

# 2026 SPONSORSHIP OPPORTUNITIES

Event: February 2-6, 2026 | Exhibit: February 4-6, 2026



20 AFA 25

FENCETECH

SALT LAKE CITY





## THE STATS

**FENCETECH is the largest fence industry event!**  
**5,128 attendees from 28 countries and all 50 states in 2025**

## FENCETECH is Where You Succeed

### THE KICK-OFF



- Thousands of attendees gathered for AFA's P&P Event
- Guests enjoyed a hat bar, a DJ and meaningful human connections.

### ATTENDENCE

- 100+ attendees sat for certification exams
- 715 fence professionals sat in over 40 educational seminars
- FENCETECH is Where You Grow
- 343 exhibitors on the show floor
- Celebrating a year's worth of accomplishments
- **FENCETECH is Where You Succeed**

### GIVING BACK

- AFA Gives Back
- Missions Day supported Ronald McDonald House of Salt Lake City
- Our volunteers cooked & served meals, deep cleaned the house, organized and cleaned the toy rooms, spruced up outdoor play areas, built cabinets and shelves, and more!
- **FENCETECH is Where You Lead**



## THE SPONSORS

PLATINUM

**AMERISTAR**  
**ASSA ABLOY**

**LiftMaster**

**D**  
**D&D Technologies**  
World's most trusted gate hardware

**DKS**  
DOOR KING

**MID-AMERICA**  
FENCE SUPPLY

