



2024 SPONSORSHIP PROSPECTUS

Event Dates: January 23 – 26, 2024

Exhibit Dates: January 24 – 26, 2024

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!



PREMIER SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

Price: \$72,000

Benefits:

- 50'x50 Booth
- Automatic inclusion as an AFA Premier Industry Partner (Level 3) of the soon-to-be-released Annual Partnership Program, providing additional visibility and marketing benefits. (Preliminary information provided upon request)
- Twelve months of web banners on AFA website, May 2023 – April 2024
- Logo recognition on pre-show communications & Website
- Sixty-five complimentary booth personnel badges for staff use (increased substantially over 2023)
- Top billing on the sponsor thank you list on the exhibit hall entrance unit
- Top billing on signage and recognition throughout the show
- Four signs/logos at the AFA booth on the show floor
- 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 (Group A)

Availability: Limited

Priority Points Awarded: 100

Gold Sponsor

Price: \$50,000

Benefits:

- 30'x40' Booth
- Automatic inclusion as an AFA Supporting Industry Partner (Level 2) of the soon-to-be-released Annual Partnership Program, providing additional visibility and marketing benefits. (Preliminary information provided upon request)
- Six months of web banners on AFA website August 2023 – January 2024
- Thirty complimentary booth personnel badges (increased from 20 in 2023)
- Logo recognition on pre-show communications & Website
- Logo recognition on the sponsor thank you list on the exhibit hall entrance unit
- Logo recognition on signage throughout show
- Two signs/logos at the AFA booth on the show floor
- One half, 2-sided page registration bag stuffer up to 4,000
- 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 Sponsor

Price: \$33,00

Benefits:

- 20'x30' Booth
- Automatic inclusion as an AFA Elite Industry Partner (Level 2) of the soon-to-be-released Annual Partnership Program, providing additional visibility and marketing benefits. (Preliminary information provided upon request)
- Three months of web banners on AFA website November 2023 – January 2024
- Twenty complimentary booth personnel badges (increased from 15 in 2023)
- Logo recognition on pre-show communications & Website
- Logo recognition on the sponsor thank you list on the exhibit hall entrance unit
- Logo recognition on signage throughout show
- Two signs/logos at the AFA booth on the show floor
- One half, 2-sided page registration bag stuffer up to 4,000
- Pre-selected booth prior to space draw (Group A)

Availability: Limited

Priority Points Awarded: 40

Bronze Sponsor

Price: \$ 20,000

Benefits:

- 20' x 20' Booth
- Automatic inclusion as an AFA Supporting Industry Partner (Level 1) of the soon-to-be-released Annual Partnership Program, providing additional visibility and marketing benefits. (Preliminary information provided upon request)
- Ten complimentary booth personnel badges
- Logo recognition on pre-show communications & Website
- Logo recognition on the sponsor thank you list on the exhibit hall entrance unit
- Logo recognition on signage throughout 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

Awards Dinner

Price: \$7,500

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

Availability: Limited

Priority Points Awarded: 8

Food Kiosk Sponsorship During Opening Happy Hour

Price: \$2,500

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.

Availability: Limited

Priority Points Awarded: 3

Educational Session

Price: \$5,000

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.

Availability: Limited

Priority Points Awarded: 5

Food Court Sponsor

Price: \$7,500

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.

Availability: Exclusive

Priority Points Awarded: 8

Keynote Speaker Session

Price: \$10,000

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

Availability: Exclusive

Priority Points Awarded: 10

Leadership Appreciation Breakfast

Price: \$5,000

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!

Availability: Limited

Priority Points Awarded: 5

Opening Happy Hour on Show Floor

Price: \$20,000

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.

Availability: Limited

Priority Points Awarded: 20

Women in Fencing Reception

Price: \$7,500

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

Availability: Limited

Priority Points Awarded: 8

Young Fence Professionals Happy Hour

Price: \$3,000

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.

Availability: Limited

Priority Points Awarded: 3

PROMOTIONAL MATERIALS

Ask It to Win It: Passport to Products

Price: \$1,000

Attract more prospects to your booth by participating in this popular show floor experience! Every attendee receives the Ask It to Win It Passport with their badge.

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.

Availability: Limited

Priority Points Awarded: 0

Charging Station

Price: \$5,000

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.

Availability: Limited

Priority Points Awarded: 5

Event App

Price: \$5,000

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

Availability: Limited

Priority Points Awarded: 5

FENCETECH/METALfab 2024 Luggage Tags

Price: TBD

Keep your company top of mind long after the show closes. Your logo will appear on the official luggage tag for FENCETECH/METALfab 2024 that attendees will take home with them.

Availability: TBD

Priority Points Awarded: TBD

Hotel Room Keys

Price: TBD

Your company logo and message will be noticed each time attendees gain access to their hotel rooms at the official Headquarter FENCETECH hotel.

Availability: Exclusive

Priority Points Awarded: TBD

Hydration Station Exclusive

Price: TBD

Keep attendees hydrated while they conduct business on the show floor. Your logo will be displayed on water stations in high-traffic sections of the exhibit hall.

Availability: TBD

Priority Points Awarded: TBD

Lanyards - SOLD

Price: \$9,000

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

Availability: Exclusive

Priority Points Awarded: 9

Name Badge Holder (Back or Front) - SOLD

Price: \$9,000

Expand your company presence throughout the meeting with your logo on the front or back of more than 4,000 name badges.

Availability: Exclusive (one each for front or back)

Priority Points Awarded: 9 each

Registration Bag Promotional Item

Price: \$2,500

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. (Item must be approved by show management)

Availability: Limited

Priority Points Awarded: 5

Registration Bag Sponsor - SOLD

Price: \$6,000

Your company logo will be front and center on more than 4,000 FENCETECH registration bags. Sponsor has the ability to provide the promotional item of their choosing. (Item must be approved by show management)

Availability: Limited

Priority Points Awarded: 6

Show Floor Coffee Break

Price: \$5,000

Be a sponsor of FENCETECH Coffee Breaks on the show floor each morning with branded napkins and your logo on all signage.

Availability: Limited

Priority Points Awarded: 5

SIGNAGE & BANNERS

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.

Availability: Limited

Priority Points Awarded: 5

Escalator Clings

Price: \$6,000

Your logo located along the base or top of the escalator (your choice of available escalator) for maximum visibility.

Availability: Limited

Priority Points Awarded: 6

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

Floor Decal Sponsor

Price: \$550

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

Glass Clings

Price: \$6,000

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.

Availability: Limited

Priority Points Awarded: 6

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

Registration

Price: \$11,000

Your logo will be on panels of the registration desks where all attendees are welcomed.

Availability: Limited

Priority Points Awarded: 11

Priority Points Explained

With each sponsorship comes priority points. 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 awarded by your 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 right 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 that advertising opportunities do not earn priority points.

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

For more information, contact:

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FENCETECH 2024

Event Dates: January 23-26, 2024 • **Exhibit Dates:** January 24-26, 2024 • Nashville, TN
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