

INTERSCHUTZ USA

Bringing the world to you

October 13–16, 2021
Philadelphia, PA

interschutzusa.com



Deutsche Messe





Putting it all on the line

Firefighters put their lives on the line every day.

At all hours, they rush into situations others rush away from – burning buildings, vehicle collisions and thousands of other crises that never make the news.

Firefighters in the United States responded to an estimated 1.3 million fires in 2017, according to the National Fire Experience Survey.

Firefighters risk everything to protect property, rescue neighbors in life-threatening situations, and ultimately make our communities safer places to live and work.

America cannot thrive without firefighters, and to do their jobs effectively, firefighters need access to the latest training, the best equipment and technology.

There is no better place to find all of this than **INTERSCHUTZ USA**, a bold new conference and exhibition that will be America's most comprehensive event for firefighters, fire-rescue and EMS personnel.

Internationally-known, internationally respected

INTERSCHUTZ USA builds on the success of INTERSCHUTZ (Germany), the world's leading event for firefighters and EMS workers.

In a time when fire departments around the world are increasingly stressed, a global perspective is needed. We must listen and learn from each other as we work toward a common goal:

Safety for all, and safety at any cost.



Mike Bresnan, President of Local 22 IAFF, Philadelphia Fire Fighters and Paramedics Union

"Local 22 IAFF is ecstatic to have such a renowned event like INTERSCHUTZ with its diverse exhibitors come to Philadelphia with INTERSCHUTZ USA."

Experience the world's best training, equipment, and technology

INTERSCHUTZ USA will incorporate a global view of fire-fighting for the 21st century.

Members of the Philadelphia Fire Department will showcase recent advances in fire service technology and tactics from across the Mid-Atlantic and Northeastern United States.

Strategies and technologies from around the world will be on display, with insight from domestic and international industry experts and visionary leaders that can be applied to fire rescue operations here in the U.S.

Planning for the future, and rooted in a strong history

In Philadelphia in 1736, Benjamin Franklin co-founded the first formally organized all-volunteer fire department in America.

Also known as the “Bucket Brigade,” this small but dedicated group used leather buckets to douse flames with water and linen sacks to save belongings from burning buildings.

This became a model for volunteer fire departments across the U.S., and Philadelphia can be seen as the birthplace of volunteer firefighting as we know it.

With this in mind, there is no better venue for the inaugural INTERSCHUTZ USA, where the future of fire rescue will be on display as we acknowledge our rich history.

Demonstrations of the latest and greatest technologies — including augmented reality, virtual reality, and drones — will be featured alongside cutting-edge firefighting equipment, components, and tools.



Adam Thiel, Fire commissioner of the Philadelphia Fire Department

“Since 1736, the Philadelphia Fire Department has been dedicated to safety, innovation and best practices, and we look forward to INTERSCHUTZ USA and all it has to offer in October 2020.”

INTERSCHUTZ: A strong, established name in firefighting

INTERSCHUTZ USA is the perfect complement to INTERSCHUTZ (Germany), the world's largest trade fair for fire and rescue, civil protection, safety and security services.

This exciting new event will bring to America what audiences around the world have always enjoyed at INTERSCHUTZ (Germany), a success story that dates back more than 60 years.

INTERSCHUTZ (Germany) traces its history back to the "Red Rooster" fire brigade fair in the city of Essen, Germany, in 1953.

This groundbreaking event drew 75,000 visitors in its first year and grew to 157,000 visitors by 2015. This phenomenal success led to the creation of a family of 5 INTERSCHUTZ events, with INTERSCHUTZ USA as the newest addition.

The name INTERSCHUTZ was first used in 1961, and today it is among the strongest global brands in firefighting.



Chuck McQuilkin, Vice President, Philadelphia Firefighters IAFF Local 22

"The members of the Philadelphia Firefighters and Paramedics Union IAFF Local #22 are beyond excited to welcome INTERSCHUTZ USA to our beautiful city."

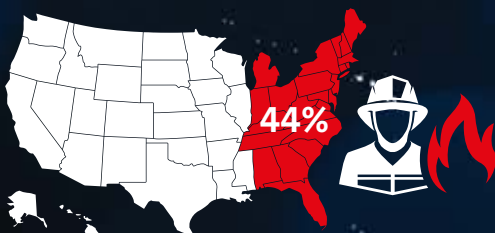
Global reach... massive potential

It's difficult to overstate the power of the INTERSCHUTZ brand.

As we launch our new U.S. trade show, we're drawing on the success of a global family of INTERSCHUTZ events in **Germany, Italy, Australia and China** that reach millions each year.

By aligning your company with INTERSCHUTZ USA, you have the backing of one of the **most trusted names in firefighting** – and a massive audience eager to hear what you have to say.

We've already received interest from fire services around the world about attending INTERSCHUTZ USA, including thousands from **across the United States**.



44%

of the entire U.S. fire service is located within a 4-hour drive of the INTERSCHUTZ USA venue in Philadelphia, with

400,000+

firefighters within this area



All roads lead to Philadelphia

Location is everything... and INTERSCHUTZ USA is uniquely positioned to help you reach an engaged audience of fire-fighting professionals.

All of our potential attendees are keen to see the latest technology, the newest products and catch up on the latest industry trends. They're also deeply committed to upgrading their skills and capabilities.

Become an exhibitor, and ensure they know how your company can help them improve safety and save lives.

Connect with media influencers

New business is a direct result of **positive exposure** for you and your company... and while you can't buy good publicity, our team of experts can help you find it.

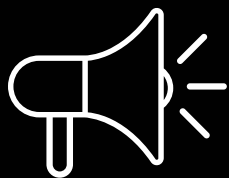
We've partnered with FireRescue1, one of America's most respected firefighting industry publications; and First Arriving and 3flow Communications – two of the leading B2B marketing agencies in North America – to help spread your message.

