
AFA UNIVERSITY ONLINE

SPONSORSHIP BUYERS GUIDE

WWW.PATHLMS.COM/AFA

AFA'S NEW LEARNING MANAGEMENT SYSTEM IS THE ONLINE LEARNING HUB FOR THE FENCE INDUSTRY

- 20+ hours of on-demand online content
- Live webinars
- Quarterly demo days
- Online panel discussions

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PROFESSIONALISM IN THE FENCE, GATE, AND PERIMETER SECURITY INDUSTRY

Welcome to the AFA University eLearning Hub

AFA University, the new hub of the American Fence Association, offers comprehensive eLearning on diverse fencing topics.

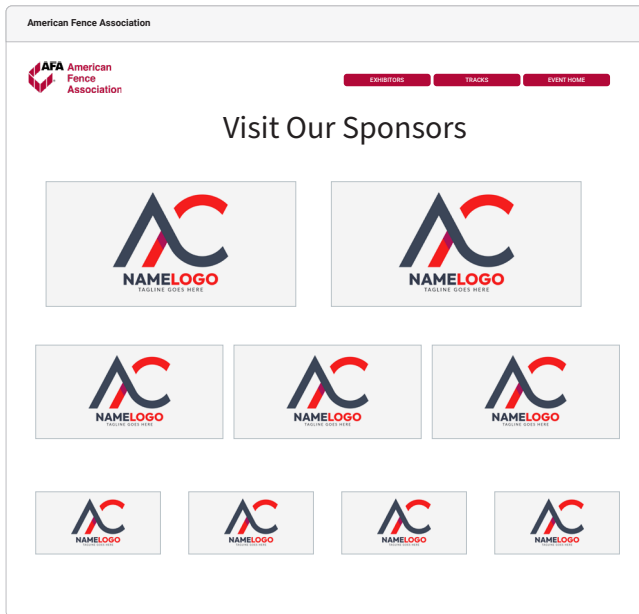
Dedicated to advancing AFA's mission, AFA University emphasizes professionalism, ethics, and member education, fortifying the industry's standards of excellence.

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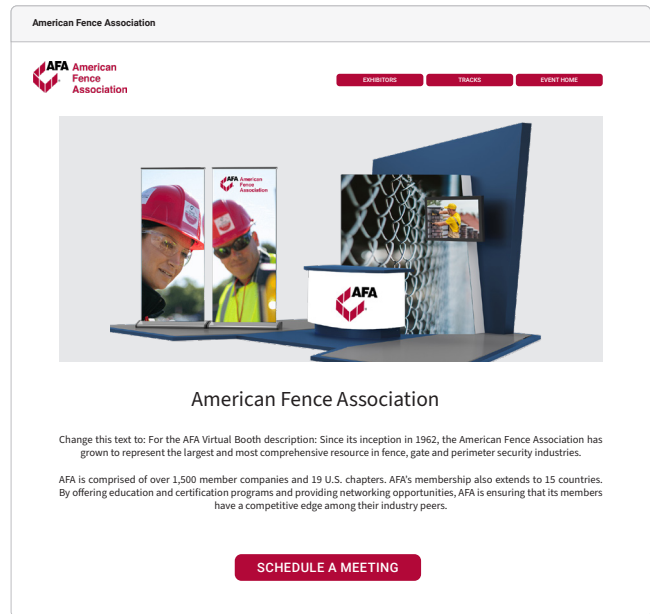


VIRTUAL EXHIBITOR PACKAGE

VIRTUAL EXHIBITOR HALL



VIRTUAL EXHIBITOR SPACE



VIRTUAL EXHIBITOR SPACE

The Virtual Exhibitor Space provides a unique opportunity for companies to showcase their products and services to attendees of the AFA University learners. Each exhibitor will have a custom-built booth that includes a company logo, description, Calendly link, and the ability to upload marketing materials.

INCLUDES

- **Company Logo in the virtual exhibitor hall:** Your company logo will be displayed in the Virtual Exhibit Hall space.
- **Company Logo:** Your company logo will be prominently displayed at the top of your booth along with visually appealing booth display with 3 additional images.
- **Company Description:** A brief description of your company and its products or services. (up to 500 words)
- **Calendly Link:** Attendees can easily schedule a meeting with your company representatives using your Calendly link.
- **Uploads:** Upload up to 6 pieces of content such as brochures, presentations, or videos, to your booth.
- **Cost: \$1,500/year**

SPONSOR A FEATURED COURSE



FEATURED COURSE FENCING FUNDAMENTALS

Designed for newcomers:

- How to speak the language of the fencing industry
- Safety best practices
- Types of fences
- Customer service

**Sponsor This Course
\$20,000 makes this course free
to all members**

Includes your logo and a promotional video*

*30 seconds or less promotional video supplied by sponsor and added to the start of the course for Jan 1-Dec 1, 2024

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BUSINESS EXPANSION SERIES

Designed for fencing business owners:

- The Residential Fencing Industry Start-Up
- Moving from Residential to Commercial
- Moving from Commercial to Government
- Moving into Gate Automation

SALES TRAINING SCHOOL

Designed for Sales Professionals:

- Understanding the fence industry landscape
- Product knowledge and applications
- Effective communication and consultative selling
- Building long-term customer relationships

**Sponsor This Course
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Includes your logo and a promotional video*

*30 seconds or less promotional video supplied by sponsor and added to the start of the course for Jan 1-Dec 1, 2024

SPONSORSHIP PRODUCTS



SPONSOR AN EXISTING COURSE

AFA offers the opportunity to sponsor an existing course. Courses are sponsored for the 2024 calendar year. Proration of sponsorship will take place depending on date of purchase.

