

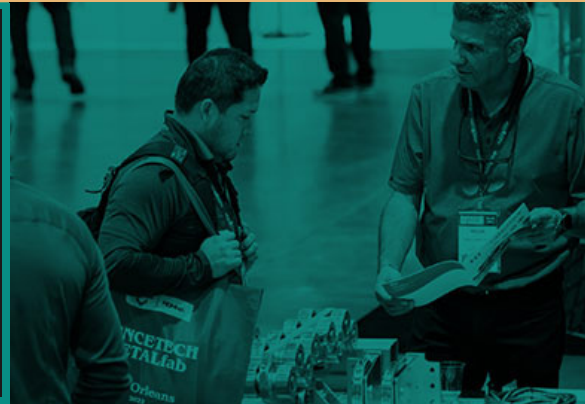


FENCETECH 2023

EXHIBITOR PROSPECTUS



**FENCETECH²⁰²³
& METALfab
OKLAHOMA CITY**



Event Dates: February 28 - March 3, 2023

Exhibit dates: March 1-3, 2023



FENCETECH

ATTENDEE SNAPSHOT



Attendee Job Functions

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

85% of Attendees who attended last year said they would attend next year in Oklahoma City.

98% of Attendees spent time on the trade show floor.

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 website



FENCETECH ATTENDEE SNAPSHOT

FENCETECH is the largest industry trade show that co-locates with National Ornamental and Miscellaneous Metal's (NOMMA) METALfab. FENCETECH is where new products are launched, quality sales leads are gathered and relationships are made. AFA has numerous opportunities to help you have the most successful show possible. According to a study conducted by the Center for Exhibition Industry Research, sponsorships can increase booth traffic by 104% — generating more traffic, more leads and more value for your marketing dollar. Optimize your exhibiting investment and increase your ROI by choosing the perfect pre-made package, or create your own from the multitude of tested-and-approved options to best support your brand!

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.

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.

SIGNAGE & BANNERS

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)

ESCALATOR CLINGS

\$6,000 • 6 Priority Points • Limited
Your logo located along the base or top of the escalator (your choice of available escalator) for maximum visibility.

REGISTRATION

\$11,000 • 11 Priority Points • Exclusive
Your logo will be on panels of the registration desks where all attendees are welcomed.

COLUMN UNITS

\$5,500 • 5 Priority Points
Column units are poised to capture attention. There are a limited number to ensure premium placement in highly-visible areas.

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 sign. Provide your marketing materials either on the tables or at the back of the rooms.

SHOW FLOOR COFFEE BREAK

\$5,000 • 5 Priority Points • Limited
Be a sponsor of FENCETECH Coffee Breaks on the show floor each morning with branded napkins and your logo on all signage.

HANGING AISLE SIGN

\$5,500 • 4 Priority Points • Limited
This banner sign will be located above the aisle near your booth.

GLASS CLINGS

\$6,000 • 6 Priority Points • Limited
Advertise your company and/or booth number with a window cling on the convention center windows in several locations. Call for pricing, sizes, location, and availability.

FLOOR DECAL SPONSOR

\$550 per 3'x4' decals • 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.

Supporters receive visibility and brand recognition while enhancing the attendees' meeting experience. All supporters receive acknowledgment in FENCETECH materials. Production and delivery of items are included upon receipt of payment and artwork. Actual items may differ from example items shown.

To be included in the sponsors-only booth draw, the minimum sponsorship is \$5,000.



PROMOTIONAL MATERIALS

HOTEL ROOM KEYS

\$9,000 • 9 Priority Points • Exclusive
Your company logo and message will be noticed each time attendees gain access to their hotel rooms at the official Headquarter FENCETECH hotel. (Approximately 11,100 rooms)

REGISTRATION BAGS

\$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.

REGISTRATION BAG PROMOTIONAL 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.

LANYARDS

\$8,500 • 9 Priority Points • Exclusive
Your company logo will be on over 4,000 lanyards. AFA will supply the lanyards.

NEW! ASK IT TO WIN IT: PASSPORT TO PRODUCTS

\$1,000 • No Priority Points
Attract more contractors to your booth by participating in this popular show floor experience! Every attendee receives the Ask It to Win It Passport with their badge. In order to be eligible for thousands of dollars in exciting prizes, distributors must visit your booth, learn more about your products and receive a special stamp from you.

