

**FENCETECH & METALfab**

# 2022 Exhibitor Prospectus

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## New Orleans, LA

Event Dates: February 15-18, 2022

Exhibit Dates: February 16-18, 2022

[www.FENCETECH.com](http://www.FENCETECH.com) // [www.NOMMA.org/metalfab](http://www.NOMMA.org/metalfab)



# LAISSEZ LES BON TEMPS ROULER

FENCETECH/METALfab is back and is ready to take on the Big Easy. Pack your bags and get ready to head down south for the fence and metal crafting industry's biggest event of the year in one of our most popular locations. Join AFA and NOMMA and become immersed in one of the nation's most colorful cities known for their unique culture, rich history and of course, Cajun food! This is a great chance to connect with a targeted audience and to showcase your products and services in front of thousands of motivated buyers.

By investing in a sponsorship, you support AFA and move to the top of the priority list to choose booth space. You can invest as much as \$60,000 or as low as ONLY \$5,000. The options are perfect for a company that is held back in the group draw by seniority.

## PRIORITY POINTS

There are also many advertising opportunities both prior to and during FENCETECH through AFA's official publication Fencepost and the FENCETECH on-site pocket guide program, The VOICE. Please note advertising opportunities do not earn priority points. With each sponsorship comes priority points (please see enclosed sponsorship opportunities information). Priority points are given for sponsorships only. If you choose not to become a sponsor and you still exhibit consecutively each year, you will stay in your current group. Within each group a random draw will be done. This is the same format as previous years. If you choose a sponsorship, you will automatically be placed in Group A (first group to choose space) based on the priority points of chosen sponsorship. Group A is ranked first by priority points and second by seniority based on consecutive years exhibiting. If you are a sponsor you will be given first rights to continue with your sponsorship for the following year. You will also be able to choose your booth space prior to the future space draw. If you choose a sponsorship this year but decide not to invest in a sponsorship in the future, you will lose your priority points and move from Group A back to a group based on consecutive years exhibiting.

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## Attendee Snapshot

### *FENCETECH/METALfab Attendee Job Functions*

1. Owner/CEO/President/VP/Principal
2. Sales/Marketing
3. Estimator
4. Contractor/Fabricator
5. Operations

### *Role in Purchasing*

- 51% Make final decision
- 9% Gather information to evaluate
- 21% Identify need for new products/equipment
- 19% had no role

### *FENCETECH Attendee Annual Sales Average*

- 42% \$5+ million
- 23% \$2-5 million
- 18% \$1-2 million
- 10% \$.5-1 million
- 7% <\$500,000

### *METALfab Attendee Annual Sales Average*

- 25% \$5+ million
- 13% \$2-5 million
- 16% \$1-2 million
- 27% \$.5-1 million
- 19% <\$500,000

### **85% of Attendees**

who attended last year said they would attend next year's in Nashville.

### **98% of Attendees**

spent time on the trade show floor.



# Exhibitors & Sponsors

The Ernest N. Morial Convention Center is the sixth largest convention center in the nation with 1.1 million square feet of prime exhibit space and a variety of booth size options ranging from as large as 50' x 50' to as small as 20' x 20'. You can receive discounted booth size pricing by becoming an AFA or NOMMA member.

## Benefits of Exhibiting

- 16 exclusive exhibit hours
- Complimentary exhibit hall badge for you and your booth personnel
- Build mutually beneficial long-term relationships with other industry professionals
- Company recognition in all FENCETECH/METALfab print and digital marketing materials
- Listing in the VOICE on-site conference guide exhibitor directory
- Opportunity to take CE courses
- Get in front of influential decision makers and potential customers
- Logo presence on the FENCETECH or METALfab websites

## Booth Rates

\$23 per square foot  
(AFA/NOMMA Members)

\$26 per square foot  
(Non-Members)

## Exhibit Hours

Wednesday, February 16	—	1:00 PM – 6:00 PM
Thursday, February 17	—	10:00 AM – 5:00 PM
Friday, February 18	—	10:00 AM – 2:00 PM

## Move-In Hours

Monday, February 14	—	8:00 AM – 5:00 PM (Platinum/Gold/Silver Sponsors Only)
Tuesday, February 15	—	8:00 AM – 5:00 PM (All Exhibitors)
Wednesday, February 16	—	8:00 AM – 10:00 AM (Final Setup Within Booth Space Only)

To reserve your booth or to become a sponsor, contact:

AFA: [fencetech@americanfenceassociation.com](mailto:fencetech@americanfenceassociation.com)  
NOMMA: [METALfab@nomma.org](mailto:METALfab@nomma.org)  
Phone: 314-561-6648

# FENCETECH 2022 Sponsorship Opportunities

Enhance your visibility and move to the top of the priority list for booth space. Sponsorships range from as low as \$500 up to \$60,000, and all include acknowledgment in FENCETECH/METALfab marketing materials.