*Southwest*  
**AUTOMATED SECURITY**  
An Employee Owned Company

GOLD

**FENCING SUPPLY**  
GROUP



**CONTROLLED PRODUCTS**  
SYSTEMS GROUP

**FAAC**  
Simply automatic.

**VIKING**  
ACCESS SYSTEMS

**MASTER**  
**HALCO**

**NATIONWIDE**  
INDUSTRIES

**ULTRATEC**  
FENCE MATERIAL

**Grip Rite**

**LOCKEY**

**VEKA**  
OUTDOOR LIVING PRODUCTS

SILVER

**GENIE**

**mySalesman**  
"Know Before You Go"  
AFA

BRONZE

**AMICO**  
PERIMETER SECURITY

**DAC**  
INDUSTRIES, INC.

**EXPERT**  
PROFESSIONAL WOOD CARE

**FENCE**  
CLOUD

**FENCE TRAC**

**LOCINOX**  
Let's make it better together

**SECURITY BRANDS INC**

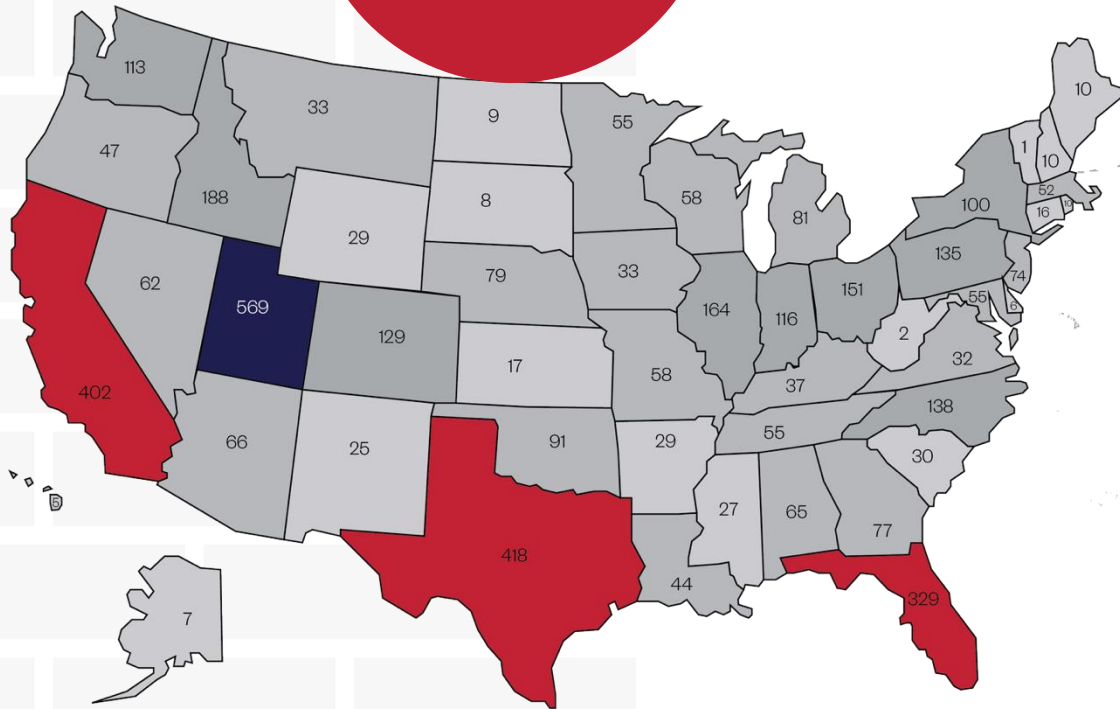
**USAutomatic**

**Wheatland** Tube  
A ZEKELMAN COMPANY

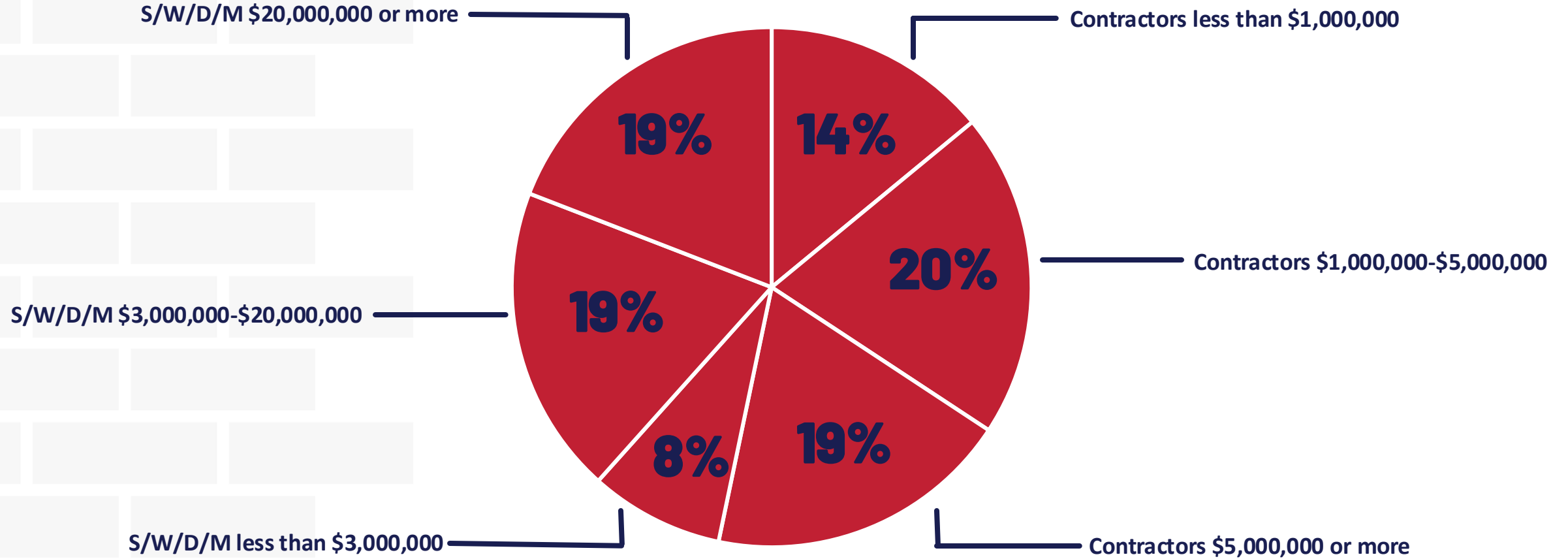
# 5,128 ATTENDEES FROM ACROSS THE WORLD

50 STATES

28 COUNTRIES



## REPRESENTING BUSINESSES OF ALL SIZES



# SPONSORSHIP OPPORTUNITIES

2026 PROSPECTUS



**FENCETECH** is the annual conference & exhibition of the American Fence Association.

**FENCETECH** is where products get 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 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 list of time-tested-and-approved options to best support your brand!





