



CONVENTION, EXHIBITION & APPRENTICE COMPETITION

# EXHIBITOR KIT

Overview  
Networking  
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SEPTEMBER 18 - 21

**DENVER**

2024



American Fire  
Sprinkler Association

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# OVERVIEW

**AFSA43 IS THE LARGEST FIRE SPRINKLER EXHIBITION  
IN NORTH AMERICA**

The American Fire Sprinkler Association is a non-profit trade association whose membership includes fire sprinkler contractors and designers, manufacturers and suppliers of fire sprinkler products, and Authorities Having Jurisdiction.

AFSA hosts an annual convention and exhibition each Fall to introduce the latest technology in the fire sprinkler industry. Our convention also includes an annual apprentice competition, educational seminars, networking, and social events.

**AFSA43 OFFERS THE MOST  
CONTRACTOR COMPANIES**

As an exhibitor, advertiser, or sponsor – four days with 600+ decision makers, representing 200+ contractor companies at AFSA43 will be time extremely well spent.

We want our exhibitors to have as much time with customers as possible, so we have specially designed our convention schedule to create multiple opportunities for attendees to visit the exhibit hall as well as network at more casual gatherings and events.

**COVID-19 SAFETY MEASURES**

AFSA is monitoring the COVID-19 situation and is in close contact with local authorities. AFSA43 will follow the guidelines set-forth by its federal and local governments and health agencies.

## MORE BOOTHS, MORE CONTRACTORS.

**EXHIBIT HALL  
TRAFFIC BUILDERS:**

1. Unopposed Exhibit Hours
2. Annual Apprentice Competition in Exhibit Hall
3. Exhibition Grand Opening Reception
4. Free passes to second day of exhibits for your invited guests

# NETWORKING

## NETWORKING MEALS

### THREE NETWORKING BREAKFASTS THREE NETWORKING LUNCHES

AFSA conventions always offer outstanding networking opportunities for exhibitors and their customers.

These attractive networking opportunities include three hot breakfasts and three hot lunches at the headquarter hotel.

With an **"All-Access" or "Exhibit Hall-Only"** registration, you receive access to two networking meals per day. (6 meals)

*Valid only for AFSA networking meals, not at hotel restaurants.*

## EVENTS

- A** ALL-ACCESS BADGE
- X** EXHIBIT HALL-ONLY BADGE
- O** OPTIONAL EVENT FOR PURCHASE

### OPENING PARTY

**WED, 9/18, 7:00PM - 10:00PM**

TBD

**A O**

### EXHIBITOR APPRECIATION EVENT

*(Exhibitors & AFSA Board Only)*

**FRI, 9/20, 3:00PM - 3:30PM**

**A X**

### GRAND OPENING RECEPTION

*Exhibits Open (Limited to Paid Attendees Only)*

**FRI, 9/20, 3:30PM - 7:00PM**

**A X**

### EXHIBITION & APPRENTICE COMPETITION

*Exhibits Open*

**SAT, 9/21, 12:30PM - 3:30PM**

**A X**

### AWARDS PARTY

**SAT, 9/21, 7:00PM - 10:00PM**

Gaylord Rockies Mountain View Pavilion

**A O**

**AFSA43**

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# SPECIFICATIONS

## BOOTH SPECS

**BOOTH SIZE:** 10 FT. X 10 FT.

**CEILING HEIGHT:** 20 FT.

**PRICE:** ON OR BEFORE **APRIL 26, 2024**  
**\$3,300/BOOTH - MEMBER**  
**\$6,050/BOOTH - NONMEMBER**

**LATE**

**AFTER APRIL 26, 2024**  
**\$3,740/BOOTH - MEMBER**  
**\$6,390/BOOTH - NONMEMBER**

## AMENITIES:

## OPTIONAL PURCHASE

### **CHAIRS, TABLES, & CARPET:** **NOT INCLUDED IN BOOTH PRICE.**

The exhibit hall is **NOT** carpeted. All amenities can be ordered through AFSA's official service contractor, VIPER Tradeshow Services.

## BOOTH SELECTION:

## CANCELLATIONS:

### **BOOTH RESERVATIONS** **POSTMARKED:**

#### **ON OR BEFORE 4/26/24**

Booth selection will be made on a priority basis according to AFSA's point system.

#### **AFTER 4/26/24**

Booths will be selected on a first-come, first-served basis.