## Signage // Banners // Kiosks

### Exhibit Hall Banners

\$6,000 • 6 Priority Points • Limited

The large eye-catching banner will be placed on exhibit hall walls for all attendees to see. (Approximate size is 10'w x10'h)

### Education Sessions

\$4,000 • 4 Priority Points • Limited (4 available)

Be the exclusive sponsor of FENCETECH Education Sessions with your logo and booth location on each Meeting Room 1 Meter sign. Education tracks include business management, human resources, sales, installation techniques and updates and technology.

### Hanging Aisle Sign

\$5,000 • 4 Priority Points • Limited

This banner sign will be located above the aisle near your booth.

### Education Break

\$5,000 • 5 Priority Points • Limited

Be the exclusive sponsor of FENCETECH Education Coffee Breaks with your logo on all signage.

### Column Units

\$5,000 • 5 Priority Points

Column units are poised to capture attention. There are a limited number to ensure premium placement in highly visible areas. **NEW this year! Triangle or square shapes**

### Carpet Decal Sponsor

\$550 per 3'x4' decals • x No Priority Points unless \$5,000 sponsorship level reached (5 Priority Points)

Maximize exposure to your brand with branded floor details placed in high traffic areas. Limit 1 per company. Your company message displayed on floor placed in strategic locations in the Exhibit Hall. Sponsor is responsible for furnishing artwork in vector .eps format (jpeg requested also). Placement of floor decal stickers is at Show Management discretion.





# FENCETECH 2022

## Sponsorship Opportunities

### Promotional Materials

#### Hotel Room Keys

\$8,000 • 8 Priority Points • Exclusive

Your company logo and message will be noticed each time attendees gain access to their hotel rooms at official FENCETECH hotels.  
(Approximately 500-1,300 rooms)

#### Lanyards

\$8,500 • 9 Priority Points • Exclusive

Your company logo will be on over 4,000 lanyards. AFA will supply the lanyards.

#### Name Badge Holder

\$8,500 • 9 Priority Points • Exclusive (2 available)

Your company logo will be on over 4,000 name badges.

#### Health & Safety Sponsor

\$5,000 • 5 Priority Points

Help keep our attendees and exhibitors' health at top of mind. Double sided signage with your logo and message on (15) hand sanitizers located throughout the exhibit hall

#### Event App Sponsor 2 LEFT

\$5,000 • 5 Priority Points • 4 Available

Have your company logo shown on the following: rotating banner ads, sponsored push notifications, splash screens and sponsored listings.

#### Registration Bags1 LEFT

\$6,000/side • 6 Priority Points • 4 available

Your company logo will be front and center on more than 4,000 FENCETECH registration bags. Sponsor will need to provide the promotional item of their choosing.

#### Second Line Parade

\$7,500 • 8 Priority Points • Exclusive

Become the exclusive sponsor of the New Orleans Second Line Parade that will open the 2022 show floor! The parade will lead attendees directly to the sponsor's booth so be ready to be busy as soon as the show opens. The sponsor can provide beads and any other promo product that can be tossed along the parade route. Sponsor will receive logo in mobile app, website, and on parade signage.

#### Registration Bag Promo Item

\$5,000 • 5 Priority Points • Limited

Add a promotional item of your choice with your company logo (i.e. pens, stress balls, notebooks, candy jars, etc.). Sponsor will need to provide the promotional item of their choosing.

#### Charging Station

\$5,000 • 5 Priority Points • 2 Available

Your company logo will be prominently displayed on 1 of 2 charging stations on the show floor. Charging Stations will be placed in the AFA booth.



# FENCETECH 2022

## Sponsorship Opportunities

### Featured Opportunities

#### Kick Off Party

\$50,000 • Exclusive • 50 Priority Points

Sponsor the biggest gathering at FENCETECH, a great showcase that will get your brand exposure at the biggest event with members from co-locating associations.

Exclusive sponsorship includes:

- Ten complimentary tickets to the Kick-off Party or Opening Party
- Acknowledgment on all promotional materials, online, emailed and on-site
- Logo prominently displayed on party tickets and with a gobo at the party
- On-stage audience welcome & introduction (2 min limit)

#### Keynote Speaker Session

\$10,000 • 10 Priority Points • Exclusive

Keynote speaker is the biggest session that gets your brand exposed with members of all co-locating associations at this event. Sponsorship includes opportunity to promote your company on-stage and to have the guest speaker at your booth for photo opportunities to increase booth traffic.

#### Young Fence Professionals Happy Hour

\$2,500 • 3 Priority Points • Exclusive

Sponsoring the Young Fence Professionals (age 35 and under) Happy Hour is an effective way to network with younger professionals and have your brand and logo incorporated in signage and presentations.

#### Leadership Appreciation Breakfast

\$5,000 • 5 Priority Points • Exclusive

This event gives you the chance to network with AFA chapter members from across the nation  
Your company logo will receive recognition during the presentations and on signage.

#### Food Court Sponsor

\$7,500 • 7 Priority Points

Sponsor the popular food court area located at the end of the main aisle in Halls E/F of the convention center. This area will be buzzing with attendees looking for a place to grab a bite to eat and rest. The sponsors will receive branding in the food area including their logo on signage.