## PREMIUM SPONSORSHIP OPPORTUNITIES

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1

**PLATINUM**

\$75,000

2

**GOLD**

\$50,000

3

**SILVER**

\$30,000

4

**BRONZE**

\$20,000

# PLATINUM | \$75K

## BENEFITS:

- 50' x 50' Booth
- Automatic inclusion as an AFA Premier Industry Partner (Level 3) of the Industry Partner Program, providing additional visibility and marketing benefits.
- Twelve months of web banners on AFA website, May 2025 – April 2026
- Logo recognition on pre-show communications & Website
- Sixty-five complimentary booth personnel badges for staff use
- Top billing (along with other platinum sponsors) on signage and recognition throughout the show
- Four signs/logos at the AFA booth on the show floor
- Sponsor may provide a promotional item of their choice (e.g., pens, stress balls, notebooks, or a double-sided full page marketing piece) to be prominently displayed at the registration bag pickup station with their logo. All items must be approved by show management and shipped to the advance warehouse for inclusion.
- Twenty rooms blocked at headquarter hotel -Sponsor responsible for Room/Tax/Incidentals
- Pre-selected booth prior to space draw (Group A)

**Availability: Limited**  
**Priority Points Awarded: 100**





# GOLD | \$50K

## BENEFITS:

- 30' x 40' Booth
- Automatic inclusion as an AFA Elite Industry Partner (Level 2) of the Industry Partner Program, providing additional visibility and marketing benefits.
- Six (6) months of web banners on AFA website October 2025 – March 2026
- Thirty complimentary booth personnel badges
- Logo and/or text recognition on pre-show communications & Website
- Logo on signage and recognition throughout show
- Two signs/logos at the AFA booth on the show floor
- Sponsor may provide a promotional item of their choice (e.g., pens, stress balls, notebooks, or a double-sided full page marketing piece) to be prominently displayed at the registration bag pickup station with their logo. All items must be approved by show management and shipped to the advance warehouse for inclusion.
- Fifteen rooms blocked at headquarter hotel -Sponsor responsible for Room/Tax/Incidentals
- Pre-selected booth prior to space draw (Group A)

**Availability: Limited**  
**Priority Points Awarded: 60**





# SILVER | \$30K

## BENEFITS:

- 20' x 30' Booth
- Automatic inclusion as an AFA Elite Industry Partner (Level 2) of the Industry Partner Program, providing additional visibility and marketing benefits.
- Logo and/or text recognition on pre-show communications & Website
- Twenty complimentary booth personnel badges
- Logo on signage and recognition at the show
- Two signs/logos at the AFA booth on the show floor
- Sponsor may provide a promotional item of their choice (e.g., pens, stress balls, notebooks, or a double-sided full page marketing piece) to be prominently displayed at the registration bag pickup station with their logo. All items must be approved by show management and shipped to the advance warehouse for inclusion.
- Pre-selected booth prior to space draw (Group A)

**Availability: Limited**  
**Priority Points Awarded: 40**





# BRONZE | \$20K

## BENEFITS:

- 20' x 20' Booth
- Automatic inclusion as an AFA Supporting Industry Partner (Level 1) of the Industry Partner Program, providing additional visibility and marketing benefits.
- Ten complimentary booth personnel badge
- Logo and/or text recognition on pre-show communications & Website
- Logo on signage and recognition at the show
- Two signs/logos at the AFA booth on the show floor
- Pre-selected booth prior to space draw (Group A)