Amounts are based on total cost of booth space reserved. Upon written notice of cancellation, the total amount of booth will be refunded less a cancellation fee based on the following schedule:

#### **BEFORE 4/26/24**

**\$250 per booth will be deducted from the refund**

#### **4/26/24 - 6/28/24**

**\$400 per booth will be deducted from the refund**

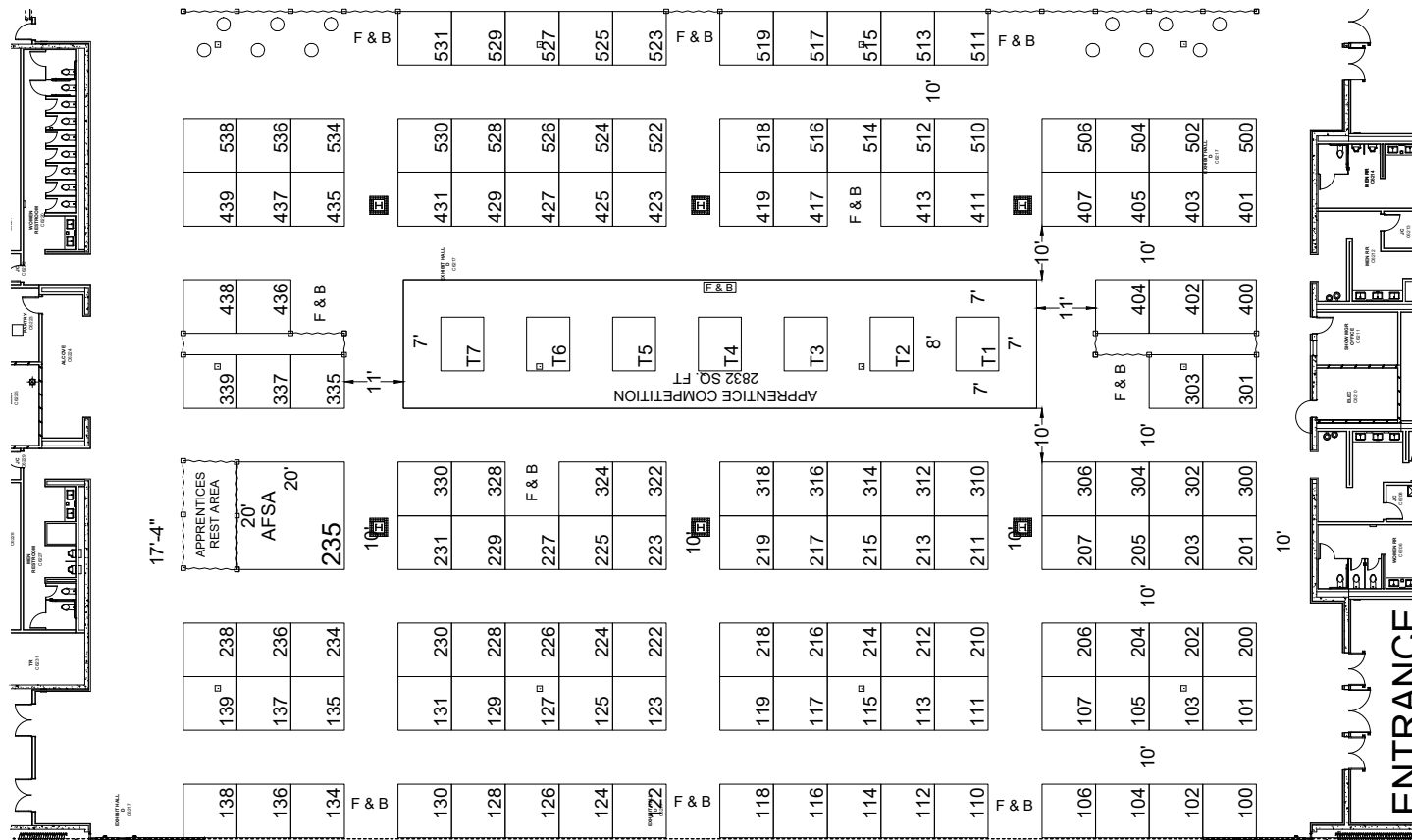
#### **AFTER 6/28/24**

**No refunds**



# FLOOR PLAN

**AFSA43**



## AFSA EXHIBIT HOURS

**FRI, 9/20/24**

**3:00PM - 3:30PM**

Exhibitor Appreciation Event  
(Exhibitors & AFSA Board Only)

**3:30PM - 7:00PM**

Exhibition Grand Opening  
Reception (Registered Attendees)

