



Maine
Fire Chiefs'
Association

In conjunction with



Maine Fire Protection
Services Commission

PROFESSIONAL DEVELOPMENT CONFERENCE 2025

March 26-28, 2025

SUNDAY RIVER
Grand Summit Resort Hotel
& Conference Center
Newry, Maine

EXHIBITORS
EDUCATIONAL SESSIONS
MEMBERSHIP MEETING
NETWORKING

EXHIBITOR PACKET

www.mainechief.com

PLEASE JOIN US!



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Chief William Gillespie

2nd Vice President

Chief Matthew Bartlett

Sgt. At Arms

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Chief Kenneth Brillant

Past President

Chief Darrell White

Executive Director

Chief William St. Michel (ret).

The Maine Fire Chiefs' Association will be hosting its annual 2025 Professional Development Conference at Sunday River Grand Summit Resort Hotel & Conference Center, in Newry, Maine on March 26-28, 2025. The Maine Fire Service Institute and Maine Fire Protection Services Commission will be co-sponsoring the Professional Development Conference. The Annual Membership Meeting will take place Wednesday, March 26 at 3:15 p.m. in the classroom area in the back of the ballroom. The Maine Fire Chief of the Year award (MFCA), Best Practices award (MFPSC) and Instructor of the Year award (MFSI) presentations will take place, followed by an "Appreciation Hour with the Vendors" social in the exhibit area from 5:00 – 6:00 pm. The main conference will take place on Thursday & Friday, March 27 & 28.

Keynote Speaker:

Deputy Chief Frank Vancuso, Leadership & Team Building Specialist
"Flash Point" Team Building Seminar

The Maine Fire Chiefs' Association would again like to invite you to participate in our annual 2025 Professional Development Conference. Our goal is to attract and bring together the region's fire and rescue personnel, emergency managers, law enforcement officers as well as municipal officials for our conference each year. The past few years we have been very successful and provided a great venue for the sharing of ideas as well as best practices. This event has grown each year and now provides an open and comfortable environment to network with our peers, share information, as well as test and discuss new products currently utilized within our industry. The conference continues to grow and will offer you excellent opportunities to promote and maximize the visibility of your products to the leading experts on all facets of fire, emergency services and municipal decision-makers. Exhibitors will be given multiple blocks of exhibitor time throughout both days, and there will be multiple networking opportunities including the "Appreciation Hour with the Vendors" on Wednesday, Thursday Evening's "New England Barbecue" at the Jordan Hotel, as well as vendor sponsored events in the Camp Restaurant at the Grand Summit.

Exhibitors are welcome and encouraged to attend a session or sessions of interest to them, as well as attend all other Conference functions. This will provide you an expanded opportunity to interact with attendees and to access their concerns and needs. We value this casual interaction with our vendors.

The exhibit hall will be open for installation on Wednesday, March 26, from 9:00 a.m. to 3:30 p.m. Please be sure to set up your booth space on Wednesday, so you don't miss the Appreciation Hour with the Vendors from 5:00-6:00p.m.! Exhibit hours will be Thursday, March 27, 7:30 a.m. to 4:00 p.m. and Friday, March 28, 7:30 a.m. to 11:00 a.m. Booths are 8' (aisle) x 6' (depth).

There are also numerous Sponsorship Opportunities available in 2025 –please review the sponsorship opportunities page for specifics. Prizes will be raffled off Friday morning following the morning presentations around 10:45 a.m. Exhibitors are welcome to donate prizes for this raffle and will be recognized for their contributions. If interested in donating prizes, please provide them to the conference registration desk.

The following Exhibitor packet includes an Exhibit Area Diagram, Exhibit Space Application/Exhibitor Sponsorship Opportunities, Exhibit Rules & Regulations and Overnight Accommodation form. Return a completed copy of the Exhibit Space contract by **March 14, 2025**. Please contact the MMA Affiliate Services Office at (207) 623-8428 or (800) 452-8786 with questions or concerns.

I would like to take the time to thank you in advance for supporting the Maine Fire Chiefs' Association as well as the other Affiliated Groups that co-sponsored this Professional Development Conference. We look forward to seeing you at the Conference!