**Availability: Limited**  
**Priority Points Awarded: 20**



# FEATURED OPPORTUNITIES





## FEATURED OPPORTUNITIES

1

### CHATBOT SPONSOR

**Price: \$10,000**

Be the exclusive sponsor of Fen, our 42chat-powered virtual assistant and expert on all things FENCETECH. Fen will provide real-time answers, reminders, and event updates directly to attendees. Your logo will be included on all chatbot communications, and select messages will feature your brand, ensuring continuous visibility as attendees rely on Fen throughout the event. This innovative sponsorship positions your company as a leader in technology and attendee engagement..

Availability: Exclusive

Priority Points Awarded: 10

2

### OPENING KEYNOTE SPEAKER SESSION

**Price: \$10,000**

The Opening Keynote is the largest session of FENCETECH and as the exclusive sponsor, your brand will take center stage with the opportunity to air a 90-second company advertisement or deliver a live welcome prior to the keynote. Your visibility extends beyond the stage with your logo prominently displayed on program signage, in the event app, in *The Voice*, on the schedule wall, and on signage outside the ballroom. To maximize impact, the keynote speaker will also appear at your booth for up to one hour immediately following the show floor opening on Wednesday, driving traffic, engagement, and valuable photo opportunities.

Availability: Exclusive

Priority Points Awarded: 10

3

### CLOSING KEYNOTE SPEAKER SESSION

**Price: \$10,000**

New for 2026, the Closing Keynote is designed to cap off FENCETECH with inspiration and energy, leaving attendees with a lasting impression as they head home. As the exclusive sponsor, your brand will be featured front and center with the opportunity to air a 90-second company advertisement or deliver a live welcome prior to the keynote. Your logo will be prominently displayed on program signage, in the event app, in *The Voice*, on the schedule wall, and on signage outside the ballroom. To extend your impact, the keynote speaker will appear at your booth for up to one hour on Friday prior to the show floor opening, creating a powerful draw for attendees and ensuring your company is remembered as the final highlight of the event.

Availability: Exclusive

Priority Points Awarded: 10

4

### AWARDS PROGRAM SPONSOR – RISE & RECOGNIZE: HONORING EXCELLENCE IN THE FENCE INDUSTRY

**Price: \$10,000**

As the exclusive Awards Program Sponsor, your brand will be elevated at *Rise & Recognize*, the newly reimagined celebration on Thursday morning honoring AFA Leadership and Industry “Pro” Award winners. No longer a plated breakfast, this dynamic format has been refreshed to capture the spirit of recognition in a modern, engaging setting. Your logo will be featured on the awards submission website, prominently displayed on program signage and the Awards Walls in The Park, and integrated throughout the live presentation. In addition, you’ll command the spotlight with either a 90-second company advertisement or a live welcome prior to the program —placing your brand at the center of the industry’s most prestigious celebration

Availability: Exclusive

Priority Points Awarded: 10



## FEATURED OPPORTUNITIES

5

### EDUCATIONAL SESSION TRACK SPONSOR

**Price: \$5,000**

Position your brand as the exclusive sponsor of one of FENCETECH's dedicated education tracks (Business, Install, Leadership, Sales, or Perimeter Security). Your company logo will be prominently displayed as the official track sponsor on session signage, in the event app, in *The Voice*, on the schedule wall, and on signage outside the education rooms—ensuring consistent visibility to attendees throughout the program. Education full day Tuesday and quarter day Wednesday.

**Availability: 5, One Per Track**

**Priority Points Awarded: 5**

6

### PRE-CONFERENCE WORKSHOP SPONSOR – GATE AUTOMATION DESIGNER SCHOOL (GADS)

**Price: \$2,000**

Showcase your brand as the exclusive sponsor of the 1.5-day (Monday/Tuesday) Gate Automation Designer School (GADS), FENCETECH's in-depth pre-conference course designed for those who design, sell, or are new to installing automated vehicular gates. As the official sponsor, your logo will be prominently displayed on program signage, in the event app, in *The Voice*, on the schedule wall, and on signage outside the classroom—positioning your company as a leader in advancing gate automation education.