**SAT, 9/21/24**

**12:30PM - 3:30PM**

Open to registered attendees and  
invited guests of AFSA

## MOVE-IN

**THUR, 9/19/24**

**2:00PM - 10:00PM**

**FRI, 9/20/24**

**8:00AM - 2:00PM**

## MOVE-OUT:

**SAT, 9/21/24**

**3:30PM - 10:00PM**

Tear down is prohibited before  
3:30 PM on Sat., 9/21

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# PAST EXHIBITORS

A-C Fire Pump Systems  
Academy Certification Exams (ACE)  
Accu-Fire Fabrication, Inc.  
ACME Fire Sprinklers – Duyar Valve AS  
AGF Manufacturing, Inc.  
Aleum, U.S.A.  
American AVK Company  
American Backflow Products Co.  
Ameriflo  
Ames-A Watts Brand Company  
Amtrol  
Anvil International LLC  
ARGCO  
Armstrong Pumps, Inc.  
ASC Engineered Solutions  
ASCO Power Technologies/Firetrol Brand Products  
Automatic Fire Alarm Association (AFAA)  
Backflow Direct LLC  
BAVCO  
BIOEX  
BlazeMaster® Fire Sprinkler Systems  
Blue River Underwriters  
Brecco Distribution Corporation  
Brooks Equipment Company Inc.  
Bruce Supply  
Buckeye Fire Equipment  
Build Ops  
BuildingReports  
Bull Moose Tube Company  
busybusy Mobile Time Tracking  
C-Aire Compressors, Inc.  
California American Fire Sprinkler Assn.  
Century Fire Protection, LLC  
Cintas Corporation  
Cla-Val Company  
Clarke Fire Protection Products, Inc.  
Commercial Fire, Inc.  
Common Voices  
Consolidated Fire Protection  
Copier Machinery  
Core & Main Fire Protection  
CPS Products, Inc.

Croker Division: Fire-End & Croker Corp.  
CST Industries  
Decoshield Systems, Inc.  
Dewalt  
Dixon Fire  
Doringer Cold Saws  
Driven Fire Consultants  
Dropmaster by Gecco, Inc  
DUYAR VANA MAKINA SAN. VETIC. A.S.  
Dyne Fire Protection Labs  
EasyFlex, Inc  
Eaton Industries (Canada) Co. -  
Eaton TOLCO  
Elkhart Brass  
Engineered Corrosion Solutions  
ETI (Educational Training Institute)  
Extend CRM / Firepro365  
Fayette Pipe Company  
Ferguson Fire and Fabrication  
Fire And Sprinkler Inspections.com  
Fire Pump Controllers  
Fire Tech Productions  
Fire University  
FireDos US, Inc  
FireFlex Systems, Inc.  
Firetrol, Inc.  
Fivalco, Inc. DBA Aleum, U.S.A.  
Gast Manufacturing, Inc.  
Gem Fire Sprinkler Supply  
General Air Products Inc.  
GTP Software, Inc.  
Guardian Fire Equipment, Inc..  
Home Fire Sprinkler Coalition  
HRS Systems, Inc.  
Huguenot Laboratories, Inc.  
Hydratec, Inc.  
Independence Tube, a Nucor Company  
Industrias Especializadas Oliva,  
S. De R.L. De C.V.  
Inspect Point  
ITW Buildex  
Jenny Products, Inc.  
JG Innovations, Inc.

Job Gmbh  
Johnson Controls  
Kennedy Valve  
Kinger USA  
Kolbi Pipe Marker Company  
Loos & Company, Inc.  
M.E.P. Cad  
MicroBIM Fire  
Milwaukee Valve Co., Inc.  
MobileEyes (TradeMaster, Inc)  
Modgal Metals (99) Ltd  
MTH Pumps  
National Construction Workforce  
National Fallen Firefighters Foundation  
NCCER  
AFSA NextGen Initiative  
NFPA  
NICET  
Noble Company  
Nucor Tubular Products  
Nuvo Solutions  
nVent CADDY  
Oklahoma State University  
Onsite Software, Inc.  
Pace Machinery Group, Inc.  
Pace Supply Corporation  
Paragon Industries, Inc.  
Patterson Pump Company  
Peerless Pump Company  
Pentair Flow Technologies LLC  
Perimeter Solutions  
Permabond Engineering Adhesives  
PHD Manufacturing, Inc.  
Polymer Molding Inc.  
Potter Electric Signal Company  
Potter Roemer  
PUMPTec  
Reed Manufacturing Company  
Reliable Automatic Sprinkler Co., Inc.  
RIDGID  
Safe Signal  
School of Fire Protection, Seneca College  
Security and Fire

