

The logo for AFSA44, featuring the text "AFSA44" in a bold, sans-serif font. "AFSA" is in red and "44" is in white, both set against a blue rounded rectangular background.

AFSA44

CONVENTION, EXHIBITION & APPRENTICE COMPETITION



American Fire
Sprinkler Association

EXHIBITOR KIT

- Overview
- Networking
- Specs
- Floor Plan
- Policies
- Past Exhibitors
- Lodging
- Deadlines
- Sponsorship
- Service

WASHINGTON, DC

OCTOBER 15-18, 2025

OVERVIEW

AFSA44 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.

AFSA44 OFFERS THE MOST CONTRACTOR COMPANIES

As an exhibitor, advertiser, or sponsor – four days with 600+ decision makers, representing 200+ contractor companies at AFSA44 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.



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

**MORE BOOTHS,
MORE CONTRACTORS.**

NETWORKING

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

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 continental 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

OPENING PARTY

WED, 10/15, 7:00PM - 10:00PM

TBD

A O

EXHIBITOR APPRECIATION EVENT

(Exhibitors & AFSA Board Only)

FRI, 10/17, 3:00PM - 3:30PM

A X

GRAND OPENING RECEPTION

Exhibits Open (Limited to Paid Attendees Only)

FRI, 10/17, 3:30PM - 7:00PM

A X

EXHIBITION & APPRENTICE COMPETITION

Exhibits Open

SAT, 10/18, 12:30PM - 3:30PM

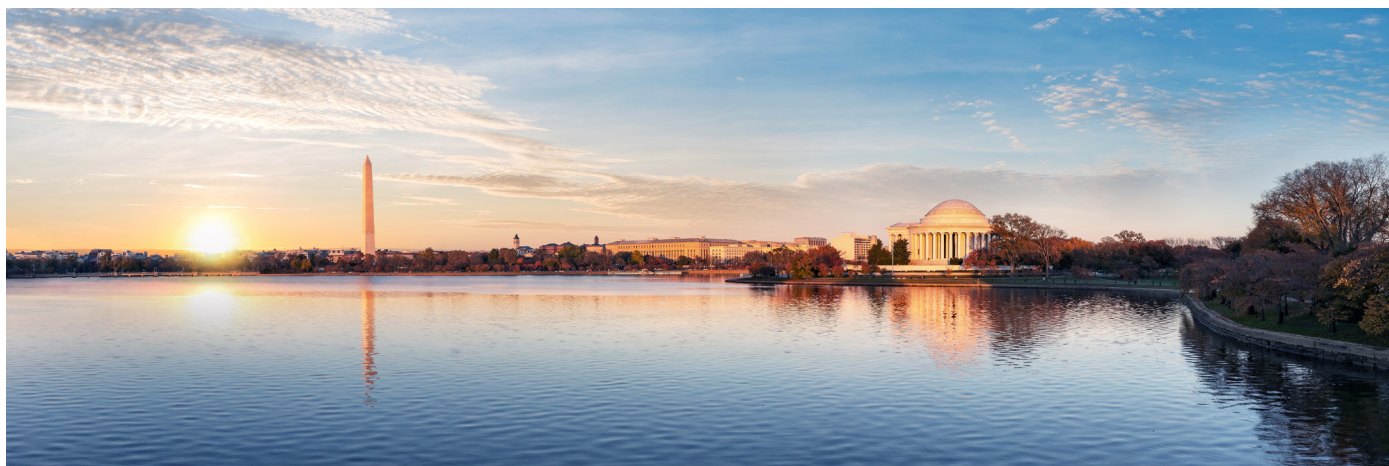
A X

AWARDS PARTY

SAT, 10/18, 7:00PM - 10:00PM

Gaylord National River View Pavilion

A O



SPECIFICATIONS

BOOTH SPECS

BOOTH SIZE: 10 FT. X 10 FT.

CEILING HEIGHT: 24 FT.

PRICE: ON OR BEFORE **APRIL 25, 2025**
\$3,795/BOOTH - MEMBER
\$6,957/BOOTH - NONMEMBER

LATE

AFTER APRIL 25, 2025
\$4,300/BOOTH - MEMBER
\$7,348/BOOTH - NONMEMBER

BOOTH SELECTION:

BOOTH RESERVATIONS POSTMARKED:

ON OR BEFORE 4/25/25

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

AFTER 4/25/25

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

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.