You'll receive:

- An Ask It to Win It logo, which can be used in your pre-show marketing to increase traffic to your booth
- Your 4-color company logo, booth number and brief tagline promoted on the passport
- A mention as an exhibitor participant in Ask It to Win It on the Directory Floor Plan and in the mobile app
- An 11" x 17" Ask It to Win It sign highlighting your question to be displayed in your booth to identify you as a participant

NAME BADGE HOLDER (2 Available)

\$8,500 • 9 Priority Points • Exclusive
Expand your company presence throughout the meeting with your logo on the front or back of more than 4,000 name badges.

EVENT APP SPONSOR

\$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.

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.

NEW! BAR/FOOD KIOSK SPONSORSHIP DURING OPENING HAPPY HOUR

\$2,500 • No Priority Points
Engage contractors on the show floor with a happy hour! Drive traffic to your booth during the Wednesday Opening Happy Hour on the show floor. A food or drink station (your choice) will be placed in or near your booth during party hours. Each station will include a server. Multiple sponsorships are available.

To be included in the sponsors-only booth draw, the minimum sponsorship is \$5,000.

FEATURED OPPORTUNITIES

NEW! OPENING HAPPY HOUR ON SHOW FLOOR

\$20,000 • Limited • 20 Priority Points

Kick off the event ON THE SHOW FLOOR and keep the foot traffic on the show floor. This is a great showcase that will get your brand exposure. Sponsorship includes acknowledgment on all promotional materials, online, emailed and on-site.

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

\$3,000 • 3 Priority Points

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

This event gives you exposure to your volunteer leadership at the Board and Chapter level. Your company logo will receive recognition during the presentations and on signage. This is one of our most popular events!

FOOD COURT SPONSOR

\$7,500 • 8 Priority Points

Sponsor the popular food court area located in Hall A 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. Sponsor can provide marketing materials on the tables.

AWARDS DINNER

\$7,500 • 8 Priority Points

AFA industry leaders and PRO award winners are honored at the Awards. This dinner has been revamped, it will be a must see. Your company logo will be part of the presentation and on signage.

NEW! WOMEN IN FENCING RECEPTION

\$7,500 • 8 Priority Points

Your logo on event signage and 1-3 minute introduction from your company. Support women in fencing at this inaugural networking reception.



To be included in the sponsors-only booth draw, the minimum sponsorship is \$5,000.

SPONSORSHIP PACKAGES

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



PLATINUM

- \$66,000 • 4 MAX • 100 Priority Points
- 50' x 50' Booth
- Twelve months of web banners on AFA website
- 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)
- Twenty rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Pre-selected booth prior to space draw

GOLD

- \$45,000 • Limited • 60 Priority Points
- 40' x 30' Booth
- Six months of web banners on AFA/DRI website (September 2022 – February 2023)
- Twenty complimentary booth personnel badges
- Signage and recognition throughout show
- One half, 2-sided page registration bag stuffer (up to 4,000)
- Fifteen (15) rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

SILVER

- \$30,000 • Limited • 40 Priority Points
- 20' x 30' Booth
- Fifteen complimentary booth personnel badges
- Signage and recognition throughout show
- Ten rooms blocked at headquarter hotel (Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

BRONZE

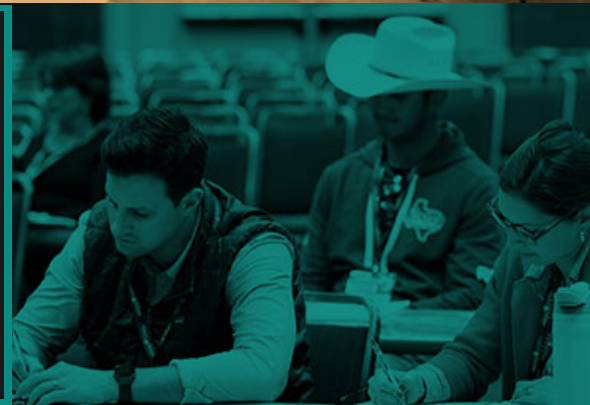
- \$ 20,000 • Limited • 20 Priority Points
- 20' x 20' Booth
- Ten complimentary booth personnel badges
- Signage and recognition throughout show
- Group A booth space draw

To be included in the sponsors-only booth draw, the minimum sponsorship is \$5,000.





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OKLAHOMA CITY



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