ready by 4:00pm when the trade show opens.**

Trade Show Exhibitor Registration

Friday March 27, 2026 - 10:00am - 4:00pm **ONLY**

Activity Desk, Deerhurst Resort

Please note a member of your company will need to sign for the exhibitor package, NEFEC 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 4:30pm and 6:30pm on Saturday, March 28. Any freight/booths that have not been removed/picked up by 8:00pm on Saturday, March 28, will be removed/forced from the floor at the exhibitor's expense.

Booths cannot be torn down until the end of the show on March 28. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.

RECEIVING

Courier Service to/from Deerhurst is not available on Saturdays, Sundays or Holidays. Deerhurst will not be liable for inspecting deliveries upon arrival or for any damage to the contents of such deliveries unless caused by the negligence of Deerhurst, or any of its authorized representatives. Deerhurst has limited storage available onsite. Should you need to send large (including wooden crates and/or skids) and/or multiple items, storage must be prearranged with your Conference Services Manager or delivery may be refused. The following information needs to be provided to your Conference Services Manager to ensure acceptance of items and delivery to Deerhurst and your function rooms: Courier Company, number of items, delivery date, delivery location onsite and tracking numbers for all items. Deerhurst keeps a detailed log of all shipments received and will require you to sign for your packages.

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.

SKIDS

Please note that skids received by Deerhurst will not be broken down and counted. Deerhurst will accept the shipment as one (1) skid. Storage of skids must be pre-arranged through the Conference Services Department. Due to elevator size, skids cannot be moved to the following function rooms in the Pavilion: Tom Thomson, Arthur Lismer, Lawren Harris, AJ Casson and AY Jackson. Skids cannot be delivered to function space outside of the Pavilion building.

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 (Deerhurst is not able to bill for any courier/shipping charges). It is against custom/courier policies for hotel staff to pack client boxes. All outgoing items cannot exceed a total weight (per item) of 70lbs. Deerhurst keeps a detailed log of all outgoing shipments and will require you to sign indicating your intention to ship packages. Any boxes left in function rooms after departure without shipping instructions will be delivered to the Deerhurst Lost and Found Department. All outgoing freight pickups are to be scheduled for the day after the event.

SHIPPING AND RECEIVING CHARGES

Box storage/delivery to function space - \$4.00 per unit per day.

Skid storage - Contact conference services for storage availability and rates.

Skid delivery to function space - \$40.00 per skid.

Outgoing box handling fee - \$4.00 per unit.

Staff assistance - \$40.00 per staff member per hour.

LOADING/UNLOADING:

At no time is loading and/or unloading of materials permitted through the front doors of the Pavilion Building. All loading/unloading is to be completed through the conference doors and/or the sports entrance doors.

AUDIO/VISUAL AIDS

For all audio and visual requirements please contact Encore, the in house provider for Deerhurst Resort. Contact Information for Encore is:

Brad Sharp

Director of Event Technology

705-765-7052

bradley.sharp@encoreglobal.com

INTERNET ACCESS

Deerhurst Resort is pleased to provide complimentary wireless internet in guestrooms (where applicable), public spaces, and event space to allow you and your guests to keep in touch away from the office.



INSURANCE AND SAFETY

While every precaution is taken to safeguard exhibits, Show Management and Deerhurst Resort 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 Deerhurst Resort 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 Deerhurst Resort facilities and equipment, whether caused by transportation, installation or dismantling of displays, posters, and/or signs; whether this damage is caused by those in attendance, or the exhibitor's employees and/or guests.

Show Management and Deerhurst Resort 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 Deerhurst Resort.

The Exhibitor (Lessee) agrees that they will indemnify and save harmless at all times the Show Management and Deerhurst Resort 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.

The exhibitors shall provide their own comprehensive public liability insurance and proof must be provided to Show Management prior to Show set up.

TRADE SHOW CONDUCT

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

Exhibitors agree 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 always be staffed during the Show hours and alcoholic beverages are not to be served.

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 always requested to observe this fundamental courtesy.

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

There will be no refunds. All trade show booths are final sale.

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 NEFEC. ("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 laws, bylaws, 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 harmless from and against any loss, injury or damages whatsoever suffered by Management 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 with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the building, attendees of the show, and their respective directors, officers, agents, and employees.
5. There will be no refunds. All trade show booths are final sale.

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 building, including maximum height requirements. The Exhibitor must provide at least one, and not more than two 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, 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 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 NEFEC shows. The Exhibitor agrees to remove the exhibit, equipment, and apparatus 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 there from 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.



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