Senju Fire Protection, Corp.  
SERVICE FIRST PROCESSING  
ServiceTrade, Inc  
Shandong Luyuan Fire Technology Co.  
Shanghai Vision Mechanical Joint Co. LTD  
Sigma Piping Products  
Smith-Cooper International / FPPI  
Snap Drill AS  
South-Tek Systems  
Southwest Fire Pros  
Spears Manufacturing Co.  
SPP Pumps, Inc.  
Sprinkler Innovations  
Sprinklerview Inc.  
System Sensor/Honeywell  
Talco Fire Systems  
Texas Manufacturing Company  
The Hose Monster Company  
The Metraflex Company  
The Solberg Company  
The Viking Corporation  
Titus Industrial  
TLX Technologies, LLC  
Tornatech Inc.  
TrueNorth Companies  
U.S. Saws  
UL, LLC  
United Brass Works, Inc.  
United Fire Systems  
United Industries Group, Inc.  
Valmont Industries  
Victaulic  
Viega, LLC  
Wheatland Tube Company  
Wheeler-Rex  
Winsupply, Inc  
Wohler USA  
Xylem - AC Fire  
ZURN Industries, LLC

# POLICIES

## EXHIBITOR POINTS

Companies earn exhibitor points annually based on continued membership and cumulative booth purchases. Exhibitor companies select their booth position in the AFSA Exhibit Hall in the order determined by the number of points acquired. The company with the most points selects first, provided their application and payment are submitted by the deadline. The company with the second-highest number of points will choose second, and so on. Companies applying after the deadline will select a booth on a first-come, first-served basis regardless of the number of points acquired. Points are accumulated as follows:

- One point for each consecutive year of membership in AFSA. (Any company that allows its membership status to lapse for any time will lose all previously acquired points.)
- One point for each booth every year that the company has exhibited.
- Diamond, Platinum, Gold, and Silver sponsors get the first choice based on points accumulated.

## RESELLING BOOTH SPACE

Reselling booth space by an exhibitor or sharing booth space with other companies is prohibited.

## HOSPITALITY SUITE AND ORGANIZED EVENTS

This policy was recommended by the AFSA Manufacturer/Supplier Council and approved by the Board of Directors. We are asking all exhibiting companies to read and comply with this document. The policy for the use of hospitality suites and organized events is stated as follows: "AFSA members, exhibitors, and registered guests are not permitted to organize or sponsor large open invitation hospitality suites, seminars, parties, and events. Functions with customers shall be limited to smaller specific events such as: dinners, lunches, breakfasts, or shows during the official AFSA convention dates, starting with the opening of registration through the closing event as detailed on the published convention schedule. There are no exceptions. Violators will be assessed a permanent penalty of 50 percent of their accumulated exhibitor points for booth assignment priority for all future years. Violators with no points to lose will not be permitted to exhibit in the following year."

## BOOTH DISPLAY

Exhibitors may choose to display an entire exhibit or a fold-out display, but tabletop displays are not allowed. A/V equipment is available for rental through the hotel. ***No booth structure can be higher than the 8ft high drapery back wall unless you occupy an island booth (an aisle on each side of the booth) or you receive permission from AFSA before move-in day.***

## CONTESTS AND DRAWINGS

No company will be permitted to organize contests or drawings in their booth, giving away prizes during the official convention dates. Companies will be allowed to give away items in their booth if they are not given away as prizes from contests or drawings.

## ADVERTISING AND HANDOUTS

Only AFSA representatives and registered exhibitors will be permitted to distribute advertising materials or other handouts in the AFSA Exhibit Hall. Materials deemed to be offensive are not allowed. In addition, AFSA prohibits the distribution of commercial, political, or promotional materials in or around any AFSA program, including, but not limited to, networking meals, seminars, meeting rooms, hallways, etc., without the prior written permission of AFSA.

## ADMISSION

AFSA's Convention, Exhibition & Apprentice Competition is open to registered members and guests. The 2nd exhibit day, 9/21/24, is open to all registered attendees, exhibitors, and invited guests of AFSA, its exhibitors, and its local members. AFSA reserves the right to refuse admittance to anyone to any event, program, or exhibit.

## BOOTH PERSONNEL

Company representatives may exhibit with an exhibiting company provided they are there solely to sell products or services of the exhibiting company that purchased the booth space.

