

THE OHIO FIRE & EMS EXPO

Educational Conference and Exhibition

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What is the Ohio Fire and EMS Expo?

We are a group of Firefighter/Paramedics who are on a mission to increase safety for emergency responders through affordable education. In these times of tightening budgets and financial constraints, it has become increasingly difficult for firefighters, paramedics and EMTs to find quality, affordable training. This educational conference will provide firefighters and paramedics with the opportunity to gain experience, learn and grow with knowledgeable instructors.

The comprehensive classroom learning experience allows students to benefit from instructors who are at the pinnacle of their profession. We offer over forty classes to choose from, providing a unique two-day event with all the benefits of the larger shows at an affordable price.

The Ohio Fire and EMS Expo provides the same training one would receive at national conferences at a fraction of the cost.

COST COMPARISONS

| | The Ohio Fire and EMS Expo | National Conference |
|------------------|--|---|
| Admission | \$95 to The Ohio Fire and EMS Expo | \$595 to a national two-day event |
| Travel | Sunbury, OH to The Ohio Fire and EMS Expo 23 miles one-way | Sunbury, OH to national conference (<i>Indianapolis</i>) 201 miles one-way |
| Lodging | Columbus, OH hotel prices for The Ohio Fire and EMS Expo \$75 - 119/night | Indianapolis, IN hotel prices for national conference \$225 - \$450/night |

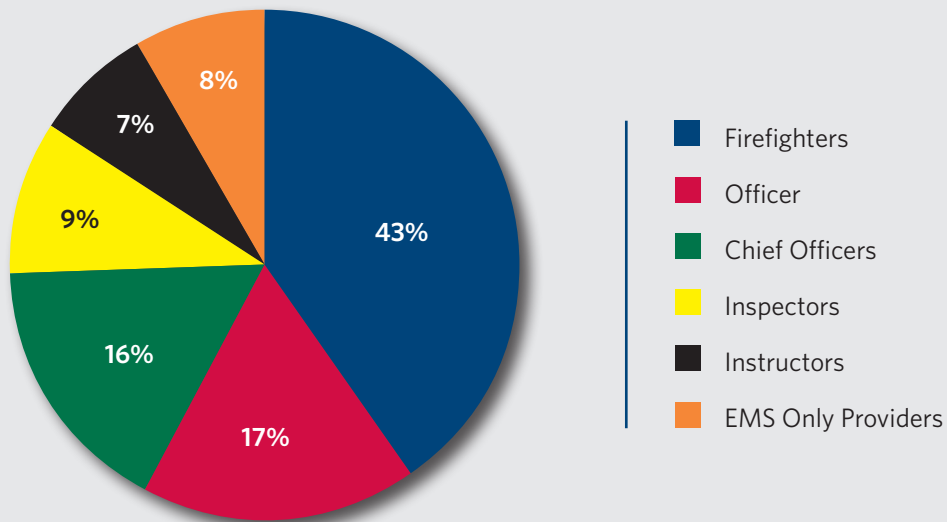
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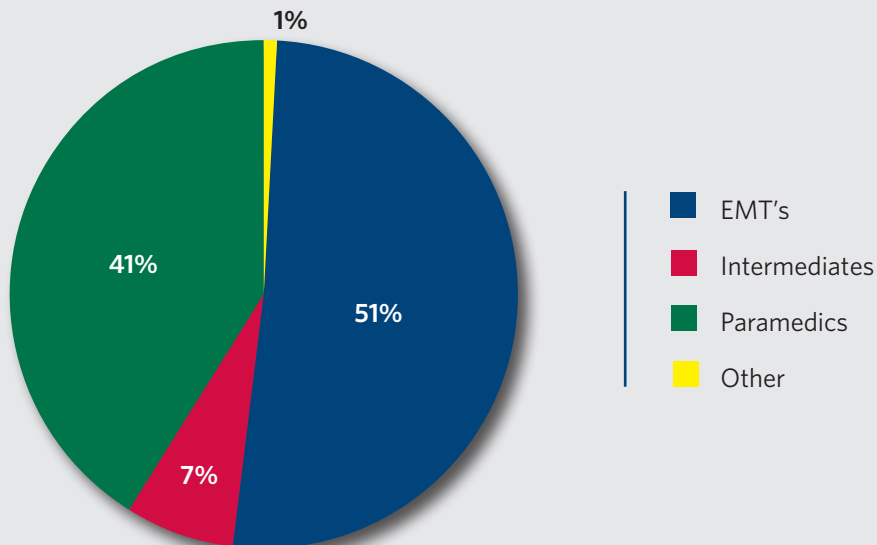
2010 Attendance Statistics

- 2,216 total attended the Expo hall over three days.
- Of those, 279 were educational conference attendees.

Attendees' Rank



EMS Certification Level



Target Audience

Ohio has over 50,000 fire fighters and emergency medical personnel working for over 1,400 fire and EMS departments. This is a unique Expo creating a cost-effective continuing educational experience reaching a vast amount of fire fighters and emergency medical workers in Ohio, Pennsylvania, Indiana, West Virginia, Kentucky and Michigan.

OHIO EMERGENCY PERSONNEL CERTIFICATIONS¹

| | | | |
|-----------------------|--------|------------------------------|--------|
| First Responder | 2,002 | Volunteer Fire Fighter | 15,729 |
| EMT..... | 20,969 | Fire Fighter I | 3,810 |
| Intermediate | 2,234 | Fire Fighter II | 21,652 |
| Paramedic..... | 15,424 | Fire Inspector..... | 10,160 |

1. Ohio Department of Public Safety 2008

Areas to Improve from 2010 to 2011

- Improve marketing strategy
- Improve certification delivery system
- Decrease number of days from three to two
- Improve overall show attendance - free admission to Expo hall
- Improvements to Expo hall:
 - Make class schedule more conducive, allowing students to spend more time with vendors
 - Change layout for better flow
 - Change booth pricing to attract more exhibitors

Ohio Fire and EMS Expo Goals

- Establish a 15% increase in attendance for continuing education courses per year, for the next three years.
- Establish a 20% increase in attendance for exposition hall per year, over the next three years.
- Capture 10% attendance for all certified Ohio firefighter and EMS personnel within the next five years.
- Continue to provide the highest quality education at the most affordable prices; establishing an alternative for financially restrained fire and EMS departments.

The Ohio Fire and EMS Expo 2011

September 22 - 23, 2011

Greater Columbus Convention Center

400 North High Street

Columbus, Ohio 43215

EXPO HALL C

| | |
|--------------------------|---------------------------|
| Dimensions: | 270' (wide) x 360' (deep) |
| Square Feet: | 98,000 |
| Overhead Clearance: | 30' to Lights |
| Floor Load: | Unlimited |
| Freight Door Dimensions: | 16' (high) x 24' (wide) |

CLASSROOM – C POD

- Second floor - 900 plus seating
 - Four classrooms assigned to fire classes
 - Two classrooms assigned to EMS classes
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PRICES

| | |
|--------------------------------|--|
| <i>Expo Hall:</i> | Free (last year cost was \$5) |
| <i>Educational Conference:</i> | \$95/person - group of three - before Sept. 2 \$125/person before Sept. 2 \$135/person after Sept. 2 |
| <i>Single day:</i> | \$70/person before Sept. 2 \$95/person after Sept. |