CANCELLATIONS:

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 4/26/25

\$350 per booth will be deducted from the refund

4/26/25 - 6/27/25

\$500 per booth will be deducted from the refund

AFTER 6/27/25

No refunds

AFSA EXHIBIT HOURS

FRI, 10/17/25

3:00PM - 3:30PM

Exhibitor Appreciation Event
(Exhibitors & AFSA Board Only)

3:30PM - 7:00PM

Exhibition Grand Opening
Reception (Registered Attendees)

SAT, 10/18/25

12:30PM - 3:30PM

Open to registered attendees and
invited guests of AFSA

MOVE-IN

THUR, 10/16/25

2:00PM - 10:00PM

FRI, 10/17/25

8:00AM - 2:00PM

REFRESH

SAT, 10/18/25

9:00AM - 12:30PM

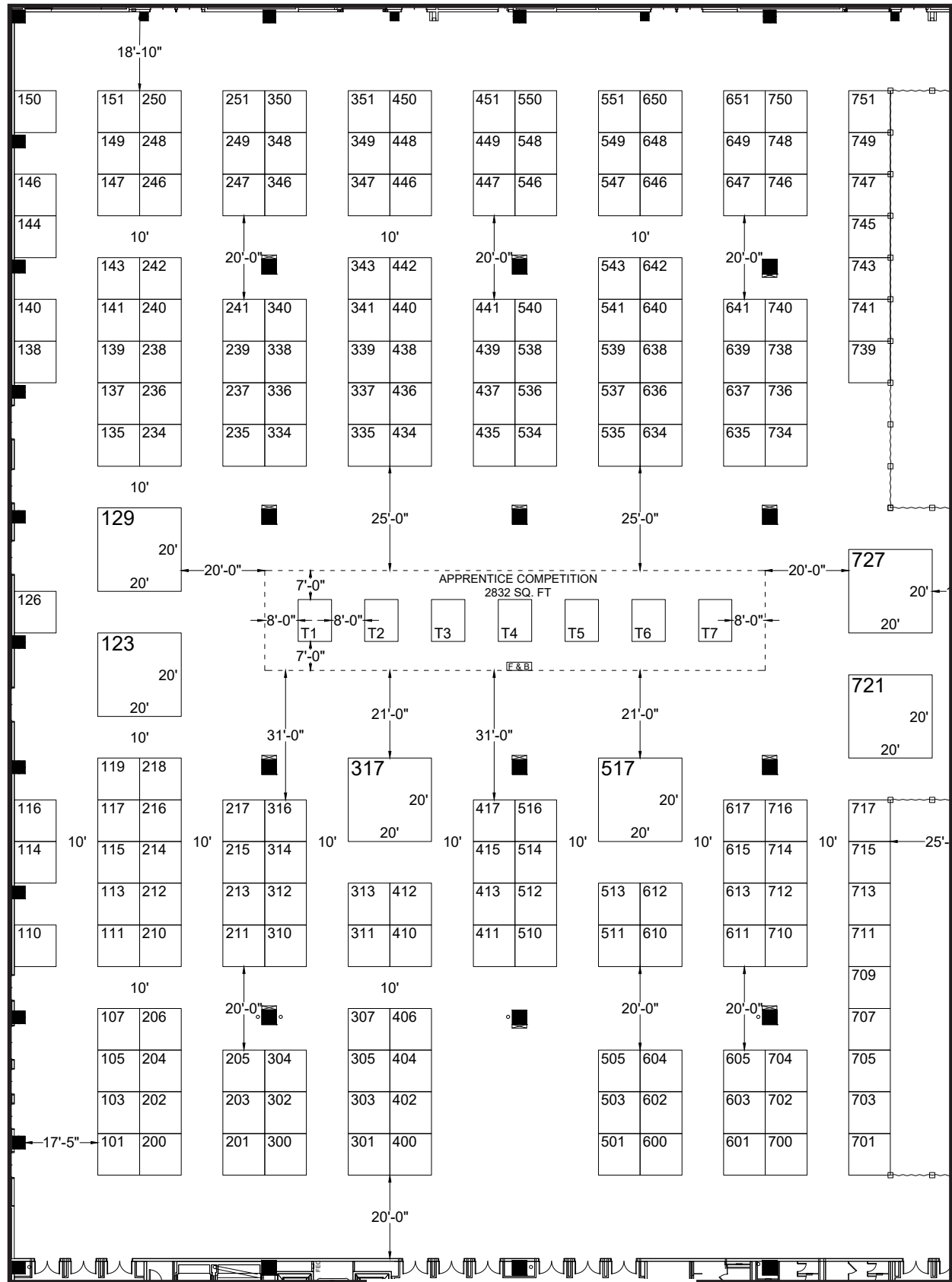
MOVE-OUT:

SAT, 10/18/25

3:30PM - 10:00PM

Tear down is prohibited before
3:30 PM on Sat., 10/18

FLOOR PLAN



ENTRANCE

PAST EXHIBITORS

A-C Fire Pump Systems	Croker Division: Fire-End & Croker Corp.	Job GmbH	Security and Fire
Academy Certification Exams (ACE)	CST Industries	Johnson Controls	Senju Fire Protection, Corp.
Accu-Fire Fabrication, Inc.	Decoshield Systems, Inc.	Kennedy Valve	SERVICE FIRST PROCESSING
ACME Fire Sprinklers – Duyar Valve AS	Dewalt	Kinger USA	ServiceTrade, Inc
AGF Manufacturing, Inc.	Dixon Fire	Kolbi Pipe Marker Company	Shandong Luyuan Fire Technology Co.
Aleum, U.S.A.	Doringer Cold Saws	Loos & Company, Inc.	Shanghai Vision Mechanical Joint Co. LTD
American AVK Company	Driven Fire Consultants	M.E.P. Cad	Sigma Piping Products
American Backflow Products Co.	Dropmaster by Gecco, Inc	MicroBIM Fire	Smith-Cooper International / FPPI
Ameriflo	DUYAR VANA MAKINA SAN. VE TIC. A.S.	Milwaukee Valve Co., Inc.	Snap Drill AS
Ames-A Watts Brand Company	Dyne Fire Protection Labs	MobileEyes (TradeMaster, Inc)	South-Tek Systems
Amtrol	EasyFlex, Inc	Modgal Metals (99) Ltd	Southwest Fire Pros
Anvil International LLC	Eaton Industries (Canada) Co. -	MTH Pumps	Spears Manufacturing Co.
ARGCO	Eaton TOLCO	National Construction Workforce	SPP Pumps, Inc.
Armstrong Pumps, Inc.	Elkhart Brass	National Fallen Firefighters Foundation	Sprinkler Innovations
ASC Engineered Solutions	Engineered Corrosion Solutions	NCCER	Sprinklerview Inc.
ASCO Power Technologies/Firetrol Brand Products	ETI (Educational Training Institute)	AFSA NextGen Initiative	System Sensor/Honeywell
Automatic Fire Alarm Association (AFAA)	Extend CRM / Firepro365	NFPA	Talco Fire Systems
Backflow Direct LLC	Fayette Pipe Company	NICET	Texas Manufacturing Company
BAVCO	Ferguson Fire and Fabrication	Noble Company	The Hose Monster Company
BIOEX	Fire And Sprinkler Inspections.com	Nucor Tubular Products	The Metraflex Company
BlazeMaster® Fire Sprinkler Systems	Fire Pump Controllers	Nuvo Solutions	The Solberg Company
Blue River Underwriters	Fire Tech Productions	nVent CADDY	The Viking Corporation
Brecco Distribution Corporation	Fire University	Oklahoma State University	Titus Industrial
Brooks Equipment Company Inc.	FireDos US, Inc	Onsite Software, Inc.	TLX Technologies, LLC
Bruce Supply	FireFlex Systems, Inc.	Pace Machinery Group, Inc.	Tornatech Inc.
Buckeye Fire Equipment	Firetrol, Inc.	Pace Supply Corporation	TrueNorth Companies
Build Ops	Fivalco, Inc. DBA Aleum, U.S.A.	Paragon Industries, Inc.	U.S. Saws
BuildingReports	Gast Manufacturing, Inc.	Patterson Pump Company	UL, LLC
Bull Moose Tube Company	Gem Fire Sprinkler Supply	Peerless Pump Company	United Brass Works, Inc.
busybusy Mobile Time Tracking	General Air Products Inc.	Pentair Flow Technologies LLC	United Fire Systems
C-Aire Compressors, Inc	GTP Software, Inc.	Perimeter Solutions	United Industries Group, Inc.
California American Fire Sprinkler Assn.	Guardian Fire Equipment, Inc..	Permabond Engineering Adhesives	Valmont Industries
Century Fire Protection, LLC	Home Fire Sprinkler Coalition	PHD Manufacturing, Inc.	Victaulic
Cintas Corporation	HRS Systems, Inc.	Polymer Molding Inc.	Viega, LLC
Cla-Val Company	Huguenot Laboratories, Inc.	Potter Electric Signal Company	Wheatland Tube Company
Clarke Fire Protection Products, Inc.	Hydratec, Inc.	Potter Roemer	Wheeler-Rex
Commercial Fire, Inc.	Independence Tube, a Nucor Company	PUMPTec	Winsupply, Inc
Common Voices	Industrias Especializadas Oliva, S. De R.L. De C.V.	Reed Manufacturing Company	Wohler USA
Consolidated Fire Protection	Inspect Point	Reliable Automatic Sprinkler Co., Inc.	Xylem - AC Fire
Copier Machinery	ITW Buildex	RIDGID	ZURN Industries, LLC
Core & Main Fire Protection	Jenny Products, Inc.	Safe Signal	
CPS Products, Inc.	JG Innovations, Inc.	School of Fire Protection, Seneca College	