Sincerely,
Chief Thomas Higgins, President
Maine Fire Chiefs' Association



**2025 Professional Development Conference
Exhibitor Space Contract**
Sunday River Grand Summit Resort Hotel & Conference Center
March 26-28, 2025
REGISTRATION & PAYMENT DEADLINE: March 14, 2025

RETURN COMPLETED FORM TO: MFCA • 60 COMMUNITY DR. • AUGUSTA, ME. 04330
 EMAIL COMPLETED FORM TO TRAINING@MEMUN.ORG

Company Name: _____

*Contact Name: _____ Contact Email: _____

***All Correspondence will be sent to the contact person listed above**

Billing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Booth Quantity: _____ @ \$750 per booth = _____

Booth Location: Choice 1: _____ Choice 2: _____

If your choices are unavailable, we will assign the next closest booth space location.

Each Exhibit space includes: 2 Registrations, 2 Vendor Appreciation Social Hour drink tickets, Admittance for 2 to Thursday's luncheon, 2 Thursday night BBQ tickets, 2 Friday Camp breakfast tickets, one 8 ft. booth space with 2 chairs, one standard electrical outlet & WiFi. **(One meal ticket/admittance will be provided per attending exhibitor. If there is only one exhibitor attending, you will only receive one meal ticket/admittance for each meal event).**

Exhibitor 1 Name: _____ Email: _____
 Full Conference (3/27-28) Day 1 Only (3/27) Day 2 Only (3/28)

Exhibitor 2 Name: _____ Email: _____
 Full Conference (3/27-28) Day 1 Only (3/27) Day 2 Only (3/28)

Additional Booth Space Representative \$200.00 per rep. **(Limited to two)**

Name: _____ Email: _____
 Full Conference (3/27-28) Day 1 Only (3/27) Day 2 Only (3/28)

Name: _____ Email: _____
 Full Conference (3/27-28) Day 1 Only (3/27) Day 2 Only (3/28)

Additional Vendor Appreciation Social Hour Drink tickets _____ @ \$9.50 each = \$ _____

Additional Thursday Night BBQ meal tickets # _____ @ \$50.00 each = \$ _____

<p>Sponsorships (See next pg. for information)</p> <p><input type="checkbox"/> Major \$3,000 (Claimed for 2025)</p> <p><input type="checkbox"/> Platinum \$2,000</p> <p><input type="checkbox"/> Gold \$1,000</p> <p><input type="checkbox"/> BBQ Dinner \$2,500 (Claimed for 2025)</p> <p><input type="checkbox"/> BBQ Dinner Bus Ride \$250</p> <p><input type="checkbox"/> Program Booklet \$200</p>	<p>TOTAL AMOUNT DUE: \$ _____</p> <p><input type="checkbox"/> Check Enclosed <input type="checkbox"/> Invoice</p> <p><input type="checkbox"/> YES! We plan to provide a door prize for the Door Prize Give-a-way</p>
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I have read the MFCA Exhibit Rules & Regulations enclosed and agree to abide by them.

Printed Name: _____ Signature: _____ Date: _____

*****SEE NEXT PAGE FOR SPONSORSHIP OPPORTUNITIES*****
ALL Sponsorships will be recognized on signage and in the program booklet.



SPONSORSHIP OPPORTUNITIES



MFCA 2025 Professional Development Conference



MAJOR

\$3,000.00 Major Sponsorship includes: Claimed for 2025

Recognition on Master floor signage & all conference signage & listed in Program booklet as major sponsor with full page advertisement. Premier booth spaces (3 booths) outside the ballroom – valued at \$2,250. Limited to 1 sponsor.



PLATINUM

\$2,000.00 Platinum Sponsorship includes:

Recognition on Master floor signage & all conference signage & listed in Program booklet as platinum sponsor with 1/2 page advertisement. Includes 1 booth space – valued at \$750. Breakfast or lunch sponsor, your choice! (Bring your give-a-way or marketing items to place in the dining area).



