



# SPONSORSHIPS ADVERTISING & PRIORITY POINTS

Sponsorships provide many different levels of opportunity. By investing in a sponsorship, not only do you support AFA, but you move to the top of the priority list to choose booth space. You can invest as much as \$50,000.00 or as low as ONLY \$2,000.00. The options are perfect for a company that is held back in the group draw by seniority.

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 Onsite Publication/Trade Show Directory, the Voice. Please note advertising opportunities do not earn Priority Points.



**“ FENCETECH EXCEEDED OUR EXPECTATIONS.  
WE WERE VERY BUSY, HAD A CONSTANT FLOW OF  
CUSTOMERS, AND MET SOME WONDERFUL PEOPLE. ”**



# Sponsorship OPPORTUNITIES

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.

## SIGNAGE • BANNERS • KIOSKS

**NEW!**

### WINDOW CLING - EXCLUSIVE

Large/prominent window cling is located directly across from show registration & information counter. Promote company and booth location. Approximate size: 6'w x 7'h

**\$7,000 • 9 Priority Points**

**NEW!**

### REGISTRATION COUNTER SIGNS

**- EXCLUSIVE**

First impressions are lasting—why not make your company logo the first impression attendees have as they pick up their badge or complete on-site registration—talk about prime visibility! Increase your booth traffic by placing your company front and center. Your logo will be repeated along the FENCETECH registration counter

**\$6,000 • 8 Priority Points**

**NEW!**

### EXHIBIT HALL BANNERS - LIMITED



The large eye catching banner will be located in the exhibit hall and is placed on exhibit hall walls for all attendees to see. Approximate size is 10'w x 10'h.

**\$5,000 • 7 Priority Points**



### CHARGING STATION - EXCLUSIVE

Your company logo will be prominently displayed on the only charging station on the show floor. Charging Station to be placed in AFA Booth.

**\$5,000 • 7 Priority Points**



### BANNERS - LIMITED

San Antonio's Henry B. González Convention Center provides many opportunities to display your message in high traffic areas. Approximate size is 5'w x 8'h; Placement area TBD.

**\$3,000 per banner • 5 Priority Points**



### COLUMN UNITS - LIMITED

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

**\$2,500 per unit • 4 Priority Points**

**NEW!**

### BREAKOUT SEMINAR SIGNAGE - EXCLUSIVE

Be the exclusive Sponsor of FENCETECH's Educational Sessions with your logo and booth location on each Meeting Room's 1 Meter signs

**\$2,500 • 4 Priority Points**



### HANGING AISLE SIGN - LIMITED

This banner sign will be located above the aisle near your booth. Limited to one per aisle.

**\$2,000 per banner • 3 Priority Points**



# PROMOTIONAL MATERIALS



## JOURNALS - EXCLUSIVE

Your company logo will be on each journal placed in more than 4,000 FENCETECH registration bags.

**\$7,000 • 9 Priority Points**



## REGISTRATION BAGS - (2)

Your company logo will be front and center on more than 4,000 FENCETECH registration bags

**\$6,000 per side • 8 Priority Points**

## LANYARDS - EXCLUSIVE

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

**\$6,000 • 8 Priority Points**

## NAME BADGE HOLDERS FRONT - EXCLUSIVE

Expand your presence throughout the meeting with your logo on the front of more than 4,000 badge holders.

**\$6,000 • 8 Priority Points**



## PENS - EXCLUSIVE

Your company logo will be on each pen placed in more than 4,000 FENCETECH registration bags.

**\$5,000 • 7 Priority Points**

## NAME BADGE HOLDERS BACK - EXCLUSIVE

Expand your presence throughout the meeting with your logo on the back of more than 4,000 badge holders.

**\$4,000 • 6 Priority Points**

## REGISTRATION BAG INSERTS - (4)

Expand your presence throughout the meeting with a two-sided letter-sized, or tri-fold insert placed in more than 4,000 registration bags. Sponsor provides printed material.

**\$2,000 • 3 Priority Points**

“IT WAS A GREAT OPPORTUNITY TO MEET FENCE INSTALLERS AND DISTRIBUTORS IN INTRODUCING OUR NEW PRODUCT. THE ATTENDANCE WAS TERRIFIC AND EVENT WAS VERY WELL PLANNED. SEE Y'ALL NEXT YEAR!”

# HOTEL MATERIALS

**NEW!**

## HOTEL ROOM DROP - EXCLUSIVE

Drop a gift or promotional item outside (or inside, if allowed) each of the attendee rooms at Official FENCETECH Hotels (approximately 1300 Rooms peak night)

**\$7,000 • 9 Priority Points**

## HOTEL ROOM KEYS - EXCLUSIVE OFFICIAL FENCETECH HOTELS

Your company logo and message will be noticed each time attendees gain access to their hotel rooms at Official FENCETECH Hotels (Approximately 500 - 1300 Rooms)

**\$7,000 • 9 Priority Points**



# FEATURED OPPORTUNITIES

## BIG GIVEAWAY - EXCLUSIVE



A raffle will be held at AFA Booth for a big giveaway sponsored by you! If you sponsor AND purchase the prize, you help determine what it is! (ATV, trip, equipment, etc.)