This unique network of influencers is part of a **national marketing campaign** that is **laser-focused on the firefighting industry**.



Bottom line: **We understand your business, and we'll do everything we can to help it grow.**

Business leaders: Top 3 reasons to exhibit



1. It's the next big thing in firefighting

INTERSCHUTZ USA is an exciting, comprehensive, game-changing event that provides access to the best training, the newest equipment and the latest technology. Don't get left behind.



2. Build your brand

Establish yourself as a thought leader by demonstrating your expertise to a unique, diverse, and influential audience at North America's newest event for firefighters, fire-rescue and EMS personnel.



3. Grow your business

Leverage the world's leading brand in fire and rescue, create partnerships that will open new markets and generate opportunities for your business to grow.

As of 2018, there were more than **1.2 million** firefighters (31% career firefighters and 69% volunteers) serving 27,228 fire departments from 58,150 fire stations across the United States.

Larry Turner, President & Chief Executive Officer, Hannover Fairs USA

"The response to the concept of INTERSCHUTZ USA – bringing global content via education, products and networking to the US fire service – has been overwhelming. Many in the region are already lined up to participate, and new requests to get involved are coming in daily. We look forward to building on this incredible level of excitement."

Make a statement: Exhibit at INTERSCHUTZ USA

The show floor at INTERSCHUTZ USA will have displays from hundreds of companies.

These exhibitors will greet fire service personnel of all ranks, from fire departments across North America and around the world.

The exhibition area will feature products from more than 20 categories, including:

- Ambulance
- Apparatus
- Apparatus Components
- Body Armor
- Communications
- Extrication Equipment
- Fitness Equipment/Training
- Hand Tools
- Ladders
- Mass Casualty Response
- Nozzles & Hoses
- PPE/PPE Inspection & Cleaning
- Rescue Tools
- SCBA
- Software/Scheduling & Training
- Thermal Imaging
- Training/Training Props
- UAV/Drones
- Uniforms/Apparel
- Ventilation Equipment
- Wildland Equipment

INTERSCHUTZ USA is the ideal venue for companies around the world that are seeking new markets for their products and services.



How to supercharge your business at INTERSCHUTZ USA

This is the perfect opportunity to grow your business quickly and effectively.

We're committed to helping you grow your business, maximize your investment and deliver an amazing experience that leads to tangible results.

You won't find this kind of value anywhere else. Here's how we can help -- and what we'll deliver.

Growing together

Business growth is all about **connection**.

It's about meaningful, collaborative relationships with next-level thinkers that lead to new products, new markets and new possibilities for you and your company.

INTERSCHUTZ USA is the **ideal venue** to build these kinds of relationships, and we'll help you make the most of your time. Focus on **building relationships**, and we'll take care of the rest.



Maximize your time and ROI

As an exhibitor at INTERSCHUTZ USA, you have exclusive access to our **FREE Marketing Tool Kit**, a fantastic resource that saves you loads of **time and money**.

It includes:

- A customized landing page **exclusively dedicated** to your company
- Downloadable **banner ads** with a tracking code you can use to gather analytics
- Social media post templates
- A promo code you can send to **all of your clients, business prospects or friends**.
- **News release** dissemination on our **website**, in our **email newsletter**, and promotion on our **social media** channels.

Don't miss out on this fantastic suite of tools... they're the easiest way to get people talking, build your brand, grow your business and drive traffic to your booth.

Want to stand out even more?

If you spend a little ... you'll get a lot

To make a **big splash** at INTERSCHUTZ USA, you need to **stand out** ... and we can help with that.

Our **premium** marketing services deliver outstanding results at a nominal cost.

- Enhanced listings in our online show directory
- Advertising in our print directory
- Event sponsorship – a high-profile opportunity to build brand awareness and grow your business.

Whether you're an established player or just starting out, we'll work with you to customize the perfect fit for your company.

Contact us, and we'll get the ball rolling! Competitive pricing and exciting incentives are available when you pre-book your spot for 2021.



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Firefighters: Top 3 reasons to attend INTERSCHUTZ USA



1. A global perspective

INTERSCHUTZ USA is the only event in North America that offers insights from a global network of firefighting and EMS experts, all in one place.

Our education sessions are second-to-none, and you won't find them at any other show in the U.S.



2. World-class city, world-class experience

Philadelphia is the perfect place for a combined family vacation and training experience.

Enjoy the best this city has to offer – including the NFL's Eagles, the NHL's Flyers, and phenomenal museums, restaurants and shopping facilities.



3. A band of brothers and sisters

Firefighters and EMS workers are members of a close-knit community that crosses international borders and state lines. Meet and interact with fire personnel from across the United States and around the world.

Philadelphia is home to the nation's 6th largest fire department and is within a 4-hour drive of 44% of America's 27,000+ fire departments.





INTERSCHUTZ USA Founders Club – We’ve got your back

Get in on the ground floor of this landmark event with a free INTERSCHUTZ USA Founders Club Membership. This exclusive offering is only available with Early Bird Registration.

Your Founders Club Membership includes:



Deep discounts on registration.



VIP seating at select INTERSCHUTZ USA events and sessions.



First access to hotel booking, hands-on training classes and education sessions.



Free swag and deep discounts on additional merchandise.

In 1736, Benjamin Franklin established the Union Fire Company in Philadelphia. The United States did not have any government-run fire departments until more than 100 years later.

Oktoberfest celebrations – raise a glass!

Oktoberfest is the perfect opportunity to relax, cut loose and enjoy the unique camaraderie we share in the global firefighting community. This time-honoured tradition is a nod to INTERSCHUTZ’s German roots ... but let’s be honest. It’s mainly about good company and great times!



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