

INTERSCHUTZ USA

Bringing the world to you

October 13–17, 2020

Exhibits: Oct 15–17, 2020

Philadelphia, PA

interschutzusa.com



Deutsche Messe





Putting it all on the line

As a first responder, you put your life on the line every day.

At all hours, you 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.

You 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 you, and to do your job effectively, you need access to the latest training, the best equipment and technology.

There is no better place for 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 incorporates 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 international industry experts and visionary leaders you can apply 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 and provided detailed insights into the firefighting sector of the day, paving the way for future exhibitions. By 2015, INTERSCHUTZ grew to an astounding 157,000 visitors, and keeps expanding.

The name INTERSCHUTZ was first used in 1961, and today it is among the strongest global brands in firefighting. This positive development has led to a family of events with 5 members, with INTERSCHUTZ USA as the newest addition.



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."

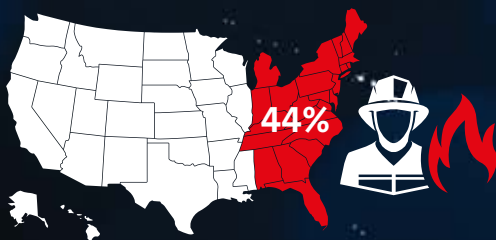
Global reach... massive potential

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.

You'll have access to the latest and strategies, techniques and technology, plus unique perspectives from elite fire services in the United States and around the world.

We'll give you the knowledge you need to improve safety, upgrade your skills and fulfill your mandate to save lives and serve your community.



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 gain the training you need, trends and technology you want to get your hands on, and enjoy the camaraderie of the fire service.

Companies, departments, and instructors from around the globe are catching the fire of INTERSCHUTZ USA, and you won't want to miss out.



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.

All the justification you need ... without saying a word

It's not easy to ask your boss for time away from work ... or for help with the cost of travel, lodging and meals.

Don't worry. We've got it covered.

We've created a custom **justification letter** that makes the case for you. Simply download the template from our [website](#), fill in the blanks and send it to your supervisor.

In this letter, we clearly explain the benefits of attending INTERSCHUTZ USA, using concrete language that will appeal to your supervisor's practicality and common sense.

You don't have to say a word ... and you don't need to worry about writing a persuasive essay. We've done all the work for you.



What you'll see 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 the United States 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

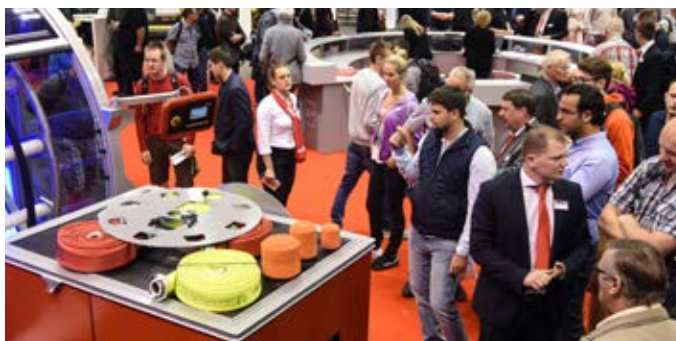


Unbeatable value ... and an affordable price

They say you can't put a price on safety ... but let's be honest. Budgets are tight, and time is often in short supply.

To ensure INTERSCHUTZ USA is accessible to **everyone** who wants to attend, we're keeping costs incredibly low.

Whether you're a full-time rescue worker in a large city or a volunteer firefighter in a small town, you'll get an **amazing** return on investment — at a price you can afford.



	Early Bird – Register by Aug. 15, 2020	Standard
3-Day Conference Full 3-day (Th-Sat) Conference Package & Exhibit Hall	\$599	\$650
1-Day Conference Any 1-day (Th-Sat) of the Conference & Exhibit Hall	\$399	\$450
2-Day HOT/Pre-Con Hands-On Training or Pre-Conference	TBD	TBD
1 Day HOT/Pre-Con Hands-On Training or Pre-Conference	TBD	TBD
3-Day Exhibit Hall Only (Th-Sat)	\$25	\$30
Register with a group and save!		
3-5 people	\$30 savings on 3-Day	
6-10 people	\$50 savings on 3-Day	
10+ people	\$60 savings on 3-Day	

Looking to maximize your training?

Take advantage of the Pre-Conference and Hands-On Training packages. They're the perfect high-reward package for any budget.

A full schedule of events ... but no pressure

Our 5-day program (Tuesday through Saturday) is packed with practical, meaningful content and insights you can apply immediately to your rescue operation ... but in a fun, no-pressure environment that won't feel like work – or like school.

Highlights include:

- **Hands-on training** with the best instructors in their fields. (Tues-Weds)
- **3 days of conference sessions** with experts and thought leaders who will bring you up to date on best practices in our ever-evolving profession. (Th-Sat)
- **3 days of exhibits** with leading equipment manufacturers and service providers. (Th-Sat)
- **Product demonstrations** in the exhibition hall – featuring the newest and most innovative technology.
- **Networking opportunities** that help you connect with fellow rescue workers and industry contacts in a fun, relaxing environment.



Saving you time and money

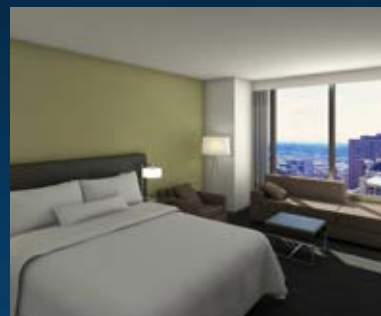
As a first responder, you understand time is always limited – and every second counts.

We're doing everything we can to ensure you **don't waste a minute** on your trip to INTERSCHUTZ USA, including the commute from your hotel to the conference venue.

As a show attendee, you'll have access to a special INTERSCHUTZ USA rate at the **Element Philadelphia** hotel, just **5 blocks** from the Pennsylvania Convention Center.

Our exclusive block rate is just **\$289** per night.

We're continually adding more hotels, so **check back frequently**.



It's easy to get here, no matter where you are

Only 100 miles from New York City and 130 miles from Washington, D.C., Philadelphia really is in the center of it all.



By plane

Philadelphia International Airport serves the Philadelphia region with 25 airlines offering more than 450 daily nonstop departures to 138 destinations in the U.S. and around the world. Once you're here, it's a 25-minute ride on the SEPTA Airport Line right at the airport or a 20-minute car ride to Center City.



By train

Amtrak trains arrive at historic 30th Street Station throughout the day, placing you within a short walk of Center City. Philadelphia is only 1 hour and 20 minutes from New York City and 1 hour and 45 minutes from Washington, D.C., via Acela Express.



By car

Interstates 95 and 76, and the Pennsylvania and New Jersey Turnpikes, provide access from all points on the compass.





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.

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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