**Availability: Exclusive**

**Priority Points Awarded: 2**

7

### THE PARK FOOD COURT SPONSOR

**Price: \$5,000**

Position your brand at the heart of the show floor by sponsoring a food station in The Park, FENCETECH's central hub located prominently near the AFA booth. This high-traffic gathering place is where attendees come to grab a bite, recharge, and connect—ensuring maximum visibility for your company. As a sponsor, your logo will be featured on signage in the food area, in the event app, in *The Voice*, and on the FENCETECH 2026 website, reinforcing your presence at one of the most active and visible locations of the show. The Park is open during show floor hours.

**Availability: 4**

**Priority Points Awarded: 5**





## FEATURED OPPORTUNITIES

8

### SPECIAL INTEREST GROUPS SPONSOR

**Price: \$5,000**

Join us for the Special Interest Group (SIG) Coffee & Donuts Reception on Friday morning, where attendees come together for networking and insights across key segments of the industry. Following Coffee and Donuts each SIG—**Women in Fence, Veterans in Fence, Emerging Fence Professionals (formerly Young Fence Professionals), Hispanic Fence Professionals, and Ag Fence Professionals**—will give a 90-second introduction about their group to the full crowd, followed by a 60-minute panel presentation per SIG. As a sponsor, your company will be recognized as a joint host of the reception with your logo featured on all event signage. When the SIG leader makes their introduction, they will acknowledge your sponsorship, and your logo will also appear on all signage for that group's seminar sessions. Sponsors may select which SIG they wish to support for group-specific acknowledgement and visibility.

**Availability: Limited**

**Priority Points Awarded: 5**

9

### SPECIAL INTEREST GROUP BOOK SPONSOR

**Price: \$2,500**

Be the exclusive Book Sponsor for one of FENCETECH's Special Interest Group (SIG) panel presentations on Friday—Women in Fence, Veterans in Fence, Emerging Fence Professionals, Hispanic Fence Professionals, or Ag Fence Professionals. The SIG leader will select a book that reflects their group's focus, and copies will be distributed to attendees at the panel until supplies run out. As the sponsor, your company will be recognized on all panel signage, acknowledged by the SIG leader during the presentation, and highlighted as the official sponsor providing this valuable takeaway for participants.

**Availability: 5, One Per SIG**

**Priority Points Awarded: 2**

10

### COFFEE BREAK SPONSOR

**Price: \$5,000**

Keep attendees energized by sponsoring a FENCETECH coffee break! Each sponsorship covers 30 gallons of coffee (approximately 400 8oz cups) served until it's gone. Sponsors may choose to host their coffee break on the show floor—where the station will be placed in the closest available space to their booth with signage directing attendees to their booth number—or in alternate locations including the F&B meal room or at the back of the Opening or Closing General Sessions. Your logo will be featured on all coffee break signage, ensuring visibility wherever the station is located. Sponsorships are available in \$5,000 increments if you'd like to provide additional coffee. Interested in sponsoring a beverage other than coffee? Let's talk!

**Availability: Limited**

**Priority Points Awarded: 5**

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# PROMOTIONAL SPONSORSHIPS





## PROMOTIONAL SPONSORSHIPS

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1

### REGISTRATION BAG SPONSOR

**Price: \$6,000**

Your company logo will be front and center on more than 5,000 FENCETECH registration bags, ensuring maximum visibility throughout the event. In addition, sponsors may provide a promotional item of their choice (e.g., pens, stress balls, notebooks, or a one-page marketing piece) to be prominently displayed at the registration bag pickup station with their logo. All items must be approved by show management and shipped to the advance warehouse to be included. The Registration Bag Pickup Station will be open Monday – Friday or until items are depleted.