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 by 4/26/25.***

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, 10/18/25, 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

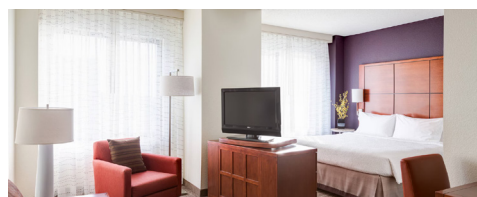
The Manufacturer/Supplier Council has established a policy regarding machinery demonstrations during the AFSA exhibit show hours based on safety standards determined by the Occupational Safety and Health Administration (OSHA). According to OSHA, sound levels greater than 85 decibels require a hearing 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 AFSA44, the designated area is located in the 739-751 aisle. 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.

LODGING

RESERVATIONS

SEE AFSA44 WEBSITE

ATTENTION: Be aware of third party vendors posing as our housing vendor. These companies are NOT endorsed by or affiliated with AFSA. Book directly with hotel using the link on AFSA44 Website



HEADQUARTER HOTEL GAYLORD NATIONAL RESORT

\$269 per night plus tax for Single/Double

1. First room night deposit required or guaranteed with a major credit card.
2. Rate includes \$22 Resort Fee
3. Group rates are available for stays from 10/14/25-10/19/25 for Gaylord National, but reservations must be made by 9/10/25 to secure AFSA convention group rates.
4. After 9/10/25 group room rates are based on availability.
5. Room rate includes complimentary Internet in guest room.

ADDITIONAL ACCOMMODATIONS: MARRIOTT RESIDENCE INN

(ACROSS THE STREET FROM GAYLORD NATIONAL)

\$249 per night plus tax for Standard Room

1. First room night deposit required or guaranteed with a major credit card.
2. Group rates are available for stays from 10/13/25-10/19/25 for Residence Inn, but reservations must be made by 9/10/25 to secure AFSA convention group rates.
3. After 9/10/25 group room rates are based on availability.
4. Room rate includes complimentary Internet in guest room.

REGISTRATION

BOOTH PERSONNEL

EACH BOOTH PURCHASE INCLUDES:

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

SIX (6) NETWORKING MEALS

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

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. Apprentice Competition Viewing
7. Awards Party
8. Seminars
9. Networking Meals

EXHIBIT HALL-ONLY **X**

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

SPONSORSHIP

4/25/25 DEADLINE TO RECEIVE ALL SPONSOR OPTIONS

To take full advantage of sponsorship publicity, you must be paid in-full by April 25, 2025.