## MACHINERY DEMONSTRATIONS

The Manufacturer/Supplier Council has established a policy regarding machinery demonstrations during the AFSA exhibit show hours based on safety standards determined by the Occupational Safety and Health Administration (OSHA). According to OSHA, sound levels greater than 85 decibels require a hearing conservation program to be in place. Any company choosing to demonstrate machinery during show hours with a decibel level greater than 85, as considered by OSHA to be over the safety level, will be required to select a booth in the designated area. For AFSA43, the designated area is located in the 500 aisles. Companies demonstrating over 85 decibels must provide safety standard earplugs to attendees.

Any company with a booth located in an area other than the demonstration area and demonstrating machinery with a decibel level greater than 85 during show hours must discontinue further demonstrations for the remainder of the show. The booth selection process will follow the order as defined by the point system.

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# LODGING

## RESERVATIONS

[HTTPS://BOOK.PASSKEY.COM/GO/AFSA2024](https://book.passkey.com/go/afsa2024)

OR CALL 888-840-3143

Ask for the AFSA Convention & Exhibition group rate.

**DEADLINE FOR AFSA RATE: THURS, 8/21/24**



### GAYLORD ROCKIES RESORT & CONVENTION CENTER:

**\$259 per night** plus tax for Single/Double

1. First room night deposit required or guaranteed with a major credit card.
2. Group rates are available for stays from 9/17/24-9/22/24 for Gaylord Rockies, but reservations must be made by 8/21/24, to secure AFSA convention group rates.
3. After 8/21/24 group room rates are based on availability.
4. Room rate includes complimentary Internet in guest room.
5. AFSA is not represented by travel agencies or housing companies, such as Global Housing, that may try to book your room outside of our room block.



**ATTENTION:** Be aware of third party vendors soliciting AFSA exhibitors and attendees posing as our housing vendor. These companies mislead you to think they are working on our behalf but they are NOT endorsed by or affiliated with AFSA. Book directly with Gaylord Rockies Resort & Convention Center.

# REGISTRATION

## BOOTH PERSONNEL

### EACH BOOTH PURCHASE INCLUDES:

1. **ONE** free **ALL-ACCESS** badge
2. **TWO** free **EXHIBIT HALL-ONLY ACCESS** badges

### COMPARE BADGE OPTIONS

#### ALL-ACCESS **A**

1. Opening Party
2. General Session
3. Exhibitor Appreciation Event
4. Exhibition Grand Opening Reception
5. 2nd Day of Exhibits
6. Awards Party
7. Seminars
8. Networking Meals

#### EXHIBIT HALL-ONLY **X**

1. General Session
2. Exhibitor Appreciation Event
3. Exhibition Grand Opening Reception
4. 2nd Day of Exhibits
5. Networking Meals

### SIX (6) NETWORKING MEALS

\*With an "All-Access" or "Exhibit Hall-Only" registration, you qualify for all Networking Breakfasts and Lunches.



# SPONSORSHIP

## 4/26/24 DEADLINE TO RECEIVE ALL SPONSOR OPTIONS

To take full advantage of sponsorship publicity, you must be paid in-full by April 26, 2024.

## UPLOAD FILES

[www.firesprinkler.org/uploadfiles](http://www.firesprinkler.org/uploadfiles)

## DEADLINES FOR MATERIALS

4/26/24 WEBSITE SPOTLIGHT AD

5/31/24 LOGO (EPS, PDF, AI FORMAT)

PRE-EVENT SPONSORED BLOG POST

6/14/24 LARGE KIOSK AD

APP (ROTATING BANNER) AD

## LARGE KIOSK AD (DIAMOND & PLATINUM SPONSORS)



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# SPONSORSHIP

ANNUAL EXPOSURE (May 2024 - April 2025)