**Availability: 1 Remaining**

**Priority Points Awarded: 6**

2

### REGISTRATION BAG PROMOTIONAL ITEM

**Price: \$2,500**

Include a promotional item of your choice with your company logo (e.g., pens, stress balls, notebooks, or a one-page marketing piece.) to be stuffed into up to 5,000 official FENCETECH registration bags and distributed at the bag pickup station. Sponsor must provide the item of their choosing; all items are subject to show management approval and must be shipped to the advance warehouse to be included. . The Registration Bag Pickup Station will be open Monday – Friday or until items are depleted.

**Availability: Limited**

**Priority Points Awarded: 6**

# SIGNAGE & BANNERS







## SIGNAGE & BANNERS

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1

### COLUMN UNIT

**Price: \$5,500**

Column units are poised to capture attention. There are a limited number to ensure premium placement in highly visible areas. Columns are in place Monday – Friday.

Availability: Limited

Priority Points Awarded: 5

2

### EXHIBIT HALL BANNER

**Price: \$6,000**

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

Availability: Limited

Priority Points Awarded: 6

3

### FLOOR DECAL SPONSOR

**Price: \$850**

Maximize exposure to your brand with branded floor details placed in high traffic areas. Limit 1 per company. Your company message is displayed on the 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. No Priority Points unless \$5,000 sponsorship level reached (5 Priority Points)

Availability: Limited

Priority Points Awarded: 1



## SIGNAGE & BANNERS

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4

### HANGING AISLE SIGNS

**Price: \$5,500**

This banner sign will be attached to the aisle sign on or near the aisle where your booth is located.

Availability: Limited

Priority Points Awarded: 4

5

### REGISTRATION AREA SPONSOR

**Price: \$10,000**

Welcome every attendee as they arrive at FENCETECH with your logo prominently displayed on the back wall panels of the registration area. In addition, your branding will appear on the registration tablet screens at the Fast Track check-in locations, ensuring high visibility from the very first moment attendees engage with the event. Registration is open Monday – Friday.

Availability: Limited

Priority Points Awarded: 10

# OPENING PARTY



Though the name may change from year to year, our P&P Opening Party has become the cornerstone kickoff event of FENCETECH. With sponsorship opportunities **open to both exhibitors and non-exhibitors alike**, this signature celebration sets the tone for the entire week, bringing together the full #FenceFam for a night of energy, connection, and excitement. In 2026, we're starting our engines in Indianapolis with a full-venue takeover of Back 9 Golf & Entertainment, transforming every bay into its own fence industry pit stop. Attendees will enjoy high-energy swings, great food, cold drinks, and unbeatable networking in a dynamic, one-of-a-kind environment. With a variety of sponsorship opportunities available, your brand can own the spotlight at FENCETECH's most anticipated event. **This is Pickets & Pit Stops.**







## PICKETS & PIT STOPS

1

### TITLE SPONSOR

Price: \$25,000

As the pinnacle sponsorship of FENCETECH's cornerstone Pickets & Pit Stops Opening Party, the Presenting Sponsor opportunity is limited to just two companies. This premier package gives you access to a private event room and two adjacent private bays at Back 9 Golf & Entertainment, creating the ultimate VIP environment to host clients, entertain guests, and network with the industry's top professionals. Your brand will command attention with prominent logo placement on your designated bay/pit stop, ensuring visibility throughout the evening. The private rooms feature built-in AV, multiple screen displays, and flexible layouts—providing the perfect backdrop to tailor the space to your brand. While food and beverage stations are not included, our team can assist with curated enhancements to elevate your private hospitality experience.

Availability: 2

Priority Points Awarded: 25

2

### TRANSPORTATION SPONSOR

Price: \$15,000

As the exclusive transportation sponsor, your brand will be featured on all 55-passenger buses and on the official bus schedule. Busses will run continuously throughout the evening between the Indiana Convention Center and Back 9 Golf & Entertainment (just over 1 mile/5 minutes). Parking is limited, so all communications will encourage attendees to take the provided transportation as the preferred and safe travel option. This sponsorship ensures your logo is seen at every touchpoint while providing a valued service to attendees.

