



SPONSORSHIP OPPORTUNITIES

By investing in a sponsorship, you support AFA and move to the top of the priority list to choose booth space. You can invest as much as \$60,000 or as low as ONLY \$5,000. The options are perfect for a company that is held back in the group draw by seniority.

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 // KIOSKS

WINDOW CLING

\$8,000 • 8 Priority Points • 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)

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 x 10'h.)

COLUMN UNITS

\$5,000 • 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 1 Meter sign. Education tracts include business management, human resources, sales, installation techniques and updates and technology.

EDUCATION BREAK

\$5,000 • 5 Priority Points • Limited

Be the exclusive sponsor of FENCETECH Education Coffee Breaks with your logo on all signage.

HANGING AISLE SIGN

\$5,000 • 5 Priority Points • Limited

This banner sign will be located above the aisle near your booth.

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 in January, the minimum sponsorship is \$5,000.





HOTEL // PROMOTIONAL MATERIALS

HOTEL ROOM KEYS

\$8,000 • 8 Priority Points • Exclusive

Your company logo and message will be noticed each time attendees gain access to their hotel rooms at official FENCETECH hotels. (approximately 500-1,300 rooms)

HOTEL ROOM DROP

\$7,500 • 8 Priority Points • Exclusive

Drop a gift or promotional item outside (or inside, if allowed) each of the attendee rooms at FENCETECH hotels. Sponsor will need to provide the promotional item of their choosing (approximately 1,300 rooms peak night)

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.

NAME BADGE HOLDERS (2 Available)

\$8,500 • 9 Priority Points • Exclusive

Expand your 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.

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FEATURED OPPORTUNITIES

ALL-CONFERENCE PARTY

\$50,000 • 50 Priority Points • Exclusive

Sponsor the biggest gathering at FENCETECH, a great showcase that will get your brand exposure at the biggest event with members co-locating associations.

Exclusive sponsorship includes:

- Ten complimentary tickets to the All-Conference Party
- Acknowledgment on all promotional materials, online, emailed and on-site
- Logo prominently displayed on party tickets and with a gobo at the party
- On-stage audience welcome & introduction (2 min limit)

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

\$1,500 • 2 Priority Points • Exclusive

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.

CHAPTER BREAKFAST

\$5,000 • 5 Priority Points • Exclusive

This event gives you the chance to network from AFA chapters across the nation. Your company logo will be shown during presentations and on signage.

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SPONSORSHIP PACKAGES

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

PLATINUM

\$60,000 • 4 MAX • 100 Priority Points

- 50' x 50' Booth
- Twelve months of web banners on AFA website
(September 2020 – September 2021)
- 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)
- Ten All-Conference Party Tickets
- Twenty rooms blocked at headquarter hotel
(Sponsor responsible for Room/Tax/Incidentals)
- Pre-selected booth prior to space draw

SILVER

\$25,000 • Limited • 40 Priority Points

- 20' x 30' Booth
- Fifteen complimentary booth personnel badges
- Signage and recognition throughout show
- Six All-Conference Party Tickets
- Ten rooms blocked at headquarter hotel
(Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

GOLD

\$40,000 • Limited • 60 Priority Points

- 40' x 30' Booth
- Six months of web banners on AFA website
(September 2020 – February 2021)
- Twenty complimentary booth personnel badges
- Signage and recognition throughout show
- One half, 2-sided page registration bag stuffer (up to 4,000)
- Eight All-Conference Party Tickets
- Fifteen (15) rooms blocked at headquarter hotel
(Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

BRONZE

\$15,000 • Limited • 20 Priority Points

- 20' x 20' Booth
- Ten complimentary booth personnel badges
- Signage and recognition throughout show
- Five (5) rooms blocked at headquarter hotel
(Sponsor responsible for Room/Tax/Incidentals)
- Group A booth space draw

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