

**IT'S NOT A TRADESHOW...**

**NOT EVEN CLOSE**



# Two Days Of Sit-Down Face-To-Face Meetings

**WITH 50 PRE-SCREENED FIRE CHIEFS**

There are no booths, no hassles—  
and best of all—no hoping that a  
decision-maker walks down the  
aisle to stop by.

Two days meeting with Fire Chiefs  
you want to meet, and who are  
interested in meeting with you.



July 16-18, 2018 | Dallas, TX

**Contact Anthony Today!**

CONTACT **ANTHONY** AT [ADAMICO@GBMSUMMITS.COM](mailto:ADAMICO@GBMSUMMITS.COM) OR **847.603.7647** FOR MORE INFORMATION

[FireChiefsSummit.com](http://FireChiefsSummit.com)



## Join Fire Chiefs for two days of sales meetings and social events

### IT'S NOT A TRADE SHOW . . . NOT EVEN CLOSE

The Fire Chiefs Summit is your proven way to engage decision-makers who are responsible for fire departments with 75 firefighters or more. There are no booths, no hassles—and best of all—no hoping that a decision-maker walks down the aisle and stops by. The Fire Chiefs Summit is a unique event where you'll share two days of private meetings and social activities with interested executives in the fire community.

### YOU'LL MEET PRE-SCREENED FIRE CHIEFS WHO ARE LOOKING FOR SOLUTIONS

Fire Chiefs come to our Summits because they want to make smart buying decisions. They want to hear what's working for their peers, and what's not. They're looking to learn about the latest products and services in the market-place. And most important, they want to meet the people behind those solutions. We screen and interview all applicants to understand what they need, what they want, and then provide a grant for them to attend. It's a **qualification process you won't find at any other industry event.**

### ONLY 35 VENDORS CAN PARTICIPATE

The Summit is limited to just 35 vendors, and only a few per product category. This ensures that the delegates are seeing a range of solutions within the 48-hour time frame. And your competitors can't outspend you with a massive booth or an army of sales execs. Each company gets to send two of their best relationship builders, and we take care of the rest.

*"I had no idea of what to expect, and I was hopeful that your organization would deliver on what you promised. Well, you indeed delivered, and delivered in a big way. Well done to you and your staff on an innovative way to bring us together with high quality prospects".*

— Robert Criste,  
Director of Sales

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# How It Works:

## A CUSTOM AGENDA OF GUARANTEED MEETINGS

You'll walk into the Fire Chiefs Summit with a custom agenda of meetings. You'll have seen a complete profile of every fire chief including their acquisition plans for the next 6 to 18 months. They'll have seen a description of the capabilities that you provide. Our proprietary matching system will then generate a personalized agenda that includes boardroom presentations, one-to-one meetings, matched meals and memorable social activities with the prospects you want to meet, and who want to meet you.

## AN END-TO-END SOLUTION THAT'S ALL INCLUSIVE

The Summit takes the hassle out of participating in events. We take care of just about everything so you can focus on meeting prospects—not meeting planning. Book your flights, get your boardroom presentation together on a memory stick, and then focus on selling. Your resort, airport transportation, a/v, boardroom meetings, one-on-one meetings, and special events are all included. There are no booths, no exhibitor manual and there's no one else to whom you'll need to provide payment.



*The Summits are well worth it. They are an amazing methodology, run like a fine wiss watch to get you face to face with prospects. You get two 20 minute presentations to a dozen prospects (mostly you choose, but they can also choose the vendors they want to see). Between the two presentations, we had 15 legitimate buyers of our services. Every meal is carefully orchestrated so that you have a key prospect on each side of you. Day two is speed dating. We met one-on-one for 15 minutes with 11 prospects. Five are now clients. Think of what you pay for a trade show, to stand in a booth and hope that someone walks by...this is a better way to spend your money."*

—Mark Gardner, CEO, AvatarFleet

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and will sell-out.**

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# Time Well Spent

The Fire Chiefs Summit uses a unique format that maximizes the time you're spending with fire chiefs. There are boardroom presentations, one-on-one meetings, social functions and more. Below is the agenda that will make you say that time at the Summit was **"Time Well Spent!"**

## THE AGENDA

### Monday

1:00 – 5:00 p.m.	Summit Check-In
5:00 - 5:30 p.m.	Summit Orientation
7:00 – 10:00 p.m.	Opening Night Matched Dinner

### Tuesday

7:30 – 8:30 a.m.	Roundtable Breakfast
8:45 – 10:20 a.m.	Boardroom Presentations
10:20 – 10:40 a.m.	Coffee & Refreshment Break
10:45 – 12:20 p.m.	Boardroom Presentations
12:20 – 1:20 p.m.	Networking Luncheon
1:30 – 2:20 p.m.	Interactive Roundtable Discussions
1:00 – 2:10 p.m.	Boardroom Presentations
2:10 – 2:30 p.m.	Chocolate Break
2:30 – 4:45 p.m.	Boardroom Presentations
6:00 – 7:00 p.m.	Outdoor Product Display
7:00 – 9:30 p.m.	Special Evening Dinner

### Wednesday

7:30 – 8:30 a.m.	Roundtable Breakfast
8:30 – 12:05 p.m.	One-to-One Meetings
12:15 – 1:15 p.m.	Lunch & Airport Departures Begin



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