## SPONSOR LEVEL

	SPONSOR LEVEL				
	<b>DIAMOND</b> \$35,000	<b>PLATINUM</b> \$22,500	<b>GOLD</b> \$12,500	<b>SILVER</b> \$5,000	<b>BRONZE</b> \$1,000
BOOTH SPACE (Members Only)	10' x 20' BOOTH	10' x 20' BOOTH	10' x 10' BOOTH		
Convention Registrations (Members Only)	3-All Access 6-Exhibit Hall	2-All Access 4-Exhibit Hall	1-All Access 2-Exhibit Hall		
Name on Entry Display	✓	✓	✓	✓	✓
Name on Convention Website with Link	✓	✓	✓	✓	✓
Name Listed in <i>Sprinkler Age</i>	✓	✓	✓	✓	✓
Priority Booth Selection	✓	✓	✓	✓	
Company Link on Convention App	✓	✓	✓	✓	
Logo on General Session Presentation Slide	✓	✓	✓	✓	
Logo on Convention Website with Link	✓	✓	✓	✓	
Networking Meal Table (3 days)	✓ x 3 per day	✓ x 2 per day	✓ x 1 per day		
Logo on Entry Display	✓	✓	✓		
Recognition via Social Media	✓	✓	✓		
Logo on Apprentice Shirts	✓	✓			
App (Rotating Banner) Ad	✓	✓			
Sponsor Spotlight on Convention Website	✓	✓			
Advertisement on Large Kiosk	✓	✓			
General Session Recognition	✓ ON-STAGE	✓			
Branding at Opening Party	✓				
Branding at Awards Party	✓				
Pre-Event Sponsored Blog Post	✓				
Logo Rotation on Giant Monitor at Convention	✓				
Logo on Room Key Access Card	✓				

Priority Booth Selection will use the current point system within each sponsorship level in order from Diamond Level to Silver Level.

### A LA CARTE ITEMS

\$2,500	Pre-event Email Sponsored E-Blast
\$2,500	Pre-event Sponsored Blog Post
\$2,500	Networking Meal Table Sponsor

# SPONSORSHIP

## ANNUAL EXPOSURE (May 2024 - April 2025)

### BOOTH SPACE & REGISTRATIONS

(Members Only)

**Diamond & Platinum** sponsors receive a 10'x20' booth including:

**Diamond** - 3 All-access & 6 Exhibit hall-only registrations (\$13,305 value).

**Platinum** - 2 All-access & 4 Exhibit hall-only registrations (\$11,070 value).

**Gold** sponsors receive a 10'x10' booth, including:

1 All-access registration &  
2 Exhibit hall-only registrations.  
(\$5,535 value).

To expand the size of your booth, indicate the number of additional booths when purchasing.

## FEATURING

### PRIORITY BOOTH SELECTION

Sponsors in the **Diamond**, **Platinum**, **Gold** & **Silver** levels will receive priority booth selection. Booth selection will be based on the current point system within each sponsorship level in order from Diamond level to Silver level.

### ROOM KEY ACCESS CARD

**Diamond** sponsors receive exclusive logo placement on hotel guest room key access cards.



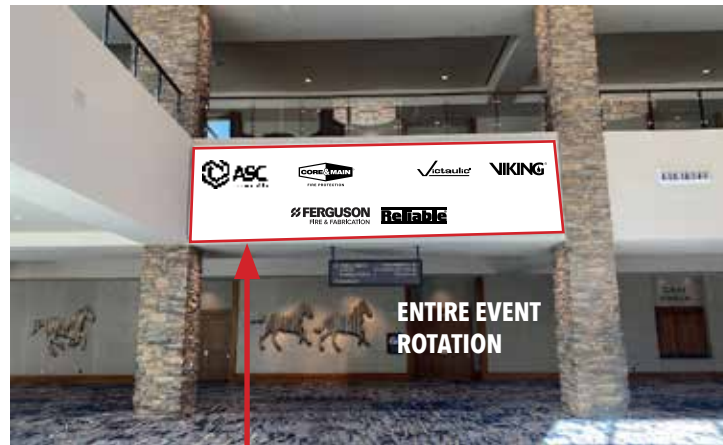
### RECOGNITION ON-STAGE AT GENERAL SESSION

**Diamond** sponsors will be called onto the stage for special recognition during the General Session.

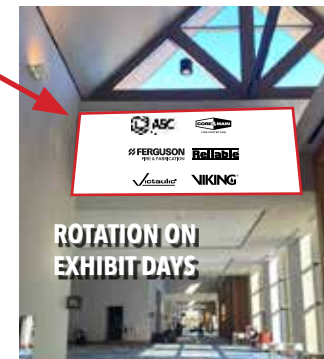
## NEW FOR 2024

**Diamond** sponsors get exclusive exposure:

- Logo on Rotation on Giant Display Screen.



DIAMOND LOGOS ON GIANT DISPLAY SCREEN



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ANNUAL EXPOSURE (May 2024 - April 2025)

## NAME OR LOGO ON SIGNAGE

Your company will be displayed on registration area panels. All registrants visit the registration desk to pick up their welcome packet (*approximately 1,500+*). As a **Diamond, Platinum** or **Gold** level sponsor, you will receive even more exposure including your logo displayed on the area panels, another added branding opportunity.

