



Industry Partner Program

STAND OUT FROM YOUR COMPETITION ALL YEAR LONG

BENEFITS

1. Maximize your investment

We customize packages aligned with your company's goals and brand, giving your business greater visibility, creating opportunities, and saving you time and money.

2. Increase your influence

Shine a spotlight on your organization at key events like FENCETECH through preferential speaking opportunities, facilitated one-on-one meetings with prospects, and , sponsor/exhibit discounts.

3. Expand your network

From scheduled individual meetings to enhanced listings on our vendor search, full access to the member directory, and an invitation to participate on the AFA Supplier Council, partnerships provide unique access that make connections more meaningful.

4. Boost your marketing

AFA has robust digital and social channels that put your content, posts, stories, and videos in front of the right audiences, with direct links to your sites.

5. Improve your conversion

Be more than just an exhibitor. Remind our members of your support with signage and logo recognition identifying you as an industry partner at AFA events throughout the year.

New Ideas Welcome!

Have a different concept for your partnership? Let us know. Just because we haven't thought of it, doesn't mean it's not a great idea! We're always looking for new ways to to help our Industry Partners make the most of their investment!



JIM HAWARDEN, CEM

WE ARE READY TO HELP YOU AND YOUR TEAM SUCCEED!

Director, Exhibits and Sponsorships
jim@americanfenceassociation.com
314.561.6717



INDUSTRY PARTNER PROGRAM LEVELS



AFA SIGNATURE INDUSTRY PARTNER

\$100,000 Annual Sponsorship Spend and Beyond

Our top-of-the-line partnership, offering optimal brand visibility and superior engagement.

Exhibitor/booth investment not applicable to overall spend.

Benefits:

- Use of Signature Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads
- Linked logo on AFA's industry Partner Website
- Monthly featured post on AFA social media
- AFA-provided mailing distribution for marketing four times per year
- Automatic inclusion in the Industry Supplier Council
- Special recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Individual Industry Partner Spotlight Email four times per year
- Invitation for up to four individuals to attend VIP reception at FENCETECH & Mid-Year Meeting
- 20 Exhibitor priority points for FENCETECH



AFA PREMIER INDUSTRY PARTNER

\$60,000-\$99,999 Annual Sponsorship Spend

Tremendous marketing reach, plus the agility of a custom-tailored program through our proven sponsorships and creative engagement opportunities, provide exceptional value.

Benefits:

- Use of Elite Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads three times per year
- Linked logo on AFA's industry Partner Website
- Quarterly featured post on AFA social media
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Invitation to apply for Industry Supplier Council
- Individual Industry Partner Spotlight Email two times per year
- Highlighted in Industry Partner Spotlight Email
- Invitation for up to two individuals to attend VIP reception at FENCETECH & Mid-Year Meeting
- 15 Exhibitor priority points for FENCETECH



AFA ELITE INDUSTRY PARTNER

\$30,000-\$59,999 Annual Sponsorship Spend

An expanded step up from our Supporting Industry Partner package, this package expanded opportunity to reach your target audience.

Benefits:

- Use of Elite Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads two times per year
- Bimonthly (every other month) featured post on AFA social media
- AFA-provided mailing distribution for marketing once per year
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Individual Industry Partner Spotlight Email one time per year
- Highlighted in Industry Partner Spotlight Email
- 10 Exhibitor priority points for FENCETECH



AFA SUPPORTING INDUSTRY PARTNER

\$15,000-\$29,999 Annual Sponsorship Spend

The first step into AFA's Industry Partner program, this provides visibility across a variety of programs throughout the year.

Benefits:

- Use of Supporting Industry Partner logo for marketing
- Logo recognition in Across the Fence ad twice per year
- Logo recognition in FENCEPOST Magazine ads once per year
- Quarterly featured post on AFA social media
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Highlighted in Industry Partner Spotlight Email
- 5 Exhibitor priority points for FENCETECH



EVENT SPONSOR

Up to \$14,999 Annual Sponsorship Spend

Companies at this level receive the individual benefits associated with the sponsored event.

Benefits:

- AFA Sponsor logo for marketing
- Linked sponsor logo on event site
- Linked logo inclusion in association emails sent to meeting attendees.
(This is not a sponsored email blast.)
- Sponsor logo on on-site event signage



For more information on how you can increase your visibility to AFA's audience, reach out to Jim Hawarden, CEM at (314) 561-6717 or at Jim@AmericanFenceAssociation.com