GOLD

\$1,000.00 Gold Sponsorship includes:

Recognition on Master floor signage & all conference signage & listed in Program booklet as gold sponsor with 1/4 page advertisement.

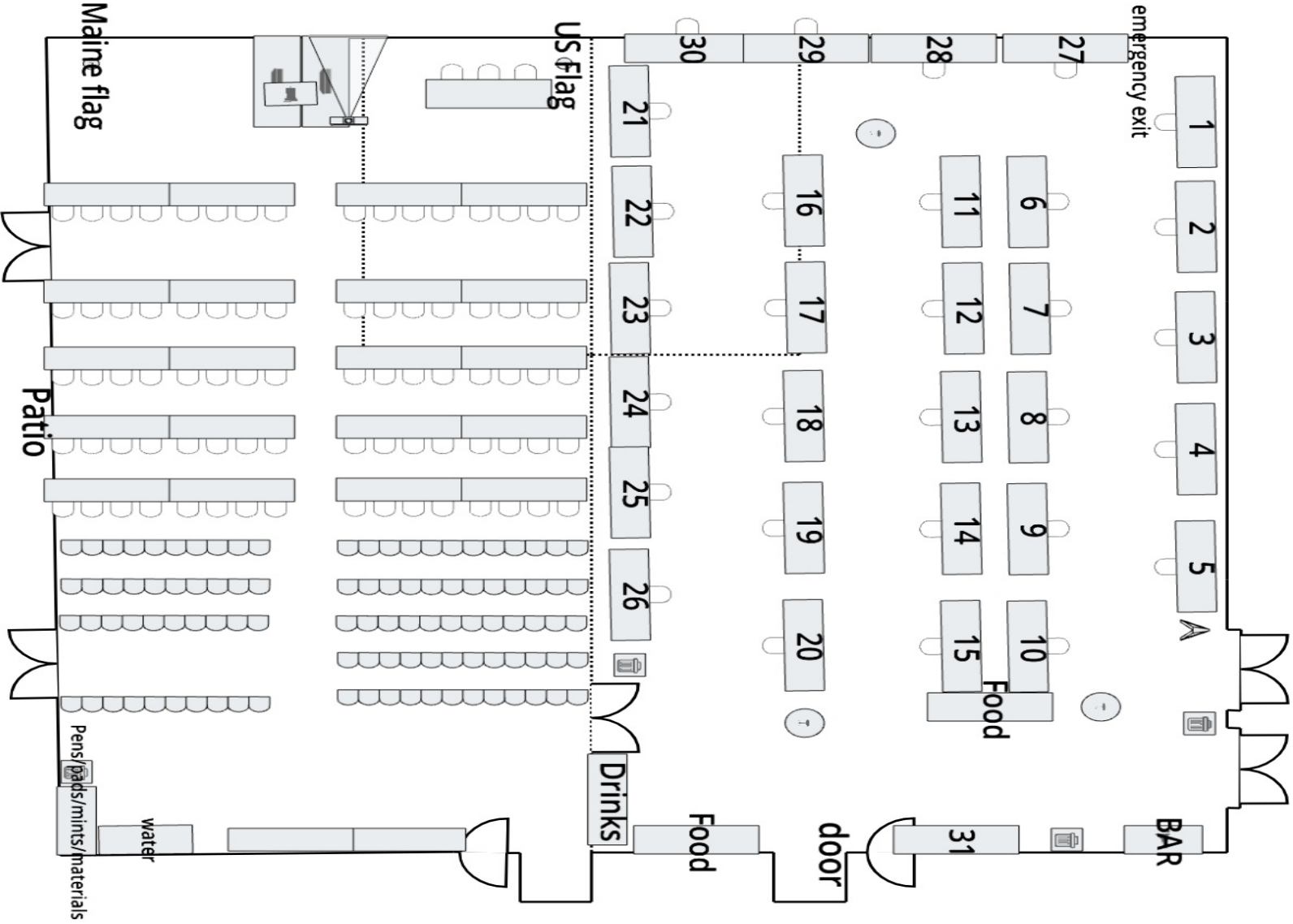
Other Sponsorship Opportunities

- New England BBQ Dinner Sponsorship \$2,500.00 (Claimed for 2025)
- New England BBQ Dinner Bus Ride Sponsorship \$250.00
- Program Booklet Sponsorship \$200.00

All Sponsorships are on a first come, first serve basis. Please call for availability.