UPLOAD FILES

www.firesprinkler.org/uploadfiles

DEADLINES FOR MATERIALS

- 4/25/25 WEBSITE SPOTLIGHT AD
- 5/30/25 LOGO (EPS, PDF, AI FORMAT)
- 5/30/25 PRE-EVENT SPONSORED BLOG POST
- 7/9/25 LARGE KIOSK AD

LARGE KIOSK AD (DIAMOND & PLATINUM SPONSORS)



SPONSOR LEVEL

	DIAMOND \$40,250	PLATINUM \$25,875	GOLD \$14,375	SILVER \$5,750	BRONZE \$1,150
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	✓	✓			
Reserve Table at Awards Party	✓	✓			
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 Meeting Room Screens	✓				
Logo Rotation on Giant Digital Display 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

\$2,875 Pre-event Email Sponsored E-Blast

\$2,875 Pre-event Sponsored Sprinkler Age Blog Post

\$2,875 Networking Meal Table Sponsor

OTHER ADVERTISING OPTIONS

Webinar Ads, eNewsletter Ads, Sprinkler Age Magazine Print Ads. Contact Clarissa Rios, advertising@firesprinkler.org; 214-349-5965, ext. 134

* For more details and descriptions of the sponsorship opportunities, go to: www.firesprinkler.org/sponsorship

SPONSORSHIP

ANNUAL EXPOSURE (May 2025 - April 2026)

BOOTH SPACE & REGISTRATIONS

(Members Only)

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

Diamond - 3 All-access & 6 Exhibit hall-only registrations (\$15,300 value).

Platinum - 2 All-access & 4 Exhibit hall-only registrations (\$12,730 value).

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

1 All-access registration &

2 Exhibit hall-only registrations. (\$6,365 value).

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

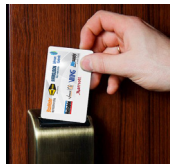
FEATURING

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 2025

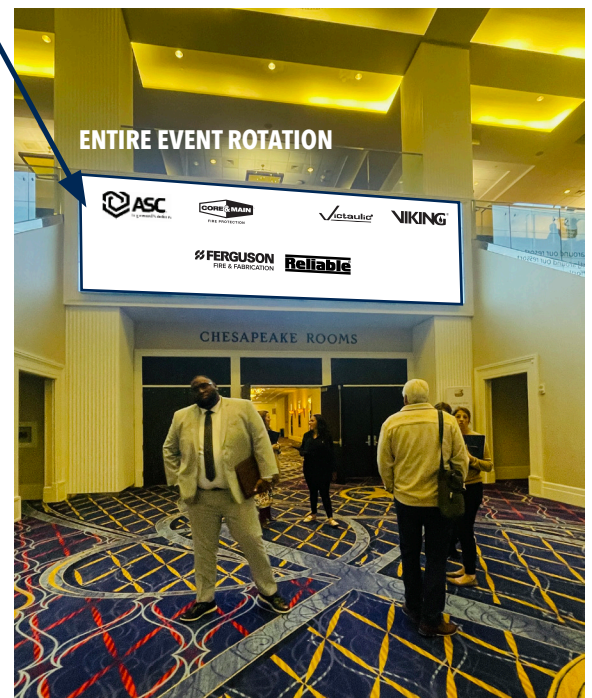
Diamond sponsors get exclusive exposure:

- Logo on Rotation on Giant Display Screen.

Diamond sponsors get exclusive exposure:

- Logo on Rotation on Meeting Room Screens.

Diamond & Platinum sponsors get reserved table at Awards Party.



SPONSORSHIP

ANNUAL EXPOSURE (May 2025 - April 2026)

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

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 (*\$2,875 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.

SPONSORSHIP

ANNUAL EXPOSURE (May 2025 - April 2026)

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.

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. **(\$1,500 value)**

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 RECOGNITION

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

RESERVED TABLE AT AWARDS PARTY

As a **Diamond** or **Platinum** sponsor, your company will receive a reserved table at the Awards Party.

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. **(\$2,875 value)**

LOGO ON MEETING ROOM SCREEN

Diamond sponsors will get their logo displayed on meeting room screens during the entire event. **(\$2,875 value)**

BRANDING AT OPENING PARTY

Diamond sponsors will have their logo prominently displayed 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.* **(\$2,875 value).**

LOGO ON ROOM ACCESS KEY CARD

Diamond sponsors receive exclusive logo placement on hotel guest room key access cards. **(\$900 value)**

DIAMOND ONLY

DIAMOND & PLATINUM

DIAMOND, PLATINUM & GOLD

DIAMOND, PLATINUM, GOLD & SILVER

ALL LEVELS

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 AFSA44 exhibit hall. **(\$2,875 each)**

