



**IFE Australia 2021
Annual
National Conference
& Exhibition**

Aligned to the



afac21
powered by **INTERSCHUTZ**

17 – 20 AUGUST 2021
ICC, SYDNEY

Conference & Exhibition

Fire Safety and Engineering Conference

Shifting the culture; Enhancing safety, sustainability and resilience

Australasia's largest and most comprehensive fire safety and emergency management conference and exhibition will reach new heights with **IFE21** partnering with **AFAC21** powered by **INTERSCHUTZ** promising to be the largest yet.

Taking place on the 17-20 August at the International Convention Centre at Darling Harbour, Sydney, the exhibition will be the largest in the event's history, with over **18,000 sqm** of gross floorspace and live demonstration event deck – **a third bigger than the previous record breaking 2017 Sydney exhibition.**

The host agencies for 2021 are Fire and Rescue New South Wales, New South Wales Rural Fire Service, New South Wales State Emergency Service, NSW National Parks and Wildlife Service, Forestry Corporation of NSW, Australian Capital Territory Emergency Services Agency and Australian Capital Territory Parks and Conservation Service.

Over 4,000 delegates participated in the last IFE19/AFAC19 conference and exhibition over a four day programme which included the CRC Research Forum on day one, Workshops and Fieldtrips on day four and six separate conference streams running concurrently covering wide ranging topics including fire safety and protection, fire engineering, emergency management, disaster resilience and bushfire & natural hazards, on days two and three.

Unfortunately due to the COVID-19 pandemic, the IFE20/AFAC20 event was postponed. However this year, yet another successful conference is anticipated with interests from various organisations eager to be part of it.

The trade exhibition will showcase approx. **200 global** emergency management equipment, services and solution providers. Equipment on display ranges from vehicles, pumps and engines through to PPE, communications and technology solutions and then on to solutions as diverse as disaster relief equipment and drone technology. The exhibition will also feature practical live demonstrations and educational sessions.

A section within the exhibition will also be dedicated for fire safety and engineering professionals and will focus on products, equipment and technological displays and solutions for complex fire engineering system design for buildings and structures. Displays may include architectural, passive fire protection, active fire protection, detection and suppression, smoke hazard management, testing and certification and wayfinding for egress. Laboratories and educational institutional such as universities focusing on fire safety efforts are welcome too.

Adam Dalrymple

National President
IFE Australia Branch



Exhibition Pricing (ex GST)

SHELL SCHEME (PRE-BUILT STAND)

Sqm	Investment	Price/Sqm
9	A\$5,355.00	A\$595.00
18	A\$10,620.00	A\$590.00
27	A\$15,795.00	A\$585.00
36	A\$21,060.00	A\$585.00

(No Fascia)

Shell scheme includes: floor space, aluminium frame construction, white walling (where applicable), signage (front and sides where applicable), 2 x 30W LED spotlights, 1 x 4A power point, electrical testing and tagging, carpet tiles, exhibition directory listing.

+ 2 exhibitor passes (per 9sqm booked) includes access to daytime catering and social functions except the Gala Dinner.

NB: Floor Space Only options are available also for Custom Stand Builds.

Space only includes: concrete floor space, exhibitor directory listing.

+ 2 exhibitor passes (per 9sqm booked) includes access to daytime catering and social functions except the Gala Dinner.

Please note: Electrical connection, testing and tagging is the responsibility of the exhibitor's stand builder.



Expo Stage

The exhibition will also feature an Expo Stage program with presentations and the opportunity for product exposure aimed at fire industry professionals.

Located in the vicinity of food and beverage amenities it is well placed to draw attention in the exhibition hall.

Topics have included: innovations and new technologies in fire engineering and safety.



IFE21 Attracting your Buyer Audience:

- Engineers
- Building & Design
- Construction
- Certifiers
- Building Surveyors
- Fire Systems Designers
- Installers
- Researchers
- Educators
- Facility Managers
- Services Engineers
- Architects
- Fire Protection Engineers
- Fire Structural Engineers
- Fire Safety Engineers
- Insurers
- Fire Equipment Designers & Technicians

What's on at IFE21?

Tuesday 17 August

RESEARCH DAY

Offsite visit to FRNSW Training Academy
Firefighter training demonstrations including virtual and augmented reality systems.

DEPARTURE 08:00 SHARP



Wednesday 18 August

CONFERENCE DAY 1

Keynote speaker
Matthew Press
Director – Office of the Building Commissioner.



Thursday 19 August

CONFERENCE DAY 2

Keynote Speaker
Trent Curtin
Assistant Commissioner
Community Safety
Fire & Rescue NSW.



Friday 20 August

PROFESSIONAL DEVELOPMENT DAY

Fundamentals of the response of timber buildings to fire – from theory to application.
The University of Queensland.

For more information, please contact:

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Deutsche Messe