Booth Spaces Available: Ballroom & Causeway

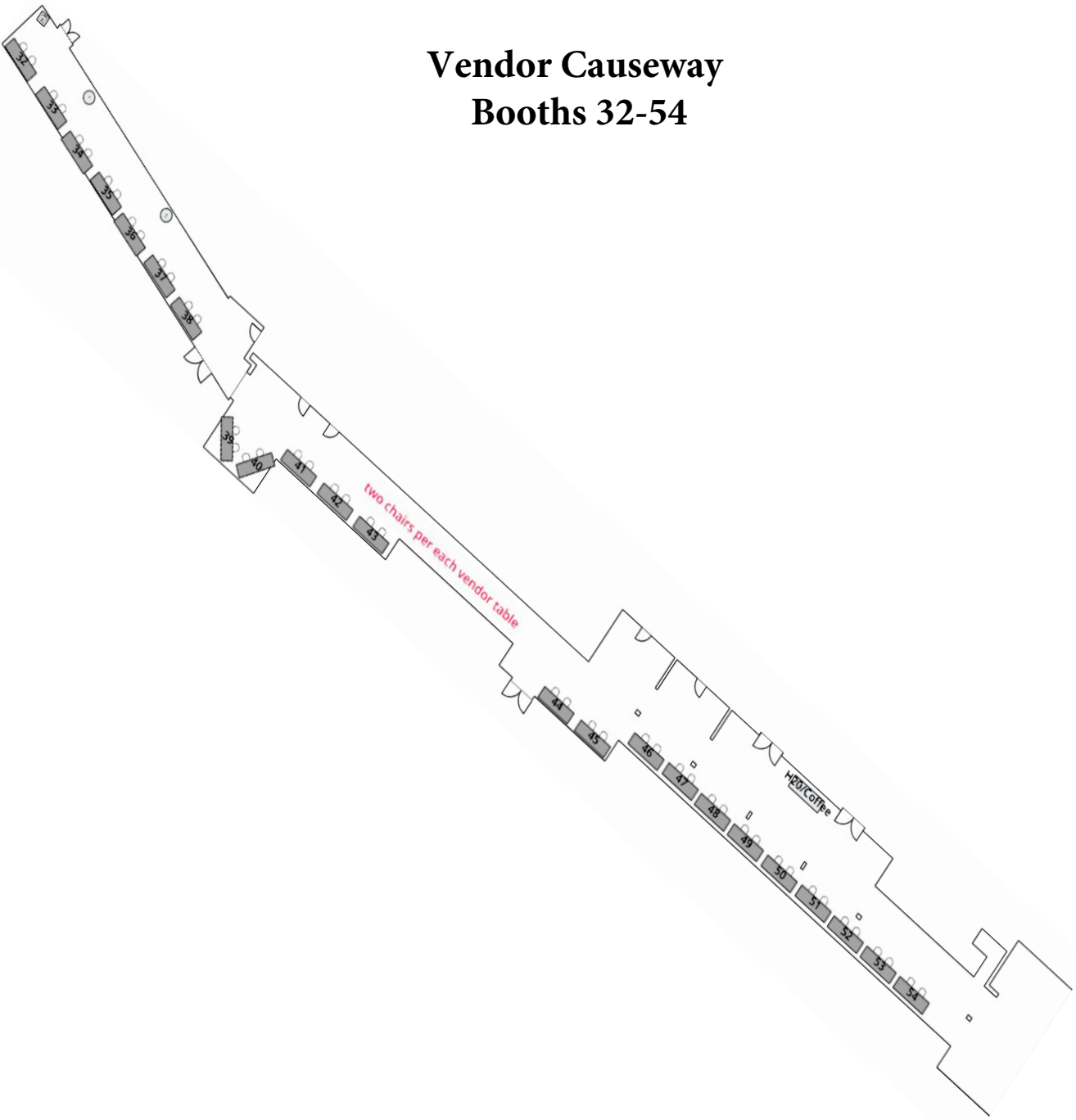
Ballroom Booths 1-31



5 Feet

See Next Page for Causeway Booth Openings

Vendor Causeway Booths 32-54



20 Feet

Exhibit Rules & Regulations

Exhibit Facility

The Exhibitor assumes responsibility and liability for losses, damages and claims arising out of injury or damage to the Exhibitors' displays, equipment and other property brought upon the premises of Sunday River. The Exhibitor shall indemnify and hold harmless Sunday River and MFCA and their agents, servants and employees from any and all such losses, damages and claims.

There are no other agreements of warranty between the Exhibitor and MFCA except as set forth in this document. The rights of MFCA, under this contract, shall not be deemed waived except as specifically stated, in writing, and signed by an authorized officer of MFCA.

Overnight Accommodations

Please use the Overnight Accommodations form or contact Sunday River Grand Summit Resort Hotel & Conference Center at 1-800-207-2365 to book your overnight room. Use group code (**Code: 86F8YK**) to ensure you receive the group rate. To make your reservation online and pay via credit card - <https://sundayriver.com/booklodging?Group=86F8YK&resultFilterValue=&Checkin=03/26/2025&Checkout=03/28/2025&pid=43728>

Security and Insurance

The Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any causes whatsoever. All property of the Exhibitor is understood to remain in its care, custody, and control, in transit to or from within the confines of the facility. **Security will be provided in the Exhibit Area, after hours, to ensure the security of all equipment, displays and materials.**

Care of Building and Equipment

Exhibitors or Agents must not injure or deface the walls or floors of the building, the tables, or the equipment of the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in exhibits must be flameproof. Combustible material or explosives are not permitted in the exhibit area. All electrical wiring included in the display must conform to electrical code safety rules and all applicable fire laws, electrical codes, and other laws that are in effect at the exhibit area. The Exhibitor shall also comply with all reasonable requests of officials of Sunday River or MFCA with respect to installation, conduct and disassembly of its exhibit.