Sponsor an existing course: \$20,000/year

- Logo placement on an existing course title with up to a 30-second welcome message from the sponsor.



Fence Fundamentals

Module 2: Disciplines and Definitions

Sponsored by:





SPONSORSHIP PRODUCTS



OPENING AND CLOSING WEBINAR SLIDE DECK PROMOTION

At select AFA webinars, promotional opening and closing slide decks will occur. Each vendor is provided with their own PowerPoint slide - with a design of their own making or a design made by the AFA team. Promotional opening and closing slide decks play on all live and recorded sessions. No more than 10 vendors per webinar will be allowed. Slides run for appx 5-10 seconds at a time and begin approximately 10 minutes before and after the beginning and end of a webinar.

- **Cost: \$500/webinar**

PRE-RECORDED 60 SECOND COMMERCIAL PLAYED AT THE START OR MIDDLE OF A WEBINAR

At select AFA webinars, one vendor can sponsor a webinar with an up to 60 second pre-recorded and scripted commercial or sponsorship message. Pre-recording is done by the AFA through Zoom or with an AFS approved video developed by the provider.

- **Cost: \$1,500**

SPONSORED ONLINE PANEL DISCUSSIONS

At select panel discussions, one vendor can sponsor the panel discussion and facilitate or participate in the panel discussion with the AFA's approval. Sponsorship includes a pre-panel discussion slide, and an up to 60-second commercial at the beginning of the panel discussion.

- **Cost: \$2,500**

DEMO DAYS

At select dates, AFA promotes an industry hot topic (ie. Technology, Business Development etc). Demo days include pre-recorded videos of vendor presentations and vendor interviews of up to 30 minutes. The AFA will collect the video footage via Zoom and will edit as needed. Up to 6 vendors may be participate on a Demo Day.

- **Cost: \$3,500**

SPONSORSHIP PRODUCTS



CUSTOMER AND EMPLOYEE TRAINING PORTAL FOR YOUR COMPANY AND ACCESS TO ALL AFA CONTENT

With the AFA's Learning Management System (PathLMS), you can and leverage the PathLMS's Team Feature to host and manage your own educational materials.

■ **Cost: Starting at \$15,000/year includes**

- UNLIMITED CONTENT MIGRATION
- UNLIMITED REGISTERED USERS
- UNLIMITED SET-UP AND CLIENT AND USER SUPPORT
- UNLIMITED ACCESS TO AFA CONTENT
- Direct Hyperlink from the AFA homepage to your Customer/Employee Portal

The screenshot displays the ArcSite online training portal. At the top, the ArcSite logo is on the left, and navigation links for "Home", "Courses", and "Website" are on the right. The main header reads "ARCSITE ONLINE TEAM PAGE". Below this, a large orange banner welcomes users to ArcSite Online, describing it as a new hub for eLearning on diverse fencing topics. It includes buttons for "SITE REGISTRATION" and "LOG IN". To the right of the banner is an image of a worker in a yellow safety suit installing a fence. Below the banner, a section promotes an "ARCSITE ONLINE WEBINAR" scheduled for January 10th, 2024, from 11:00AM to 4:30PM [EST]. It includes buttons for "WEBINAR REGISTRATION" and "EVENT SCHEDULE". The bottom section, titled "FEATURED COURSES", shows two course options: "FENCE FUNDAMENTALS" with an image of a wooden fence and "BUSINESS EXPANSION" with an image of a metal fence. Each course has a brief description and a "Not sure where to begin? This is the place!" note.

SPONSORSHIP GUIDE

- The following lists the sponsorship tiers and products.
- Refer to the Sponsorship Options document for more details. Or, contact Jim Hawarden, Director of Exhibits & Sponsorships at jim@americanfenceassociation.com.

	GOOD \$	BETTER \$\$	BEST \$\$\$
Logo on Sponsorship page	\$1,000/yr	\$1,500/yr	\$2,000/yr
Virtual Exhibitor Package (Exhibitor hall and templated exhibitor space)	\$1,500/year		
Opening and Closing Webinar Slide Deck promotion	\$500/webinar	\$1,000/webinar	\$1,500/webinar
Sponsored Panel Discussions w/ 60 second promo video	\$2,500		
Demo Days Webinar (up to 30 minute spot)	\$3,500		
Sponsor an Existing Course	\$20,000		
Customer and Employee Training Portal for Your Company <ul style="list-style-type: none"> • Host your company information for clients • Conduct Thought Leadership Workshops • Allow your employees to access to all AFA content • Get a direct link from the AFA Homepage to your Personalized LMS Page 			Starting at \$4,800

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**WANT MORE
INFORMATION
OR A CUSTOM
SOLUTION?**

**REACH OUT
TODAY!**

Jim Hawarden
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www.americanfenceassociation.com