## NAME OR LOGO ON WEBSITE

Your company will be listed on the AFSA convention website. This listing will be linked back to your web page. As a **Diamond, Platinum, Gold**, or **Silver** level sponsor your logo is displayed.

## NAME LISTED IN SPRINKLER AGE

Your company will be recognized as a sponsor in *Sprinkler Age* magazine. This is circulated to over 5,000+ fire sprinkler industry professionals.

## NAME LISTED ON CONVENTION APP

Your company will be recognized as a sponsor in the convention App (*approximately 1,500+*).

## PRIORITY BOOTH SELECTION

**Diamond, Platinum, Gold & Silver** sponsors get to choose their booth space first according to the point system within each sponsor level.

## LOGO ON GENERAL SESSION PRESENTATION SLIDE

**Diamond, Platinum, Gold** and **Silver** sponsor logos will be prominently displayed in recognition as a sponsor in a presentation slide as attendees are seated prior to the start of the General Session.

## LINK ON CONVENTION APP

**Diamond, Platinum, Gold** and **Silver** sponsors will be listed on the convention app. This listing will be linked back to your web page. The app is made available to convention registrants (*approximately 1,500+*).

## NETWORKING MEAL TABLE (3 DAYS)

As a **Diamond, Platinum**, or **Gold** level sponsor, your logo and booth number will be displayed during breakfast and lunch at a networking meal table(s) for three days.

- **Diamond** sponsors receive three tables per day.
- **Platinum** sponsors receive two tables per day.
- **Gold** sponsors receive one table per day.

The networking meal event has become very popular over the years and is yet another great opportunity to brand your logo and drive attendees to your booth. You may provide promotional items on your table display. This table display will be available for purchase a la carte (\$2,500 value/per table).

## RECOGNITION VIA SOCIAL MEDIA

AFSA will recognize our **Diamond, Platinum** and **Gold** sponsors on social media. Recognition will be posted on social media to 28,000+ followers.

DIAMOND ONLY

DIAMOND & PLATINUM

DIAMOND, PLATINUM & GOLD

DIAMOND, PLATINUM, GOLD & SILVER

ALL LEVELS

## LOGO ON APPRENTICE COMPETITION SHIRTS

**Diamond** and **Platinum** sponsors get their logos screen printed on the apprentice finalists shirts worn during the three-hour apprentice competition. This is a great opportunity to show support for competitors.

## APP (ROTATING BANNER) AD

**Diamond** and **Platinum** sponsors get a banner ad in the convention app. As attendees login to check the convention schedule, they will see your banner ad displayed. This ad is displayed on a rotating basis. (\$1,000 value)

## ADVERTISEMENT ON LARGE KIOSK

**Diamond** and **Platinum** sponsors get their company's ad prominently displayed on a large kiosk in the AFSA convention area of the hotel. (\$1,000 value)

# SPONSORSHIP

## ANNUAL EXPOSURE (May 2024 - April 2025)

### SPONSOR SPOTLIGHT ON WEBSITE

As a **Diamond** or **Platinum** sponsor, AFSA will place your "Spotlight" Ad on the AFSA convention website. This is another opportunity to put the focus directly on your company on the AFSA convention webpage.

### PRE-EVENT EMAIL PROMO LOGO RECOGNITION

As a **Diamond** or **Platinum** sponsor, your logo will be included on pre-event email marketing pieces.

### GENERAL SESSION RECOGNITION

**Platinum** sponsors get special recognition from the podium.  
**Diamond** sponsors get on-stage recognition during the General Session.

### LOGO ON GIANT DISPLAY SCREEN

**Diamond** sponsors will get their logo displayed on giant screen during the entire event.  
(\$2,500 value)

### BRANDING AT OPENING PARTY

**Diamond** sponsors will have their logo prominently displayed as guests arrive at the opening party location.

### SPONSORED BLOG POST

**Diamond** sponsors receive a sponsored blog post on SprinklerAge.com with automatic social media postings on AFSA's pages. *All posts must be approved. The sponsored blog post is also available for purchase a la carte.*  
(\$2,500 value).