# FENCETECH 2022

## Sponsorship Packages

### Platinum

\$60,000 • 4 MAX • 100 Priority Points

- 50' x 50' Booth
- Twelve months of web banners on AFA website (September 2021 – September 2022)
- Twenty-five complimentary booth personnel badges
- Top billing on exhibit hall entrance unit sponsor thank you list
- Signage and recognition throughout show
- Two signs at AFA booth
- One full, 2-sided page registration bag stuffer (up to 4,000)
- Ten Kick Off Party Tickets
- Twenty rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Pre-selected booth prior to space draw

### Gold

\$40,000 • Limited • 60 Priority Points

- 40' x 30' Booth
- Six months of web banners on AFA website (September 2021 – February 2022)
- Twenty complimentary booth personnel badges
- Signage and recognition throughout show
- One half, 2-sided page registration bag stuffer (up to 4,000)
- Eight Kick Off Party Tickets
- Fifteen (15) rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

### Silver

\$25,000 • Limited • 40 Priority Points

- 20' x 30' Booth
- Fifteen complimentary booth personnel badges
- Signage and recognition throughout show
- Six Kick Off Party Tickets
- Ten rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

### Bronze

\$ 15,000 • Limited • 20 Priority Points

- 20' x 20' Booth
- Ten complimentary booth personnel badges
- Signage and recognition throughout show
- Five (5) rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw



# METALfab 2022

## Sponsorship Opportunities

Sponsorships range from as low as \$500 up to \$60,000, and all include acknowledgment in FENCETECH/METALfab marketing materials.

### Individual Sponsorships

#### Name Badge Holder **1 LEFT**

\$1,500 // 2 Available

Logo featured on front and back of attendee badges

#### Registration Bag Insert

\$1,500

Expand your presence with a full page, two-sided or half-page, two-sided insert placed in more than 4,000 registration bags. Sponsor provides printed material.

#### Charging Station

\$5,000

Logo featured on charging station in NOMMA booth.

#### Hanging Aisle Sign

\$4,000

This banner sign will be located above the aisle near your booth.

#### NEF Auction

\$1,500

Name recognition on event signage and marketing materials, one company representative to introduce auctioneer, two-minute welcome introduction, and logo on auction-specific emails.

#### Lanyards

\$2,000

Your company logo featured on 1,000 (METALfab only) lanyards.

#### Registration Bag Promo Item

\$3,000

Add a promotional item of your choice with your company logo (i.e. pens, stress balls, notebooks, candy jars, etc.). Sponsor will need to provide promotional item of their choosing.

#### Column Unit

\$4,000

Column units are poised to capture attention. There are a limited number to ensure premium placement in highly visible areas.

#### Awards Banquet

\$1,000

Name recognition on event signage and marketing materials.

#### Top Job Awards & Jamboree

\$1,000

Name recognition on event signage and marketing materials.

# METALfab 2022

## Sponsorship Packages

Supporters receive visibility and branding recognition while enhancing the attendees' meeting experience. All supporters receive acknowledgment in METALfab materials.

### Platinum

\$10,000 // Includes 20x20 Booth

- Signage in the NOMMA booth and marketing materials
- Coffee Break tableside signage for one break
- Logo featured on METALfab webpage with a link to your site
- Logo featured on pre-show mailings and emails
- Name/logo included in on-site program guide
- One full-page, two-sided registration bag insert - provide materials at show site for insertion (up to 4,000)
- Recognition and certificate presentation at Awards Dinner

### Gold

\$5,500 // Includes 10x20 Booth

- Signage in the NOMMA booth and marketing materials
- Coffee Break tableside signage for one break
- Logo featured on METALfab web page with a link to your site
- Logo featured on pre-show mailings and emails
- Name/logo included in on-site program guide
- One half-page, two-sided registration bag insert - provide materials at show site for insertion (up to 4,000)

### Silver

\$3,500 // Includes 10x20 Booth

- Signage in the NOMMA booth and marketing materials
- Awards Banquet event signage and marketing materials
- Logo featured on METALfab web page with a link to your site
- Logo featured on pre-show mailings and emails
- Name/logo included in on-site program guide





## Contact Information

### *American Fence Association*

4100 International Parkway, Suite 2400, Carrollton, TX 75007

**AFA:** [fencetech@americanfenceassociation.com](mailto:fencetech@americanfenceassociation.com)

**Phone:** 800-822-4342

**Fax:** 314-480-7118

[www.FENCETECH.com](http://www.FENCETECH.com)

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### *National Ornamental & Miscellaneous Metals Association*

4100 International Parkway, Suite 2400, Carrollton, TX 75007

**NOMMA:** [METALfab@nomma.org](mailto:METALfab@nomma.org)

**Phone:** 800-516-8585

**Fax:** 314-480-7118

[www.nomma.org/page/METALfab](http://www.nomma.org/page/METALfab)