Cancellation of Event

In the event it is necessary to cancel all, or a portion of the Professional Development Conference and/or the exhibits due to any cause beyond the direct control of the MFCA including, but not limited to, damage to, or destruction of, the convention and exhibit building, labor strikes, adverse weather conditions, the Exhibitor shall be reimbursed for actual direct costs not incurred by MFCA.

Cancellation of Exhibit Space

All cancellations must be in writing to training@memun.org and are subject to a NON-REFUNDABLE cancellation fee of \$100.00 per exhibit space. Cancellations received before March 19, 2025 are subject to the \$100.00 cancellation fee. **Cancellations received after March 19, 2025 are 100% NON-REFUNDABLE.**

Exhibit Confirmation

An email confirming your exhibit booth registration and your booth assignment will be sent to you prior to the event.

Canvassing and Distribution of Advertising Matter

Canvassing by a non-exhibiting firm is strictly forbidden.

Location of Exhibits

The 2025 Professional Development Conference will be held at the Grand Summit Resort Hotel & Conference Center, Sunday River, Newry, Maine. MFCA reserves the right to make such modifications and changes in exhibit space assignments and floor plan as may be necessary to meet the needs of the exhibitors and registrants. Space is limited, and exhibit space will be assigned by date received on a "**first come - first paid**" basis.

Exhibit Space Equipment and Service Information

Please note that the exhibit area is designed for tabletop displays only. If you have a large-type booth, it must fit within the parameters of the 8-foot exhibit space. Electrical cords are not provided by the facility or MFCA. Exhibitors are responsible for providing their own. Each exhibit space rented will include an 8' x 6' space, 8' skirted table and two chairs, standard 110 power, and Wi-fi.