### LOGO ON ROOM ACCESS KEY CARD

**Diamond** sponsors receive exclusive logo placement on hotel guest room key access cards.

### A LA CARTE

#### PRE-EVENT SPONSORED E-BLAST

Put the spotlight on your company brand and products weeks leading up to the convention. Your email will be distributed to all convention registrants as they make their plans to visit the AFSA43 exhibit hall. (\$2,500)

DIAMOND ONLY
DIAMOND & PLATINUM
DIAMOND, PLATINUM & GOLD
DIAMOND, PLATINUM, GOLD & SILVER
ALL LEVELS

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### SAMPLE ENTRANCE UNIT





# SHOW SERVICE

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## **VIPER TRADESHOW SERVICES**

AFSA has contracted with VIPER Tradeshow Services for the 2024 Exhibition. VIPER is your source for: Booth Furnishings, Installation/Dismantle Labor, Material Handling, Shipping, and Booth Cleaning.

### **STANDARD AND CUSTOM FURNISHINGS**

Viper Tradeshow Services is pleased to extend the following savings/discounts furnishing program:

- Pre- Deadline Discount Pricing: 35% off list prices
- Post Deadline Standard Price: 10% off list prices

### **ORDER ONLINE**

<https://order.vipertradeshow.com>

### **MATERIAL HANDLING**

Viper Tradeshow Services offers competitive material handling rates as follows:

- Advanced warehouse prior to deadline date: \$101.59/CWT, with a 200 lb minimum.
- Post deadline and show site receiving: \$132.05/CWT, with a 200 lb minimum.



RETURN WITH  
PAYMENT TO:

MAIL

AFSA  
PO Box 646475  
Cincinnati, OH 45264-6475

EMAIL

exhibit@firesprinkler.org

FAX

(214) 343-8898

ONLINE

firesprinkler.org/exhibit

INSTRUCTIONS

(1) Fill out completely      (2) Date and sign      (3) Total fee must accompany form

EXHIBITING COMPANY

STREET ADDRESS

CITY

ST/PROV

POSTAL CODE

CONTACT PERSON FOR BOOTH SELECTION

TITLE

EMAIL

PHONE

WEBSITE

TYPE OF PRODUCTS ON DISPLAY

LIST COMPETITORS

BOOTH FEES

ON OR BEFORE **APRIL 26, 2024**

Members \$3,300 / booth  
Non-Members \$6,050 / booth

AFTER **APRIL 26, 2024**

Members \$3,740 / booth  
Non-Members \$6,390 / booth

SPONSORSHIP OPPORTUNITIES

Diamond Level (includes 10 x 20 booth\*) \$35,000  
Platinum Level (includes 10 x 20 booth\*) \$22,500  
Gold Level (includes 10 x 10 booth\*) \$12,500  
Silver Level \$5,000  
Bronze Level \$1,000

A LA CARTE OPTIONS

Pre-Event Email Press Release \$2,500 each  
Pre-Event Sponsored Blog Post \$2,500 each  
One Networking Meal Table \$2,500 each

PAYMENT

SPONSOR LEVEL \_\_\_\_\_ \$ \_\_\_\_\_

# \_\_\_\_\_ x \$ \_\_\_\_\_ PRICE  
BOOTH QTY \_\_\_\_\_

A LA CARTE ITEM \_\_\_\_\_ QTY \_\_\_\_\_ x \$ \_\_\_\_\_ PRICE

**TOTAL** \$ \_\_\_\_\_

CREDIT CARD NO: \_\_\_\_\_

EXP: \_\_\_\_\_ / \_\_\_\_\_ SEC. CODE: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

NAME ON THE CARD: \_\_\_\_\_

1. If paying by check, make payable to American Fire Sprinkler Association.  
There is an additional 3% credit card processing fee if paying by credit card.
2. NOTE: Booth space will NOT be confirmed until full payment has been received and all invoices to AFSA and/or *Sprinkler Age* are current through August 16, 2024.
3. I have read and understand, and I agree to uphold all policies and stipulations stated within the 2024 exhibitor packet.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_





AMERICAN FIRE SPRINKLER ASSOCIATION  
1410 RENNER RD., SUITE 150  
RICHARDSON, TX 75082

[firesprinkler.org/exhibit](https://firesprinkler.org/exhibit)



CONVENTION, EXHIBITION & APPRENTICE COMPETITION

SEP 18-21  
**DENVER**  
2024

**AFSA'S 43ND ANNUAL CONVENTION,  
EXHIBITION & APPRENTICE COMPETITION**

**4 DAYS**

**600+  
DECISION  
MAKERS**

**200+  
CONTRACTOR  
COMPANIES**