Availability: 1

Priority Points Awarded: 15

3

### HAT BAR SPONSOR

Price: \$8,500

Back by popular demand after its huge success at FENCETECH 2025, the custom hat station returns for *Pickets & Pit Stops*—and your brand can own it. Attendees will line up to create their own personalized hat, making this one of the most in-demand activations of the opening party. As the Hat Sponsor, your company logo will be featured on signage at the station and on a select number of hats. Every time an attendee walks away wearing their custom hat, your brand will be tied to one of the most talked-about takeaways of the week.

Availability: 4

Priority Points Awarded: 8



## PICKETS & PIT STOPS

4

### BAY SPONSOR

**Price: \$7,500**

Get your brand front and center as a Bay Sponsor at Pickets & Pit Stops. Back 9 Golf & Entertainment features 75 total bays, with 20 available for sponsorship and spread throughout the venue to maximize visibility. Each bay accommodates up to 6 guests with lounge-style seating, TVs, and high-energy gameplay—creating an ideal mix of fun, networking, and brand recognition. Your company logo will be prominently displayed on your designated bay/pit stop, and with each floor featuring different games at different times, attendees will be encouraged to move throughout the venue. This guarantees that your brand isn't just seen—it's experienced in multiple touchpoints across the cornerstone event of FENCETECH.

Availability: 20

Priority Points Awarded: 7

5

### GAMES CORRAL

**Price: \$5,000**

Step into the action as the sponsor of the *Games Corral*, one of the liveliest attractions. Located under the outdoor tent, the Games Corral features backyard favorites like cornhole and more—creating a relaxed, social space where attendees linger, compete, and connect. Your logo will be prominently displayed as the official sponsor of these activities, with signage throughout the area ensuring continuous visibility. With attendees returning again and again to play and network, your brand will stay top of mind as part of one of the most popular and engaging experiences of the night.

Availability: 5

Priority Points Awarded: 5

6

### CIGAR ROLLER

**Price: \$5,000**

Create a memorable experience for attendees by sponsoring the live Cigar Roller activation in the outdoor tent. Master cigar rollers will demonstrate the artistry of hand-rolling premium cigars, while also assisting guests with cutting, toasting, and lighting their selections. Each sponsorship includes custom-branded cigar bands on 150 cigars—100 ready-to-smoke CF Dominicana cigars and 50 hand-rolled “wet” cigars prepared live at the event. Sponsorships are available in increments of 150 cigars, allowing multiple companies to participate while still delivering a premium, personalized touch for guests. This high-touch activation not only provides an elevated networking environment but also ensures your brand is in attendees' hands—literally—throughout the evening.

Availability: 5

Priority Points Awarded: 5



## PICKETS & PIT STOPS

7

### BAR SPONSOR

**Price: \$5,000**

Each sponsor will receive 100 branded drink tickets to personally distribute, giving you a natural opportunity to interact with attendees while putting your logo directly in their hands. Tickets are redeemable only at the three main bars, where your branding will also be prominently displayed on signage. With hundreds of guests stopping by for a drink throughout the evening, this sponsorship keeps your company front and center at one of the event's busiest gathering points.

Availability: 10

Priority Points Awarded: 5

8

### FOOD STATION SPONSOR

**Price: \$4,000**

As an Official Food Sponsor your brand will be tied to one of the most visible hospitality elements of the night. All food throughout the venue is complimentary for attendees, with stations placed across Back 9 to fuel networking and fun. Sponsors will be recognized with their logo featured on signage at food stations and throughout the event, positioning your company as part of the select group keeping the #FenceFam energized during the industry's biggest celebration.

Availability: 10

Priority Points Awarded: 4

9

### CUSTOM RACING HELMET

**Price: \$1,250**

Design a custom-branded Racing Helmet to hang on the entrance wall during the Pickets & Pit Stops event and in The Park on the show Floor! Have attendees sign it, give it away in your booth during the show or take it home afterwards and hang it on your office wall.