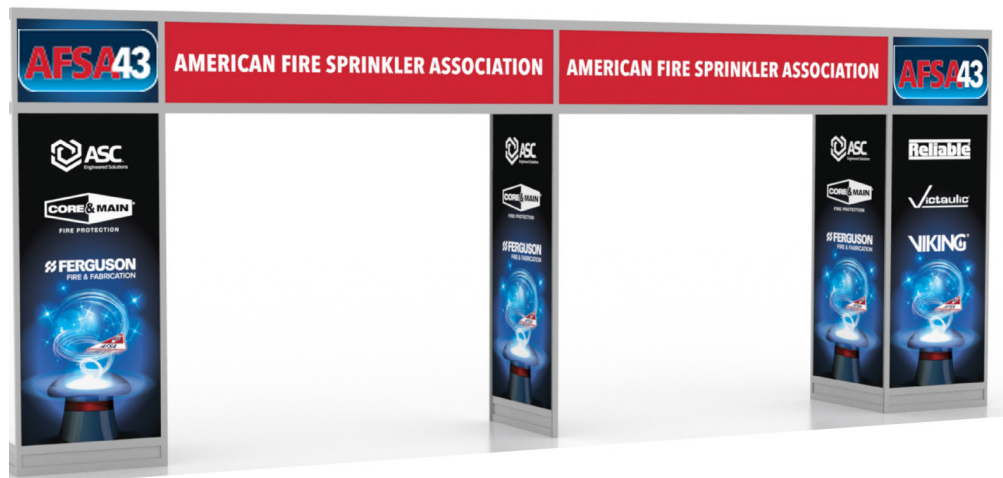
PRE-EVENT SPONSORED BLOG POST

Put the spotlight on your company brand and products weeks leading up to the convention with a sponsored blog post on SprinklerAge.com with automatic social media postings on AFSA's pages. *All posts must be approved.* **(\$2,875 each)**

NETWORKING MEAL TABLE SPONSOR

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. Your logo and booth number will be displayed during breakfast and lunch at a networking meal table for three days. **(\$2,875 each)**

SAMPLE ENTRANCE UNIT



SHOW SERVICE



VIPER TRADESHOW SERVICES

AFSA has contracted with VIPER Tradeshow Services for the 2025 Exhibition. VIPER is your source for: Booth Furnishings, Installation/Dismantle Labor, Material Handling, Shipping, and Booth Cleaning.

STANDARD AND CUSTOM FURNISHINGS

ORDER ONLINE

<https://order.vipertradeshow.com>

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

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

ONLINE

firesprinkler.org/exhibit

INSTRUCTIONS

(1) Fill out completely

(2) Date and sign

(3) Total fee must accompany form

EXHIBITING COMPANY

STREET ADDRESS

CITY

COUNTRY

ST/PROV

POSTAL CODE

CONTACT PERSON FOR BOOTH SELECTION

TITLE

EMAIL OF CONTACT PERSON

PHONE

WEBSITE URL

TYPE OF PRODUCTS ON DISPLAY

LIST COMPETITORS

BOOTH FEES

ON OR BEFORE **APRIL 25, 2025**

Members \$3,795 / booth

Non-Members \$6,957 / booth

AFTER **APRIL 25, 2025**

Members \$4,301 / booth

Non-Members \$7,348 / booth

SPONSORSHIP OPPORTUNITIES

Diamond Level (includes 10 x 20 booth*) \$40,250

Platinum Level (includes 10 x 20 booth*) \$25,875

Gold Level (includes 10 x 10 booth*) \$14,375

Silver Level \$5,750

Bronze Level \$1,150

A LA CARTE OPTIONS

Pre-Event Email Press Release \$2,875 each

Pre-Event Sponsored Blog Post \$2,875 each

One Networking Meal Table \$2,875 each

PAYMENT

SPONSOR LEVEL \$

BOOTH QTY x \$ PRICE \$

A LA CARTE ITEM QTY x \$ PRICE \$

A LA CARTE ITEM QTY x \$ PRICE \$

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, 2025.
3. I have read and understand, and I agree to uphold all policies and stipulations stated within the 2025 exhibitor packet.

SIGNATURE

DATE





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

firesprinkler.org/exhibit



CONVENTION, EXHIBITION & APPRENTICE COMPETITION

AFSA'S 44TH ANNUAL CONVENTION, EXHIBITION & APPRENTICE COMPETITION

4 DAYS

**600+
DECISION
MAKERS**

**200+
CONTRACTOR
COMPANIES**