Grand Summit

Hotel & Conference Center

Exhibit Rules & Regulations

Exhibitors' Representative Admission

Includes (2) drink tickets for Wednesday's Appreciation Social Hour (wine, beer or soda), Thursday Continental Breakfast, Admittance for 2 to Thursday's lunch, (2) tickets to Thursday's New England Barbecue and (2) tickets to Friday's New England Breakfast.

Installation and Removal Time

Exhibitors will be allowed to set up between the hours of 9:00 AM to 3:30 PM on Wednesday, March 26, 2025. **Displays must be installed by 8:00 AM on Thursday, March 27, 2025.** There is no space available for storage of empty cartons, crates, etc. **Due to location of the Exhibit Area, no exhibitor will be allowed to remove their exhibit, or any part of it, until Friday, March 28, 2025 at 11:00 a.m.**

Exhibit Hours

Wednesday, March 26, 2025: 5:00 - 6:00 p.m. (Appreciation Social Hour)

Thursday, March 27, 2025: 7:30 a.m. - 4:00 p.m.

Friday, March 28, 2025: 7:30 - 11:00 a.m.

ADA Message

In order to ensure your complete participation in this Conference, we would appreciate your informing us of any special requirements you need in advance.

Your space will be confirmed upon receipt of complete registration and payment.

Maine Fire Chiefs' Association, 60 Community Drive, Augusta, ME 04330

Tel: (800) 452-8786 or 207-623-8428

Directions to Sunday River

From the South: Exit the Jetport and follow signs to I-95, the Maine Turnpike. Take I-95 North to Exit 63 / Gray for Route 26. Take Route 26 North to Bethel. Follow Rt. 2 East for 2.6 miles. Take a left onto Sunday River Road, marked by the large Sunday River Brewery (big building with red roof). Follow Sunday River Road to a fork with a "Sunday River Ski Resort" sign. Fork left for the Grand Summit Resort Hotel, base lodges, and; amenities (1 mile).

From the North: Take I-95 South to Exit 157/ Newport for Route 2. Follow Route 2 West to Sunday River Road, marked by the large Sunday River Brewery (big building with red roof), a few miles before reaching Bethel. Follow directions above.

HOTEL ACCOMMODATIONS INFORMATION

Grand Summit Hotel - Sunday River Resort

MFCA Professional Development Conference – March 26 – 28, 2025

ARRIVAL: Wednesday, March 26, 2025

DEPARTURE: Friday, March 28, 2025

The Grand Summit Hotel at Sunday River Resort has special overnight rates for the conference. Limited rooms are also available at the Snow Cap Inn, and Jordan Hotel. You are welcome to stay any or all nights. Please remember to also complete the attendee registration form to make sure we have you registered for the conference.

There are two ways to book your stay:

- **Reserve Online:** <https://sundayriver.com/booklodging?Group=86F8YK&resultFilterValue=&Checkin=03/26/2025&Checkout=03/28/2025&pid=43728>
- **Reserve Via Phone Call:** Please call 800-207-2365 and use Group Code 86F8YK

DEADLINE: Reservation and deposit must be received by **February 23, 2025**. Group rate and availability cannot be guaranteed beyond this date.

ROOM RATES:

Lodging Preference	Per Room Nightly Rate*
<u>Grand Summit – Standard Room</u> (2 queen beds – sleeps 2-4)	\$165
<u>Grand Summit – Studio Deluxe Unit</u> (1 queen Murphy bed, 1 sleeper sofa & kitchenette – sleeps 4)	\$165
<u>Grand Summit – Studio Superior</u> (1 queen Murphy bed & kitchenette – sleeps 2)	\$145
<u>Grand Summit – 1 Bedroom Suite</u> (1 queen or king bed, 1 sleeper sofa or Murphy bed, living room, kitchenette – sleeps 4-6)	\$289
<u>Grand Summit – 2 Bedroom Suite</u> (1 bedroom with king bed, 1 bedroom with varied bedding configuration, living room, kitchenette – sleeps 6)	\$525
<u>Grand Summit – 3 Bedroom Suite</u> (1 bedroom with king bed, 1 bedroom with queen bed, 1 bedroom with twin and bunk, living room kitchenette – sleeps 8-10)	\$849
<u>Snow Cap Inn – Standard Room</u> (2 queen beds – sleeps 2-4)	\$129
<u>Jordan Hotel – 1 Bedroom Suite</u> (1 queen or king bed, 1 sleeper sofa or Murphy bed & kitchenette – sleeps 4-6)	\$289
<u>Jordan Hotel – Standard Room</u> (2 queen beds – sleeps 2-4)	\$165
<u>Jordan Hotel – Studio Deluxe Unit</u> (1 queen Murphy bed, 1 sleeper sofa & kitchenette – sleeps 4)	\$165
<u>Jordan Hotel – Studio Superior</u> (1 queen Murphy bed & kitchenette – sleeps 2)	\$145