**\$10,000-\$15,000 • 12-15 Priority Points**

## OPENING PARTY - EXCLUSIVE



Sponsor the event of the year for an estimated 1,000 attendees on Friday, February 3, 2017 in Bridge Hall of the Henry B. Gonzalez Convention Center.

Exclusive Sponsorship to include:

- Twenty complimentary tickets to the Opening Party
- Acknowledgement on all promotional materials, online, emailed, and on-site
- Logo prominently displayed on party tickets and with a gobo at party
- Opportunity for a pre-party preview and Champagne reception with your 20 ticketed guests.

**\$25,000 Exclusive or \$7,500 (Limit 4)  
25 or 10 each Priority Points**



# ADVERTISING OPPORTUNITIES

Advertising opportunities do not accumulate priority points. Images shown are samples only and do not reflect the final product.

## VOICE/ONSITE PROGRAM: FULL PAGE 4-COLOR AD



Opposite your listing (if available) \*Discounts are available. Call Paul Walley at 417 326-2091 or email [pwalley@naylor.com](mailto:pwalley@naylor.com) for more advertising opportunities.

**\$2,799.50\***

## VOICE/ONSITE PROGRAM: 3-3/4 PANEL - EXHIBIT FLOOR PLAN



Ad placed opposite the floor plan. As the floor plan unfolds, so does your message! 3 & 3/4 Panels available for you to promote your product at FENCETECH.

**\$3,200**

### NEW!

## FENCETECH E-NEWS BANNER AD - LIMITED

Limited to 2 sponsors; 3 banners per sponsor. Feature banner ad in 3 FENCETECH E-News broadcast emails (approximately 7,000 distribution per email).

**\$2,000**

## PRODUCT SHOWCASE PANELS



Your company advertisement displayed on 1 Meter Board panels (1/3 Panel, 1/2 Panel and Full Panel available). Image and panels will be assigned on a first come, first serve basis. Full panel shown.

**Full Panel: \$895**

**1/2 Panel: \$495**

**1/3 Panel: \$295**

## VOICE/ONSITE PROGRAM - BOLD LISTING

Stand out amongst your peers!

**\$150**

## FENCEPOST

Published bi-monthly, Fencepost magazine is the official publication of the American Fence Association (AFA). More than 80% of its circulation is distributed to fence professionals who identify themselves as company owners, chief executive officers, and upper-level management personnel.

Call Paul Walley at 417 326-2091 or email [pwalley@naylor.com](mailto:pwalley@naylor.com) for advertising rates and member discounts.

**Investment varies**

*To secure sponsorship,*  
**A 50% DEPOSIT  
WILL BE DUE BY  
MARCH 1, 2016**  
**BALANCE DUE BY  
JUNE 1, 2016**

**4,800+ ANTICIPATED ATTENDANCE IN 2017**



# Sponsorship PACKAGES

## PLATINUM • \$50,000 (3 MAX)

50' x 50' Booth  
 \$1,000 Donation to Education Foundation  
 One full page, four-color ad in The Voice  
 Twelve months of web banners on AFA website  
 Twenty-Five complimentary booth personnel badges  
 One side of hanging and banners in your aisle  
 To include on exhibit hall entrance unit sponsor thank you list  
 Signage and recognition throughout show  
 Two complimentary AFA booth  
 One full, 2-sided page registration bag stuffer (up to 4,000)  
 Eight (8) Opening Party Tickets  
**NEW!** Twenty (20) rooms blocked at headquarter hotel, The Grand Hyatt (Sponsor responsible for Room/Tax/Incidentals)  
 Pre-selected booth prior to space draw  
 One hundred priority points

## GOLD • \$35,000 (LIMITED)

40' x 30' Booth  
 \$500 Donation to Education Foundation  
 One full page, four-color ad in The Voice  
 Six months of web banners on AFA website  
 Twenty complimentary booth personnel badges  
 Signage and recognition throughout show  
 One half, 2-sided page registration bag stuffer (up to 4,000)  
 Six (6) Opening Party Tickets  
**NEW!** Fifteen (15) rooms blocked at headquarter hotel, The Grand Hyatt (Sponsor responsible for Room/Tax/Incidentals)  
 Group A booth space draw  
 Forty priority points

## SILVER • \$20,000 (LIMITED)

20' x 20' Booth  
 \$250 Donation to Education Foundation  
 One half page, four-color ad in The Voice  
 Fifteen complimentary booth personnel badges  
 Signage and recognition throughout show  
 Four (4) Opening Party Tickets  
**NEW!** Ten (10) rooms blocked at headquarter hotel, The Grand Hyatt (Sponsor responsible for Room/Tax/Incidentals)  
 Group A booth space draw  
 Twenty priority points

## BRONZE • \$7,500 (LIMITED)

10' x 20' Booth  
 \$100 Donation to Education Foundation  
 Ten complimentary booth personnel badges  
 Signage and recognition throughout show  
 Two (2) Opening Party Tickets  
**NEW!** Five (5) rooms blocked at headquarter hotel, The Grand Hyatt (Sponsor responsible for Room/Tax/Incidentals)  
 Group A booth space draw  
 Ten priority points

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