



2026 MSFCA Annual Conference Vendor Confirmation

Thank you for exhibiting at the 2026 MSFCA Annual Conference. Please share the following information with your representatives attending the Conference at the Duluth Entertainment Convention Center. Review the event information below and let us know if you have any questions/concerns. We look forward to seeing you in Duluth!

Schedule-at-a-Glance

Wednesday, October 14

10:30 am – 3:00 pm

Vehicle Move-In

3:00 pm – 9:00pm

Booth Move-In

NOTE: Booths #1 through #30 in Pioneer Hall will be set-up by the DECC staff AFTER vehicle move-in by 6:00 pm.

7:00 pm – 9:00 pm

Welcome Reception

Thursday, October 15

7:00 am – 10:00 am

Additional Vendor Set-Up

10:00 am – 5:00 pm

Exhibit Hall Open

11:30 am – 12:30 pm

Lunch in Exhibit Hall

3:00 pm – 5:00 pm

Reception in Exhibit Hall

5:00 pm – 7:00 pm

Tear Down

Friday, October 16

8:00 am – 11:00 am

Vehicle and Vendor Move-Out

Vehicle Vendor Move-In: Wednesday, October 14, 2026

Duluth Entertainment Convention Center: 350 Harbor Drive, Duluth, MN 55802

South Pioneer Apparatus Move-In: Truck Entry #7 (Width 19'9" x Height 15'6")

Edmund Fitzgerald Hall Apparatus Move-In: Truck Entry #9 (Width 13'4" x Height 13'9")

See attached map at the end of this document for door locations.

It is essential that your equipment and vehicles are ready to move in at the times and in the order assigned below. All vendors are asked to factor in extra time if needed to navigate the city traffic and wash/prepare their vehicles. To assist, there will be staff from MSFCA, a handful of committee members, and DECC staff to aid with move-in and set-up onsite.

If your plans have changed, or if you are planning to bring a different truck than specified in your registration, please notify the MSFCA Office **as soon as possible**. *Space may not be available to accommodate changes.*

Booth Vendor Move-In

Booths in South Pioneer Hall will use the “main doors” next to the Truck Entry #7 garage door to move in. For Edmund Fitzgerald Hall, vendors will use Truck Entry #9 or entrance B.

Vehicle Move-In and Booth Set-Up Schedule: Wednesday, October 14, 2026

Please allow time to wash your truck - The time in (green) is when you should be at Truck Entry #9 to wash your truck in time for move-in.

11:30 am (10:45 am Wash Time): Alta Emergency Response Vehicles, Fire Safety USA, MacQueen, R3 Rescue, LLC, WReeves & Associates

12:15 pm (11:30 am Wash Time): Alex Air Apparatus, Custom Fire Apparatus, Inc., Dinges Fire Company, M&T Fire and Safety

1:00 pm (12:15 pm Wash Time): Darley, DTM Fleet Service, DuraClutch, Great Plains Fire, Heiman, SoundOff Signal, North Central Emergency Vehicles

NOTE: Booths #1 through #30 in Pioneer Hall will be set-up by the DECC staff AFTER vehicle move-in by 6:00 pm.

Additional Vendor Booth Move-In: Thursday, October 15, 2026

Booth vendors may also set up Thursday morning from 7:00 am – 10:00 am. At this time, vehicles will not be allowed into the show floor for move-in. Carts will be available for move-in.

Display Hours: Thursday, October 15, 2026

From 10:00 am – 5:00 pm, there are seven consecutive hours dedicated for attendees to only be on the show-floor. Lunch, an afternoon break, and the evening reception will all be held in the exhibit area. There are no education sessions offered during this time.

All vendors must purchase their own booth space. Vendors must keep all displays within their assigned booth space and may not extend into aisles. MSFCA reserves the right to require vendors to move or remove any displays that obstruct walkways, interfere with other vendors, or create safety concerns.

Vehicle Staging and DECC Entry (Through Truck Entry #7 to South Pioneer Hall)

Vehicles can line up along Harbor Drive (across from the William A. Irvin Museum) before entering Truck Entry #7 to enter South Pioneer Hall. Please do not arrive earlier than 5 minutes before your scheduled time. You may be asked to circle the DECC until you can be moved in if you are blocking the flow of traffic.

Vehicle and Apparatus Cleaning

There is a hose and floor drain inside Truck Entry #9 (near Edmund Fitzgerald Hall). See attached map below. Please allow enough time to clean your truck prior to your move-in time listed above.

Vehicle Display Restrictions at the DECC

All vehicles must have their batteries disconnected and, by law, must have 1/4 of a tank or less of fuel. If the vehicle's fuel cap has a lock, it must be locked or taped over for the duration the vehicle is in the facility. Vehicles with diesel engines are required to have the batteries disconnected or a battery disconnect always left in the off position. In addition, if liquid is seen dripping from the vehicle onto the floor, the vehicle's owner will need to place down a container.

Large Vehicle Day and Overnight Parking

Large vehicles can park in the far northwest corner of the parking lot. Parking charges are based on the number of spaces used by the vehicle. The current rate is \$10 per space.

Security

MSFCA will have DECC security onsite starting Wednesday, October 14 at 6:00 pm through Thursday, October 15 at 7:00 am.

Move-Out

Booth vendors may begin breaking down after the Thursday night reception at 5:00 pm. Vehicle move-out and additional booth break-down will take place Friday morning. **All vendors in the Gooseberry Falls Room must move out Thursday night, as sessions will be held in this room Friday.** The MSFCA is not responsible for vendor materials left inside Gooseberry past 8:00 pm on Thursday, October 15.

All vehicles will move-out in reverse order of the move-in schedule on Friday. Booths who do not need to bring vehicles in to load may also begin moving out. Once display vehicles clear the exhibit hall, remaining vendors may bring vehicles in to load.

Vendor Policies

MSFCA Name and Logo Use Policy

Written approval from the MSFCA Executive Committee is required for any use of the MSFCA name or logo. The MSFCA logo must be used in its original form and cannot be altered in any way.

The MSFCA reserves the right, at its sole discretion, to withhold approval and to modify or revoke permission to use its name or logo at any time.

Under no circumstances may the MSFCA logo be used in a manner that suggests or implies the Association's affiliation with, endorsement of, sponsorship of, certification of, or approval of any product, service, or organization without written approval.

Music Policy

All exhibitors are asked to refrain from recorded or live music at their booth during exhibit hours due to music copyright and licensing laws. MSFCA assumes no responsibility for licensing compliance and reserves the right to require vendors to discontinue music.

DECC Food and Alcohol Guidelines for Exhibitors

- Food Service Guidelines: <https://decc.org/wp-content/uploads/2025/11/Food-Service-Guidelines-2025.pdf>
- Alcohol Sampling Guidelines: <https://decc.org/wp-content/uploads/2025/11/Alcohol-Service-Guidelines-2025-1.pdf>

MSFCA Onsite Contacts

MSFCA Executive Director: **Sandy Schueller** 414-559-2070 / sandy@msfca.org

MSFCA Vendor Liaison: **Jessica Hoffman** jessica.hoffman@eaganmn.gov

MSFCA Conference Chair: **Andrew Heger** aheger@chanhassenmn.gov

MSFCA President: **Greg Peterson** president@msfca.org