Availability: Unlimited

Priority Points Awarded: 1

10

### PRESENTING SPONSOR

**Price: \$1,000**

Show your support for your customers by being one of the supporting sponsors of the Premier Event for FENCETECH 2026! Supporting sponsors receive recognition on signage throughout the event, recognition on the FENCETECH 2026 website and in pre-show marketing materials.

Availability: 10

Priority Points Awarded: 4

# ADVERTISING & MEMBERSHIP





## ADVERTISING & MEMBERSHIP

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**FOR INFORMATION ON ADVERTISING WITH THE AMERICAN FENCE ASSOCIATION, CONTACT:**

**Angela McDougall | [amcdougall@naylor.com](mailto:amcdougall@naylor.com) | 204-975-3625**

**FOR INFORMATION ON JOINING THE AMERICAN FENCE ASSOCIATION, CONTACT:**

**AFA Membership Team | [memberservices@americanfenceassociation.com](mailto:memberservices@americanfenceassociation.com) | 800-822-4342**



# PRIORITY POINTS EXPLAINED



For booth space selection each year, the previous year's exhibitors are placed within groups, based on the number of consecutive years they have exhibited, and are invited to select a booth in that order. So group A chooses first, then group B, and so on. The order within groups is random. If you do not select during your assigned time window, you may select a booth at your first opportunity after your appointment, but space sales will continue.

**Sponsors who commit to \$10,000 or more are placed into Group A and select first.**

Group A is ranked first by priority points (which are earned with each sponsorship) and second by seniority, based on consecutive years exhibiting.

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.

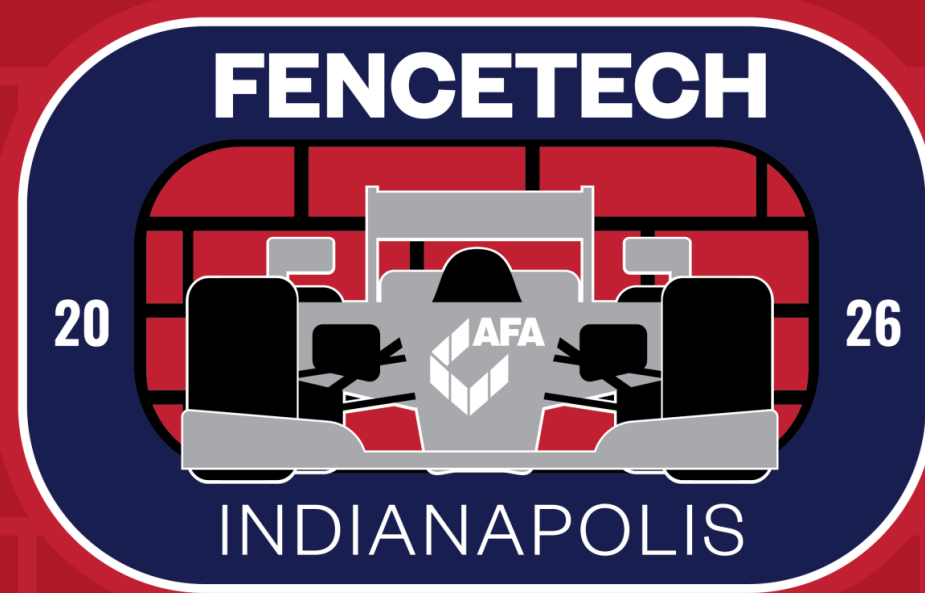
Once all the exhibitors from the previous year have been given the opportunity to select a booth, space selection is open to all interested exhibitors on a first come/first serve basis.

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For more information, contact:

**AMERICAN FENCE ASSOCIATION SALES**  
[sales@americanfenceassociation.org](mailto:sales@americanfenceassociation.org)

**352-810-3090**



**EVENT:** February 2-6, 2026  
**EXHIBIT:** February 4-6, 2026