



South Carolina Fire-Rescue Conference
Myrtle Beach Convention Center
June 9-13, 2010

Dear Vendors;

First, on behalf of the Officers and Members of the South Carolina State Fire Fighters Association, thank you for participating in the 2009 Fire Rescue Conference. The ability of our organization to have a vendor area with such a wide variety of firefighter related merchandise, fire apparatus, firefighter services, and programs is a large part of making our conference successful.

I would also like to thank the vendors that replied to our questionnaire. Your input is important and we are going to use a couple of evaluation tools to monitor the number of people that enter the exhibit hall along with the time that they enter. One of the suggestions from your responses were to cut back one day, so we will evaluate the hourly count to see if cutting back a day is feasible.

Over the last couple of years, we have tried to manage the cost of our conference to ensure a quality event and still make it affordable to our vendors. This has been a difficult balancing act to maintain the quality vendor area and still keep vendor space prices reasonable. We have surveyed several other events at the convention center and their interior 10x10 spaces costing between \$900 to 1600 and end cap booths costing \$200 more. Again our goal is to keep our prices affordable and still provide the quality atmosphere that the carpeting, the aisle signage, and the pipe and drapes help provide. To do this we need to make changes.

Because of the size of the event, the conference has a room block of 1200 rooms. During the last two conferences we have failed to meet the room block requirement and have had to pay a substantial attrition payment to the Sheraton. This has created a need to increase vendor space rent or find a way to meet our room block requirement. To aid with this problem, we have negotiated a reduced price of \$129.00 at the Sheraton for next year's conference. Any vendor that stays 3 Nights at the Sheraton will get their vendor space at the 2009 price. Any vendor electing to stay off premise will pay the new rate.

We hope that this will alleviate our room block problem and allow our current rates for the next few years. Again thank you for your patronage and we look forward to hearing from you.

Sincerely

ALVIN PAYNE

Chief Alvin Payne
1st Vice President