* Please check your lodging preference. Each per room, per night rate includes: 1 night of lodging at the Grand Summit Hotel and the use of all hotel amenities, or 1 night of lodging at the Snow Cap Inn and use of all hotel amenities, or 1 night of lodging at the Jordan Hotel and the use of all hotel amenities. 9% tax and 13% resort fees are additional. If you are tax exempt, we require a State of Maine tax exempt form sent to us with your reservation as well as a copy provided at check-in. All payments for the tax exempt portions of your stay must be paid by the name of the person, business or organization listed on the tax exempt form.

See Next Page

Lodging Deposit Policy: The first night's stay is due in full at the time of booking. The remaining balance is due 14 days prior to arrival and will be automatically charged to the credit card on file. If booking within 14 days of arrival, the balance is due in full at the time of booking. One-night stays are due in full at time of booking.

Cancellation Policy: Cancellations made more than 14 days prior to arrival are subject to a \$50 cancellation fee. If canceled within 14 days of arrival, 50% of the total reservation value is non-refundable. Shortening of a stay is considered a cancellation and non-refundable if canceled within 14 days of arrival. The guest is responsible for all nights confirmed, regardless of late arrival or early departure. No-shows are 100% non-refundable of the total reservation value.

Check-In/Check Out: Hotel check-in time is 5:00 PM on the day of arrival. Checkout time is 10:30 AM on the day of departure. Late check out fees will apply. Room availability cannot be guaranteed for early arrivals. All efforts will be made, however, to accommodate those guests who arrive early. Luggage storage may be available.

Pet Policy: Sunday River does not allow pets of any kind in the hotel, except for service animals that assist those who are physically challenged.

Cashless Payments: All Sunday River outlets accept cashless payments only. You may use a credit card, debit card, or gift card to complete purchases at our points of sale. If you would like to use cash, you may go to the Grand Summit and Jordan Hotel front desks to purchase a gift card with cash.

Guest Guides: Visit <https://www.sundayriver.com/resort-lodging/hotel-guest-guide> to learn about Sunday River's extensive amenities and activities at their hotels.

Join us for a New England BBQ dinner!

March 27, 2025

The MFCA will host a New England
Barbecue dinner at the Jordan Hotel
at the top of the mountain.

... Summit departure to
the Jordan at
6:00 p.m. & 6:15 p.m.

... Jordan loops to the
Summit until 8:30 p.m.

The menu*

Freshly Brewed Coffee

Lemonade & Iced Tea

Garden Salad

Vegetable Medley

Lobster Chowder

Braised Short Ribs with ME Blueberry BBQ Sauce Buttermilk

**Honey Chicken Breast with Brown Sugar BBQ Glaze, Cherries
& Blueberries**

Mashed Potatoes

Honey Glazed Cornbread

Assorted flavors of cheesecake

CASH BAR AVAILABLE**

****Cashless forms of payment only: Gift cards for purchase at
the Jordan's front desk.**

Maine Fire Chiefs' Association

**PROFESSIONAL
DEVELOPMENT
CONFERENCE 2025**

**SUNDAY RIVER
Grand Summit Resort
Hotel & Conference Center
Newry, Maine**

EXHIBITOR PACKET

Materials Enclosed!

**PROFESSIONAL
DEVELOPMENT
CONFERENCE**

**MFC
60 COMMUNITY DRIVE
AUGUSTA, ME 04330**

